

TALKS OF OUR MERITS

Cottage Grove May Yet Attain World-Wide Reputation.

A FRUIT GROWERS' UNION.

Louis Hopkins, After Much Investigation of Obtaining Conditions Elsewhere, Tells of Some Needed Things We Should Have.

Louis B. Hopkins, formerly a resident of the Row river valley, writing from Tacoma to a friend in Cottage Grove says he has great faith in the future of this section as a fruit belt. He says:

"Fourteen years ago, when I came to Cottage Grove to settle, I believed it would eventually become a great fruit growing belt, but owing to the circumstances which took me away I am now unable to get in on account of the high price of land to make a start myself. If I could buy twenty acres of the right kind of land I would come back there and start an apple orchard next spring. Cottage Grove will have a population of 5,000 inside of ten years, and be a good market, if it makes one more good move and that is the right kind of men into a Fruit Exchange, or a Fruit Growers' Union. That is what has made Hood River and Winatchee, as well as North Yakima. I see all of these places, and the people connected with them, so I can speak of them intelligently.

"When I first went to Hood River I was not prepared to know conditions, but now that I have investigated I see why they have such a world-wide reputation. Their location is not as favorable as Cottage Grove's in many ways, but in others it is all right. One is connection to the east with two railroads, and another is certain soil conditions not in Cottage Grove lands; but otherwise I would by long odds prefer the Cottage Grove country to any of the country I have yet seen. I know that the growers will get together in Cottage Grove and get the right men into the public interest of marketing its apples so that it will become a country equal to Medford or Hood River.

"The secret of success lies in a Fruit Growers' Union. I see that Veatch sold his peaches for \$1.80 per bushel. Now with the right sort of an association he would not have to sell fruit at half or two thirds its value, as it would teach growers how to put up fruit so that it would be attractive, and then it would command the price."

Mr. Hopkins says Mrs. Hopkins is in Vancouver, B. C., but thinks she will go to Seattle the last of this month for the winter. Mr. Hopkins is now a traveling salesman, and has a splendid opportunity to note conditions.

WINS THROUGH PUBLICITY.

Advertising the Secret of Success of Leading Salem House.

The readers of The Sentinel cannot fail to be attracted to the conspicuous advertisement of Rostein & Greenbaum on the eight page of this issue. Mr. Rostein, manager of the Cottage Grove business, is a firm believer in the liberal use of printers' ink, whether its color be red or black. These men have a splendid business in Salem, the success of which Mr. Rostein attributes directly to newspaper advertising, and he tells an interesting story of how, some eight years ago before he had had a "windfall," his career as a merchant was saved from an early demise by newspaper publicity. During their first year they carried a small and inconspicuous ad. as a sort of contribution to the papers, feeling that they too were worthy of support. At the end of this twelvemonth a reckoning was made and their suspicions that they had failed to make good were confirmed. More than half of their capital had vanished and the future looked gloomy from a financial standpoint.

Something must be done, and that quickly. Mr. Rostein determined to make a strenuous effort to recover losses through a systematic advertising campaign, and his first step was a mail course through one of the several schools conducted for this purpose. This concluded they bought whole pages in the Salem newspapers day after day, followed by half page and quarter pages, and this was maintained throughout the year, with the desired result. This course has been continued during the intervening time until today they have one of the foremost establishments in the capital city. Each year an appropriation in accordance with the growth of their business is made, the present year calling for an expenditure of close to \$700.

This is the same system employed by all of the successful city merchants, who can no more dispense with the newspapers than they could hope to do business without stocks. The writer, during the past quarter century, has been in position to note carefully the results attained through newspaper ad-

vertising and has seen innumerable businesses grow from a mere nothing to magnificent proportions. Thousands of merchants, in both large and small cities, will attest to the merits of advertising, but it must be conducted with intelligence and honesty of purpose. The mere statement that John Jones deals in dry goods and groceries is not a sufficient inducement to draw people to your store. It is absolutely necessary to describe what you have to offer, together with the price thereof, making it plain and clear. This is wherein lies the success of the catalogue houses and the big city merchants. The principal applies to the so-called country merchant as well. It is an indisputable fact that newspaper publicity is a paying investment when properly conducted.

WILL EXHIBIT AT CHICAGO.

Manager Conley Arranges Display for Irrigation Congress.

Manager Conley was a busy man Monday afternoon. At 1:30 o'clock he received a telegraphic request from Mr. McMurray, general passenger agent for the Harriman lines, to prepare a display for the National Irrigation Congress, to be held in Chicago, and ship it out that evening. No preparations had been made for an exhibit at this gathering, but Mr. Conley got busy, and Cottage Grove will be represented. Two dozen Burbank potatoes, the aggregate length of which is 240 inches and each weighing one and a quarter pounds; two dozen ears of White Dent corn; Red Chaff, Scotch Fife, Corn Wheat and Chilli Club wheats; Shoe Peg and White Russian Side oats; and minerals from the principal mines of the Bohemia district, were hurriedly boxed and forwarded. The potatoes were furnished by T. A. Bean and Felix Currin, the corn by Mr. Currin, and the wheat and oats by E. L. Martin, E. C. Bowen and Felix Currin. Geo. McQueen, president of the Fairview Company, gathered samples of the free and base ores from the different mines.

While this is not considered a corn country, this cereal was included as a supplemental display. It will, however, make a favorable showing when compared with corn grown in other sections of the country. Five hundred Community books accompanied the display, and as the Congress will be attended by thousands of people, some good results may be looked for.

COUGAR KILLED IN LORANE.

Curtis Veatch Brings to Ground Big Goat Eater Last Sunday.

Curtis Veatch, who resides two miles from town, killed a cougar weighing 125 pounds on Sunday last. The animal was shot near Lorane, some six miles west of his farm. The cougar had killed and buried a goat belonging to W. B. Hawley, and Mr. Veatch felt confident that the big cat was in the vicinity of the carcass. Accompanied by Joseph Snyder he went in search of the animal, and found it in a tree near by, as prophesied. For an hour they threw missiles at the cougar, but it refused to move. Finally Floyd Churchill, a lad of the neighborhood, volunteered to climb the tree and "shoo" the animal, which he succeeded in doing. The cougar took to another nearby tree, and climbing high among its branches held the fort for some time, when Mr. Veatch fired upon it, bringing it to the ground. Several farmers in that section, among them Hardy Crow, have missed a number of sheep of late, and it is likely that they were killed by the cougar.

Who Wants This Job.

Twelve doctors are to receive commissions as officers in the Oregon National Guard as the result of organization of a medical reserve corps as decided upon by the general staff. The new officers will be secured at stations outside of Portland. While no compensation will be attached the doctors will have to perform the work of giving all physical examinations to applicants for enlistment. The medical staff will be able to go out on the active list in event of actual service. For this purpose they will be attached to the companies with which they are stationed. They will also attend field maneuvers, instructions camps and the annual National Guard convention. The stations entitled to commissioned doctors are Baker City, Pendleton, The Dalles, Woodburn, Astoria, Albany, Salem, McMinnville, Cottage Grove Roseburg, and Dallas.

We Are Not Easily Soured.

The following communication is self-explanatory:
Eugene, Nov. 13—The Sentinel: Enclosed find check for \$3, paying to October 1910. Your paper is a credit to the town, and to the man behind the gun a greater credit. Don't let the mossbacks sour you. The best boosting the town has ever had is since you came into the community. God made some big timber in your community, but goodness knows who made the small sticks. You should get Burbank to do some grafting. You are lined up all right, and all there is to do is to stay with it. With best wishes we are yours very truly, Mr. and Mrs. C. T. Long, Hotel St. Francis.

PLANT MAY BE SOLD

Fruit Company Cannot Meet Its Financial Obligations.

ASSETS WORTH ABOUT \$5,000

Stockholders' Meeting Called for November 30 to Decide Future of Large Fruit Drying Concern in Cottage Grove.

A meeting of the board of directors of the Cottage Grove Fruit Company was called for Saturday last, but only President John F. Spray and Secretary B. K. Lawson were in attendance, making the transaction of business impossible. The object for which the meeting was called was to devise ways and means to liquidate the outstanding financial obligations of the company, amounting to \$2,500. This amount is due Mr. J. I. Jones for money advanced, and is payable December 1. Unless payment is made at the time specified the property may come into possession of that gentleman, according to the terms of the agreement. The building, which adjoins the railway, was erected for fruit drying, and is one of the most complete institutions of its kind in the country, being strictly modern in every particular. The structure and the equipment cost \$4,700 while the lot was valued at \$350 at the time of purchase, two years ago. The latter item has enhanced in value very materially, all reality in Cottage Grove having had a constant upward tendency since the date of this purchase. Neither the building or its equipment has suffered depreciation by reason of being out of commission this season.

A stockholders' meeting has been called by President Spray for November 30, at which time some action will be taken, either to raise the amount of indebtedness, or place the property on sale to the highest and best bidder. The shareholders have been notified of the existing conditions, and the probabilities are that there will be a large attendance. The dryer did not prove profitable because of a lack of fruit.

PRIZES OFFERED FOR ESSAYS.

School Pupils Given Opportunity to Display Their Talents.

The Oregon Society of the Sons of the American Revolution offers prizes totaling \$100 to the pupils of the public schools of the state of Oregon, for essays on subjects connected with our War for Independence. One prize of \$10 and three of \$5 each will be awarded for the first, second and third best essays, respectively, written by high school pupils on one of the following subjects: "The Influence of Alexander Hamilton Upon the Republic"; "The Turning Point of the Revolutionary War."

The committee has divided the state, exclusive of the high schools, into three districts, composed of the following counties. District No. 1, Multnomah county; district No. 2, all of the counties lying east of the Cascade mountains; district No. 3, all of the counties lying west of the Cascade mountains except Multnomah.

One prize of \$10 and three of \$5 each will be awarded in each district for the first, second, third and fourth best essays, respectively, written by grade pupils on any one of the following subjects: "The Capture and Trial of Major Andre"; "The Winter at Valley Forge"; "The Women and Children of '76: Their Trials and Privations." The essays are limited to 300 words each, must be written in the student's own handwriting. The essays must be signed by the writer, and forwarded to B. A. Thaxter, chairman of committee, 443 Eleventh street, Portland, Or., and should reach their destination not later than February 10, 1910.

Axe Handle Factory Locates.

An axe handle factory has been located at Creswell by L. R. Rush. A building 20x42 has been erected for the purpose. According to The Chronicle Mr. Rush states that the oak in this locality is the best material obtainable for handles, and that the vast amount within easy reach insures the steady operation of the plant for years. Large orders have already been received and operations will probably begin next week.

Musical Tomorrow Night.

At the Methodist church tomorrow evening Miss Dora Johns, assisted by Mrs. J. O. VanWinkle, will give a piano recital, and a good attendance is assured. The program, published in The Sentinel last week, is of a high order, and as the ability of both participants is marked, the recital will doubtless prove both profitable and entertaining to those of our citizens who are musically inclined.

Dairymen Will Meet.

The next annual convention of the Oregon State Dairy Association is to be held in Portland December 9th and 10th. The Association will be entertained by the Portland Commercial

club. Among the inducements offered is a cash prize of \$100 for dairy products. The creamerymen and others interested in dairying in Oregon are going to join hands to make this the great success of the year. A splendid program is being prepared which will include an address by Chief Rawl of the Dairy Department Bureau of Animal Industry, Washington, D. C. Although an effort has been made for several years past to get him to come he has never before consented. Last year over four hundred people attended and took part in the convention at Salem.

THINGS THAT AMUSE.

Splendid Bills at Electric Playhouses. Military Ball Is Planned.

That Manager Hall of the Arcade Theatre is giving his patrons the very best obtainable attractions was evidenced by the scenes shown last Friday and Saturday, and also the attractions of the first of the present week. On the first two dates that beautiful bible tale, "The Way of the Cross," showing Roman scenes, including the great Stadium during a gladiatorial contest, the persecuted Christians, Nero's court and the den of lions, was an attraction worth the while. These were produced by the Vitagraph Film company, which has an entirely new process, and one which promises to become decidedly popular with patrons of the electric theatres throughout the country.

At the Arcade on Monday and Tuesday the Boston Concert Company held the boards a portion of the time, and pleased. Besides songs, the company did a rope tying act. Anna Eva Fay also presented her novelty rope act, defying any person to fasten her to a chair with ropes so securely that she could not escape.

The program now at the Arcade is highly entertaining, being up to this playhouse's standard. The management is exerting every effort to please, and in order to do this it has, in numerous instances, "paid out the house" for attractions.

Negotiations have been completed for a performance in Cottage Grove by the Schubert Symphony Club and Lady Quartette of Chicago. Some of our readers have heard this popular company and no doubt everyone knows of the high favor in which its twenty years of success has placed it. The great variety and popular character of company's program has endeared it to the hearts of American music lovers, until today it stands first in their affections.

The Star Theatre has this week moved to the Woodward block, where it is more centrally located, and opened on Thursday with a complete performance and to better business. While the width of this room is somewhat abbreviated, so to speak, the arrangement is such that 270 people may be comfortably seated, which is considered sufficient capacity for the present. The new theatre is attractive, and has several advantages over its former location. Messrs. Bell and Cantonwine, the proprietors, are furnishing some excellent attractions.

The Thanksgiving Military ball on Thursday, November 25, promises to be one of the most successful terpsichorean entertainments ever given under the auspices of the local company. As the posters state, it will be the event of the season. Several soldiers high in the rank have accepted invitations to be present, among the number being General Finzer. The Cottage Grove orchestra will furnish music for the occasion.

A splendid musical program has been arranged for the Try Out, the numbers interspersing the debates. Misses Mabel Veatch and Mabel Rosenberg will render an instrumental duet, followed by a violin solo by Rowe Kennedy, accompanied by Mrs. Kennedy. A quartet from the eighth grade, composed of Lottie Whitsett, Ursula Lockwood, Veta Holderman and Eva Richmond, will render "Virginia," with Mrs. J. O. Van Winkle as accompanist. The closing number will be by the High School Quartet, Leah Perkins, Blanch Veatch, Roy Wood and Ernest Anderson.

ANSON MORGAN GOES HOME

Paternal Ancestor Now a Resident of Bakersfield, California, Sends for Child Whom He Left to Shift for Himself.

Eight years ago Anson Morgan, a child eight years of age, was deserted at this place by his father, a miner, and, not hearing of him, supposed he was dead. The child was taken in, cared for and kept in school by kind-hearted people. He finished the state school course with honor last year. Recently he was informed that his father was in Bakersfield, Cal., and desired his son to join him. A letter came from the father with the declaration that he is no longer a dissipated man, but that he had embraced religion, and desired his son's presence that he can be instrumental in helping him finish his education. The lad left Monday night for Bakersfield.

The thermometer dropped to 30 degrees on Saturday night and to 29 on Sunday night.

RED CROSS PHARMACISTS

The Sign of the Red Cross is Symbolic of Pure Drugs and Carefully Compounded Prescriptions. We make a specialty of our Prescription Work, a Registered Pharmacist in charge at all times. Bring us your Family Recipes and Particular Prescriptions, and they will receive our Careful attention. All of the Standard Toilet Preparations in Stock, as well as a Fine Assortment of Fine Perfumes, the kind with a Lasting Fragrance. The next time you need any, call and sample ours.

The Modern Pharmacy

FOR PURE DRUGS

1200 Lbs. Candy

Just arrived to us from the factory to sell at 20C PER POUND

We have a job lot of boys' clothing, sizes 5 to 12 years, some slightly soiled, which we are going to close out at ridiculously low prices:

1 Suit 7 year size, was \$2 00, now	75c
1 Suit 8 year size, was \$2 25, now	50c
5 Suits 6 to 12 years, was \$1.35 now	68c
1 3-piece suit, 7 years, was \$2 75, now	50c
1 suit 12 years, was 2 50, now	\$1 50
1 Suit 19 years size,	\$2 50
1 Coat 12 years size	\$1
1 Corduroy 7 years, was \$3 50, now	\$1 75

The pants of these suits are worth the money 25 other suits up to 19 yr. size at 50 to 75 per cent of first cost. 6 boys' overcoats 7 to 16 yr. old, on same bargain table.

Burkholder - Woods Co.

THE DAY-LIGHT STORE

SPECIALS THIS WEEK

Ending Friday Night, Nov. 19

10 per cent REDUCTION

on Dutchess Trousers. Good Winter Weights

25 per cent REDUCTION

on all Novelties in our Jewelry Show Case

HAMPTON & CO.

Watch for Our Weekly Specials and Save Money

Strictly First Class

Large Sample Rooms

THE HOTEL OREGON

COTTAGE GROVE, ORE.

B. R. WESTBROOK, PROPRIETOR

New Brick Annex

Rooms with Bath