

Polk County Observer

Published Semi-Weekly at Dallas,
Oregon, by the
OBSERVER PRINTING COMPANY

EUGENE FOSTER,
W. H. TOTTEN.

Subscription Rates:

One Year\$1.50
Six Months75
Three Months40
Strictly in advance.

Entered as second-class matter
March 1, 1907, at the post office at
Dallas, Oregon, under the Act of Con-
gress of March 3, 1879.



THIS ISSUE BY

DALLAS WOMAN'S CLUB

Editorial Staff.

Editor in Chief, Mrs. H. B. Cosper.
Associate Editors, Mrs. D. P. Pat-
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Business Managers, Miss Edith
Starbuck, Mrs. J. R. Craven, & Miss
Sadie Lynn.

*The way to build up Dallas is to pat-
ronize Dallas people.*

FOREWORD.

Through the courtesy of Messrs.
Foster & Totten, the Woman's Club, of
Dallas, has been invited to manage
the present issue of The Observer.

In accepting their offer, it has not
been the purpose of the club to bring
themselves before the general public
using The Observer as an advertising
medium, but they have simply taken
advantage of this novel way of inform-
ing the people of the city that Dallas
has a Woman's club, which is progres-
sive in its objects and purposes and
is ever ready to co-operate in any
movement that tends to make a larger
and better Dallas.

It was very unfortunate, for the
club, that its president, Mrs. Gerlinger,
had to be absent at this time, and her
committee, in charge of the work, feel
their incompetency for so great an
undertaking.

However, a number of members and
lady friends have kindly contributed
articles relative to different lines of
woman's work, and have also expres-
sed their individual views on a number
of subjects, now before the public
mind, and we wish at this time, to ac-
knowledge our appreciation of their
efforts. We wish also to thank the
business men of the city who have re-
sponded so liberally with extra adver-
tising, etc.

We are also under many obliga-
tions to the management of The Ob-
server for the assistance rendered us
in making the woman's issue a success.

If, in our first attempt at journal-
istic work, we have produced a paper
that will, in a measure, meet your ex-
pectations, we shall feel that the pur-
pose for which the work was under-
taken has been accomplished.

ORA COSPER,
GRACE B. PATTERSON,
ESTELLA C. BARNES.

LOYALTY TO DALLAS.

Perhaps in no community in Ore-
gon are the people more thoroughly
imbued with the "Trade at Home"
spirit than here in our own town of
Dallas. The men and women of this
city, intensely loyal to their home in-
stitutions, seem to have adopted for
their slogan the motto which for so
many years has graced the heading
of the editorial page of The Observer
—a motto which reads, "The way to
build up Dallas is to patronize Dal-
las people." It is this fine spirit of
loyalty to Dallas and of pride in its
growth and prosperity that has placed
the town in the very front rank of
Oregon's truly progressive cities.

The whole secret of this highly de-
sirable condition is found in the word,
"Co-operation." For here the trades-
man and the consumer work together
for the upbuilding of the commercial
welfare and importance of the
community. This thorough appre-
ciation of the mutual obligation and
duty of buyer and seller speaks more
eloquently than words for the future
prosperity of the shire town of Polk
county. It demonstrates that the
merchant realizes his obligation to the
buying public to sell modern
goods at right prices, and that the
buyer is aware to the fact that to
secure the most beneficial conditions,
he must loyally support his home
merchant.

Considering the relative positions
of buyer and seller from this view-
point, it becomes clearly apparent at
once that the greater obligation and
responsibility is on the side of the
merchant. His duty it is to stimulate
the trade-at-home spirit by search-
ing the markets of the country for
all that is new and desirable in mer-
chandise and to exercise his keenest
intelligence in buying his wares so
that he may be able to sell at prices
that will attract the dollars to his
own cash-drawer, where they right-
fully belong, instead of suffering
them to find their way to the already
rich and prosperous trade centers of
the country.

Let it be understood at the outset

that existing conditions in the busi-
ness world favor the merchant of
the smaller town. Even though it
be true that the tendency of trade
is toward the larger cities, the fact
remains that the growth of this move-
ment will depend in a large measure
upon the effort put forth by the
small town merchant to hold the
trade of his community—the trade
which should, and does, belong to
him.

The country merchant (and by this
term I mean any merchant other than
the metropolitan department store
owner) has no right to expect his
neighbors to buy out-of-date mer-
chandise through a feeling of loyalty
to home institutions, nor to ask them
to pay unreasonable profits for goods
sold at a reasonable profit in some
other community. Indeed, there
would seem no good reason why the
country merchant should not actually
undersell his city competitor. The
large store may be able to secure
slightly lower prices on account of the
greater quantity of goods pur-
chased, but this difference is more
than offset by the lower rent and
lighter running expenses in the small-
er town.

It is a fact that the country mer-
chant does sell cheaper than his city
brother. Let it be understood that
this assertion applies to the sale of
new and seasonable merchandise—
not to goods that are just going, or
have already gone, out of style. Every
woman who reads these lines
knows that the department store
prices on new goods are almost
without exception a shade higher
than the prices asked by their home
merchants. Rare indeed is the in-
stance where a truly new and fash-
ionable article is included in the de-
partment store bargain list, and when
such an article is placed on special
sale, one may safely assume that the
cut in price was made in the hope
of stimulating the sale of other and
less desirable goods.

The obligations of a community to
its home merchant are many. The
home merchant helps pay the city
and county taxes. He contributes to
the support of our schools, our
churches, our libraries—to the sup-
port of every movement for the up-
building of the social and industrial
institutions of the town and county.
He adds to our monthly and yearly
income by buying the products of
our orchards and farms—the dozen
eggs the department store does not
want, and the sack of turnips for
which the mail order house has no
room. And, as rarely occurs in a
prosperous county like Old Polk,
when the savings in the family stock-
ing run low, the home merchant is
ready and willing to carry us over
our temporary period of "financial
depression," and, being a neighborly
sort of neighbor, he doesn't charge
us interest on the account. He ap-
preciates our patronage and our good-
will, and is ever ready to meet us
more than half-way in return. The
mail order man doesn't know us;
cares less about our affairs, and is
interested in us only for what he can
make out of us.

The country merchant who is really
alive is seldom heard complaining
about the trade of his community
going elsewhere. He knows his
goods are right and that his prices
are right. He buys from the same
firms that supply the city stores—he
sees the same samples—and the
fault is his if he does not select the
newest and most desirable goods. He
does not spend his time in railing
against the department stores and
whining about the mail order trade,
for he knows that the goods on his
own shelves are equal to the best in
the market, quality and price consid-
ered, and he is busy making his
neighbors know it. He uses the col-
umns of his home newspapers to ac-
quaint the people with what he has
to sell; he installs modern fixtures in
his place of business and leaves noth-
ing undone that will add to the com-
fort and convenience of his custom-
ers. He runs his business on its
merits, and not on an appeal to the
patriotism and charity of the com-
munity.

Such a merchant cannot fail of suc-
cess—whether his lot be cast in the
metropolitan city or in the country
village. It is a constantly increasing
number of such merchants that is
steadily widening the trade territory
of Dallas and making our town one
of the best known trading points in
the Willamette Valley.

ADVANTAGES OF VOCATIONAL EDUCATION.

(Mrs. M. Wynn Johnson.)

More than 90 per cent of the child-
ren of this country end their school
education with the grammar grade
and start out into the world to earn
their living; and perhaps that of others
dependent upon them, without any
kind of practical education. So far as
the primary education goes, it is most
excellent and should be made part and
parcel of a more practical system of
compulsory training, adapted to the
needs of a majority of our people. Our
educational system seems to be for the
classes instead of the masses. Those
who have the time, the less than 10
per cent, may, after having finished
the grammar grades, enter the high
school, and if they apply themselves
diligently may, upon the completion of
that course, be admitted to the state
university. This is truly a most satis-
factory arrangement for the few, but
what are we to do for the many,
those whose time for schooling is lim-
ited, because they must early in life
take their allotted place in the ranks
of an agricultural, commercial or in-
dustrial pursuit? This is one of the
most serious problems engaging the
attention of the people today.

Germany was confronted with the

same condition 30 years ago, and has
practically solved the question. The
majority of her children were poor
and unable to continue in school after
12 or 14 years of age. She realized
that the power of the nation depended
upon the power or force of each in-
dividual, and recognized that each in-
dividual must be developed to the high-
est possible realization of his capaci-
ties. This realization is what led Ger-
many to adopt the most practical
method of education. The system es-
tablished is one of compulsory voca-
tional education. Every boy receives
a training on the line he expects to
follow. There are what are termed
industrial, commercial and agricul-
tural schools, the courses of each of
which embrace the instruction afford-
ed by our primary schools. Those
who are too poor to attend the day
schools are obliged to attend the night
schools. In Germany vocational edu-
cation is not a fad nor a fashionable
movement. Its utility has been proven
by years of experience and observa-
tion. Carefully prepared statistics
show that these schools for the prac-
tical training of boys have greatly fos-
tered the well-being of the commu-
nity. In fact, they would never have
succeeded at all if there had not been
a great preponderance of evidence in
their favor, because in their establish-
ment other and older methods had to
give way.

Vocational schools will come in this
country, and when they do I hope the
good sense of the American people will
direct that the girls as well as the
boys shall share in the benefits of the
institution. Statistics of our census
bureau show that over 5,000,000
women in this country are earning
money away from home, and that this
number is steadily increasing. These
women certainly need practical prepa-
ration for life's enforced work, fully
as much as the men. No fair-minded
person will deny this statement. A
vocational educational system would
not only assist a boy or girl in choos-
ing a life work, but would help them
to prepare for it.

If such an education were obligatory
there would soon be no demand for
unskilled labor, and the parent would
be compelled to keep the child in
school until a degree of proficiency
in a vocation had been attained.

The supply of unskilled laborers who
immigrate to this country would prac-
tically cease, because there would be
no demand for them. No manufac-
turer would wish to employ untrained
help where skilled labor could be had,
because training enables the worker
to produce more and better quality,
and even with the higher wages would
reduce rather than increase the cost
of production. This would not only
help to solve the industrial problems
of today, but would largely decrease
the number of occupants of our jails,
reform schools and almshouses.

The aim of Germany was not to
give every man the whole of knowl-
edge, but to give each man the partic-
ular knowledge necessary to enable
him to do his special life's work, as
well as the general knowledge requir-
ed to make him a good citizen. The
practical end of education is not cul-
ture. However, when we give to our
boys and girls an education that will
enable them to earn an honest living
by working a reasonable number of
hours, under conditions that are sani-
tary and wholesome, leaving them a
few hours of rest, recreation and
reading, we will do much toward the
culture and refinement of the nation.
How can the women assist in the
accomplishment of this? They can be
instrumental in creating a public sen-
timent in favor of such an education.
It is not one strong person who accom-
plishes some wonderful result, but the
combined efforts of many. The
strong wire cable, bearing the weight
of tons would snap and break if it
were one large wire depending upon
its own strength, but it is the united
strength of the many small wires,
each bearing its share of the burden,
that makes the combination so power-
ful.

This modification of our school sys-
tem is being gradually accomplished,
but it remains for the united efforts
of the women of our land to shape the
movement as to include the girls, an
increasingly large proportion of whom
must earn their own living in the of-
fice, factory or store.

I can see in this movement in favor
of vocational education, if impartially
afforded girls as well as boys, a prac-
tical amelioration of bad labor condi-
tions for women. In preparing the
boy or girl to be a more apt account-
ant, a more skillful artisan or a
greater adept as a horticulturist, either
of which courses in a vocational
school would include some simple
courses in economics, the state would
elevate the standard of skill and bring
about an advancement of wages. This
latter would probably be accomplished
by rendering it impossible for the ma-
jority of unskilled women to compete
for store work at less than living sal-
ary. In order to insure their children
employment, parents would be obliged
to place them in an industrial, com-
mercial or agricultural vocational
school, and keep them there long
enough to learn how to become skill-
ful. This would be, as it has proven
to be in Germany, an almost certain
passport to immediate and satisfactory
employment.

If the chief evils under which men
worked in a community that was
crowded were conquered in proportion
as they become more intelligent and
better trained to work, then our coun-
try can well afford, from self-interest,
to take time by the forelock and es-
tablish vocational schools, and let the
opportunities be shared equally by the
girls and boys.

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

TO=DAY IS Ladies' Day

and we wish to invite every Lady
in Dallas to come and see the
nice things we have in our big
stock of Ladies' Furnishings.

Buy Your Spring Suit To-day and get a fine Silk Petticoat Free

THEN ask to see the New Knit-
ted Silk Petticoats and the
Knitted Silk Princess Slips.

ASK to see the new Spring Styles
in Shoes and Oxfords. Our White
Shoes are leaders.

DON'T BUY == JUST LOOK

ASK to see the new Dress Fabrics.
Those heavy weaves in Tans, Grays,
Browns and Creams.

ASK to see the new Figured Dimi-
ties and Flaxons. Just what you
want for your light Summer Dresses.

ASK to see the new Embroideries
and those beautiful 45 in. Flounc-
ings. The All Over Lace and Em-
broideries. The new Val. Laces. The
heavy wide Linen Laces for Pillow-
slips at 4 and 5 cts.

ASK to see the new Glass Buttons.
The very latest in Coat and Jacket
Buttons. And don't forget that we
can make you any size and shade of
covered Buttons, with or without
rims

ASK to see the Long Gloves--16
Button--Kid Gloves in black, white
and tan, Silk Gloves and the Chamo-
sette Gloves in white and chamois.
Just come and see what we have.

We have something for the Men folks tomor-
row but we can't say anything about
it for this is Ladies' Day.

Dallas Mercantile Co.

Home of Hart Schaffner & Marx Clothes, Packard Shoes for Men,
American Lady Shoes for Women, Buster Brown
Shoes for Children.