

# Swift & Company Publicity

At a recent hearing of the Federal Trade Commission there was introduced correspondence taken from the private files of Swift & Company, which showed that the Company had been considering for some time an educational advertising campaign.

The need for this publicity has been apparent to us for several years. The gross misrepresentation to which we have recently been subjected has convinced us that we should no longer delay in putting before the public the basic facts of our business, relying on the fair-mindedness of the American people.

The feeling against the American packer is based largely on the belief that the income and well-being of the producer and consumer are adversely affected by the packers' operations, resulting in unreasonably large profits.

Swift & Company's net profit is reasonable, and represents an insignificant factor in the cost of living.

For the fiscal year 1917 the total sales and net profit of Swift & Company were as follows:

**Sales**  
**\$875,000,000.**

**Profits**  
**\$34,650,000.**

This is equivalent to a \$3,465. profit on a business of \$87,500.



If Swift & Company had made no profit at all, the cattle raiser would have received only one-eighth of a cent per pound more for his cattle, or the consumer would have saved only one-quarter of a cent per pound on dressed beef.

Swift & Company, U. S. A.



A little more of this bomb practice, and he'll be ready to roll down and enjoy a little chew of the Real Gravelly the folks back home sent him.

### Who is Going to Send Him another pouch of Real GRAVELLY Chewing Plug

Real Gravelly Plug is the tobacco to send the Boy—not ordinary plug loaded up with sweetening, but condensed quality—with the good Gravelly taste that satisfies and comforts and lasts a long while.

Give any man a chew of Real Gravelly Plug, and he will tell you that's the kind to send. Send the best! Ordinary plug is false economy. It costs less per week to chew Real Gravelly, because a small chew of it lasts a long while.

If you smoke a pipe, slice Gravelly with your knife and add a little to your smoking tobacco. It will give flavor—improve your smoke.

SEND YOUR FRIEND IN THE U. S. SERVICE A POUCH OF GRAVELLY

Dealers all around here carry it in 10c. pouches. A 3c. stamp will put it into his hands in any Training Camp or Support of the U. S. A. Even "over there" a 3c. stamp will take it to him. Your dealer will supply envelope and give you official directions how to address it.

F. B. GRAVELLY TOBACCO CO., Danville, Va.

The Patent Pouch keeps it Fresh and Clean and Good—it is not Real Gravelly without this Protection Seal—Established 1891

#### SUMMONS

In the Circuit Court of the State of Oregon for Lincoln County  
L. M. Scroggin, Plaintiff.

vs.  
Henry C. Starr and Grover C. Starr, Defendants.

To Grover C. Starr, one of the above named defendants:  
In the Name of the State of Oregon, You are hereby notified and required to appear in the above entitled Court and cause and answer the complaint filed against you therein within six weeks from the date of the first publication of summons, which said date of first publication is the 15 day of February, 1918 and if you fail so to appear and answer for want thereof, the plaintiff will apply to the Court for the relief demanded in the complaint, to-wit:

For a judgment and decree for the sale of the following described real property, to-wit:  
Lots No. Two (2) Three (3) and Four (4) Section Six (6) Township Seven (7) South Range Nine (9) West of the Willamette Meridian in Lincoln County, State of Oregon. Containing 132.37 acres.

Upon the foreclosure of the mortgage described in the complaint to recover the amount due upon the promissory note given by defendant, Henry C. Starr, to plaintiff on December 28, 1911 for \$662.30 with interest thereon at 10 per cent per annum from date until paid and the further sum of \$150.00, attorney's fees together with the costs and disbursements and for a further decree that whatever interest or estate you, the said Grover C. Starr, may have or claim to have in and to said real property is subsequent and inferior to the lien of plaintiff's mortgage and that plaintiff's said mortgage constitutes a first and prior lien upon said real property and for such other and further relief as to the Court may seem meet in equity and in good conscience. This summons is served upon you by publication in the Lincoln County Leader by order of the Hon. R. R. Miller, County Judge of Lincoln County, Oregon made at chambers in the City of Toledo on the 14th day of February, 1918.

W. O. Sims, Attorney for Plaintiff.  
Post-office address: Sheridan, Oregon.

#### NOTICE TO CREDITORS

In the Circuit Court of the State of Oregon for the County of Lincoln In the Matter of the Estate of Robert S. Barclay, Deceased.

Notice is hereby given that the undersigned has been, by order of the County Court of Lincoln County, Oregon, duly appointed executrix of the estate of Robert S. Barclay, deceased. All persons having claims against said estate are hereby notified to present the same, duly verified and with proper vouchers as by law required to me at my residence at Waldport, Oregon, within six months from the date of this notice.

Dated this 14th day of March, 1918.  
Eva J. Morrison, Executrix of the estate of Robert S. Barclay, Deceased.

### Expert Watch Repairing

When others fail you We Guarantee Satisfaction A trial will convince. Price very reasonable. Over 40 Years' Experience as practical watchmaker All Work Guaranteed. HANS E. PETERSON

### AL WAUGH

Dealer in Cigars Tobacco and Butter Kist Pop Corn TOLEDO, OREGON

and letters written by the boys between the 15th and 20th of January to friends and relatives in the United States.

Henry Gohrke of Dallas was a Toledo visitor several days the first of the week. Mr. Gohrke has just recently traded for the Anton F. Will place north of town, and expects to move here with his family soon. Mr. Gohrke desires to buy several hundred acres of grazing land somewhere in the county so that he can raise a big bunch of cattle.

W-S-S

#### ELEVEN YEARS AGO

Items taken from the files of the Leader of that date.

Miss Ethel Ross came in from Albany Saturday and visited at home until Monday morning.

Joseph Blower and S. J. Robb of Mill Four were passengers for Corvallis Monday morning.

Mrs. Frank Wadsworth of Portland arrived Saturday evening for a visit with relatives.

Merchant John Kenita of Siletz, returned Wednesday on a business trip to Portland. He reports chilly weather in the metropolis.

The Dewey Saloon building is being disfigured into a temperance billiard hall with confectionery, etc., on the side. It will be in charge of Charlie Fox of Albany.

Mrs. J. F. Stewart and son, Raymond, visited at Pioneer Saturday with Mrs. P. A. Miller.

J. P. Bones, D. C. Bones and Charlie Robertson of Taft, Or., were in Toledo Monday making proof on their homesteads before County Clerk Wade.

Arthur Tongeland has sold his farm on Olalla to W. H. Vertner and left this morning for Philomath, where he will work in a sawmill during the summer. Arthur will be missed by the local base ball fans.

Uncle Sam cast his hat into the ring, and this he did say:—

"I will conquer Kaiser Wilhelm, if it takes 'till doomsday." Never have I entered, that my backers haven't come through, and upheld the honor of the Red, White and Blue."

The Hun is marching daily from Russia to the West, and the Khaki Clads are waiting, for the Teuton crest. They'll retreat again from Verdun, from the din and hue, While shouts of victory come from the Red, White and Blue.

Across the "pond" in beautiful Paris, that place of great renown, Uncle Sam is on the lips of everyone in town.

Next come the American Red Cross whose doings aren't few, Risking life for love of humanity and the Red, White and Blue. There is joy in every corner when peace dwells at home.

You hear of the A. R. C. its everywhere you roam, Their deeds are great, worth untold, undaunted to the core, Helping along the Allied cause and the Red, White and Blue.

When rolling in your cot before you Pray God protect those fearless ladies, when on the briny deep Going to the aid of their comrades, braving the dark-blue sea, To return with the flag of Victory, the Red, White and Blue.

—An Ona Red Cross Member.

#### MANY GOOD POSITIONS

Can be had by any ambitious young man or woman in the field of railway or commercial telegraphy. We want a number of young men and women to prepare for the telegraph service to fill vacancies caused by unusual drafting of young men for Signal Corps. Prepare to help your country. Write today for full particulars.—THE RAILWAY TELEGRAPH INSTITUTE of Portland, Oregon.

#### R. D. BURGESS PHYSICIAN AND SURGEON Toledo, Oregon

Office in Ofstedahl Building. Office hours: 10 to 12 a. m.; 2 to 4 and 7 to 9 p. m. Emergency calls at any time. Phone, 1005

#### GET YOUR FURNITURE NOW

Having bought the furniture of the Nicolai hotel at Newport, we are prepared to furnish you with dressers, rocking chairs, dining chairs, bedsteads, mattresses, springs, etc., at reasonable prices. Call and see these goods.

Bateman & Bateman, Furniture Store.

#### CALL FOR COUNTY WARRANTS

Notice is hereby given that all warrants drawn on the general fund of Lincoln County, Oregon, and endorsed to and including December 18th, 1916, are hereby called and the interest thereon stopped this day.

Dated at Toledo, Oregon, this 1st day of March, 1918.

Ira Wade, County Treasurer.

#### HAWKINS & MCCLUSKEY Attorneys-at-Law TOLEDO, - OREGON

#### NOTICE OF FINAL ACCOUNT Estate of Uriel L. Clark, deceased

Notice is hereby given that the undersigned, administrator with the will annexed of the estate of Uriel L. Clark (alias U. L. Clark) deceased, has filed in the County Court of the State of Oregon for the County of Lincoln, his final account as such administrator, and that the 8th day of April, 1918, at the hour of 10:00 o'clock A. M. at the court room of the County Court in the County Court House of Lincoln County, Oregon, at Toledo, Oregon, has been fixed as the time and place for the hearing of objections to said final account, and the settlement thereof.

Robert Treat Platt, Administrator with the will annexed of the Estate of Uriel L. Clark (alias U. L. Clark) deceased.

Platt and Platt, Attorneys for Administrator.  
Date of first publication March 8th, 1918.  
Date of last publication April 5th, 1918.

#### SHERIFF'S SALE In the Circuit Court of the State of Oregon for the County of Lincoln

Elsie Wright, Plaintiff, vs. Mary A. Flett, Thos. G. Flett and Margarette Flett, his wife and Laura Gilstrap, Defendants.

By virtue of an execution, decree and order of sale issued out of the above entitled Court in the above entitled action to me directed and dated the 23rd day of February, A. D. 1918, in favor of Elsie Wright Plaintiff and against the above named Defendants for the sum of \$913.75 with interest thereon at the rate of 8 per cent per annum from the 1st day of February, A. D. 1918, and a further sum of \$59.09 attorney's fees and costs taxed at \$20.00, and costs of this writ commanding me to sell the following described real property situate in Lincoln County, Oregon, as follows, to-wit:— The Lot Three (3), The East Half of Southwest Quarter (E 1/2 of SW 1/4) and the Southeast Quarter of the Northwest Quarter of Section Two (2) in Township Fifteen (15) South of Range Ten (10) West of Willamette Meridian, containing in the aggregate one hundred and fifty-eight (158.91) acres more or less, in Lincoln County, Oregon.

NOW, THEREFORE in compliance with the demands of said execution, decree and order of sale I will on Saturday, the 30th day of March A. D. 1918, at 1 o'clock P. M. at the front door of the County Court House, in the City of Toledo, Lincoln County, Oregon sell to the highest bidder for cash, all the right title and interest of the above named Defendants in the above named action, in the above described property to satisfy said execution decree and order of sale, interest, costs and accruing costs. Date of First Publication Feb. 1, 1918. Date of Last Publication Feb. 29, 1918. Bert Geer, Sheriff of Lincoln County, Oregon.

W-S-S

G. L. PERKINS  
Shoemaker and Harness Repairer  
Shop on Hill Street  
TOLEDO, OREGON

Silas Maley was up from Newport last Friday.

Matt Pompei was over from the Agency Saturday.

Miss Violet King was up from Oyster City Saturday.

Wm. Southwell was down from Rock Creek yesterday.

Remember the High School play and dance this evening.

Frank Priest of Newport was a county seat visitor Saturday.

W. E. Ball was a passenger for Portland Monday morning.

W. G. Sharman of Ocean View had business in Toledo last Friday.

W. N. Cook of Chitwood was transacting business in the city Saturday.

Attorney A. O. Condit arrived over from Salem Wednesday evening.

Chas Van Orden came down from Elk City on the Transit Tuesday.

W. S. S. means War Savings Stamps. Buy them and we shall stick the Kaiser.

Attorney G. B. McCluskey was called to Corvallis yesterday on legal business.

Guy Altree departed Saturday morning for Gaston where he will work in a sawmill.

Walter Hall, the Siletz merchant, returned last evening from a trip to the Valley.

Mrs. Zeb Blower and Miss Ethel Pollard of Mill Four were Toledo visitors Saturday.

Mrs. T. Dowling, the Yaquina postmistress and daughter were county seat visitors Friday.

J. C. Dixon, Republican candidate for sheriff passed through to the Resort City Friday evening.

The Annual Teachers' Institute of Lincoln county will meet the 1st, 2nd and 3rd of May this year.

Mrs. Scarth arrived down from Elk City Wednesday evening for a visit with Toledo friends.

Ed. Abbey was up from Newport last week, in company with L. J. Simpson, candidate for governor.

H. Bradley returned from Summit Saturday evening, where he has been working in the sawmill.

Mr. and Mrs. M. W. Small arrived down from Elk City on Saturday evening's train, to take in the big dance.

W. E. Simpson of Elk City was in attendance at the big I. O. O. F. dance here Saturday evening. Billy is the Democratic aspirant for sheriff.

Don't forget the High School Vaudeville this evening.

Roy Hawkins was down from Elk City Saturday evening.

Mrs. R. P. Goin is entertaining the Ladies Whist Club today.

Carl and Milton Hendricksen of Bayview were Toledo visitors Tuesday.

Fred Wygant was over from Siletz to the big dance last Saturday evening.

M. W. Simpson of Elk City was transacting business in the city yesterday.

Attorney and Mrs. Edw. J. Clark returned last evening from a trip to Portland.

Miss Blanche Jeffreys arrived last evening for a visit with her aunt Mrs. T. P. Fish.

Merchant J. H. Sugg has just installed a new up to date cash register and credit file.

Chas. J. Preissler of Alsea was in the city this week making proof on his homestead.

I. A. Vernon of Albany was in the city last evening. Mr. Vernon is an old resident of the Eddyville section.

C. S. Bunnell of Beaver Creek had business in the city this week. He purchased several head of stock while here.

Fred Rowe returned to his home at Silverton Monday after a visit with his brother, Seth, and family near this city.

A marriage license was issued at Vancouver this week to Marc Jarmine and Miss Fannie Hazel Green, both of Newport.

Dudley Trapp of Chitwood, L. C. Mowery of Lower Siletz, and Ord Castle of Siletz have been here this week viewing out the road to the proposed bridge across the Yaquina.

Sam'l Center recently received a picture of his son, Newt., in uniform. Newt likes the life fine, tips the scales at 184, but is getting anxious to have it out with the Kaiser.

Make it your business to come and see our display of vegetables and fruit. We are proud of it and we want you to see what a variety there is here this week at the Quality Store.

W. E. Parthemer of Lower Siletz was visiting with Mr. and Mrs. A. G. Schwartz here this week. Mr. Parthemer has rented the Denny place near Ona, and will reside there this summer.

Nick Ludemann and Earl Hoover came over from the Agency yesterday. Mr. Hoover departing on the morning train for Portland. Mr. Ludemann is farming the John Adams place, above Klamath Grade.

S. R. Cotton the Yaquina merchant was a county seat visitor Saturday. He went out to the Valley on business Monday.

Tillamook has a war crop that is the cheese, the whole cheese and nothing but the cheese, so help me Hoover!

The Thorsen - Hendricksen Lumber Co., has shipped two cars of airplane spruce the past week and have another car loaded for shipment.

Carl Tangen received a picture from his brother, Peter, this week, showing the latter's regiment. Peter is stationed at Vancouver at present.

W. Willis of Yaquina was a Toledo visitor Saturday. While in town he called in and subscribed for the Leader for his brother, who lives at Morgan.

Mr. and Mrs. Fred McCaig arrived down from Portland Saturday evening and will make their home here. Fred has employment as cook with the Warren Spruce Co.

F. W. Carson received a picture from his son, Willard this week. Willard is with the U. S. Expeditionary Forces Somewhere in France, and he is certainly looking fine.

W. L. Kaddery, Assistant State County Agent Leader, was in the city Wednesday evening, coming over with County Agent Asbahr. Mr. Kaddery returned to the Valley yesterday.

Home grown bunch lettuce, California head lettuce, Roseburg broccoli, new cabbage, Lincoln county parsnips, turnips, carrots, onions, squash, celery, at Frederick's Quality Store.

A number of the friends of Mr. and Mrs. Chas. Boeckman arranged a surprise for last Sunday, the occasion being the anniversary of Mr. and Mrs. Boeckman's wedding, the crystal anniversary.

Mr. and Mrs. D. L. Peterson and children were passengers for Newport Monday evening, D. L. returning Tuesday, Mrs. Peterson and children remaining over for a few days visit. They returned last evening.

Subscriptions to the Leader received this week are: H. E. Willis, Morgan, Or.; F. E. Whitel, Toledo, Or.; R. O. Duncan, Toledo, Or.; Mrs. M. Knauff, Toledo, Or.; Mrs. Wm. Scott, Siletz, Or.; J. F. Turner, Canton, S. D.; M. S. Herring, Rivera, Calif.; Emil Ruprecht, Nortons, Or.

The failure to receive letters from the boys in France may be accounted for by the sinking of the Andania off the coast of Ireland the latter part of January. This boat carried thirty thousand letters.