

Cottage Grove Leader

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NO. 22

TRADE PAPER FAVORS USING LOCAL MEDIUMS

Gives Local Paper High Rank as a Means of Publicity, Says The American Press

When the trade publications begin to recommend the use of the home paper for successful advertising it's high time for local merchants to sit up and take notice.

As a rule, the trade press does everything possible to discourage local advertising, for the simple reason that money thus spent is usually subtracted from "general advertising appropriations," which have in times past been spent largely in magazines and trade papers, though a great change is now coming to pass.

A recent issue of Farm Machinery, talking to its own trade, says some things which ought to be brought forcibly to the attention of all retailers, as follows:

"Advertising in local newspapers of good circulation should always be of value to the merchant. These papers reach subscribers at regular intervals (daily or weekly). Always keep the dealer's name before the people and cover a much broader territory usually than can ordinarily be done by other methods.

"The worth of such advertising is dependent upon a number of elements, most important of which are the prestige of the newspaper with its subscribers and the care with which the advertising copy is prepared.

"Each advertisement should tell a distinctive story, just as one letter should differ from another.

"No dealer would think of sending a certain letter to his customers more than once, yet it is too frequently the rule to repeat an advertisement any number of times.

"The purpose of the newspaper advertisement, as of the personal letter, is to convey a certain message to the people you wish to reach, and, though the form is slightly different, there is a little more reason for repeating the printed message than a duplicate of a typewritten letter.

"Advertising, of whatever nature, should possess the appeal of freshness. Care must always be exercised to prevent its becoming humdrum or threadbare.

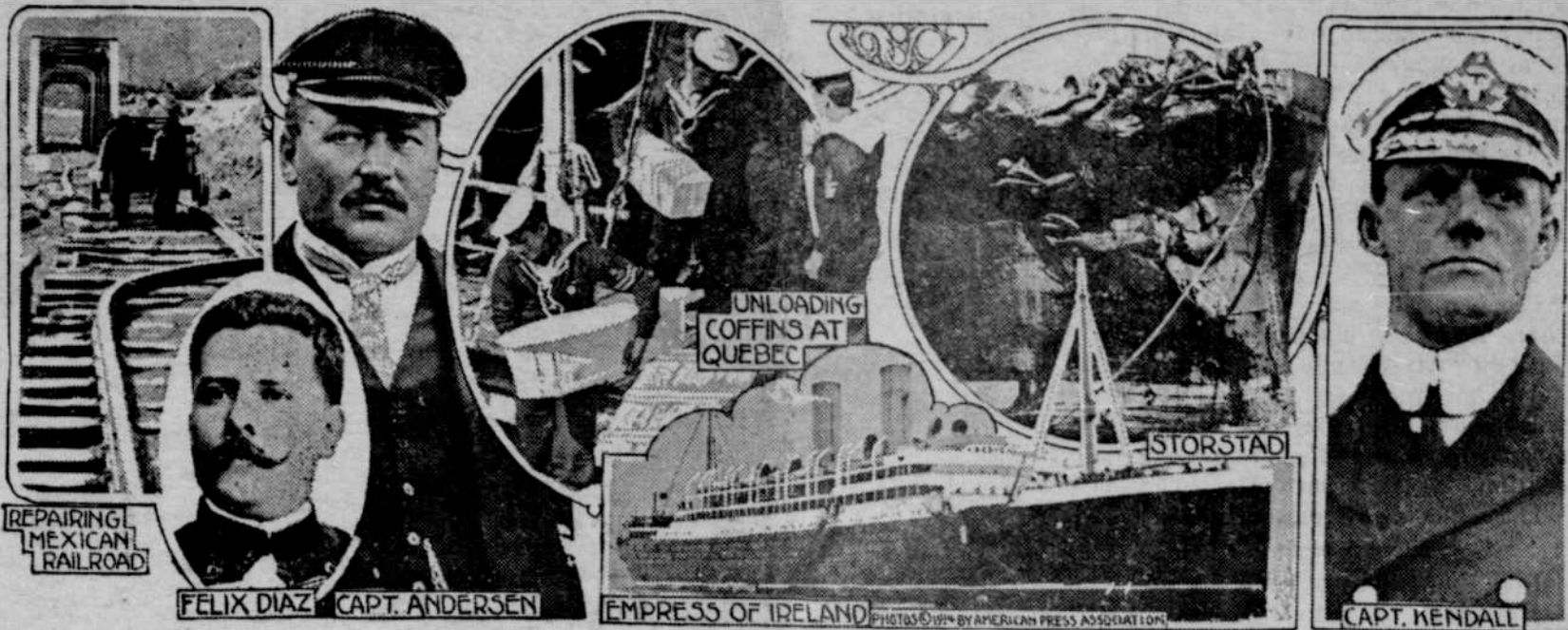
"Newspaper Advertising Has The Special Advantage of Permitting The Merchant to Present His Message to The Whole Community Quickly, Concisely And At A Lower Cost Than The Same Number of People Can Be Reached in Other Ways."

Suit Sustained By Supreme Court

The decision of the circuit court, in the suit for Criminal Libel brought by the Benedictine Sisters of Mt. Angel, Oregon, against J. E. Hosmer, editor of the Silverton Journal, was sustained, recently, by the Supreme Court. Chief Justice McBride and his associates confirmed the unanimous verdict of the jury which found J. E. Hosmer "Guilty of Criminal Libel." The Benedictine Sisters of Mt. Angel are entirely vindicated, and Hosmer must pay his fine or go to jail.

LOOKING OVER JOHN LONG'S PLACER MINE

In February or March, 1912, John Long an old soldier, died on Steamboat creek, about eight miles beyond Bohemia, and was



News Snapshots Of the Week

The Canadian Pacific liner Empress of Ireland was struck by the Norwegian collier Storstad in the St. Lawrence river off Father Point and sunk. Over 1,000 lives were lost. About 500 of the passengers and crew were saved. The Canadian and British governments are investigating. Captain Kendall of the Empress of Ireland and Captain Andersen of the Storstad each state that the other is to blame. The bodies of the victims found were taken to Quebec. The situation in Mexico remained unchanged. Funston's troops and the rebels took active steps to repair the railroads outside of Vera Cruz. Felix Diaz, nephew of the ex-president, became talked of as a candidate to succeed Huerta as President of Mexico.

REV. FAGAN HOLDS BIG MEETING AT HALSEY

The Halsey Enterprise has the following to say of a revival meeting just closed at that place by Rev. H. M. Fagan, pastor of the Cottage Grove Christian church:

"The protracted meetings which have been in progress the past three weeks at the Christian Church conducted by Rev. M. Howard Fagan, a very successful evangelist, came to a close on Sunday evening. Large crowds have greeted Mr. Fagan each night, and the interest manifest was intense, resulting in thirty-four accessions to the church. Mr. Fagan is a forceful speaker and his straight-forward arguments were such that brought conviction to his hearers.

"The music was a very delightful part of these services. The duets by Mr. and Mrs. Fagan were greatly enjoyed by all, as were also the latter's solos. Mrs. Fagan has an unusually pretty voice which was perfectly adapted to the situation.

"These good people have made a great many friends during their short sojourn in Halsey who were very sorry to see them go. They went from here to Kingston, where they opened another meeting of the same order and where it is hoped that their success will be as great as it was here."

buried by three prospecting neighbors—Shideler, Blake and another, and the incident almost forgotten.

Long left a widow in Los Angeles, California, and a placer mine on Steamboat creek, which was not considered worth a great deal.

Thursday night J. R. Cheatham, W. R. Davis and Mrs. Will Harris, of Los Angeles, representing the Long estate, arrived here, and Friday morning went out over the O. P. & E., bound for the Long claim on Steamboat creek, where they expect to spend two or three weeks.

There has been considerable speculation indulged in as to why these people are going to this expense, trouble and inconvenience, if the claim is worth no more than was generally supposed. Some people believe that the widow of Long knew more about the value of the mining claim than the general public, and that these people representing her have some assurance of finding something worth their while and trouble.

The Cottage Grove and Junction City ball teams will play at Cottage Grove next Sunday. The game will be called at 2:30.

ESCAPED FROM SMASH- UP WITH FEW BRUISES

The Bartels and Ernst delivery team, John Bartels and son Bill, got into a terrible tangle on Eighth street Thursday morning, and the wonder is that the tangle was straightened out with as little damage as is reported. The wagon was upset in attempting to make too short a turn, made necessary by the condition of the street, and the two men were caught in the top. Young Bartels fell just at the heels of a horse that has some reputation as a kicker, and but for the fact that the horse's feet were caught and held by the wagon tongue, there would have been a funeral to record in the Bartels family. As it was, the wagon tongue was broken, the top badly wrecked, the harness considerably cut to pieces in extricating men and horses, and both the horses and Mr. Bartels and son have a number of bruises to remember the accident by.

BANKERS PLEASED WITH CROP OUTLOOK

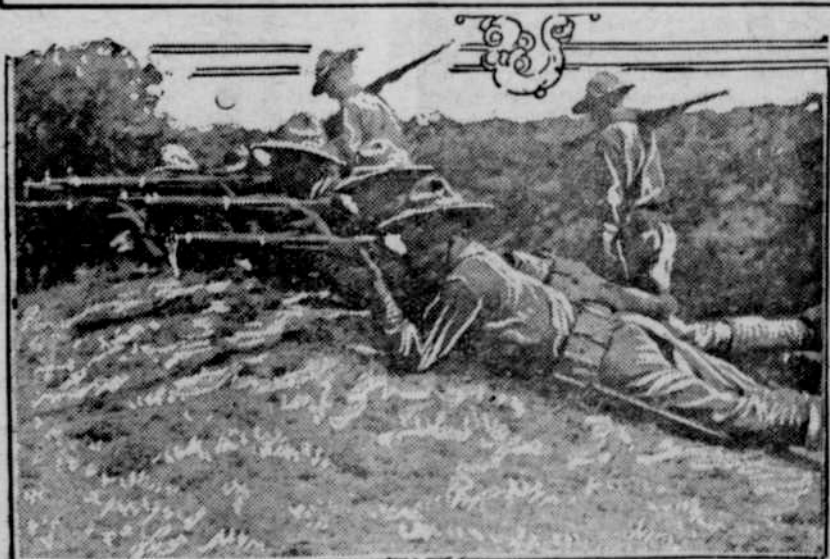
Oregon's bankers who have just concluded their convention at Medford put themselves on record for the continuation of the policy of backing the agricultural resources of the state, according to members of the Portland party. They saw the tremendous fruit crop throughout the Rogue River country and were persuaded that upon the products of the soil the state must depend for speedy return to prosperity.

Great Fleet Engaged for Wheat

Forty vessels, representing 90,264 tons net register, are under charter to load grain at Portland for European markets, the greatest amount of tonnage engaged for a similar purpose at this time of year since 1902.

Make Cottage Grove Bigger, Busier and Better.

U. S. Fighting Men on Guard Near the City of Vera Cruz



Photos copyright, 1914, by American Press Association.

THE activity of the American soldiers in and near the Mexican city of Vera Cruz continues, and that section of the east coast has been prepared to resist any attack that Mexicans contemplate. Trenches have been dug at all points of a commanding nature, and fortifications have been erected at a dozen places. Of especial importance are those near the Vera Cruz waterworks. The illustration shows United States infantrymen in one of the trenches and also a group of men (at the top) guarding a bridge on the Inter-oceanic railway.

PROF. LEWIS TELLS ALL ABOUT LOGAN BERRIES

A bulletin sent out by the Oregon Agricultural College says: "The inferior quality of most dried loganberries is due to one or more of the following causes—poor selection of fruit and careless picking, rough handling in removing fruit to evaporator, and unskillful evaporation. Points on improving operations in these particulars are given by Prof. C. I. Lewis, head of the O. A. C. Horticultural department, as follows:

"Too much stress cannot be placed on the question of harvesting. Picking is generally done by women, school boys and children, and it is often hard to get first class work done. The system of paying by the piece encourages carelessness, and if this system is practiced careful supervision is absolutely necessary. The grower should have some way to check up on his pickers if he is to keep out poor fruit and leaves and stems, and prevent damage in picking. One very successful grower employs a supervisor who keeps a record of the amount and quality of the work of each picker, and if he finds it necessary to speak more than three times to any helper that helper is discharged. He provides comfortable and sanitary camp and field conveniences, and gives a bonus to each helper that has done good work.

In picking the berry it should not be pulled straight out from the stem, but given a slight twist that pulls it to one side. This takes less pressure and brings the fruit cleaner from the stem. Too many berries should not be kept in the hand at one time, since this melts them down rapidly. The bruised and leaky berry give a mussy appearance to the carrier and make an unattractive product.

Berries should be picked in the cool of the day. It has been noticed that berries picked in the morning dry heavier and retain their form better than fruit picked in the afternoon. This is a most important point, since loss of form and melting down of berries causes most of the drip. Berries picked in the heat of the day begin at once to melt and leak out a heavy syrup, rich in sugar, which not only damages the fruit by robbing it of quality, but also by making a caramel and char on the berries and trays that give the product on the market a burnt and unattractive appearance."

The Leader leads, but never follows.

CASE AGAINST LIGHT PLANT IS DISMISSED

Company Will Install Meter System All Over City as Soon as Possible, and Improve Facilities in Many Ways

The Leader is in receipt of a communication from the Railroad Commission, in regard to the complaint of the city of Cottage Grove against the Cottage Grove Electric Company, from which the following statements are taken:

"The evidence shows that the incandescent lights furnished by the defendant upon the streets of the City, for municipal lighting purposes, are permitted to become ineffective and dirty, and that this condition is due to the insufficient supervision and replacements of same. This condition results in inadequate and insufficient service. A reasonable and adequate service for the defendant to afford in the premises would be for it to cause the various incandescent lamps used by it in municipal lighting to be regularly inspected at intervals of not more than one week, and to replace lamps which have reached the limit of their efficiency, and at all times to keep the lamps clean and in proper condition for efficient service.

"The complaint also alleges that the rates charged by the defendant in the City of Cottage Grove are unreasonably high as compared with charges made in other municipalities, and that the defendant's flat rate is not the same to different patrons for the same service.

The defendant is desirous of substituting a measured service, with meters, as rapidly as possible, for the flat rates now in effect. There are not sufficient data before the Commission to permit it to pass upon the reasonableness of the meter rates. The complaint will therefore be dismissed without prejudice to the right to bring the matter on for further and more full consideration when the meter rate basis is more generally applied, and there has been a test of it in operation.

The complaint also alleges that the meter rate charged by the defendant is higher than the flat rate charged for the same service. The evidence before the Commission shows that the contrary is true.

"It is, therefore, ordered, considered and determined that the defendant, in addition to complying with the requirements contained in the order of the Commission dated May 23, 1914, effective July 1, 1914, entered in File No. U-F-61, shall also supply and furnish the service herein found to be reasonable in lieu of that found to be unreasonable and inadequate, and that in other respects the complaint herein be dismissed without prejudice."

Cupid Off the Job This Month

Dan Cupid has found Lane county short of available material this month, or else he has fallen down on the job. The number of marriage licenses issued during the first half of June this year is scarcely half the number issued before June 15 last year. In the first fifteen days of this month fourteen licenses have been issued; last year twenty-six were issued.—Eugene Guard.

The opening of the Panama Canal will mean two billion dollars more business to the United States each year, according to O. P. Austin, formerly of the Federal Department of Commerce,