

LINCOLN COUNTY LEADER OFFICIAL COUNTY PAPER W. H. HALL, E. F. HALL, G. W. HALL Publishers G. W. HALL, Editor.

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Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION "CALL FOR PACKAGE"

We wonder if the merchants of Toledo have ever taken the time to stroll to the postoffice at "mail time" and watch the people as they receive their mail.

What does this mean? As we have watched this procession of people pass from the package window, we have taken special notice to ascertain, if possible, what the attraction was at that window, and, on practically all instances, we find the packages are from mail-order merchants from other larger towns over the state.

Why is it that people of this section are sending their money out of this county, rather than spend the money here at home? Is it because our local merchants are not equipped to take care of the needs of the home people, or is it because our home people lack that community spirit which is vitally necessary in the progress of any community that seeks fit to grow and prosper?

Mr. Merchant, have you ever noticed how the big dailies that are coming into Toledo and Lincoln county are filled with page ad after page ad of large mail order houses telling of the wonderful bargains that are offered at their places of business, when, in fact, they have no greater bargains than you may offer yourselves and that you are offering every day.

There is no argument against the well established fact that newspaper advertising is the greatest of them all and until a business man finds out this fact he is losing the greatest asset of his business. True, advertising doesn't pay when you have the same old thing in your regular space from week to week, such as "John Jones, dealer in general merchandise."

Boosting a community is big business we can all engage in and profit thereby. And what makes it a particularly happy pastime is due to the fact that you are identified with a bunch of "good fellows" when you work with the boosters of a community.

Before going further we want you folks to stop and read the advertisements of business men and women of TOLEDO whose names appear in this

paper. You will be impressed with the fact that these people are real boosters of the community in every sense of the word.

You will agree with us, friends, that these business firms, and in fact all the business people of this section are not only good boosters but dependable servants of our purchasing public who are anxious and ready to serve you with merchandise at prices and involving quality they can afford to stand back of, that will make them really worthy of your patronage as neighbor with neighbor.

But back of boosting. The thought occurs to us that you can't saw wood with a hammer. The particular hammer we are referring to is the one used when a person spends money away from his own community for purchases that can be made just as satisfactorily at home.

In other words, however small the habit of some of our citizens may be in spending their money away from our city—TO JUST THAT EXTENT ARE THEY OBSTRUCTING THE PATH to the big, wonderful goal we have elected for ourselves.

It is not the intention of Toledo business men to dictate to you good people in this matter, we are certain. They are more than appreciative of your fine patronage of the past and inspired by their eager desire to make their anticipation of the future is only a great forward movement for Lincoln County and Toledo property owners and citizens.

THE FOUNDATION FOR THIS RESULT MUST BE A FINANCIAL FOUNDATION that calls for keeping every cent of these resources within ourselves to be re-invested and re-plant to the advantage and profit of us folks.

This kind of HOME LOYALTY means good times for this section—EMPLOYMENT for those who need it and PROSPERITY for all.

VAN DYKE COMES BACK TO EARTH

Dr. Henry Van Dyke, of Princeton, former Minister to the Netherlands, was a strenuous advocate of the league of nations. Recently he is reported to have said:

"One of the causes of nervousness is indigestion. The United States is suffering with indigestion immigration, and while our forefathers intended that our country should be an asylum for the oppressed, I do not believe it should be a lunatic asylum. It is my opinion that a foreigner who has been in this country ten years and has not learned the English language should be deported."

That is a highly American statement which sounds rather strange coming from the mouth of a gentleman who formerly evaded internationalistic proclivities. The immigration law recently extended by the Republican Congress will probably meet with the approval of Dr. Van Dyke, and on their part the Republicans are pleased to note symptoms of a return to sanity of Dr. Van Dyke, whose impatience with the foes of the league may have been a nervous manifestation due to too much of the former administration.

POEM BY UNCLE JOHN: "SEASONABLE STUFF"

The season for vacations is upon us once again. The business, shot to pieces, has produced an extra strain. A fellow's got to get away to rest awhile, you know, so the most important question is, where's he goin' to go? With Europe shot to pieces,

an' her scenery gone to smash—besides, the rumpus didn't leave an overplus of cash. There ain't the old inducements for to destitute the ocean's foam, an' it really ain't desirable to go so far from home.

Well—there's the Rocky Mountains, fairy-ladders to the skies—or, the Northern Lakes is callin' from a perfect Paradise. You can rest in Eden's Garden on our whole Atlantic coast—or journey to the Sunny South, the land I love the most.

Were not the other forty-three victims fully as important, was not their murder just as much a capital crime as the assassination of the two officers?

Really, the person looking for danger, action, for shooting, bombing and narrow escapes need not come to the Far West. We have nothing on here that can hold a candle to the show Chicago stages continuously.

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EASY MARKS FOR EASY MARKS

With German marks being peddled around at three for a cent perhaps there was an excuse for the New York wag who in trying to sell a bill of such goods a week or so ago remarked in passing that "this is the day of easy marks," and then proceeded to unload on the unwary.

That Germany will come back there can be no doubt, because the Germans are an industrious people. They are likely to regain power while the world sleeps, but no matter how rapidly they get to their feet it is generally agreed that before they run very far the whole of their monetary system will have to be changed, and in the new issue of the nation's stock the existing financial tokens will be tremendously reduced in value if not entirely wiped out.

"PROTECTING THE PUBLIC" TO ITS DETRIMENT

The Supreme Court decision of May 22nd requiring the Southern Pacific to cancel its lease of the Central Pacific, sell its Central Pacific stock and completely separate the control and operation of the two companies, is the most perfect illustration yet witnessed of "protecting the public" to its great detriment.

The Sherman Act, passed to prevent combinations in restraint of trade, has been technically applied to this case, depriving the public of a unified transportation system with unlimited no resulting benefits.

Since 1876 or 82 years the Southern Pacific and Central Pacific have been operated as one railroad.

The Sherman Anti-Trust Law became effective July 2, 1895, five years after lease of Central Pacific to the Southern Pacific and 20 years after Oct. 12, 1876, when according to public records, the lines went under common control.

The Southern Pacific financed the Central Pacific, enabled it to pay millions of dollars it owed the government and co-ordinated the two systems into one unit of transportation.

If this development work carried on for nearly a quarter of a century before any one ever heard of the Sherman Anti-Trust Act, had been done by either the Southern Pacific or the Central Pacific under one name there would have been no suit under the Sherman Act.

The only question of present interest to the public is whether or not the public is hurt by having this development work done by a single control under two corporate names, instead of having it done by single control with single corporate name.

Pursuant to this Act and to improve transportation facilities, the Interstate Commerce Commission, August 3, 1921 announced plans authorizing various consolidations. In this plan the Central and Southern Pacific were to remain one system.

This grouping of the Commission affords the remedy by which one of the principle transportation systems of the nation need not be torn asunder, after unified operation in the public interest for several decades.

The Supreme Court was forced to



The Genie of the Wires

Aladdin summoned the genie of the lamp and any wish was immediately gratified.

At your command there is the genie of the wires. He will take your voice instantly—without regard to distance—wherever you may desire to send it.

You are familiar with the conveniences of local telephone service, but have you ever thought of the pleasure or profit available in the use of the long distance lines?

The genie of the lamp was the servant of a single individual. The genie of the wires will respond to the call of every telephone user.

Every Bell telephone is a Long Distance station.



The Pacific Telephone And Telegraph Company



MASCULINITY OF AMERICAN WOMEN ANNOYS FRENCHMAN

CHICAGO—"The American lady, her independence, her unfemininity, they overwhelm me," asserts Rene Cailley, son of the "Schwab of France," who is here gathering material for a series of sketches of America.

"Such short skirts, and low bodices!" he protested. "In France it would not be possible. She is not woman, neither is she man. She is in banks, offices, even in stockyards, and yet with all her participation in man's field she is still prudent."

"She treats more man like a dog instead of reciprocating his good. Your American women—pardon, Monsieur—they have pretty faces and ankles, but not the fluency of movement that French women have."

M. Cailley is not unkindful of America's charms.

"You Americans have become more polished since the war," the Frenchman said. "But you do not know how to tease and be teased."—Ex.

BUFFALO HERDS INCREASING ON FEDERAL GAME PRESERVES

Forty-six new buffalo calves are reported on three of the four game preserves maintained by the Biological Survey of the United States Department of Agriculture for the special protection of buffalo.

The department has been very fortunate in maintaining the herds established at these three points and at Sullys Hill, N. Dak. There are relatively few large buffalo herds now scattered over the country, and the Biological Survey has made special efforts to provide suitable ranges and protection for what threatened a few years ago to become an extinct species of native American animal.

C. E. HAWKINS Attorney-at-Law Toledo, Oregon



"LANGWOOD" FOR WOOD ONLY

POSSESSES all of the requirements of the modern kitchen range. Its construction is embodied around the famous LANG Hot Blast Principle, enabling it to utilize every particle of fuel consumed. The Langwood was designed as a special wood burning range and has been found thoroughly successful by thousands of housewives.

LANG'S Langwood is guaranteed to burn TWICE as long with ONE-HALF the wood required by any other range on the market. The purchase price will be refunded if the LANGWOOD Range does not do just as it is GUARANTEED. Come in and see the LANGWOOD on display in our store.

Ask Us About Them—

BATEMAN FURNITURE COMPANY PHONE 2905 Toledo, Oregon

Sherwin-Williams Paints & Varnishes

TOLEDO DRUG CO. The Rexall Store T. P. HAWKINS, Prop.

The White Corner Store

We have the best line of dishes—A full stock of groceries—And can serve you best with all lines of merchandise—WE WANT YOUR PATRONAGE—

R. S. VANCLEVE PHONE 9005 TOLEDO, OREGON

Water Front Market

WHOLESALE & RETAIL Dealers in DRESSED & CURED MEATS FISH IN SEASON HIGHEST PRICES PAID FOR HIDES

WAUGH & MEAKER, Props.