

Polk County Observer

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HIS NAME IS CARE.

Pride was his garment, and to rags all rent.
No better had he, he for better cared;
With blistered hands among the cinders bent.
With fingers filthy, with long nayles unpared.
Right fit to rend the food on which he fared;
His name was Care; a blacksmith by his trade
That neither day nor night from working spared.
But to small purpose yron wedges made;
Those be unquiet thoughts that careful minds invade.
—Spenser.

CHEAP STUFF.

We have been changing our attitude toward many things in life in the last few years. Some of our changes are no doubt advances and will remain; others may prove mistakes. But in the confusion of old idea and new, of fad and earnest principle, good people are likely to find themselves misunderstanding and misjudging one another. In nothing is this more true than in our changed attitude toward sex problems. For we have been finding out that our silence has often been neglect, our modesty, cowardice or ignorance. We have come to see or we are coming to see that it is better that a father or mother or teacher should explain sex problems to our boys and girls clearly and sanely than that these children should gather their information in streets and schoolyards, often misleading, always with the color of indecency. One result of our changed view is a constantly increasing freedom from artificial restraint in the home and the school room. Unfortunately it is not the only result.

For evil treads closely on the heels of good, uses the same path when it can, tries to disguise itself in the same garb. And greed has taken advantage of our changing sex attitude to introduce into print sex problems handled in the coarsest or the most deceptive way, to turn a decent liberty into license and appeal to the baser things in man. Stories are full of such nauseating terms as "elemental impulses," "primitive appeal," and enough others, used as we cannot escape discovering as a new cloak for what is unclean and intended to be unclean. Magazines that should have higher standards, books published by supposedly respectable firms yield too often to the impulse of greed that tells them such sanctimonious filth sells. The worst of it is that a lot of this literature, so-called, comes under the eyes of our sons and daughters.

Meanwhile the movement for greater frankness as a help to greater purity is sullied by these beggars in their filthy rags, peddling the stuff that is cheap and nasty and prating of "higher morality." Is there any wonder that many persons find it difficult to distinguish between a story, like, for instance, the late O. Henry's "Unfinished Story" that is calculated to do good and some of the trash that certain magazines are full of and others likely to contain at times? There is one thing to do: Discard the magazine that is meant for the indecent mind, discard the writer who even once trades in vile things because they are profitable. Presently there will be an overturning of this. There must be. In the meantime let us neither lose sight of the gain from facing sex problems which concern us frankly nor the readiness of greed to offer what are not problems but merely appeals to indecency.

SEASONABLE ADVERTISING.

Just about everything we know about runs on a system—on schedule time we might say. All of us dovetail into, and conform with, that system. Catch our train the moment it is in the station and we get somewhere; daily a bit too late and we stay where we are. We may decide eleven months will be enough next year—

but there will be twelve. There have been twelve per year regularly for ages. Although we are not all certain who winds the clock, we know the solar system runs by clockwork. There is no other way to account for its workings.

Nature and the universe are built that way. And human nature, being forever tied to Nature's apron strings, has to tag along in her footsteps. And that brings us to the art called advertising. Possibly we do not all realize what a remarkable part seasonableness has played in the success of advertising. If the scores of great firms that have grown to fame and prosperity in these United States through their use of advertising, did not know that advertising must be tied down to schedule—must be made to tag along in human nature's footsteps just as human nature follows nature—they would not have found nearly so great a prosperity. The selling of goods and wares depends largely on seasonable advertising. This is the season, for instance, for advertising a large variety of articles, and the dealer who first gets into the game is the one most likely to reap the greater benefits.

ISSUING BONDS.

Why not issue the municipal bonds recently voted by Dallas in small denominations and sell them direct to home people, making the securities draw just enough more interest than savings deposits to make them attractive to persons desiring absolute safety in their investments? The popular sale of public bond issues has already become a custom with quite a number of cities, and the merits and advantages of this plan are generally conceded. By this plan the people get a chance to enjoy a higher rate of interest for their savings than they would get if they left their money in banks, with security that is unquestionable. To the city the advantage comes in securing needed funds at a slightly lower rate than would be demanded by brokers or bankers, the latter usually expecting to pass the bonds along and take their profits in commissions. The community is also a gainer, however, both through keeping interest distribution at home, and also by cultivating a larger and more direct public interest in public affairs. For, of course, it goes without saying, that when a considerable number of local residents become holders of bonds of the municipality where they reside, they more closely scrutinize all financial transactions of the city and take a keener interest in its affairs and conduct generally.

THAT SECOND TERM.

Edwin F. Sweet, assistant secretary of commerce, recently made this statement in an address in the Middle West: "If President Wilson does again run for office, he will not do so from a love of power, as might Mr. Roosevelt, but from a sincere belief that the country would profit from his continuance in office, and that a second term would be necessary to the success of the working out of his policies."

While it is not likely that this statement was "inspired," or that the president even had previous knowledge of what was to be said concerning his possible candidacy for a second term, it probably does reflect quite accurately his own ideas and position. There is nothing in the record of the president to indicate he sought office in the first place for "love of power," and repeatedly he has tried to make it plain his only desire is to be of service. Nor would his candidacy for a second term indicate anything to the contrary, for it would be only natural for a sincere and honest leader, fairly embarked on policies which he considered essential for public welfare and national success, to hope and try for the full establishment of such policies and a fair test of their merits.

It would seem, therefore, that there is no particular need of disavowing "love of power," either on the part of the president himself or by his friends speaking for him. Mr. Wilson will be the logical and almost inevitable candidate of the democratic party next time, and it generally is regarded as a foregone conclusion that he will run, and also that he will be the nominee of that party. It would almost appear, in fact, that the "love of power" disavowal made by the speaker mentioned was more for the purpose of taking a slam at Mr. Roosevelt than to inform the public that President Wilson has no ambition in that direction. And it also suggests that possibly the president's friends already are playing the game

of politics, by trying to slyly discredit the man they think may be Mr. Wilson's opponent in the next presidential contest.

LINER THROUGH CANAL.

The first ocean liner has been passed through the big locks of the Panama canal, thereby affording the first complete test of the elaborate works completed by this nation between the Atlantic and Pacific oceans. It is stated that the little electric towing locomotives, designed for guiding ships through the most difficult passage of the canal and the Gatun locks, performed their duty in a most satisfactory manner. The trip of the liner Alliance was negotiated without hitch or unusual incident, in fact, and proves that the canal is really ready for use in case of necessity, and will be fully ready for regular traffic by the time of the formal opening of the canal.

News of the progress of the canal construction has become an "old story" during the time the work has been under way, and the public pays scarcely as much attention to it today as it did when the project was new. When the formal opening of the canal takes place, however, there will be a revival of interest and attention, for the public will then be brought back to an appreciation of the immensity of this work and of its great value to the world's trade and commerce. It will be only a few months more, moreover, before the canal is formally dedicated and opened to the traffic of the world, and the American people should be proud and happy in the thought that this great improvement has been so successfully accomplished through the direction of their government and representative officials.

THE CHAUTAUQUA.

Now that the date for chautauqua is near at hand our people are becoming more and more enthusiastic in their plans for the big week. It is as true as anything can be that all work and no play is not good for any one, young or old, and the chautauqua is the twentieth century's happiest offering in the way of entertainment, for while it makes one forget the dragging cares of everyday life it reveals the glories of life that lie all around us. It is a wonderful educator, not alone in the new things that it teaches us, but also in the homely truths of life that it brings again to our memory.

No person can attend a chautauqua and not afterwards be more capably equipped for a successful and happy life. It isn't that there is any school room atmosphere about a chautauqua. Far from it. But there is inspiration, and it is a good place to meet your friends, to enjoy reunions, to have a good time. That's the chautauqua spirit. The penants and flags and other advertising matter of our big chautauqua are now speaking to you.

OUTLOOK IS BRIGHT.

From all over the country reports continue to come of splendid crop prospects, and in some sections record breaking crops are already made and being harvested. Everywhere there is a fine promise of plenty and prosperity. Evidently the railroads soon will have all they can do to handle the great output of American farms and orchards, the marketing of which will speedily distribute a vast amount of money, which again will find its way into the regular channels of trade and business and mean nothing short of general prosperity. For when the farmers and the railroads do well the whole country is bound to be prosperous, and nature is doing her part to make this prosperity more abundant and widespread this year than usual.

A MOVE FOR DECENCY.

It is a matter of no little satisfaction to note that the United States senate recently ratified the convention between this country and practically all the important nations of Europe for the suppression of obscene publications, particularly postcards and other pictures. As an international triumph of decency this convention will take high rank, and its usefulness will be manifest as soon as it takes effect. It is, in fact, a movement for clean mails and in the interests of public morality. The movement began several years ago, when Mr. Taft was president, and he took a deep interest in it, but it failed of ratification at that time and only recently was revived and brought to a successful culmination.

It must be said in justice to the United States that this nation has been singularly attentive to the purg-

ing of the mails of obscene matter, and alert agents of state and national governments have kept watchful eyes upon publishing houses. As a result of this watchfulness there have been comparatively few offensive books, pictures or postcards printed in this country, and these few have been kept out of the mails. But the censorship is not quite rigid enough yet. There have been exposed for sale in the larger cities, especially, postcards of a highly offensive character and such as should not be allowed to be printed or sold. It has been impossible to suppress the traffic altogether, largely because most of the articles complained of are manufactured in Europe and are sent to this country as freight, thereby escaping the censor.

BE A BOOSTER.

The greatest need of Dallas, in our judgment, is the persistence of the booster spirit; the spirit of optimism, of faith in the future, and which spells progress and ultimate achievement. The members of the Commercial club are entitled to much credit for what they are trying to do for the city, but farmers, manufacturers and other enterprises so much to be desired, must be further encouraged, and fostered by the proper spirit among all of our people. The pessimist, the indifferent and the halting, and certainly the knocker, must be relegated to the rear, and the young, hopeful and ambitious, must forge to the front. Our chief fault has always been that we are too modest of our advantages. We have here an incomparable little city, a beautiful and slightly location, excellent natural advantages—in fact everything requisite for a manufacturing center as well as a fruit, dairying and agricultural center, and an ideal place in which to live. With all of these natural advantages, therefore, all that is necessary is, as suggested, to persist in the present spirit of progress and enterprise, to speak well, not disparagingly, of Dallas at all times, and we will yet see a city here of which we may justly be proud. All depends upon us.

"That fault, dear Brutus, is not in our stars,
But in ourselves that we are underlings."

THE NEWSPAPER JOB.

Many people believe that a newspaper falls together without work or concerted action or plan. Rev. McLeod, a Presbyterian minister at Pasadena, was of the opinion, and asked to be allowed to edit an edition of the Pasadena Star. The editor accepted the opportunity to go fishing, and the minister took up his duties in the newspaper office. This is how he felt when he found himself at the end of the task, which it must be said, was done quite creditably.

"My time is almost up as I pen this last line; my hand is almost paralyzed; my brain is befuddled and I am free to confess that I am right glad to vacate the holy spot. Such rush and riot and disarray. Such a jumble of potpourri; it strikes me as the effort to bring order out of chaos, and to do it lightning quick. I am reminded of the memorable words: 'The earth was without form and void, and darkness was upon the face of the waters.' Never shall I criticize newspaper men more. I shall pray for them. They will have my heart's forbearance henceforth and forever. They are the hardest worked, shortest lived, poorest paid brain workers on this weary old world of ours."

China, which can afford it the least, is to spend more money on its display at the Panama exposition at San Francisco, than any other foreign power. All of which indicates that nations have pretty much the same failings as humans. One rule is for the poor man to splurge beyond his means.

Mark Woodruff hits the nail on the head when he says contemplating settlers in Oregon want real facts, and not flowery embellishments. The trouble is, there are too many space writers.

The things raised in the home garden are putting dents in the high cost of living for many families these days.

At any rate there is no need to worry over a prospective bread famine in this country.

Roseburg has an ordinance making it a misdemeanor to permit weeds to grow on parkings, vacant lots, or any-

where in the city, until they may be classed as a nuisance. Go thou and do likewise, Dallas. A good law rigidly enforced, like advertising, gives results.

The Hillsboro Independent insists that "Memorial day" is "Decoration day," notwithstanding the order issued several years ago by G. A. R. headquarters to the contrary. But what's the diff? Memorial day's a day for decorating. And then, too, it may give the dear brother some degree of pleasure to have his own way about it.

The Monmouth Herald—just think of it—says prohibition does not prohibit.

Must be that the June weddings are

going to "bunch up" during the latter part of the month.

If there are human bones kicking around your premises it might pay to make an investigation. A Pasadena woman the other day found a frayed \$20-bill in such a heap.

All Oregon is clamoring for manufacturing industries, forgetting that it is not supporting those already here.

Now, let's get busy and make the chautauqua a howling success.

A great picnic was that at Rick-reall last Saturday.

The most popular puzzle of the day—solving the Mexican problem.

Push. Every little helps a little.

NINTH

ANNUAL CHERRY FAIR

SALEM JUNE 25, 26, 27

PARADES EACH DAY. CIRCUS EVERY NIGHT WITH SATURDAY MATINEE. BABY PARADE FRIDAY MORNING. FEAST OF LANTERNS. PROFESSIONAL MOTOR-CYCLE RACES FRIDAY AND SATURDAY. BALLOON ASCENSION DAILY. BIGGER FRUIT EXHIBIT THAN EVER. FREE STUNTS ON THE STREET.

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