

# COTTAGE GROVE LEADER

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## RESULTS ASTONISHED HIM

### The Outcome of Judiciously Placed Advertising Opened His Eyes.

For a number of years I advertised only in my windows and in some of the street cars, because I did not feel that I could afford to advertise in the daily papers. Two years ago last September I was having a cravenette coat sale, and I succeeded in selling for a couple of weeks about 50 coats a day. I thought I would try a column ad. in one of the evening papers. The result was that the next day the sales, which formerly had been about fifty coats a day, jumped to 142, and in fifty days I sold over 3,500 raincoats.

For the year following that sale I continued to advertise in this one paper. Last fall I felt that I could afford to invest, say, about \$5,000 in advertising in some of the other papers. I used three morning papers and three evening papers, the best in Chicago. The results have been phenomenal. I did not have to invest \$5,000. The profits came back from the newspaper advertising before their bills came in, and I do not figure today that I have a dollar invested in advertising. In my opinion, the only way to advertise is to give them plain, common sense talk. Tell them of the truth. Do not get a customer to come to your store and find that you have faked him, for that is poor advertising, besides being dishonesty.—From "Autobiography of a Business Man" in Everybody's.

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## Passed Over Veto.

Salem, Or., Feb. 19.—The University of Oregon won a decided victory over Governor Chamberlain today when both houses overrode the executive's veto of the \$125,000 appropriation bill.

In the house Representative Eaton and his colleagues won an easy victory, the vote in favor of the university standing at 45 to 15. In the senate, however, the fight was close, and there was not a vote to spare when the roll was called, the vote standing 27 to 7 for the school and against the governor. Senators Bingham and Booth had made a hard fight, Bingham making the only speech when the question was called. The senator spoke for 20 minutes, and his telling points no doubt had much to do with influencing the result.

Senator M. A. Miller, of Linn, a regent of the school, was one of the seven who voted to sustain the veto.

## Flat Salary Bill to Take Effect in 1911.

Salem, Feb. 18.—The house this morning killed the bill providing for an appropriation to build and equip a state printing plant, and so amended the bill providing for placing the state printer on a flat salary that it will not affect Mr. Duniway. It takes effect in 1911.

## Smoot Will Stay in Senate.

The senate Tuesday voted to reject the report of the investigating committee in favor of expelling Smoot of Utah. A majority of the senators favored the Mormon apostle and he will retain his seat.

## To Kill Gophers.

The California Experiment station has found a sure way to kill gophers: Carbon bi sulphide is to be put on cotton on pieces of cloth probably one half teaspoonful to each piece of cotton and placed in their run ways and then stop up the hole tight, the gas being heavy will follow the run ways, will kill all gophers and moles.

M. LAMMON.

## Brain Leaks.

Pluck never complains or poor luck.

It is a waste of time to give or listen to advise that you know will not be heeded.

Seeds of doubt are not likely to sprout if sown in a heart full of abiding faith.

The more money a man has the easier it is for him to talk about the "blessings of poverty."

A lot of people claim credit for being charitable because they give away stuff they want to get rid of.

When men sow the wind it is the innocent bystander who usually suffers most in the resultant cyclone.

When a man marries in order to get a housekeeper, a woman who wants a home, there is bound to be trouble.

Reforms flourish best when allowed to get a fair start at home before being thrust across your neighbor's fence.

Some people make such a virtue of promptness that they forget to consider the matter selected to discuss at the appointed hour.

Many a matrimonial craft has been wrecked on a reef of poor

bread. But more have been wrecked by failure to keep the crew well provisioned.

"Hitch your wagon to a star," was Emerson's advice. But would it not be better to pull your wagon yourself and travel in the direction of the star?

The man who learns to look upon death as merely the finishing touches on an education for life, has learned the first real lesson in right living.

This is the season of the year when a man who complains about the work of keeping a lawn the size of a postage stamp in good condition in summer, imagines that he would make a first-class manager of a farm of 320 acres.

## Irish Wit.

An Irish priest had labored hard with one of his flock to induce him to give up whiskey. "I tell you, Michael," said the priest, "whiskey is your worst enemy, and you should keep as far away from it as you can." "Me enemy, is it, Father?" responded Michael, "and it was Your Riverence's self that was tellin' us in the pulpit only last Sunday to love our enemies!" "So I was Michael," rejoined the priest, "but I didn't tell you to swallow them."

## LUMBER!! LUMBER!!

I want 20,000,000 feet of good merchantable Oregon pine. Will contract for a years cut and pay highest market price; will make liberal advances on B. of L.

G. W. PEEK,  
269 Barlett St., San Francisco, Cal.

## NEWS FROM WASHINGTON

### Interesting Reading From the National Capitol By Our Regular Correspondent.

Washington, Feb. 11, 1907.

What will the people of the country say when they know the facts regarding the "salary grab" put through Congress this winter? After much talking and scheming the salaries of Senators and Representatives were raised from \$5,000 to \$7,500; reason, advanced cost of living. This reason is sufficient, for not only are the members of Congress held up on every turn, but the cost of living in Washington—already too high—has advanced at least 50 per cent in the last two years. But does this increase settle the matter?

It is generally thought that the government pays enormous salaries. This is not the case. The workers in the departments who are in the public eye are the petty chiefs of division, who receive from \$1,000 to \$2,400 a year. There is in each division an average of about five clerks who receive from \$1,200 to \$1,800 a year, and from 30 to 100 who receive from \$400 to \$1,100 per year.

Now the question is, will Congress give to the workers of the Federal government a proportionate raise in salary to their own, or even any raise at all. A goodly share of the members of Congress live at boarding houses or \$2 a day hotels, and some have been so "cheap" as to sell to a local book dealer the volumes of governmental publications contained in their quota. Some hire their clerks for \$50 or \$75 a month and put the balance of the allowance of \$100 per month in their pocket. Others put their sons or daughters at work as clerks and pocket the entire wad! A raise in their salary is all right; the government clerk who has to work all the year—now 5 or 6 months, like a congressman—gets enough money, even though there has not been a change in the list for twenty years!

Uncle Sam's baby elephant—the Panama canal—is cutting its wisdom teeth. One day we are to have it attended to by a contract physician and the next day preference is given to Christian Science treatment! But we may rest assured that it is all but completed, since ex-chairman Shonts tells us so! He has finished his work and oiled his spade and hung it up in the tool shed; why do not the other workers do likewise? The canal is dug! Shonts has a good job. Everybody's happy except Engineer Wallace, who was foolish enough to also accept a better job. One man resigns to accept \$50,000 a year, he is a man beneath contempt; another does exactly the same thing for the same salary, he is a gentleman and a scholar, he can go about the country delivering lectures about how he brought order out of chaos! That's Washington life with a vengeance.

Keep your weather eye on William "Jay" Bryan. He has not been heard from for several months and must be primed for another outbreak. Do not allow your better judgment to lead you astray on the subject of the next presidential candidates, for "William Jay" will not be the democratic standard bearer if he persists in his embrace of government ownership. Government ownership in the East means socialism, and that creed has no standing in court.

Speaker Cannon is about the only smoking volcano that does not have a periodical eruption.

The Kansas legislators who abolished capital punishment in that state probably considered residence in the commonwealth sufficient excuse for erratic actions at times.

Secretary Shaw's advertising

agent should give out his theories as what the secretary is supposed to think. If the ideas take, he could modestly acknowledge them. They all do it that way.

The people of the capitol who have been wanting an old fashioned winter have the chance to take a sleigh ride.

Young Rockefeller's advice that it is easier to tell the truth than a lie will not apply to politics and the Brownville case.

Why not pay our national legislators space rates in the Congressional Record? Some of them would make a pretty penny.

Will Senator Beveridge reap all the glory brought about by years of agitation by labor unions for the abolition of child labor?

Is it possible that a jury can be found willing to accept the professions of innocent childhood exhibited in the Thaw trial?

How much longer will the country stand for the misadventures of Pierce, late of the State Department and nearly every other branch of the government? What a "pull" he must have?

## Senator Beveridge and Child Labor.

The February number of the Woman's Home Companion contains a comprehensive description of Senator Beveridge's national bill to abolish child labor. The senator tells how he worked in a logging camp at fourteen years of age, beginning before daybreak and ending after dark and the lessons he learned there served as the foundation for his present fight against the horror of child labor. After describing the evil, he adds:

"But that is not the worst of it. The worst of it is that pretty soon these children 'come to age.' What kind of citizens do they make? London Hooligans! That is the kind of citizens they make. Each boy and girl of this kind that develops into a man or woman knows that he or she are inferior to his fellows—inferior in body, mind and soul. They not only feel it, they actually see it. They feel that they have been robbed in some way—not robbed in money or property, but robbed of life, of health, robbed of intellect, robbed of spirit. And in their undeveloped brain, in their weakened hearts, in their cramped and deformed souls and fires of an unquenchable wrath begin to burn. They go through life hating society, hating everybody and everything. For, while they do not know much, they do know that a system of industry and a state of society has worse than murdered them. There is your material for anarchy. We hear a good many speeches about the danger of anarchists coming to this country from Europe. The truth is that child labor is creating some two hundred thousand grown-up anarchists of native American blood in this country every year."

## County Printing.

Judging from the list of allowances made by the county court at the January term, the out of town printers should have a day of reckoning. The allowances were as follows: W. E. Yoran, printing, \$67.00; Register Publishing Co., printing, \$118.40; Guard Publishing Co., printing, \$27.40; Junction City, Cottage Grove and Springfield papers, \$900. During the past two years and a half the Springfield News has done not to exceed \$20 worth of work for the county and all but \$2 came from the sheriff's office.—Springfield News.

The Register says: The Eugene Lumber Co. received four cars of logs at one shipment Monday morning. They will have plenty of logs to commence on when they get their mill ready for business.

# Still Busy



## We are going to get Busier

### 15 per cent off on any Suit

### 25 per cent off on any Overcoat in the house during the month of February with cash

## WHEELER-THOMPSON CO.

the leading Clothier and Shoe House

[Successor to Welch & Woods.]