

Polk County Observer

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

WOULD WE CHANGE?

The following from the Sheridan
News is one of the best editorials that
The Observer has noticed regarding a
much-talked-of question, and is so
apt, and such a clear exposition of
present conditions and their advan-
tages over years ago, that it is reprint-
ed in full:

"There is much being said at the
present time of the high cost of liv-
ing and the necessity of economy to
make the earnings meet the expendi-
tures; that living expenses have never
before been so high as at present, and
a lot more of tomfoolery that is ap-
parently written to cause dissatisfaction
and make one believe he is merely
living in an oppressive age. From an
outward observation these state-
ments may seem true, but as a mat-
ter of fact are they true or anywhere
near true? It is true that during the
past decade purchasable commodities
have commanded higher prices in
dollars and cents than they did 25
and 30 years ago, but the earning ca-
pacity of the purchaser in dollars and
cents has more than equalled this.
Then the per capita circulation of the
country was about \$13, whereas now
it is nearer \$40. Thirty-five years
ago the average wage for farm hands
in most of the states was \$18, day
laborers \$1 to \$1.50; now \$28 to \$30
is the monthly wage, while the man
working by the day receives \$2.25 to
\$2.75. A skilled mechanic receiving
\$4 a day forty years ago was a most
fortunate individual, while now \$7 to
\$10 is not at all uncommon. In the
days of so-called cheaper living luxu-
ries were indeed luxuries and few
there were who possessed them; now
conditions are much different and
outside of the congested districts in
large cities, where poverty actually
prevails, nearly every one has the
means of securing some little luxury
for the family, if he is not prevented
by selfish self-indulgence. Forty
years ago the farmer who could take
his family to town in a double wagon
with a team in whole harness, the
whole of the value of perhaps \$400,
was content. Later a spring wagon
was added to the outfit, possibly a
surrey costing \$200, but economy was
used in securing them. Now the au-
tomobile at a cost of \$1200 to \$1800
takes the place and the rigid economy
is not necessary. We are glad to
know these things are possible; that
more favorable conditions in life are
possible without the added hardships
and deprivations but before we howl
so loudly about high cost of things
hadn't we better pause long enough to
reason out the cause and decide
whether we would remove that cause
even though we had the power."

SCIENCE OF ADVERTISING.

When the advertising man of the
newspaper visits the merchant and
asks him to place an advertisement in
the columns of his paper, he is doing
that man a favor. He is trying to
help him. He knows that, if his ad-
vice be followed, and practiced con-
sistently and continually, the mer-
chant's business will increase, his
profits will grow and better times will
come along and camp on his door sill.
Generally, however, the tightwads
and the inexperienced, look upon the
newspaper man as a fakir. While
they realize in a general way that the
newspapers do a certain amount of
good for the country town, and for
humanity as a whole, they have no
conception of the service the news-
papers could render them if only
given the opportunity. The tightwad
says, or thinks, that the newspaper
man is soliciting advertising and ur-
ging it, only to increase his own profits,
and in his short-sightedness he sees
no further. That is the only basis
upon which he operates his own
business and he cannot understand
how any man can have other ideas
than to get all he can for as little re-
turn as possible. Certainly, the news-
paper wants the advertising in order
to build up profits.

But the experienced advertising
man knows that, if he can only suc-
ceed in getting the business man
launched upon a comprehensive and
extensive system of advertising, that
he will not only increase his own
profits, but build up the merchant's
trade. This will encourage others to
adopt the same tactics and thus the
prosperity of the entire community
will be enhanced. The sleepy, old-
fashioned community will take on

new life and begin an onward march
which will attract new people and in-
crease its population and importance.
This has been demonstrated so often
that it is well known to every stu-
dent of conditions and their cause and
effect. The liveliest cities and towns
in the country today are those whose
business men believe in advertising,
and the merchants who are doing the
biggest business in those cities and
towns are those who spend the most
money for advertising. The sleepy,
old fogies who will argue against
newspaper advertising and declare
that "you can't get people to buy
something they don't want," or "I've
been here for umptysteen years and
everybody knows me," or "people
don't read advertisements anyway,"
holds his share of the trade because
all others in his line are of the same
class, but, some day, a live one will
drift into that community and the
tightwad will awaken to find his busi-
ness gone and bankruptcy staring
him in the face. Then he'll wonder
what's the matter. You may operate
your town as a closed corporation for
a time, but, as sure as daylight,
somebody will come along some time
and break up the combination.

Business men and property owners
of Dallas may as well prepare for the
question of hard surface paving. It
is sure to come and the time of its
coming is at no distant day. Already
the sentiment in favor of placing
hard surface paving upon the business
streets is here and it is growing rap-
idly. At the present time, Dallas is
the only city of more than 2000 in-
habitants on the west side of the
Willamette river that is not either
contemplating paving, or that has not
several miles of it already. Even
towns much smaller than Dallas have
adopted the improvement and in not
a single instance would the modern
streets be exchanged for the old dirt
thoroughfares. But the improvement
has not been accomplished without
objection. Far from it. In every in-
stance the shortsighted ones have
declared that paving would be too
expensive, that its adoption and con-
sequent taxation of property would
amount to "confiscation. But, in the
end, the progressives have been victo-
rious and nobody has heard of any
loss of property. Once begun, it is
generally difficult to keep abreast of
the demand for paving, and property
owners clamor to have the improve-
ment added to the street abutting
their property. They see desirable
tenants deserting their buildings and
occupying those in the improved dis-
trict, even at increased rentals, and
they realize that they must keep up
with the procession or lose their
profits. The paved street is the badge
of progress and Dallas cannot afford
to lag behind in the "get-there" pro-
cession.

Objection to steam roller methods
at the present Republican National
convention, coming from Roosevelt
and his leaders, is in mighty poor
grace at this time. As the manipu-
lator of the roller, no man in the past
has ever equalled Roosevelt's per-
formance. He is a steam roller him-
self and any man who opposes him
is effectually squelched at once. There
could possibly be no greater demon-
stration of steam roller tactics than
that shown at the national conven-
tion in 1908, when Secretary Hitch-
cock herded the Southern delegates
into a room at Chicago and told them
a few things, including what he
wanted them to do. At the instance
of Roosevelt, who was then the real
head of the Taft presidential boom,
Hitchcock told the delegates that, un-
less they promised to vote for Mr.
Taft, none of them would be seated
in the convention. Of course they
agreed to the ultimatum. They
couldn't very well refuse. This "steam
roller" cry contains a whole lot of
bluff. According to Mr. Roosevelt it
is "steam roller" when the delegates
oppose him, and the "voice of the
people" when they announce their al-
legiance to the third term. He has
bluffed his way to the position of a
likely candidate for the presidency,
and he is now doing his best to bul-
doze the delegates by declaring, or
permitting his friends to do so, that
he "will bolt" if he is not nominated.
In other words, if he isn't allowed to
play, like a spoiled child, he will do
his best to kick over the doll house
and build one of his own.

Editor H. E. Browne is still se-
curely mounted on the editorial tripod
of the Independence Enterprise and
says he is there to "stay." A few days
ago, Bro. Browne supposed he had
closed a deal for the sale of his
paper to Washington parties. They
put up a cash forfeit but later found
that they could not raise the coin
and had to give up the completion of
the deal. The Observer is pleased to
know that Bro. Browne will con-
tinue in the newspaper field in Polk
county.

Combinations among business men
calculated to keep up the price of
everything sold and to beat down the
prices for everything bought, espe-
cially from the producers, are the
worst possible assets of any commu-
nity, and establish conditions which
merchants in other towns are quick to
take advantage of and to profit there-
by. Such tactics may win for awhile,
but a day of reckoning is sure to
come and then look out for the crash.

"Tentacles on the brain" may be a
serious affair, and may lead to still
greater troubles but, thank goodness,
it isn't in it with water, and a fellow
afflicted with it doesn't find it neces-
sary to doze in a chair on the shady
side of a brick building to keep the

water from boiling over and musing
up his shirt front. "We" may be in
awful shape, but "us" don't give a
hang.

Down in Louisiana they are in-
volved in the discussion of an all-
important question. The courts have
been asked to decide whether a lyn-
ching is an accident. We have always
been led to look upon a Louisiana
lynching as a social function.

There is another argument in favor
of the six-year term for presidents.
In addition to affording the public
more rest it would also give the
statesmen more time to devote to their
chautauqua duties.

According to the latest advices one
William J. B. has not yet tossed his
headpiece into the Democratic arena,
but he is said to be keeping his pitch-
ing arm in good condition.

We have enough faith in the integ-
rity of our courts to believe that the
Portland man who invented an auto-
matic slide trombone will get what is
coming to him.

NEWS NOTES FROM INDEPENDENCE

TELEPHONE MANAGER CLIMBS
HIGH POLE TO REMOVE WIRE.

Corvallis Young Men Make Trip to
Portland by Canoe; M. E. Sunday
School to Picnic Thursday.

INDEPENDENCE, June 11. —
(Special.)—C. E. Carlos, manager of
the Independence Telephone com-
pany, climbed the ferry pole on Sat-
urday to take down a guy rope that
was placed there when the new pole
was planted last winter. It is 92 feet
high and is about 20 inches in diam-
eter at the butt. It was quite a task
on account of the size of the pole,
and as it was very dry and hard his
spurs would scarcely stick.

R. G. Simonds, from South of Mon-
mouth, was in listing his property for
a sale with McIntosh & Wiltse on
Saturday.

Mrs. Bissett and Mrs. Underwood
were in the city on Saturday.

Dr. Allen has taken a vacation from
his office work and will go to Wash-
ington, where he will spend a few
weeks in hunting and fishing. The
doctor has employed a young dentist
from Salem to take care of his prac-
tice during his absence.

Two of the county commissioners,
Messrs. Riddell and Petrie, were in
the city on Saturday.

The local "Colts" crossed bats with
the "Hopewell Cubs" on Sunday
afternoon on the local field, and after
a hard struggle defeated them to the
tune of 6 to 0. The Hopewell boys
were hard hitters, but owing to the
excellent field work of our boys they
could not make safe hits. The local
team had them outclassed in bat-
tery.

Four canoeists from Corvallis, mak-
ing a trip to Portland by canoe, stop-
ped in the city on Saturday. They
were fine young men, with good
physiques and well tanned by the sun
and water. They behaved them-
selves like gentlemen, and after tak-
ing some refreshments went on their
way rejoicing.

The members and friends of the
M. E. church will give a picnic to the
children of the Sunday School on
Thursday of this week, in Wolfe and
Pritchard's grove, about three miles
north of town. Several wagons and
autos have been arranged for to con-
vey them to the grounds, and a gala
day is anticipated. They will start
from the M. E. church grounds about
10 o'clock, and all those wishing to
participate from other churches are
welcome to join in and make this the
event of the season. No pains will be
spared to give everybody a good time
and both young and old will have one
of the old-time picnic days. There
will be a program of speeches, read-
ings, songs, etc.; also races and games
for the children. Dinner will be
served on the grounds and all are in-
vited to bring their baskets to share
with the children their dinner hour
and the good things in their baskets.
Ice-cream and lemonade will be serv-
ed the children. Don't fail to attend
this picnic, and be a boy or girl again
just for the day.

No Danger

In taking Dr. Bell's Pine-Tar-Honey
for coughs and colds, it contains no
habit producing drugs. Look for the
Bell on the Bottle. Sold by Conrad
Stafrin.

—Dallas Wood Yards, Koplah
Coal and Wood; 16 inch and 4-foot
wood delivered to any part of the
city promptly on telephone call Of-
fice 334; residence 662.

W. L. BARBER, Dealer.

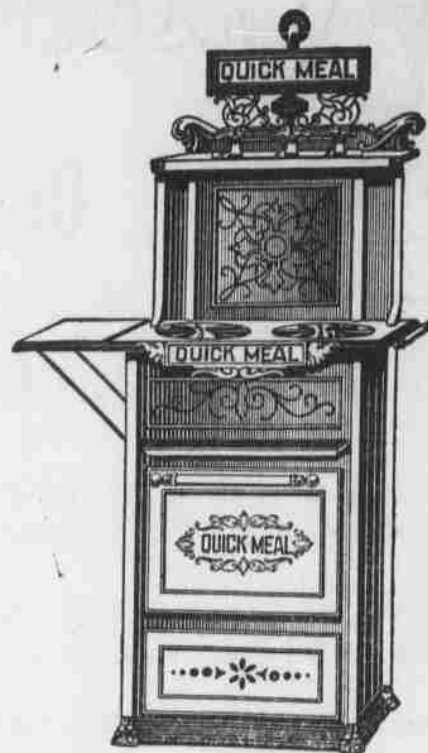
Helped to Keep Down Expenses.
Mrs. J. E. Henry, Akron, Mich.,
tells how she did so. "I was both-
ered with my kidneys and had to go
nearly double. I tried a sample of
Foley Kidney Pills and they did me
so much good that I bought a bottle,
and feel that they saved me a big
doctor's bill." Sold by Conrad Stafrin.

Legal blanks for sale at this office.

GOODS IN SEASON

QUICK MEAL

Self Generating
Gasoline Stove
The Latest
and Best
and
Most Economical
Gas Stove
to Use
Cost Less Than
2 Cents
Per Hour
To Operate



We Have a Full Line
of
QUICK MEAL
and
AUTOMATIC
OIL STOVES
These Stoves Are
No Higher
In Price
Than Many Other
Stoves
of Cheaper Make

We Also Have a Full Line of Jewell Refrigerators and Hammocks

CRAVEN BROS.

Dallas

British Naval Guns In 'The New York Navy Yard



Photo by American Press Association

ONE of the most brilliant naval actions of the war of 1812 is commemorated by the display in the New York navy yard of seven ancient ship's guns. They are part of the armament of the British frigate *Macedonian*, which was captured by Captain Stephen Decatur on Oct. 25, 1812, after a fierce combat of two hours. When her commander, Captain Carden, offered his sword to Decatur the American said, "Sir, I cannot receive the sword of a man who has so bravely defended his ship, but I will receive your hand." The prize was repaired, sailed into New York harbor amid general rejoicings, and the guns here pictured were set up as trophies in the navy yard. Decatur received the freedom of the city and a gold medal, and has a secure place in history as one of the nation's naval heroes.

State Lines.

New Mexico will be known as the
Sunshine State and Arizona as the Val-
entire State.

Rhode Island, the smallest state in
the Union, with an area of only 1,250
square miles, ranks first of all the
states in its percentage of improved
roads.

Wisconsin is to spend \$1,250,000 on
highway improvements in 1912. More
than 500 towns are to be benefited by
the expenditure, and 645 miles of stone,
gravel, shale and dirt roads will be con-
structed and 140 bridges built.

Town Topics.

It is no joke for London when the
tailors of Tooley street go on strike.—
Buffalo News.

New York city's debt has reached a
billion. At that, it is nowhere near
the size of its self conceit.—Cleveland
Leader.

The police of Orange, N. J., compel
men suspected of being "under the in-
fluence" to walk a chalk line. Here
they send them home, where they are
made to walk the carpet.—Cleveland
Leader.

Fly Catches.

The contract of Wilbert Robinson
with the Giants has been promulgated.
He'll probably be with the team all
season as a coacher.

The spitball pitchers in the Ameri-
can league are Walsh, Chicago; Mor-
gan, Athletics; Ford, New York; Lake,
St. Louis; O'Brien, Boston; Steen,
Cleveland.

Umpire Mal Eason has come out
with the announcement that he be-
lieves an umpire, if he sees he has de-
cided a play wrongly, should not hesi-
tate to reverse himself.

Manager Jimmy Callahan gives Kid
Gleason all the credit for the good
showing the White Sox are making.
He contends that the brilliant work of
the youngsters is due entirely to the
efforts of Gleason, who has been
coaching them.

The Silenced Pretender.

Bills—Did you know that the oldest
of Price's seven daughters had eloped?
Siffert—No. How was the old man af-
fected? Bills—Oh, he took on dread-
fully at first, then he found out that
every one knew he had bought the
girl's railroad ticket.—Judge.

Call for Warrants.
Notice is hereby given that all Polk
county warrants presented and en-
dorsed "Not paid for want of funds"
will be paid upon presentation at my
office. No interest will be allowed
after date of this notice.
Dated at my office in Dallas, Ore-
gon, this 4th day of June, 1912.
TRACY STAATS,
County Treasurer.

Mrs. M. A. McLaughlin, 512 Jay
St., LaCrosse, Wis., writes that she
suffered all kinds of pains in her
back and hips on account of kidney
trouble and rheumatism. "I got
some of Foley Kidney Pills and after
taking them for a few days there was
a wonderful change in my case, for
the pain entirely left my back and
hips and I am thankful there is such
a medicine as Foley Kidney Pills." Sold by Conrad Stafrin.

Legal blanks for sale at this office.

For Sale

One Laundry, in
good condition that
is paying 45 per
cent. profits

Price \$2,000—Terms

Some residences and
lots in Monmouth
close to the Normal

McIntosh & Wiltse
Independence, Ore.

Best in Harness

Everything in That Line
Here. Single and
Double, Driving
or Working

All the Newest Improve-
ments. Ask to see the
latest

Tubular Hames

Agents for Sharkey Fish-
Key Collars

MOHAIR ROBES

Special Sale on Sweat
Pads—Now 35c

Criders Gen. Store