

"The Most Important Message"

J. R. HAMILTON, formerly advertising manager for John Wannamaker's great stores in Philadelphia, has evolved a message to every man and woman in America.

The whole point and pith of Mr. Hamilton's message relates to a striking peculiarity that exists between advertised articles for sale and those that are not advertised.

The peculiarity lies in the broad statement that advertised products have not been increased in price while the non-advertised products have almost invariably been increased.

If on examination his assertions shall be found to be true, then the newspapers of the country are doing a greater work in behalf of the common people than anyone had even imagined. Mr. Hamilton says:

"Today, when every home in America is suffering from the burden of war prices, the only places you can turn for relief are to the manufacturers of Advertised Products of Standard Brands. And practically the only stores you can go to are the store that have pledged their integrity to you through the same process—Advertising.

"Just Think! Not a single Advertised Product on the market today has raised its price. Nearly every unadvertised product on the market today has raised its price.

"Wherever you are getting a raw product you are getting a raw deal. Wherever you are getting an advertised product you are getting a square deal.

"Take any illustration you may choose. The price of raw beans has gone up. The price of advertised beans is the same. Take any breakfast food. The price of raw flour has gone up. The price of prepared cereal foods has remained the same.

"Take shoes. The price of advertised shoes is the same. The prices of unadvertised brands have gone up. Take any product you can think of—food, clothing, home furnishings—utilities, large and small—and you will find this true.

"Take your stores. In almost every case you don't dare to go into an unadvertised store today. In almost every case the store that has been advertised is keeping faith with you.

"I have never before been so proud of my profession. Advertising has been given the acid test.

"Beginning today you should look only for advertised products for the rest of your lives. You should look for them in your newspapers and demand them of your dealers. For these are the only products whose prices are the same.

"And, lastly, you should deal only with advertised stores. For these are practically the only stores that are giving you, in these perilous times, what every American loves and honors most—A Square Deal."

Our Query and Reply Department

How many and who are the admirals now living, and who was the first to hold this office of rank? I am under the impression the office or rank of admiral was created for Dewey. Am I right?

The office as distinguished from vice admiral and rear admiral was established by an act of congress July 25, 1866. There have only been three admirals—viz, Farragut, from 1866 to his death in 1870; Porter, from 1870 to 1891. At Porter's death the rank became extinct till 1899, when it was revived and Dewey was commissioned. There are many rear admirals, but only one admiral.

Please state the meaning and origin of the letters A. B. C. used by the South American countries in their efforts to mediate.

The term A. B. C. combination has been in use in South America for many years. It arises naturally from the initials of the three most important South American countries, Argentina, Brazil and Chile. These three republics have about four-fifths of the total population and wealth of the South American countries.

Where does the nickname of the British suffragettes, "twentieth century furies," come from?

It is probably an adaption from an ancient mythological conception. Greek mythology created some female deities who were supposed to inhabit the lower regions and visit the earth to avenge supposed wrongs and punish their enemies. Black sheep were sacrificed to them at night by the light of torches, and they were represented as horrid looking creatures, wearing long, black robes, with snaky locks, bloodshot eyes and clawlike nails. Sometimes they

had snakes or torches in their hair and carried scourges or sickles in their hands. The Greeks called these imaginary creatures erinyes, and the Romans, adopting the same idea, called them furies. Virgil represents them as willing agents employed by the higher gods to stir up mischief, strife and hatred on the earth. Whoever called the British suffragettes twentieth century furies evidently intended to connect them with the trouble makers of ancient mythology.

What per cent of the people of the United States live in cities and what per cent in the country?

The census bureau classes places of more than 2,500 inhabitants as cities and calls this urban territory. All the rest, including towns of less than 2,500 inhabitants, is classed as rural territory. Under this classification 46.3 per cent of the population lived in urban territory and 53.7 per cent in rural territory. Nearly one-tenth of the total population in 1910, or, to be exact, 9.2 per cent, resided in the three cities of New York, Chicago and Philadelphia.

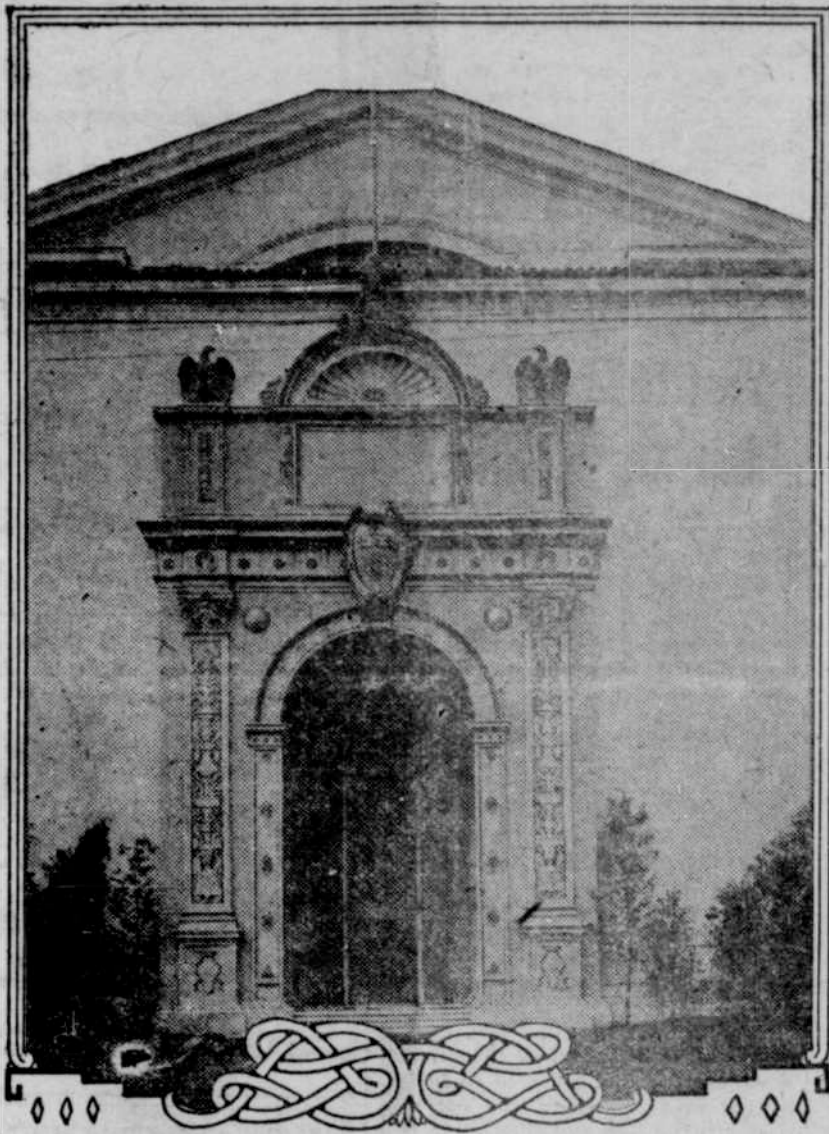
Speed of the Street Song.

One of the curious things about the popular song is the rapidity of its dissemination among the street children. Few of them can hear it at first hand at the music halls, yet long before the latest catchy tune has found its way to the barrel organs or Sunday newspaper you will hear it rendered with amazing accuracy by tiny boys and girls. It seems to travel like rumor through an East Indian bazaar.—London Standard.

His Kick.

"Why don't you go to the doctor with that cold?"
"Can't afford it."
"You buy a pair of shoes when you need them?"
"Yes, and that ends the transaction. The doctor keeps telling me to come again."—Louisville Courier-Journal.

South Portal to Palace of Food Products, Panama-Pacific International Exposition, San Francisco, 1915



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THIS portal is probably the most modern in feeling of any doorway to any of the main group of exhibit palaces. The portal is Italian Renaissance in form and treatment, but much of the ornamentation is of more recent origin. The photograph gives no idea of the great dimensions of this portal, which is sixty-six feet in height to the tip of the ornamentation surmounting the arch. The eagles above the line of pilasters of the portal are six feet in height. The Exposition palaces are constructed of grayish cream plaster in imitation of Travertine marble.

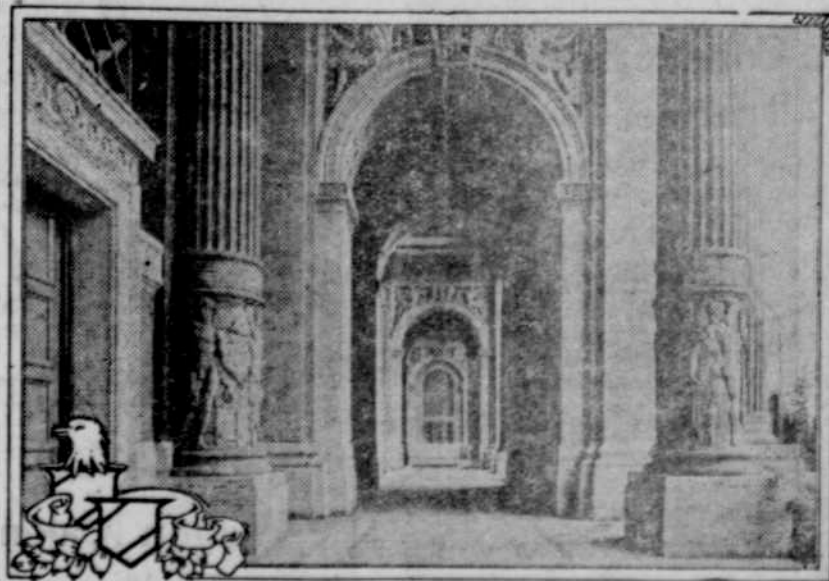


Photo by American Press Association.

Veteran Fighting Men of Servia

The Servian army is largely composed of veterans who know what war is. They have recently been through two wars, one against Turkey and another against Bulgaria. Army experts consider them to be excellent fighters.

Main Entrance to Palace of Machinery at Panama-Pacific International Exposition, 1915



Copyright, 1914, by Panama-Pacific International Exposition Co.

THE photographer was stationed at the most northern of the three arched portals constituting the main western entrance to the palace and turned his camera to the north. The huge columns adorning this entrance are of imitation Sienna and are in warm contrast with the creamish gray of the "Travertine" plaster of which the walls are composed. The friezes at the base of the columns and the spandrels above the archways of the vestibule are the work of the sculptor Haig Patigian. In architectural style the Palace of Machinery is early Roman. The architect is Clarence E. Ward of San Francisco.

EBER BROWN IS DROWNED

Was Formerly a Clerk in the Cottage Grove Post Office, Recently a School Teacher.

Eber Brown, a young man well and favorably known here, and a half-brother of Mrs. C. F. Handy of this city, was drowned in Long Lake near Madge, Wisconsin, August 21, while swimming with some friends. He leaves a young wife, mother and sister at Madge, Wisconsin, to mourn their sad loss.

Mr. Brown held the position, a few years ago, as assistant clerk in the Cottage Grove postoffice. He was also a member of the Cottage Grove band for a year or two, and was highly esteemed by a wide circle of friends in this city, who will regret to hear of his sad and untimely death. He was aged 28 years.

Mr. Brown has of recent years been engaged in school teaching.

BIG CELEBRATION AT SPRINGFIELD TODAY

The formal opening of the big new Booth-Kelly Co. saw mill at Springfield will be celebrated today under the auspices of the Springfield Development League. The mill has been making a test run during the past month and has been found perfect in every detail. F. T. Griffith, president of the Portland Railway, Light & Power Co. will press the electric button at Portland at 1 o'clock today which will start the machinery in the new mill. Representatives from all of the valley lumbering plants will be present as well as members of all of the valley commercial clubs. The Contracting Engineers of Portland will attend the celebration in a body having chartered a special train. A big parade, speeches, music and inspection of the big new milling plant will be features of the celebration.

PASSING OF A WELL KNOWN PIONEER WOMAN

Martha Ann Small, widow of the late Wm. Small, died at the old farm home in upper Coast Fork valley, south of Cottage Grove, August 26, 1914, aged 75 years, five months and 13 days. She was a daughter of Martin Cooley and was a native of Virginia.

The Cooley and Small families crossed the plains to Oregon in the early pioneer days and have resided in this community for more than half a century. Deceased was a sister of Alex and John Cooley, who reside near this city. Several children also survive her.

The remains were laid to their final resting place in Lone Pine cemetery in the upper Coast Fork valley, Friday, and the funeral services were largely attended by old neighbors and friends.

A good many people are canning fruit without sugar in anticipation that this commodity will become cheaper before the canned fruit is opened for use.

NOW FOR THE GRANGE FAIR

Old East Side School Building Will Serve as a Pavilion in Which to Display Exhibits.

Everything is now in readiness for the big annual Grange Fair which opens in this city Thursday, Sept. 17, and continues until Saturday evening, Sept. 19th. Owing to the fact that the former fair grounds were recently platted into town lots and placed on the market, the buildings were torn down, and therefore the old East Side school building has been secured and put in readiness for an exhibit building, and will afford excellent and convenient accommodations for the fair association, there being ample room for the large exhibit which is promised in every department. The school children's exhibit, as usual, will be a very interesting feature, and will be larger than last year, as there is both cash and other prizes offered in every department.

Exhibits will be received and entered up to three o'clock Thursday, Sept. 17. On Friday a number of public speakers of statewide reputation will deliver addresses on interesting and entertaining subjects. Saturday, Sept. 19, promises to be a big day, being the date set for the colt show, which will be held on the street, and last but not least, the baby show will be held in the afternoon of this, the last day of the fair.

All fruits and vegetables of a perishable nature, intended for exhibit, should be delivered to Oliver Veatch, who will place such exhibits on cold storage, where it will remain until the opening of the exhibit pavilion. Those having exhibits which are inconvenient for them to deliver should telephone to Mr. Veatch, and provisions will be made for calling, and collecting them.

Let every one who possibly can contribute to the exhibit, that South Lane county products may be well represented and prove a creditable showing for this productive and favored section of the state.

While it has been an unusually dry and unfavorable season, for vegetables in particular, a creditable exhibit in this line, which can easily be secured here, will prove a bigger advertisement than ever for the Cottage Grove community.

Get ready for the fair!

NO MORE SATURDAY LEADER

Much as the Leader regrets the necessity of making the announcement, there will be no paper issued on Saturday in the future until there is a decided improvement in business.

The paper has been issued at a loss of from \$50 to \$75 per month for the last five months, in the hope that business would improve. The management feels it has gone the limit.

When business revives and conditions will justify, the twice-a-week publication will be resumed, but not till then.

It is announced that the Burkholder-Woods Co. will immediately inaugurate a big closing out sale.