

Advertising
In busy seasons brings you your share of trade; advertising in dull seasons brings you your share and also that of the merchant that can't afford to advertise.

THE LEADER.

The Oldest and most Widely Read Newspaper in a Prosperous Mining Section--Subscribe at Once.

Job Printing
It is a very important factor in business. Poor printing reflects no credit on a good business house. Let us do your Job Printing--we guarantee satisfaction.

COTTAGE GROVE IS THE GATEWAY TO THE GREAT BOHEMIA AND BLACK BUTTE MINES.

Vol. XIII.

Cottage Grove, Oregon, Friday, December 13, 1901

No 32.

OUR NEW HOLIDAY LINE

Is far Superior to any we have ever shown you before.

DON'T FORGET THOSE GOLD WATCH

Tickets we are Giving with each cash Purchase of **ONE DOLLAR.**

EAKIN & BRISTOW.

Hemenway & Burkholder

A Few of the Items in Our First Class Grocery Stock

Buckwheat Flour, Maple Syrup, Mince Meat, Orange and Lemon Peel, Citron seedles, and seeded Rasins, sugar cured Breakfast Bacon, genuine Mocha and Java Coffee, Chocolate, Cocoa, Vienna Sausage, Chicken loaf, Veal loaf, minced and whole Clams, Lobsters, Shrimps, French Sardines, Preferred Stock canned goods, Apricots, Cherries, Raspberries, Strawberries, Pineapple, Succotash, Blue Point Oysters, Sweet Potatoes, Celery, Oranges, Lemons, Cocoanuts

And all STAPLE GROCERIES

Hemenway & Burkholder

Procrastination Is the Thief of Time

DO NOT PROCRASTINATE

But buy one of those fine lots or acre tracts from Long & Bingham, adjoining Cottage Grove. We know the location will suit you and we know our prices will suit you. Come and see us.

LONG & BINGHAM

Cottage Grove,
P O Box 8 Oregon.

SEE

THE LATEST THING IN CROCKERY WARE

At

PACIFIC TIMBER CO'S STORE
Odd Fellow's Building.

GRIFFIN & VEATCH

Are now loaded with Largest and Best Selected Stock in South Lane County, Consisting of

Hardware, Stoves and Tinare

Pumps, Pipe, Plumbing Goods, Pain and Barbed Wire, Axes, Garden Tools, Plows

AND THE LARGEST STOCK of Ammunition and Mining Supplies.

Sole Agents for Stuebaker Wagons and Hercules Powders. **OUR PRICES ARE RIGHT**

H H VEATCH,
General Manager.

Anything and Everything IN MILLINERY

A complete line of dress and street hats, trimmings etc., at the lowest prices consistent with quality.

The Best, always the Best and Only the BEST.

Newland's Millinery Store.

What Do Your Children Drink?

Don't give them tea or coffee. Have you tried the new food drink called GRAIN-O? It is delicious and nourishing and takes the place of coffee. The more Grain-O you give the children the more health you distribute through their systems. Grain-O is made of pure grains, and when properly prepared tastes like the choice grades of coffee but costs about 1/2 as much. All groceries sell it. 15c. and 25c.

Terrible Train Wreck.

Southern Pacific Train is Wrecked at Salem.

Engineer and Fireman Killed.

SALEM, Or, Dec 7.—The north-bound California express No 12 due here at 4:34 and in Portland at 7 p m, was derailed at the trestle 200 yards south of the Salem station on its schedule time this afternoon. The engine and the mail and baggage cars smother and one day coach left the rails. Fireman Fish received injuries from which he died soon after being taken to the hospital. Engineer William H White was badly scalded, but is expected to recover. None of the passengers or members of the train crew received any injuries.

An open switch 20 yards south of the trestle caused the accident. The scene of the wreck is within the yard limits. The train was on time and was entering the station at a moderate speed. The train consisted of eight coaches, including the special car of Superintendent Fields, who was promptly on the scene and personally directed operations in extricating the fireman and engineer and clearing the tracks.

The engine, mail and baggage coaches smother and one day coach took the switch track, the other cars remaining on the main track. The engine and mail coach left the switch upon entering the trestle and plunged into the creek about 12 feet below. Fireman Fish in road and was caught beneath the trucks, of the baggage car, which was then directly across the tracks. His body was fearfully mangled, and he lived only 15 minutes after reaching Florence Sanitarium. Two day coaches left the rails, but remained on the embankment. The passengers were badly shaken up, but none was injured.

Engineer White remained at his post and his left leg was caught between the engine and tender. Two hours of hard labor was required to extricate him, and the limb for its entire length was severely scalded by steam that came from the firebox. Although in great pain, not a murmur escaped his lips, nor did he lose consciousness, and when finally released his first inquiry was for his fireman. The train was in charge of Conductor Dave Houston.

Fireman Fish was a young man aged about 23 years and had a wife in Portland. Engineer White is a former resident of Salem and also has a family in Portland.

LATER

Engineer White died from his injuries shortly after being taken to the hospital.

An Evangelists Story.

"I suffered for years with a bronchial or lung trouble and tried various remedies but did not obtain permanent relief until I commenced using One Minute Cough Cure," writes Rev James Kirkman, evangelist of Belle River Ill. "I have no hesitation in recommending it to all sufferers from maladies of this kind." One Minute Cough Cure affords immediate relief for coughs, colds and all kinds of throat and lung troubles. For croup it is unequalled. Absolutely safe, very pleasant to take, never fails and is really a favorite with the children. They like it. Benson Drug Co.

Mr Julius A Brander, the young American Violinist and Mr Louis McPike are with the Scherbert Symphony club this year. They will appear at the Opera House Dec 31. Dont fail to see them.

To Stop A Cold.

After exposure or when you feel a cold coming on, take a dose of Foley's Honey and Tar. It never fails to stop a cold if taken in time. New Era Drug Co.

DEVELOPMENT OF THE PACIFIC COAST.

Advertising is the force which has developed Western America, and more especially the Pacific Coast, so rapidly that its growth has been little short of miraculous.

All of the advertising in the world cannot possibly make a permanent success of a proposition which is not what it purports to be. Misrepresentation may sometimes bring temporary benefit, but can never produce a permanent success. The advertising which has forced this western county forward so rapidly has been grounded on the sure foundation of merit. Nature provided the stock of goods. The men who first came to realize the qualities of the stock in hand set about promoting it. The result is a stupendous triumph for the modern idea of publicity.

Now, if you grasp the full import of my idea, you will understand that every one who has been in any way instrumental in building up the west has been to just that extent one of the promoters of this gigantic advertising scheme.

The out reaching of this idea is so wide that it calls up many thoughts which have not occurred to the ordinary advertiser—thoughts which it will pay him to ponder in order to apply the principles to his own individual business.

In the nature of things, you and I have not been so situated as to make our effort count for very much in the advertising propaganda of the West. Who have been the leaders in this work? First of all, I should place the newspapers.

It is the common fault with most people to lose sight of the true relations of the newspaper to the community in which it is published.

Because of its semi-public character, because it exerts itself to further the interests of the community at large, it comes to be looked on as a sort of public property. The good offices of a paper in behalf of a community come to be taken as a matter of course.

I do not propose to discuss the ethics of the case, because there is a great deal to be said pro and con, but it will pay you to take the representative paper in your community and go over it page by page, with the idea constantly in mind that that paper is the private property—the bread earner—for its owner.

If you live in a city of 5,000 people or less, my point will be more obvious than it will be in a larger city, although the same observation holds good. Any newspaper which is what it purports to be in the community in which it is published, is an insistent promoter of the interests of that community.

There are newspapers galore in every section of the country, but it is my contention that the newspapers of Western America have done more to develop the territory in which they are published than has been done by the papers in most other sections.

It would be easy by instituting comparisons between the more important dailies west of the Rocky Mountains with the dailies in cities of the same size east of the Rocky Mountains, to show pretty conclusively that our large dailies give a more complete service in every feature than do the eastern dailies.

Not only is their service interests of local readers more complete, but many of them have attained to positions of such influence that their editorial expressions are looked for by other sections of the country.

This fact has secured for these papers a place in the newspaper world and has made them of inestimable value to our section, because it has given them a broader

circulation and a more careful reading than is ordinarily accorded to papers of like caliber.

It has consequently enhanced many fold the advertising value of these publications.

Our important papers give much more attention to development news, to write-ups of our advantages, to illustrations of our commercial enterprises, to articles bearing on business openings and possible investments; they give much more space to all this kind of matter than the same sort of daily in the East.

This is reason that they have been so valuable to their section.

This is the reason that I feel that our important newspapers are in an altogether different class from the Eastern publications.

The local newspaper is the best advertiser of any community.

The outside benefit which a community is to derive from such a newspaper depends, however, on getting the paper into the hands of outside people who might perhaps be interested in the community if its advantages are properly brought to their attention.

This phase of the matter has been very much neglected in most communities. Sometimes a board of trade or other commercial body has seen to it that a certain number of copies of the local papers were mailed to eastern addresses. In a few cases advertising in Eastern publications has been used to secure the names to send these local papers to, but I am sorry to say that this practice is altogether too rare. It presents the only rational method of placing this valuable local advertising matter in the right hands.

I say, then to every man who feels that he would like to have some influence in the upholding of the coast: Whether you live at a country cross road, or in a metropolitan center, support your paper in every way possible, and help to circulate it where it will do your community good.—W. D. CURTIS.

Satisfied People.

Are the best advertisers for Foley's Honey and Tar and all who use it agree that it is a splendid remedy for coughs, colds or sore lungs. New Era Drug Co.

A Worthy Successor.

"Something New Under The Sun"

All Doctors have tried to cure CATARRH by the use of powder, acid gases, inhalers and drugs in paste form. Their powders dry up the mucous membranes causing them to crack open and bleed. The powerful acids used in the inhalers have eaten away the same membranes that their makers have aimed to cure, while pastes and ointments cannot reach the disease. An old and experienced practitioner who has for many years made a close study and specialty of the treatment of CATARRH, has at last perfected a treatment which when faithfully used not only relieves a once, but permanently cures CATARRH by removing the cause, stopping the discharges, and curing all inflammation. It is the only remedy known to science that actually reaches the afflicted parts. This wonderful remedy is known as "SNUFFLES THE GUARANTEED CATARRH CURE" and is sold at the extremely low price of One Dollar, each package containing internal and external medicine sufficient for a full month's treatment and everything necessary to its perfect use.

"SNUFFLES" is the only perfect CATARRH CURE ever made and is now recognized as the only safe and positive cure for that annoying and disgusting disease. It cures all inflammation quickly and permanently and is also wonderfully quick to relieve RAY FEVER or COLIC in the HEAD.

CATARRH when neglected often leads to CONSUMPTION—"SNUFFLES" will save you if you use it at once. It is no ordinary remedy but a complete treatment which is positively guaranteed to cure CATARRH in any form or stage. If used according to the directions which accompany each package. Don't delay but send for it at once and write full particulars as to your condition and you will receive special advice from the discoverer of this wonderful remedy regarding your case without cost to you beyond the regular price of "SNUFFLES" THE GUARANTEED CATARRH CURE.

Send prepaid to any address in the United States or Canada on receipt of One Dollar. Address Dept E883 EDWIN B GILES & COMPANY, 2330 and 2332 Market Street, Philadelphia.