

Buying Homemade Goods Building Home Industries

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industries in natural building products like brick and stone. Sky-scrapers and sky-pilots have been erected from imported brick. Our stone quarries have been allowed to grow to beautiful bramble-covered ruins while we have imported stone from the ends of the world to erect public buildings. In the past year two groups of capital have invested in sandstone quarries in Douglas and Lincoln counties, and are employing forces of men in development work.

PUBLIC OFFICIALS NEGLIGENT

Whether a public building be erected of Oregon building material or a state or county bridge be made of steel fabricated in Oregon or the Pacific Northwest, has not mattered much with public officials. Support of the home industry has not got more than skin deep with us and has not become a public duty or an official conviction to any extent. So we find a temple of justice at Salem and a fine building erected by the state at Pendleton, almost entirely of imported material. The so-called Temple of Justice at Salem did have the electroplating of the lighting fixtures done in Oregon. But a better spirit is taking possession of those expending public money.

THE OREGON STEEL INDUSTRY

It is not generally considered that Oregon is a steel manufacturing state. But there are some large plants for fabricating structural steel for building and bridges in Oregon. At least two plants at Portland, the Northwest Steel Co., and the Pacific Iron and Steel Works, both erecting large new plants costing hundreds of thousands of dollars, are able to manufacture anything in this line from a single steel beam to a complicated truss spanning hundreds of feet. Whether bridges like those proposed at Vancouver and at Salem, or the steel work on a hundred thousand dollar court house at The Dalles, or the cast iron water pipes used at Eugene and Pendleton are made in Oregon or imported from the far east means the difference between the life and death of these industries in Oregon. One thing is certain, our manufacturers cannot fill the empty dinner buckets with crumbs picked up from the leavings of well-fed eastern factories.

SUPPORT THE LITTLE INDUSTRIES

In every community it is a duty to support the little home industries, like the local foundry and machine shop, the little creamery and planing mill, instead of subjecting them to unfair competition and generally without giving them a chance to show what they can do. It is the little manufacturers, employing two to ten hands that, after all, are the life of a prosperous town. Their families are part of the bone and sinew of the community. They help keep alive the local newspaper, the lodge and the church. Their hand goes down for everything that the community undertakes to do, from a baby show to a subscription for a Chautauqua, or a new church. Mostly they lead a struggling existence. The successful merchant or banker, or even the church they have supported and helped to keep alive, when they build new quarters, swell up and give their business to some manufacturer away from home.

WAY TO FIGHT MAIL ORDERS

The only successful way to fight the mail order octopus is to give the preference to the products of the home industry. Whatever can be made at Cottage Grove, in Lane County, or the State of Oregon or on the Pacific Coast is not going to be bothered much with mail order competition. The merchant should run a department of his store in the interest of the home industry, in the above order. Home laid fresh eggs will not be crowded out by the Chinese hen fruit if the people who buy are capable of knowing the difference, and the same way with the home products. But the merchant must advertise them and must make window displays of them. The people will respond if the merchant has pride enough in his own commonwealth to keep a line of homemade articles and point them out so that people will know the difference. The average man or woman is proud of the home industry when they know there is such a thing, and will ditch the mail order houses in proportion as they are intelligent and patriotic. Very few people

nowadays want the Arbuckle coffee that was once in every home. A mail order community ranks just about with a community that still consumes Arbuckle.

Manufacturer Has a Duty

Not only must the local merchant keep the Oregon-made product, the Pacific Coast product, and he must advertise the fact, but the manufacturer has a duty—he must advertise in the local paper. The ads in the ten Oregon papers carried by me only call attention to the fact that we are a manufacturing state and have nearly one hundred million dollars invested in industries. The salesmen for the manufacturers, like Geo. Graves, who sells the Oregon-made brooms, the trade journal, like the Pacific Coast Manufacturer, the local merchant, and the people must all do their part, but the manufacturer himself must advertise in the local papers in each county in the state. That is what the eastern manufacturer does and he gets the trade. The people know all about the merits of Royal Baking Powder and Crescent Baking Powder, because they have been advertised locally all over Oregon. It will produce results, and the only reason the Oregon manufacturer is not getting a larger share of the Oregon trade is because he has left the people ignorant as to his products. He has relied on one or two large daily papers and the city billboards and they have not done the trick. The manufacturer must go to the people direct in the country press.

Real Estate Publicity

We are still in the a. b. c. class in community building work. We are still expending our energies driving up the price of real estate and bragging when a piece of land sells for twice what it will ever earn a fair rate of interest on the investment. Some of our commercial clubs have paralyzed the community they have tried to serve, with mere unintelligent boosting of realty values. The one obstacle to rapid development in Western Oregon is artificially raised land values. We rush in a man with a megaphone voice and rush out two thousand dollars' worth of highly colored lithographed pamphlets that we go broke trying to pay for, all for what? To rush up the price of orchard lands. How natural the other way of getting industries established and letting the land value take care of itself. To get large numbers of people to settle any country these days lands must be reasonable in price. Those people must have a market and must have employment in local industries. That is why it is the natural way to develop a community to get the factory first—the people and values will follow.

Factories Must Be Suitable

It is very doubtful whether we have not forced the prices of land to the point where we are precluded from having some of the greatest industries. For instance, it is very likely that we could not get enough cheap land to produce sugar beets for a sugar factory, or potatoes for a starch factory. Lands above fifty dollars per acre are not practical so far from the big markets for staple products, just as hundred-dollar-an-acre land is out of the class for raising grain for making flour. The factory must be adapted to the needs of the locality. If it is going to live it must have cheap power, cheap labor, cheap raw material, and it must be close by. By the word cheap I do not mean Coolie labor prices, but they must not be excessively high prices. The days of very cheap labor are all past. But there must be plenty of good steady labor and it must be satisfied with a living wage, at which the family and the industry can both exist and become successful with economy and good management. A hundred manufacturing lines could be



PORTLAND SEED COMPANY'S WAREHOUSES AND PACKING PLANT

named that would not succeed at Cottage Grove, but there are probably half a dozen could be found that would succeed. Finally each community will excel and specialize in something and that must be found out by experience and will be found out in time.

New Zealand Oddities.

The crow in New Zealand strikes as sweet note as any heard in the woodland. The robin has no song and no red breast. The native hen is the greatest of rat killers. There is a caterpillar which turns into a plant. These and some other productions of nature have done for New Zealand what the kangaroo and the ornithomachus have done for Australia—given it the suggestion of oddity and the marvelous.

Just Practicing.

"Son, you mustn't carve your name on the piano. Another such episode and I'll punish you severely."

"Dad, how can you expect me to carve my name in the temple of fame when you won't let me get any practice?"—Seattle Post-Intelligencer.

Musical Term.

"Do you know anything about music?"

"Yes," replied Mr. Growcher.

"What's a rest?"

"The time it takes 'em to change the record in the music machine next door."—Washington Star.

Play Safe! Keep Out of The Quicksands.

By MOSS.



A BRIDGE is meant to cross SOME-THING. IT GETS you SOMEWHERE.

They first built bridges of wood, although there are ancient stone bridges in China. Xerxes built his famous bridge of boats across the Hellespont in 480 B. C., resembling the pontoon bridges the army builds at the present day.

Trajan's magnificent stone bridge across the Danube, 4,770 feet long, was built A. D. 105.

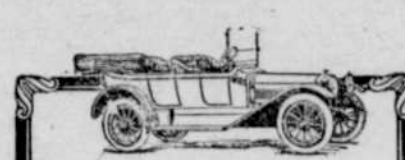
Coming to MODERN TIMES, the Brooklyn bridge, 5,826 feet long and 135 feet high, was started in 1883, and now there are two other suspension bridges of even greater wonder near by across the same river.

A bridge is meant to cross SOMETHING. IT GETS you SOMEWHERE.

EACH AD. in this paper is a BRIDGE, built by a merchant to help you CROSS the QUICKSANDS of DELAY and LAND you on the BANKS of CERTAINTY.

You'll SAVE TIME and PLAY SAFE and get HONEST SERVICE and RIGHT GOODS if you PATRONIZE the ADVERTISERS in THIS PAPER.

The merchant who ADVERTISES THE YEAR ROUND is a PRETTY SAFE ONE to TIE UP TO.



"A used car bought from the Winton Company is worth 30 per cent more than its duplicate anywhere else." We hear this statement every day. The reason is plain when it is remembered that no traded-in car is offered here for sale until it has been thoroughly overhauled in our own shops by Winton experts and brought up to the Winton standard of excellence.

If you can appreciate what this enhanced value means you will send NOW for our complete list of high grade "used" car bargains.

It goes without saying that a re-built car of high grade manufacture which has been operated only 10 per cent of its real mileage, that can be purchased at 50 per cent of the original price will prove far more satisfactory and much less expensive than a Cheap car bought New.

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Photo by American Press Association.

Heir to Austrian Throne Leads Nation's Army

Crown Prince Charles Francis Joseph, next in line to the Austrian throne after the assassination of Archduke Francis Ferdinand, which was the immediate cause of differences between Austria and Serbia, will succeed his great-uncle, Emperor Francis Joseph, on the throne. He will lead a large part of the Austrian army in the crisis.