

Polk County Observer

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The way to build up Dallas is to pa-
tronize Dallas people.

AN UNAPPRECIATED PATRIOT.

United States Senator Jonathan Bourne is a candidate for reelection and, as such, has already filed his declaration with the Secretary of State. Accompanying it is a declaration of principles for which he says he will stand if elected. In the first place, he wants printed opposite his name on the primary ballot "Advocates the substitution of the general welfare for the selfish interests in all governmental operations."

This certainly should appeal to everybody. Further, Oregon's senior senator declares thusly:

"Oregon system of popular government, giving equal opportunities to all with privileges to none; popular election of United States senators; parcels post, including rural delivery; federal control of interstate commerce; rigid exclusion of coolie labor; permanent non-partisan tariff commission; liberal appropriations for rivers and harbor improvements; free tolls for American shipping through the Panama canal; enforcement of the pure food laws; liberal pensions for deserving veterans; fair share of irrigation funds for Oregon; increased efficiency rather than false economy in governmental operations; national good roads legislation; use of public resources with intelligent conservation; honest government, service and business."

Surely here is a platform upon which all classes may unite and boost for all that's in them for Jonathan's return to the upper house of Congress. The Observer feels that it has been imposed upon by Jonathan's enemies. Why, this man stands for everything that's good, and why shouldn't he be re-elected? Of course there are persons who will intimate that the senior senator is making this plea simply to succeed himself in the fat Washington job but that cannot possibly be true. He is a patriot, and wants to serve the people. He's willing to sacrifice himself on the altar of his state's needs and what more could an insistent people ask? Possibly, he may not know any more about the real needs of the state than does his associate, who referred to the mohair industry as a "scavenger enterprise" but what matters that—look at his platform!

THE WEAK SPOT.

The following from the Oregon City Courier is timely and to the point. It contains a world of truth and encompasses the advertising situation in a nutshell:

"Two years ago, in a little city in New York, the Courier editor had a little discussion with the manager of a big department store on advertising."

"He said it did not pay six per cent interest on the money invested."

"I asked him why, and he said because people did not read it."

"I made him a proposition to run for him without charge a six inch ad, hidden by legal notices, in the most unnoticed corner of the paper, offering a free gift for the first ten people who came into the store after a fixed hour on a certain date. He refused the offer."

"I offered to run a free ad of one inch at the end of the last column on the legal page, stating it was rumored the store would soon go out of business. He refused the offer."

"This manager knew that advertising was read, but would not admit that his advertising did not attract. The fault was his, not the paper's."

"If I were a merchant I would take a certain space, big or little, I would have it in a certain position in the paper. I would have it there every week. I would adopt a certain style of composition, I would make it different in style and wording. I would change it every week, and I would put in it something to attract if I had to start it off with a story of a dog fight, and I would stay with those weekly talks until I convinced the public I was on the square with them."

"Then when I advertised prices and values the people would not only read them but BELIEVE them."

"And there's the weak spot in advertising—lack of confidence."

"And that's the dealer's sore spot—not the newspaper's."

BOOST THE MEETING.

It is to be hoped that the meeting to be held under the auspices of the Dallas Commercial club to promote the purchase and use of "Made in Oregon" products, will be liberally attended. As has often been said the only way and the best way to build up home industries is to patronize home people. This theme is old and threadbare and scarcely anything new may be said regarding it here, only to impress again upon all loyal people, the wisdom of the contention. If it were possible to induce Oregon people to buy only products made in this state, or grown in this state, the population of the Beaver commonwealth would be trebled in a mighty short time.

Carrying the same argument still further and bringing it down to local conditions if every citizen of Dallas would resolve to purchase every dollar's worth of goods possible of Dallas merchants only, it wouldn't be long before street cars and taxicabs would be among the city's advantages. Loyalty to home institutions and to home merchants is an attribute which has its own reward and anything and everything calculated to promote that tendency should have the hearty encouragement of everybody. Hence, it is of the utmost importance that the proposed "Made in Oregon" meeting should have the support and the attendance of every Dallas business man and citizen. It makes no difference whether or not you are a member of the Commercial club; if you are not, you certainly ought to be, but make it a point to be in attendance on the night in question and by so doing lend encouragement to the plan. The meeting will be addressed by capable and competent speakers and is sure to result in much good. Let us get together and organize for a united boost for home institutions and industries and thereby promote the prosperity of our own people.

Although not fully informed as to the particulars of the movement by the civic improvement section of the Dallas Woman's club to provide a market inspector for this city, taken as an abstract proposition, The Observer is unqualifiedly in favor of it. There is no question but that often food that is unfit for human consumption is offered for sale. Nor is it always the fault of the dealers. They have no means of knowing whether or not it is palatable and would undoubtedly welcome an official whose duty it would be to discover the stuff and condemn it. Particularly is this true of fruit and vegetables and if all were placed under the same restrictions, and dealers protected in their endeavor to give their customers only the best and most wholesome products, it would result in more cleanliness and a general upward tendency in the health of the city. The Woman's club is at present engaged in many worthy reforms and it is up to every loyal citizen to lend every assistance possible. There certainly can be no valid argument against the appointment of an official whose duties are to safeguard the health of the city.

Over in Tillamook the city, with an embargo on more than two saloons, for many months suffered a "beer trust" and the thirsty seeker after the amber liquid had to come through with 10 cents every time a schooner sailed over the bar in his direction. Finally the council threatened to permit the licensing of more than three saloons and it had the desired effect—the beer trust was busted and without the aid of the Sherman law or Attorney-General Wickersham. The Tillamookers appear to possess some merit as trust busters themselves. Perhaps if the same methods were applied to national conditions, it might help some.

Woodrow Wilson, judging by the hornet's nest that he has stirred up in the Democratic camp, probably realizes that he has talked too much before deciding to become a candidate for the presidency.

To prove his position that capital punishment is right, according to Scripture, a New York divine calls attention to the passage which relates: "Whosoever sheddeth man's blood, by man shall his blood be shed." The defender of legal murder should also have explained the real

WE OFFER A SIX PER CENT FIRST MORTGAGE BOND.

These bonds are secured by all of the property now owned or hereafter acquired by the Portland Cement Company, who will have the first unit of their plant in operation next spring. By doubling the capacity of their factory, at a 25 per cent additional cost, the profits are estimated to be 100 per cent greater. The Company has competition on account of low freight rates over California mills and have acquired all the available deposits of raw material within 200 miles of Portland. The value of these deposits is incalculable for cement manufacturing purposes, and all other properties are figured at actual cash cost. Experts estimate that the bonds are

SECURED BY ASSETS WORTH THREE TIMES THE BOND ISSUE

More than \$600,000 of the total issue of \$300,000 has already been subscribed by local investors, and Eastern capitalists, who have had success with their investments under the present manager, Mr. Aman Moore. This affords an excellent investment for bankers, trustees, estates, and others seeking security with a fair rate of interest. All titles have been examined and found perfect by the Company's Attorneys, Messrs. Teal, Minor and Winfree, of Portland. A feature of these bonds, which investors will appreciate, lies in the fact that after October 1, 1912, \$55,000 of them can be turned into the sinking fund each year, so an investor gets his interest of 6 per cent annually and

GETS MONEY BACK AND RETAINS STOCK

given at time of investment, which it is safe to say will pay 10 per cent in dividends.

For full details, ask for Bulletin "B." The inquiry places you under no obligation. Address John A. Baxter, Dallas, Oregon, care Gail Hotel.

meaning of the commandment which declares "Thou shalt not kill," or that verse in Romans 12:19: "Dearly beloved, avenge not yourselves, but rather give place unto wrath; for it is written, vengeance is mine; I will repay, saith the Lord."

Fearful that the agitation would incur the enmity of the railroads, the city of Eugene it is declared, will not join with other cities in Central and Southern Oregon in their efforts to secure a more equitable adjustment of freight rates. Right there is where the city is making a mistake. No community ever lost anything by demanding simple justice, and the elimination of rate discrimination, and if the people of Eugene really have cause for complaint, they are hurting themselves by not asking an adjustment.

It's so cold in the East that the Mississippi and Hudson rivers are frozen over. It's different in Oregon. At last reports LaCreele creek was still singing blithely on its way to the sea.

If the organization you belong to, isn't run to suit you, don't knock, get in and boost and you may succeed in operating the craft yourself.

The municipality of "Fossil" must have a hard time in making good on that name.

SHORT TERM ATTRACTS

College Graduates From Many Noted Institutions Attend Winter Course at Corvallis Institution.

Corvallis, Or., Jan. 16.—College graduates predominate in the enrollment of students for the short course at the Oregon Agricultural college. The greater number being graduates of eastern universities and institutions of higher education. Representatives of Harvard, Yale, Cornell, West Point, Randolph-Macon college, Va., Oberlin college, the state universities of Pennsylvania, Virginia, Minnesota, Michigan, Indiana, Illinois, Oregon, Washington, Stanford university, and a host of lesser institutions are enrolled. About half are taking horticulture, and as many dairying and animal husbandry.

Among the students are men of varied profession, including engineers, bookkeepers, landscape gardeners, clerks, express agents, traveling salesmen, stockmen, ministers, bankers, pharmacists, trained nurses, cooks, photographers, general farmers, insurance agents, fruitmen, dairymen, beekeepers, butter makers, orchard superintendents, farm managers, merchants, confectioners, college professors, lumbermen, carpenters and homekeepers.

Some of the students come from abroad, from Japan, Switzerland, Germany, England, and British Columbia, while others are from the states of Virginia, New York, Pennsylvania, Massachusetts, Michigan, Illinois, Minnesota, Nebraska, New Mexico, California, and Washington. The greater number are, however, citizens of Oregon.

Many thousands of acres of land are represented in their holdings, one student having a farm of 1000 acres in Central Oregon and others having from 200 to 500 acres. Most of those whose farms contain less than 100 acres have orchard properties.

Dr. Bell's Pine-Tar-Honey

Is a household word in every state in the union as well as in several foreign countries. For Grippe, Colds, Coughs, Asthma and throat troubles it is the best. Look for the Bell on the bottle. For sale at Stafrin's.

Satisfaction of Mortgage.

The Observer has added Satisfaction of Mortgage to its stock of legal blanks. Notaries and attorneys may now secure them in any quantity desired. Phone orders for legal blanks given prompt attention.

Send a Commercial club booklet East and help along in the development of Polk county.

Walter L. Tooe, Jr., Lawyer, New Bank Building.

ONCE A YEAR

The Famous

Hart, Schaffner & Marx

Suits and Overcoats are placed on sale at greatly Reduced Prices and

NOW IS THE TIME

Other Suits and Overcoats, largest stock in Dallas to choose from at \$6, \$8, \$10, \$12, but don't wait until your size is gone.

SILK SALE

One to 3 yard remnants, values \$1, \$1.25 and \$1.50 To Go Quickly at 50 cts. Per Yard

Values 50c and 75c at 30c per yard

All Dress Goods, Hose, etc., at 20 per cent. Rubber Boots and Shoes at regular prices

Dallas Mercantile Co.

Dr. Bell's Antiseptic Salve

Is good for anything for which a salve is indicated—such as pimples, blackheads, sores, chaps, ulcers, sunburn and all skin affections. 25c at Stafrin's drug store.

Oscar Hayter, lawyer. Rooms 5 and 6, Uglow Building.

Effective Sunday, January 21, 1912, time table No. 11 will go into effect on the Salem, Falls City & Western Railway. Numerous changes have

been made. Under the new schedule train No. 3 will leave West Salem at 1:20 p. m., arriving at Dallas 1:55 p. m., Falls City at 2:30 p. m. Train No. 6 will leave Falls City at 2:40 p. m., Dallas 3:10 p. m., arriving West Salem 3:40 p. m., enabling passengers for Portland to connect with the Oregon Electric train leaving Salem at 4:00 p. m. Train No. 13 due to leave West Salem Sundays only will leave at 1:20 p. m. instead of 1:35 p. m.

H. A. HINSHAW,
Asst. General Manager.

Make Nineteen Twelve A Record Year For This City

You will find our company doing its full share in the work of municipal development. If we all pull TOGETHER success is bound to be our reward.

Our company wants no revenue that it does not EARN. We believe that any public utility corporation can be conducted to the satisfaction of the public and the stockholders and be fair to both.

No individual nor any corporation can be absolutely perfect. The best we can do is to make an earnest effort always in the right direction.

We are anxious to investigate errors and to apply correction.

Do us the favor of making our office the FIRST PLACE you lodge a complaint.

Oregon Power Company

J. L. WHITE, Local Manager

Telephone 24



BRIGHT AS THE SUN

shines above the other planets does "Oregon's Best" flour shine above ordinary brands. It is held up as the standard of perfection wherever it is known. Bakes more and better bread to the pound, has all the bone building excellencies of the best wheat. Better order a sack for your own sake.

SWEENEY BROS.,

DALLAS,

OREGON

"HELMET" BRAND FLOUR

Is made by the Rickrell Milling Company, manufacturers of the celebrated "Blue Stem Blend." It is in great demand and we are selling big quantities of it.

New Crop Dates

Just In.

Simonton & Scott
Court Street Dallas, Ore.

Soehren Warehouse Co.

CEMENT CURBINGS AND WALKS

We handle a full line of Cedar and Oak Fence Posts, Brick, Lime, Sand and Cement, Land Plaster, Drain Tile, Shingles, Fire Brick, Hair, Wall Paper and Hop Supplies.

One block south of depot Phone 100

Modern Store Fronts

Are a specialty at

COAD'S PLANING MILL

MODERN PLANT—SKILLED WORKMEN—UP-TO-DATE IDEAS

Shop Work of All Kinds at Reasonable Prices.

LOOK HERE!

Starr Express & Transfer Co.

does all kinds of hauling at reasonable rates. Stand and both phones at Webster's Confectionery Store.

L. C. MUSCOTT
Proprietor

DALLAS,

OREGON