

U. of O. Library

TWICE-A-WEEK

Cottage Grove Leader

VOL. 2

COTTAGE GROVE, LANE COUNTY, OREGON, WEDNESDAY, AUGUST 12, 1914

NO. 47

THE PROSPERITY OF A COMMUNITY DEPENDS ON HOW IT SENDS ITS PRODUCTS TO MARKET

No Nation, no State or Community can prosper permanently that habitually ships its products to market in the crudest, bulkiest form, and sends abroad for its manufactured goods; that contributes year after year to the employment of labor in other states while home workmen go unemployed.

Oregon ranks high among the states of the Union in the variety of her natural resources, such as contribute to the general wealth; and in the quantity of her timber and minerals is among the first. In her forests and hills, in her fields and on her ranges may be found almost every product necessary to the manufacture of all the comforts and necessities of life, and yet, 75 per cent of the manufactured goods sold in Oregon are made outside the state. Let us have more Smoke Stacks.

PLAN TO ADVERTISE OREGON PRODUCTS

The organization and re-organization of associations with a view to inducing patronage for Oregon manufacturing industries can amount to little under the present mode of procedure of these societies, extensive in scope though their work may be, for the reason that they do not reach the consumer, the individual member of the community upon whom the producer depends for support. Just now a federation of all the organizations in Portland that have heretofore put themselves on record in support of state institutions has been effected.

The purpose is to inaugurate a state-wide campaign to make Oregon-made goods second nature to the Oregon consumer, and to this end hot-air merchants will be distributed over the commonwealth to attend various conventions and meetings, where nine tenths of those attending such gatherings are already preachers but not practitioners of the same doctrine, as in the case with the ineffective Made-In-Oregon banquets, which are so extensively given at individual expense for the benefit of the manufacturer.

The key to success is legitimate publicity of Made-In-Oregon goods by the men who make them. Eastern manufacturers expend thousands upon thousands of dollars annually in Oregon to bring their goods to the every day attention of the purchasing public, while the home manufacturer draws more tightly together his purse strings and watchfully waits for the community booster to develop his business by means of a home-expansion campaign in his behalf. There can be but one way in which the desired end may be speedily and effectively accomplished and that is—honest, straightforward, legitimate advertising in the country press, the only medium of publicity extant that successfully appeals to the consumer at the fireside.

No great gift of business sagacity is necessary to solve the problem which is now perplexing the Oregon manufacturer. He need only follow in the well-beaten path of thousands of oth-

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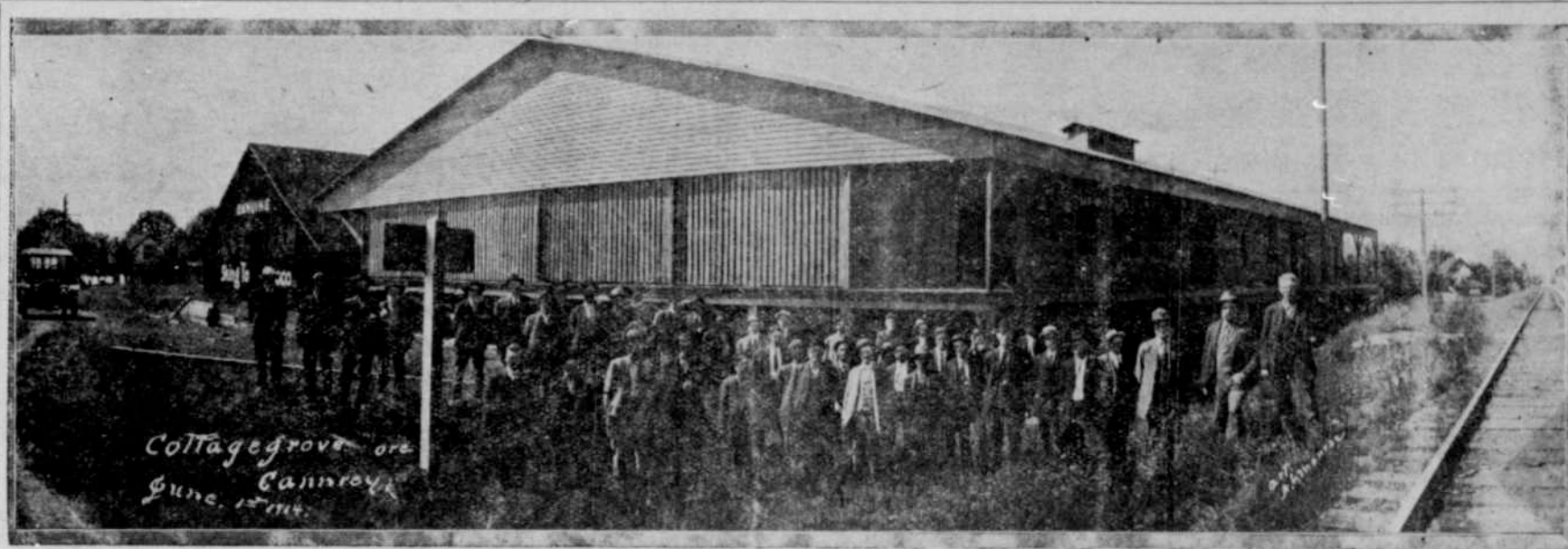


Photo by Monroe's Studio, Cottage Grove, Oregon.

COTTAGE GROVE CANNERY AND GROUP OF STOCKHOLDERS

EUROPE NOW EAGER FOR AMERICAN WARES

A late dispatch from New York says "Marine insurance underwriters report that the European demand for American manufactured goods had already started weeks ahead of the earliest moment expected by the various lines of export trade.

The demand for insurance on shipments was brisk last week despite the reports of the activities of the German cruisers along the Atlantic seaboard and the further fact that rates had been raised 20 per cent.

This will result in the early resumption of operations in the various American factories and keep them running at their capacity indefinitely. With so many laborers returning to Europe to engage in military service for their respective governments there is sure to be a strong demand for laborers at good wages throughout the United States."

Picketing Is Unconstitutional

The Supreme court of California has issued an order forbidding the cooks and waiters unions and the Central Labor Council of Stockton to post pickets or signmen at or about restaurants that had been listed as "unfair to union labor." The court held that a man engaged in legitimate business had a right to the protection of the law, for himself and his business; that the posting of pickets or banner-men in front of a business place was for the direct purpose of damaging or destroying such business and was therefore unlawful.

Buying Homemade Goods Building Home Industries

Written For the Leader by E. Hofer, of The Oregon Manufacturer

The Campaign for Home Industries In Oregon has been going on in a more or less energetic manner for the past two years. In 1912 the writer hired a page in each of the ten leading daily papers in the state outside of Portland and filled that page once a week for a year with advertisements of Oregon manufacturers. Local merchants began to advertise made in Oregon wares and products, and a series of county meetings and county organizations of manufacturers were held. In the fall of 1912 a state convention of manufacturers was held at Portland and Governor West honored the event by issuing a proclamation naming the date Home Industries Day.

RESULT HAS BEEN BENEFICIAL

That was the start of the campaign and it has helped all lines of industries by holding the home market and giving them a talking point on which to sell goods. Take a single instance,—the broom industry: a Salem traveling man has for two years been selling the products of the Standard Broom Company of Monta Villa. When he started only nineteen of his customers handled an Oregon-made broom. He had a list of four hundred merchants he waited on once in sixty days. At the end of two years about three hundred of these merchants found it was profitable to handle the Oregon-made brooms. The output of the factory was doubled.

SAME TRUE IN OTHER LINES

Similar instances could be cited in lines of clothing, crackers, cereals, shoes, baking powder, mill products, paints, iron and steel products and building materials. Oregon has been especially lax in not developing home in-

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FORMER GRANGE LECTURER OPPOSES FREAK LAWS

The time is ripe to begin the study of direct legislative measures a complete list of which has been published in most of the papers of the state. It would not be amiss to clip out the list and place it handy. Then as we investigate the various ones strike out those we have determined to vote "NO."

Under this decision we strike out Nos. 321, 323 and 326. (These are the universal eight hour law amendments, and \$1500 tax exemption.) This because we believe it is nobody's business how long an employer and an employee mutually agree upon as a day's work. We have had several pieces of freak legislation in the past few years along this line and it is an open question if they have not all been bad.

For the third we are decidedly of the opinion that it is an indirect way of foisting the single tax system upon the people of the state. We have always given its author, Mr. U'Ren, the credit of being on the square. He has stated to the people that if elected governor he will not promote the single tax movement during his term of office, though he claims the right to promote the \$1500 exemption. Should the \$1500 tax exemption be successfully carried single tax will be assured. An exemption of \$1500 to "every person" means that every family shall be exempt \$3000, and when every family is exempt \$3000, single tax will have won its way. Promising not to do a thing that he is demanding that he may do is anything but fair dealing and a lot of good prohibitionists may be deluded into supporting Mr. U'Ren, but we believe they will see the snare he has set and steer clear of it. The success of their ambition does not depend upon the election of a governor. There are others who will enforce the proposed prohibitory amendment quite as satisfactorily as Mr. U'Ren and they are not open to the accusation of double play.—Editorial in Mt. Scott Herald, edited by H. A. Darnall, former lecturer State Grange.

Rev. W. V. Magee and wife of Eugene were guests of Mrs. McGee's parents, Mr. and Mrs. Bern Veatch, in this city last week.

COTTAGE GROVE TO HAVE THREE BRIDGES

A force of men commenced work last week on a new bridge across the river in the southern part of Cottage Grove a short distance below the mill dam and which, when completed, will connect south Cottage Grove with Pacific Highway at that point, and will enable travel from the south to reach the center of the business section of this city without going around to the Main Street bridge. The new bridge will also be a great convenience to Chambers saw mill, Latham and tributary country. It is being built by subscription, the city having donated most of the timbers and iron rods which were discarded when the new steel bridge was built at the Main street river crossing. This will provide this city with three new bridges across the river which have been built at important street crossings in 1913-14, two of which are modern steel structures. —Another long stride forward.

Here are two quotations that contain more truth than poetry: "If men were obliged to dance with men, and women with women, dancing would not last a month."—Billy Sunday. "And if Billy Sunday were obliged to preach for the glory of God at just decent ordinary preacher's wages, he would not last as long as the first waltz."

The Leader leads, but never follows.

The Manufacturers of the United States Must Supply the World

American Manufacturers are Now Called on to Not Only Supply the Home Consumers, but They Must Supply the Warring Powers of Europe, and The Nations That Use European-made Goods