

HE HAS ROSY HUE

RESUMPTION OF UPPER LUOKIAMUTE NEIGHBORS BRIGHTEN.

Resumption of Industrial Operations and Influx of Settlers Must Enlarge Business Scope.

The extension of business operations that are promised for Falls City within the near future leads a correspondent at that place to believe that better things are in store for the people of that community. An influx of settlers to the timbered regions of the Siletz basin, increased acreage in prunes and smaller fruits, the introduction of dairying, and the resumption of logging and sawmill operations in the city by the falls are among the reasons given by this authority for an improved condition in that section of Polk county, which is recognized as the center of logging operations for a number of miles.

With the erection of a sawmill at Falls City in 1905 a growing business community sprung into existence. Fir logs cut from virgin forests in the neighborhood of Black Rock, near the summit of the Coast range of mountains, have since that date found their way by rail to Falls City, there to be manufactured into the merchantable product, the plant under the management of the Falls City Lumber company employing about 400 workmen in woods and mill. The ceasing of operations by this company because of financial troubles brought temporary disaster to the community, but the news that soon another strong corporation is about to resume work brightens conditions, and when the industry is again in full swing after the first of the new year Falls City will be characterized as one of the lively towns of the valley. Under normal conditions the output of this mill is 100,000 feet of lumber per day, approximately two and a half million feet per month. Three years ago shipments reached a record of twenty million feet, but a stagnant market naturally decreased the output. An enormous value is represented in the standing timber. Within the borders of Polk county are 152,720 acres—150,000 privately owned and 2720 in the national reserve. White pine, oak, larch, hemlock and cedar are found in considerable quantities, but Douglas fir is the principal variety. The Willamette Valley Lumber company of this city has extensive timber interests above Falls City, from which source it gets its log supply.

Falls City activity in logging has prompted a recent review of the early economic development of the Upper Luckiamute valley. Early-day settlers left the best lands and built their cabins on the barren hillsides where timber had been burned off by the Indians. Roads were built to the mills and as the influx of settlers increased the falls became the logical center of trade, for a considerable surrounding territory. A postoffice, established one and one-half miles east of there in 1881, was moved to Falls City in 1885. Churches and schools came. An early grange was the first economic organization which bound the inhabitants together and led to incorporation in 1880.

The arrival of the railroad in 1903 marked the beginning of the second period in industrial development. The donkey engine came, logging operations were extended and the annual output leaped. Thousands of cattle during the past year have been placed to graze on the logged-off area of the Falls City country. Tests of stamping methods are being made and one process of burning the stumps has been adopted by owners of small tracts.

The prune industry has taken firm root in the hills near Falls City, but the increase in acreage waits on the clearing of the stumps. Many orchards are ten years old. The extension of the dairying operations in the surrounding country since its recent introduction shows that the real future of the Falls City valley lies in the development of dairying. A campaign is on for the development of the tile and brick industry there. The soil is ideal and farmers are demanding more of the product.

REPORT OF LIBRARIAN.

Circulation and Attendance Shows Increase Over Last Year.

The monthly report of the activities of the public library was prepared yesterday by the librarian, Miss Muscott, and shows a marked increase in many ways over the corresponding month of last year. In October 384 children's books were circulated and 717 adult books went out of the library, making a total circulation for the month of 1101 books. The attendance during that period was 2592, and 42 new cards were issued. Miss Muscott has noticed recently the very heavy demand for fiction works as compared with non-fiction. This is somewhat due to the fact that non-fiction is largely reference work, and such books are used within the library, thereby making it impossible to keep a record of their use. In response to requests Miss Muscott has prepared a list of Thanksgiving stories and helps for children and grown folks in selecting holiday programs for meetings, parties or entertainments. Among the books recommended are: "Thanksgiving," Schaulier; "Holiday Facts and Fancies," Denton; "Pieces For Every Occasion," Le Row; "Special

Day Exercises," Kellogg; "Good Stories for Great Holidays," Olcott; "Teacher's Everyday Plans," Pettigrew; "Holiday Programs for First Grade," Barnes & Nunnery; "Stories of the Pilgrims," Pumphery; "First Thanksgiving" in Stories From the Pilgrims; "How the Pilgrims Came to Plymouth" in "Colonial Stories"; "Pilgrims and Puritans," Moore; "Two Thanksgiving Day Gentlemen" in O. Henry's "The Trimmed Lamp"; "Betty Alden," Austin; "Standish of Standish," Austin; "Thanksgiving Now and 100 Years Ago," Ladies Home Journal, November, 1909; "First Thanksgiving Day," one-act play for schools, St. Nicholas, November, 1912; "Thanksgiving Festival," Ladies Home Journal, November, 1913.

THANKSGIVING PROCLAMATION

President Wilson, in a proclamation designating Thursday, November 25, as Thanksgiving day, called attention to the fact that the United States has been at peace while most of Europe has been at war, and to abundant crops, ample financial resources and prosperity. The proclamation says: "It has long been the honored custom of our people to turn in the fruitful Autumn of the year in praise and thanksgiving to Almighty God for His many blessings and mercies to us as a nation. The year that is now drawing to a close since we last observed our day of national thanksgiving has been, while a year of discipline because of the mighty forces of war and of changes which have disturbed the world, also a year of special blessing for us.

"Another year of peace has been vouchsafed us; another year in which not only to take thought of our duty to ourselves and to mankind, but also to adjust ourselves to the many responsibilities thrust upon us by a war which has involved almost the whole of Europe.

"We have been able to assert our rights and the rights of mankind without breach of friendship with the great nations with whom we have had to deal, and while we have asserted rights, we have been able also to perform duties and exercise privileges of suzerain and helpfulness which should serve to demonstrate our desire to make the offices of friendship the means of truly disinterested and unselfish service.

"Our ability to serve all who could avail themselves of our services in the midst of a crisis, has been increased by a gracious Providence, by more and more abundant crops; our ample financial resources have enabled us to steady the markets of the world and facilitate necessary movement of commerce which the war might otherwise have rendered impossible; and our people have come more and more to a sober realization of the part they have been called upon to play in a time when all the world is shaken by unparalleled distresses and disasters.

"The extraordinary circumstances of such a time have done much to quicken our national consciousness and deepen and confirm our confidence in the principles of peace and freedom by which we have always sought to be guided.

"Out of darkness and perplexities have come firmer counsels of policy and clearer perceptions of the essential welfare of the nation. We have prospered while other people were at war, but our prosperity has been vouchsafed us, we believe, only that we might the better perform the functions which war rendered it impossible for them to perform.

"Now therefore, I, Woodrow Wilson, president of the United States of America, do hereby designate Thursday, the twenty-fifth of November next, as a day of Thanksgiving and prayer, and invite the people throughout the land to cease from their wonted occupations and in their several homes and places of worship render thanks to Almighty God."

Watch for This Swindler.

Watch for a subscription swindler who is working toward Dallas. He offers Saturday Evening Post and Ladies' Home Journal for any amount he can collect. Also offers them in clubs with other magazines. Swindler is described as weighing about 150 pounds, blue eyes, grey hair, grey mustache, slender build, age about 50. If such man visits your home, kindly telephone us.

HATER'S BOOK STORE.

Henry Serr left Sunday afternoon for Quincy, Wash., in response to a telegram telling of the dangerous illness of his father, Michael Serr. The elderly gentleman suffered a paralytic stroke early Sunday morning and his condition was reported as very serious.

MAG WINS FROM DALLAS

(Continued from page one.)

the diet kitchen and to the surgical quarters. Entering the surgical room Mac gained nothing, but the team redeemed itself by gaining 25 yards around end. Mac gained on several plays and was penalized for offside play. On Dallas' 25-yard line Mac failed at a pass. Mac punted to Scott who fumbled and regained on his own 15-yard line. Scott made 25 yards on next play and Baldersee added 5 more. Mac's left tackle, a repeater at offside plays, lost his team 10 yards. Berg, Scott and Baldersee made good gains. Berg got away from the field on the next play and made 15 yards to Mac's 17-yard line. Scott lost a small yardage on the third down. Berg went through Mac's line for yardage and Mac's left end lost his team 5 yards at a critical time by an offside play. This brought the ball to Mac's 3-yard line in Dallas' possession. Baldersee made a good go for half the remaining distance and in a rapid and strong play Scott broke through for a touchdown. Dallas 6 points. Baldersee missed goal. Baldersee kicked off to Mac and the ball came back 10 yards on the return. A Wilson of the Dallas team held up the game for a few moments by a slight injury. Mac showed signs of coming to life before the close of the quarter, but just before the whistle that closed the first half, the Mac left tackle lost another 5 yards by offside playing.

Third Quarter—Second Half.

Baldersee for Dallas kicked to Mac and the ball came back 15 yards, where Scott made one of the prettiest tackles of the day. Mac punted 40 yards to Cutler who failed in an effort to advance at the wrong time. Baldersee returned the punt and Mac brought it back 5 yards. After a series of short gains Mac placed the ball on Dallas' 1-yard line on the first down. The next play brought chagrin to the Dallas supporters and team and joy to the visitors and the score changed to 6-6. When Mac kicked the goal the visitors had a one-point advantage in a 6-7 score. Mac kicked off to Dallas and in returning the ball Dallas made some good advances, and annexed yardage twice. The play was very slow at this stage of the game, and the onrushes of the visiting team was telling on the Dallas boys. But for some reason the play on Dallas' side did not open up as it should have done. Scott's pass was intercepted by Mac, giving that team time to make yardage once and put the ball on Dallas' 15-yard line.

Fourth Quarter.

Mac started out to do things in the last quarter, but the minute between quarters gave Dallas enough wind to hold the heavy opposing line for downs on the first series of plays. Dallas took the ball on its own 2-yard line and Baldersee punted out 40 yards. The good punt was spoiled by poor support and Mac carried it back nearly 35 yards. On the next play Scott threw his man for a loss of three yards. Mac was within striking distance and a well-directed place kick went squarely between the goal posts, making the score 10-6 with the home team on the short end. Mac kicked off to Baldersee who advanced 8 yards. Cutler sent Baldersee through again for 2 yards. After a few valueless plays in which a Mac player was laid out for a breathing spell Scott fumbled the ball for Dallas and Mac recovered in center field. Dallas got another penalty at this point for offside play. Martin of the Dallas team was knocked out in the next play, but recovered after a short time. Mac made yardage several times by a series of good plays against the lighter line. But the Dallas team was playing for all that was in the game. The team played harder than at any stage of the game. With two minutes to play and the ball in Mac's possession on Dallas' 2-yard line the visitors put the pigskin without one foot of the score line, first bucking one of the biggest little offenses that has been displayed here in many moons. The next play netted a touchdown and Mac failed a goal, making the final score 16-6.

There was little to be desired in the game as far as fight was concerned, but the lack of practice stuck out all over the Dallas team. Coach Rudder says that hunting and automobile pastimes cannot produce a football team, no matter how much coaching it gets, and that tells the tale of defeat for Dallas. Bill Champion, left half back on the Mac team, Holmes, right half and quarter back Ralph Champion were the brightest stars on the visiting team. The entire personnel of the Dallas team played sterling football of the variety it selected, with Berg, Wilson, Martin, Cutler, Scott and Baldersee making many of the valuable gains that featured the play. The lineup of the two teams was as follows:

Dallas		Mac
Bennett	R. E.	Eckman
Brook	R. T.	Manning
Martin	R. G.	Jackson
Dennis	C.	Taylor
Wilson	L. G.	Lawson
Hart	L. T.	Brown
McCann	L. E.	Martin
Cutler	Q.	R. Champion
Scott	R. H.	Holmes
Baldersee	F.	Nunn
Berg	H. W. Champion	
Substitutes: Mac; Jones, Lewis, Bowman and Van Orsdale, Dallas; none. Touchdowns, Scott, W. Champion, Nunn. Coaches: Mac, E. C. Loucks; Dallas, Clarence Rudder, Jim French.		

THANKS TO FRIENDS

HAVING DISPOSED OF THE SUNRISE HOTEL TO LEE KAMARI AND HARRY MIYAMOTO, I DESIRE THROUGH THIS METHOD TO THANK MY MANY PATRONS OF THE PAST FOR FAVORS EXTENDED ME, AND TO WISH FOR MY SUCCESSORS A CONTINUATION OF THE SPLENDID BUSINESS THAT I ENJOYED. IT WILL BE THEIR PURPOSE TO SERVE ALL IN THE SAME EXCELLENT MANNER THAT HAS MADE FOR THE SUNRISE HOTEL AN ENVYABLE REPUTATION. AGAIN THANKING MY OLD CUSTOMERS FOR THEIR PATRONAGE, I BEG TO REMAIN RESPECTFULLY,

LLOYD KOHARI

WHAT'S DOING IT?

Strange, isn't it? But it is true, isn't it? The way some of your old friends and customers send their money to folks they do not know and for goods they have never seen.

You would naturally incline to the belief that people would prefer to buy goods after having had an opportunity to inspect them, and to make the purchase from people whom they know.

There was a time when shopping was largely a matter of personal contact. Today the distant store and the mail order house get into close touch with thousands, who are made acquainted with their goods and their methods of doing business. How is this done? Advertising—constant and effective advertising.

Many arguments are used to make customers out of the readers of advertising. These advertisements draw business from you and the other local dealers.

Consider the results obtained by the national magazine advertisers, and you will cease to wonder what is the magnet that draws to the city department store and the catalogue house, hundreds of miles away, the trade that you should enjoy. It is surprising that they do not take more dollars out of this community than they do.

Now mind you, The Observer is not talking just for its business but for yours as well, and for your neighbor's. For if you do not thrive, The Observer will not. Naturally, and somewhat selfishly, The Observer is interested in this community.