

THE LEADER.
COTTAGE GROVE, - - OREGON.
Published Every Friday.
L. F. WOOLLEY Proprietor
C. W. WALLACE Managing Editor

Entered at the Cottage Grove post-office as second-class matter.

SUBSCRIPTION RATES.
ONE YEAR \$1.50
SIX MONTHS .75
THREE MONTHS .50

If paid in advance but if not so paid a uniform rate of \$2.00 per year will be charged. Advertising rates made known upon application.

Our Clubbing List.
The Commoner. \$2.10
Twice-a-week Republic \$2.00
Cincinnati Enquirer \$2.10
Weekly Examiner \$2.50
Weekly Oregonian \$2.50
Copies of this paper may be found on file at Washington in the office of our special correspondent, E G Siggers, 918 F Street, N W Washington, D C.

FRIDAY, - - - FEB. 28 1902.

A retail merchant who wants to make his advertising pay should change his ad and use new copy with every issue of the medium.

In the first place, an ad changed with each issue is news—the advertiser's store news. It is strange that in these days of shopping and bargain hunting, especially among that great class of buyers—women, more advertisers do not recognize the fact that these buyers must be interested in the stores. They cannot be interested however in the stores that run the same ad day after day, changing perhaps, with the four seasons. Store news will be as eagerly looked after in a paper as is "Tea Table Gossip." That's why the biggest advertisers in the country change their ads with every issue of the paper. Make your ad as interesting as possible and it will not lack for readers.

In the second place to change your ad with every issue of the paper gives notice to the readers that you are doing sufficient business to justify you in attaching that much dignity to your advertising. People as a rule, do not like to give their trade to a store which might be considered "on its last legs." They want to feel their orders will be given careful attention, and that there will be no substitution for any particular articles ordered. They will feel that the stock in that store must be always "on the move," therefore, always a fresh stock.

Running a new ad in every issue of the medium reduces to a minimum the harm to your business that a poor ad might do. Sometimes even the best ad writers write a weak, insipid ad and when this happens, the effect of such an ad isn't as lasting as it would be if it were kept standing for a long time. Where an ad is frequently changed a poor one may be immediately preceded and succeeded by strong ads.

A frequently changed ad does its share to add to the cumulative effect of an advertiser's announcements. If a person reads one ad one day and a different ad the next day, he is more likely to have the business of that advertiser impressed upon his mind than he would be to see the same ad each day. Run day after day, the fixed ad some becomes likely a great many other objects that we see frequently. We fail to observe closely and remember things which the advertiser greatly desires us to do, so that in a measure the changeless ad defeats the very object which the advertiser intended it should accomplish. For instance let the reader who carries a watch try to remember whether the "four" on the dial is indicated by "IV" or "IIII," also whether the "six" is shown at all and the chances are he will have to glance at his watch to ascertain.

The time has gone by when all that is necessary in a retail merchant's ad is the name, address and business. That condition of things may have been proper "once upon a

time" when there was but one merchant in a certain line in a town. Then the name, address and business were important to know, because everybody in the town was compelled to buy those particular goods of that merchant, but now all that is changed. There are other merchants after the trade of the people and the man who gets that trade has got to advertise for it. He has got to make his ads a little more fetching than the "other fellows," and in order to do this he must change his ad frequently, and you need only glance at the newspaper columns in any town to realize that the merchant who is getting the trade is following exactly this plan.

The Last Heard of It
"My little boy took the croup one night and soon grew so bad you could hear him breathe all over the house," says F D Reynolds, Mansfield, O. "We feared he would die, but a few doses of One Minute Cough Cure quickly relieved him and he went to sleep. That's the last we heard of the croup. Now isn't a cough cure like that valuable?" One Minute Cough Cure is absolutely safe and acts immediately. For Coughs, colds, croup, grip, bronchitis and all other throat and lung troubles it is a certain cure. Very pleasant to take. The little ones like it. Benson Drug Co.

Nearly fifty years ago, in the city of Troy, N Y was the dramatic version of Harriet Beecher Stowe's immortal work, Uncle Tom's Cabin, produced, presented as it was by an excellent company of players and bearing directly upon what in after years was an important epoch in the making of our history, its success was marvelous. The theater was crowded night after night and among the audience could be seen ministers of all creeds, statesmen, mothers, fathers, children, in fact, people from all walks of life. Ministers mentioned it from the pulpit, crowds of men discussed it pro and con, upon the busy thoroughfares it spread like will fire. During that particular season it was produced in every city in the land. Never before had an American play met with such popularity.

It has been the vehicle of our best actors and today is the best patronized of any drama. Its story is so familiar that to dwell upon its features would be more repetition.

Each season companies, good, bad fair, or indifferent, visit your locality, presenting this great moral play. Many unscrupulous managers head these various aggregations and the production is Uncle Tom's Cabin in name only,—it would be simply impossible to recognize the play were the name omitted from the advertising matter.

With Terry's Big Company it is different. Here is found real artists, people who are recognized as absolute leaders in their chosen profession.

A great street parade on day of exhibition, Saturday March 8. A grand free, open air band concert by our uniformed silver cornet band in front of the theatre at 7 p m and the price to this monster show is no higher than for an inferior affair. Just commonsense prices. Get seats early. Now on sale at usual place.

Winter coughs are apt to result in consumption if neglected. They can be soon broken up by using Foley's Honey and Tar. The New Era Drug Store.

Our garments receive a hearty welcome



from everyone who orders them. They are made-to-order clothes that have no equal—the garments of **Henry Hills**

San Francisco's leading tailor, are well made—well tailored—they last and keep their shape besides. Call on **Lewis & Veatch**

and insist that it is a HILP suit you order—no others are as good, see his samples.

AN AUTHOR SPEAKS

The late Charles Dudley Warner—author, editor and traveler—while bathing in Great Salt Lake remarked to a friend, that in all his travels he never before saw such a glorious combination of salt sea bathing, blue sunlit skies, pure mountain air and pretty women and happy children. The only transcontinental lines passing directly through Salt Lake City is the Rio Grande System. It is also the "Scenic Line of the World." No European trip of equal length can compare with it in grandeur of scenery or wealth of novel interest. All Agents sell through tickets to the East by way of the Rio Grande Lines. Send for pamphlets to J D Mansfield, General Agent 124 Third Street, Portland, or Geo W Heintz Asst. General Passenger agent, Salt Lake City.

Card of Thanks.

We take this mode of publicly thanking our friends and neighbors who so kindly assisted us during the illness of our darling and in our bereavement.

Mrs. AND MISS MORISON JACKSON

What Shall We Have For Dessert?

This question arises in the family every day. Let us answer it to-day. Try Jell-O a delicious and healthful dessert. Prepared in two minutes. No boiling! no baking! simply add boiling water and set to cool. Flavors:—Lemon, Orange, Raspberry and Strawberry. Get a package at your grocers to-day. 10cts.

CRESWELL

The rain and the mumps are still with us.

Eugene Stockwell of Eugene was shaking hands with his many school mates at this place Friday evening.

William Miller County School Superintendent was present at the school entertainment and made a chalk talk.

Miss Dora Veatch of Cottage Grove made Creswell a flying visit. She took in the entertainment while here.

Curtis Veatch and wife of Cottage Grove made relatives and friends a weeks visit at Creswell. Come again. Curtis there are a few black birds left.

Geore Farlow and sons are doing a fine job of grubbing for T O. and J H Martin which adds much to the appearance of their farms we suppose they will have a good many tier of grub oak wood for sale this summer.

The Creswell Public School gave an entertainment, and ice cream social on Washington's Birth day. The program was short but interesting. The tableau representing Washington first in war; first in peace; first in the hearts of his countrymen, with light thrown from magic lantern, was most beautiful. From the immense crowd present they surely reaped quite a harvest for their school library. Lee Travis of Eugene delivered the principle address of the evening.

For Over Sixty Years.

AN OLD AND WELL-TRIED REMEDY.—Mrs Winslow's Soothing Syrup has been used for over fifty years by millions of mothers for their children while teething, with perfect success. It soothes the child, softens the gums, allays all pain, cures wind colic, and is the best remedy for Diarrhoea. Is pleasant to the taste. Sold by Druggists in every part of the World. Twenty five cents a bottle. Its value is incalculable. Be sure and ask for Mrs. Winslow's Soothing Syrup and take no other kind.

A Set of Fancy Dishes FREE

TO OUR MANY FRIENDS AND CUSTOMERS

In order to show our appreciation to the trade, we are giving away that Fine Chinaware displayed in our west window.

We are also making Special Offerings in Ladies' Dress Fabrics, Trimmings and other Furnishings

LURCH

THE ABOVE IS NO LOTTERY. EACH CUSTOMER IS ASSURED A

Geo MEINZER,
Manufacturer and Dealer in
Harness, Saddlery, Bridles Pads and Collars

Cheapsness and durability combined with 1st class material and neat workmanship help draw a steady trade. Do not buy until you see our stock and get our prices.

Our Harness oils, Leather Belting are of the best.

When in need of

GOOD SHOES

It Will pay you to call at

Yoran's Shoe Store,
Eugene, Ore.

LOCAL BREVITIES.

"Sorosis" Shoes at Eakin & Bristol's.

Try Vitos, the ideal wheat food at Frank Skillman's.

Up to date work at reasonable prices at Bentley's shoe shop.

Best grade of Germea in four pound cartoon at Frank Skillman's.

A new lot of composition and examination tablets, at Frank Skillman's.

Take your wife to the Imperial and treat her to a Sunday dinner served from 12m to 1.30 p m.

Wynne & White carry a complete line of hardware in all its branches. Call and see us, near the bridge.

Foley's Honey and Tar cures the cough caused by attack of lagrippe. It heals the lungs. New Era Drug Co.

Crawford Bicycles the best on earth \$20, \$25 and \$35 at Griffin Veatch Co's. Coaster break on any wheel \$5 extra.

We have a few cash customers for farm land in the vicinity of Cottage Grove.

PHILLIPS & WHEELER.

The new style composition and examination tablets for 10 cents at Frank Skillman's.

For Paints Oils, Brushes and the latest patterns in Wallpaper call on Chas Cochran at J D Cochran's furniture store, Cottage Grove Ore.

Everything new and prices are right at the new hardware store, next door to Martin's Furniturestore. Wynne & White.

Don't forget that 10 of our new subscribers during the month of February will get a free subscription to the Sunny South. Now is the time to subscribe.

Mothers can safely give Foley's Honey and Tar to their children for coughs and colds, for it contains no opiates or other poisons. The New Era Drug Store.

Choice Red Salmon 10c a can on Saturday only regular price 15c, here's something that will unlock your pocket book. At Pacific Timber Co Store under odd fellow building.

The Crawford Bicycle is the best. See them at Griffin Veatch Co's. They are selling this year at \$20, \$25 and \$35. Coaster break on any wheel \$5 extra.

Foley's Honey and Tar cures colds, prevents pneumonia.

FASHION STABLES



CHRISMAN & BANGS, Props.
GENERAL LIVERY BUSINESS TRANSACTED
COTTAGE GROVE & BOHEMIA STAGE LINE Carrying Passengers and U. S.

NEW-YORK TRIBUNE FARMER

A NEW OLD PAPER

For sixty years the NEW-YORK WEEKLY FARMER has been a national weekly newspaper, read and supported by farmers, and has enjoyed the confidence of the American people to a degree never by any similar publication.

THE NEW-YORK TRIBUNE FARMER is made absolutely for farmers and their families. Every department of agricultural industry is covered by special contributors who are leaders in their lines and the TRIBUNE FARMER will be in every high class, up to date, live, enterprising agricultural paper, profusely illustrated with pictures of live stock, farm buildings and houses, agricultural machinery. Farmers' wives, sons and daughters will find space for their entertainment.

Regular price, \$1.00 per year, but you can buy your favorite issue weekly newspaper. The Year for \$20. Send your subscription money to "The

CITY MARKET
Bartels & Veatch, Props.

Choicest Meats, Hams, Bacon and Lard always on hand. And in fact everything usually kept in a first class market.

FISH IN SEASON

We have no stand-in with the dentists on tough meats. Give a trial and we will treat you right.

SKILLMAN & GAROUTTE
SUCCESSOR TO BAKER & JOHNSON.

Staple and Fancy Groceries
Granite, Crockery and Glassware
Vegetables, Flour, Feed and

We meet all Prices on the A Lines.
Produce Taken in Exchange for G

PIPER & VANDENBURG

Having Purchased the Hardware Stock of **WHEELER & SCOTT**

Would Call Your Attention to the Fact. We Carry a Full and Complete Stock of **HARDWARE, STOVES**
TINWARE
MINERS' SUPPLIES

Fish Bros Wagons & Farm Implements of **OUR PRICES ARE RIGHT** — — — — **CALL AND**