

LINCOLN COUNTY LEADER

OFFICIAL COUNTY PAPER

W. H. HALL, E. F. HALL, G. W. HALL
Publishers.
G. W. HALL, Editor.

Entered at Toledo, Oregon postoffice,
as second-class matter, under the
Act of March 3rd, 1879.

Established Twenty-Nine Years Ago.

SUBSCRIPTION PRICES
One year, in advance, \$2.00
Six Months, in advance, \$1.00

A NEWSPAPER'S INCOME

Subscriptions and advertising are
the only two sources of revenue a
newspaper has, and often the sub-
scriptions do not pay for the cost
of the white paper.

Newspaper advertising is the great-
est business factor there is. This
is acknowledged by men who have
tried it, and know. People read ad-
vertisements in newspapers. They
have been educated to do it, because
they know that the man who is not
afraid to tell them what he has to
sell is the man who will offer them
values worth while. They also know
that a live newspaper is a valuable
asset to a community and that the
business houses that advertise are
concerns that are not only making
a success of business themselves but
are helping keep "the Community's
best booster" in the running.

We asked one of our business men
the other day how business was and
he informed us that it was not as good
as it might be. "Have you a good
stock," we inquired. "I'll tell the
world I have," he answered. But he
doesn't tell the world. In fact, he
doesn't even tell the people here in
Toledo. The other fellow tells the
world and he is reaping his just re-
ward.

We can't all be Wanamakers, but we
can advertise in proportion to our
was before. For it is a fact that there

business. And the results will be
sure if you ADVERTISE HONESTLY
and give service. This newspaper
can bring people to your store, but it
can't make the people buy the goods.
What is being done in the bigger
cities of Oregon can be done right
here in Toledo, if you show the pep,
give the service and advertise. Make
business good. You can do it by us-
ing printer's ink, and that's what (its
use a slang phrase) We hain't got
nothing else but.

PITY THE BLIND

He was a strapping big fellow, and
he was sore on the world because he
had not received the nomination for
a petty office for which he had been
candidate. As he told the writer his
tale of woe, a blind man, led by a
small boy, approached us and asked
us to buy a pencil or a shoe string.
The big whiner looked sheepish and
started up the street.

If you are blessed with good health
surrounded by friends, able to work
and enjoy the sunshine, flowers, out-
ings and other opportunities in this
old world have you a kick coming.

If you with all the modern advantag-
es and 16 out of the 24 hours in the day
for freedom and rest, think you are
having a hard time, what of the blind,
lame and halt, the sick and dying
tossing on beds of pain?

In this life we all should have just
enough pain to cause us to appreci-
ate pleasure. We should have just
enough trouble to make us thankful
that we are not hopelessly crippled
or without the light of day.

Trouble is a medicine that our grac-
ious and wise Physician prescribes,
and sometime it takes a pretty big
dose to bring us to a full understand-
ing that there are no crown-wearers
who have not been cross-bearers.

WHO KNOWS?

How old is a woman when she is
no longer young? That question is
now bigger and broader than it ever
was before. For it is a fact that there

are few old woman—old, in the sense
that they used to be regarded.

Time was, and not so very long ago,
when a woman of 40 was old. Fashion
and custom both conspired against
her. She could no longer dress like
a girl. She must wear a bonnet and
shawl. There could be nothing gay in
her attire. As the years came after
40, each one gave her something in
dress that made her older still, and
at 50, she was in the grandmother
class with nothing to do but sit in the
chimney corner with knitting or fancy
work.

Pray, tell us where now can such
woman be found? There are none, in-
stead of the bonneted and beshawled
woman of 30 years ago, you see now
a daintily gowned woman, wearing a
fashionable hat, white shoes, short skirts
and all the other charming access-
ories which fashion decrees. You may
have to look at her twice to decide
whether she is 30 or 50, and even
when you have looked twice you are
not quite sure.

But what is the use of talking about
a woman's age. She will not talk
about it herself. And after all, she
is only as old as she looks.

DON'T START IT

There goes Mrs. So-and-So with Mr.
Somebody Else! They are walking
rather leisurely and seem much en-
gaged in conversation. You don't
know what they are talking about.
Perhaps she is disputing some item
in a bill which his firm recently sent
her. You don't know but you say
they were talking pretty earnestly
and your next door neighbor rem-
embers having seen them together
two weeks ago. That starts it and
they have had a hard time trying to
live down the suggestion of a scandal
which nothing but idle tongue has
started. There is nothing if all this
world more terrible and appalling in
its evil consequences than careless
and malicious gossip.

THE RED SCOURGE

"On the tenth day of July a man
set fire to more than a score of homes.
Every home was entirely consumed
and there was no insurance. The man
went on his way, if not rejoicing, at
least without visible evidence of re-
gret. He had no fear of punishment
because the homes he had destroyed
were not yet built; they were still
in the tree trunks awaiting the magic
wand of industry to give them habi-
table form. But economically these
homes were destroyed as surely as
though the trees had been made into
lumber and the lumber into structures.
And this is the way it happened:

"It was vacation season and an auto-
mobile carrying a party of tourists
stopped on a road that wound through
a magnificent stand of Douglas fir, in
Western Washington. The travelers
sat in rapturous admiration of the
quiet scene and chaperoned over the
great trees that colonized their majes-
tic beauty as far as the eye could
see. One of the men of the party lit
a contemplative cigarette and tossed
the match to the side of the road.

"Half an hour later an aeroplane
forest patrol flying high above the
mountain range saw yellowish smoke
ballooning over the tree tops. He
moved his engine and turned in that
direction. Upon the chart in the ma-
chine before him he located the fire
approximately, then returned quickly
to a mountain fire station ten miles
away.

After what seemed an interminable
wait, the patrol noted various groups
of men at work. They were combat-
ing that most terrifying, most un-
governable and dangerous of all rebel-

SLAT'S DIARY

By Ross Farquar
Friday—It seems that pa never
will learn to be thankful and refined
like men shed



ought to be like
when they are
out in Co. To
nite ma drug I
a recital of Mu-
sic and pianos
and etc at sun-
strangers house
Pa become real
bummy with
a nice looking
fellow and they
give each an-
other a Cigar
and tawked
about golf and
Prosperity and
then finely pa
sed Less beat it out of here I think
this is a rotten Affair. The men
was sniffling and answered and sed
Well I wish I cud but I cant you see
I live here.

Saturday—When I went down town
tonite I seen Jane all drest up in sun
new summer close and she looked
very striking. I told her she looked
good enuff to eat and she comes back
and says All rite less go get sum ice
cream. Lucky I had a 2 bits peace in
my pocket.

Sunday—It is awful hot to go to
church this hot wether but we go
neverless. I herd that the church
manigors is going to by sum Oscu-
lateing fans and put in church to keep
us cool. Pa says lots of men is los-
ing sleep on acct. of it is so hot in
church.

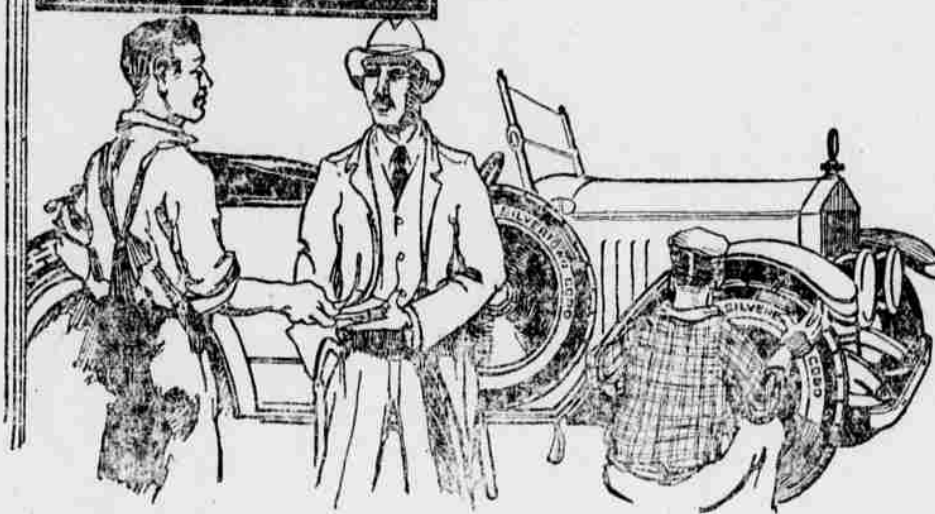
Monday—I ast pa this evning if
it was possible for a man to fall in
love at 1st site. He told me he thot
it was but he wood advise all ama-
tures to take a 2st look in such a
case.

Tuesday—I am not looking forward
with much pleasure to tomorrow. Ma's
cuzzen witch lives out east is com-
ing for a visit. Pa says they cannot
live happily together only when they
fite all the time.

Wednesday—When I rote to my
cuzzen Ella a cupple weeks ago I told
her are skool had a new basket ball
Coach for next year and she rote back
today and ast me what color was it

Goodrich Tires

SILVERTOWN
CORDS



We'll match "the other fellow"
on Quality and Prices
and beat him on Service

Goodrich SILVER-
TOWN CORDS in
every size, including
30 x 3 1/2.

GOODRICH FAB-
RICS including
the famous new
low priced Good-
rich "55" 30 x 3 1/2
clinchers.

Come to us and you'll get fair prices on Good-
rich Silvertowns or Goodrich fabrics—fresh,
new stock with a lot of life and long wear
in every tire.

Better yet—you'll go away feeling that you've been
treated right—that everyone here is anxious to please
you—and that you'll want to come back when you
need another tire or tube. Come in soon.

AUTO SERVICE

ALBERT TAYLOR, Prop.

Phone 2403

NEWPORT, OREGON

The White Corner Store

Special Cash Sale.—July 29, to August 5th. Lifebouy
Soap 3 for .25; Koama Cleanser 4 for .25; Chinese Nood-
les 3 for .25; Sunkist Peas 3 for .63; Jiffy Jell 5 for .50;

Bathing Suits Sxtra Special

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.

LADIES' MILLINERY GOODS

at

ARNOLD'S

also

COMPLETE LINE OF LADIES' AND GENTS'
FURNISHINGS

Call in and look over our line of
Hats, Caps, Gloves, Ties, Shirts, Hos-
iery, Ribbons, Jewelry, Etc., Etc.

"Goodform" HAIR NETS

Just the Shape or Color that the most Fastidious
Feminine Tastes May Desire.

Careful Selection from Imported Stocks Guarantees
Them Perfect.

We are as Proud to Sell Them as You Will Be to Wear
Them.

"GOODFORM" Nets are Made for and Sold exclusively by
REXALL Stores Only

POPULARLY PRICED AT 2 FOR 25c—

DOUBLE MESH.

TOLEDO DRUG CO.

The

Rexall

Store

T. F. HAWKINS, Prop.

The Peoples Meat Market

WHOLESALE AND RETAIL DEALER IN

A NO. 1 MEATS, Fresh and Cured; also FISH & POULTRY
LEAVE YOUR ORDERS WITH US FOR CORN FED BIRDS—WE
FEED THEM FOR OUR MARKET

CLEANLINESS OUR MOTTO—SATISFACTION GUARANTEED

PHONE 2903

TOLEDO, S. R. ANDERSON, Proprietor OREGON

ED'S SMOKEHOUSE

COME IN AND GET A TASTE OF OUR ROOT BEER
THE ONLY BARREL IN TOWN

E. A. LYTLE, Prop.

Headache



THOUSANDS OF WOMEN suffer miserably from
periodic attacks of headache, never dreaming
that a permanent cure may be had. Headache
nearly always results from some disorder of the
stomach, liver or bowels. Take Chamberlain's
Tablets. They will correct these disorders and
there will be no more headache. Many have been
permanently cured by Chamberlain's Tablets.

Chamberlain's Tablets

Remember We Have a Good Line Of
CARPENTERS' TOOLS—FISHING TACKLE—POCKET
KNIVES—FLASH LIGHTS AND, IN FACT EVERY-
THING FOUND IN A COUNTRY HDW. STORE
IT WILL PAY YOU TO VISIT US

Sherwood & Hayden

COZY BILLIARD PARLOR, Nichols and Bain, Proprietors

A high class line of cigars, tobaccos, candies.

We also have the best soda fountain in town, mixed
drinks of all kinds served. Take a carton of ice cream
home with you.

"THE COOLEST PLACE IN TOWN."
"SERVICE IS OUR MOTTO"

GET OUT YOUR OLD SWEAT-
SHIRTS "PRINTED" ON SOME
BODY OF "TYPE WRITING MACHINE"
IS A GOOD WAY TO GO AFTER
BATHING! WASH LIKE DRAGON!
HER CLOTHES IN OLD RAGGED
CLOTHES TO SAVE MONEY!



GEE, I AMT SO VERY OLD
AM I KIN REMEMBER WHEN
SUBSCRIBERS GOT PEEVED
IF YA SENT 'EM A STATEMENT
NOW THEN KNOW WE GOT
TO PAY OURS EVERY THIRTY
DAYS, SO THEN DONT MIND
PAININ' THEIRS ONCE A
YEAR!

