

WHO'S WHO AND WHY IN COTTAGE GROVE

Introducing to You the Live, Progressive Firms and People Who Make Up the Business Interests of Cottage Grove

First Prize: Theater Pass, value \$15, donated by Arcade Theater.
Second Prize: One Dozen Photographs, value \$8, donated by the Monroe Studio.
Third Prize: Ladies' Hat, donated by Loucks' Millinery.

KNOWLEDGE COMPETITION

Following will be found a number of brief paragraphs bringing out a few of the distinctive features or characteristics of the city's institutions. There is a query or two in each paragraph. To the person who first answers them nearest correctly in detail will be given the prizes noted above. The next nearest correct answer is to be given next choice, and so on.

All answers must be neat and legible. There is no guessing about these. Call in person or phone.

Any of the parties sketched here are privileged to answer any question you may ask.

Answers may be sent by mail or brought to this office any time before next Wednesday.

Next Friday the sequel to this feature will be published.

Keep the issue of this paper so that next week you will see your mistakes.

The competition is open to everyone except the employees of this paper and their relatives.

Address WHO'S WHO EDITOR, Care Sentinel, Cottage Grove.

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(1) This store we are writing about is known as White's Pharmacy. Ask for any item carried in the modern drug store, and you are assured of quality and dependable merchandise. This store caters to the good health and looks of the people of this city. Prescriptions are compounded and dispensed by a registered pharmacist and the policy of this store is never to substitute, which means that if you bring a prescription to this druggist you are assured of it being filled accurately. The efficient proprietor understands the essentials necessary for an up-to-date drug store, and these essentials are prominent in the complete line of merchandise on display. They feature a large collection of drugs, drug sundries, stationery, fountain pens and it is headquarters in Cottage Grove for watches and jewelry. Here is the place to get your watch repaired for they are dependable and accurate. When did the proprietor establish this store and what is his full name? What special line of remedies does he carry?

(2) In purchasing jewelry the buyer puts more faith in the seller than in almost any other commodity which is bought or sold. This paragraph is about one of our leading jewelry stores. The proprietor of this store has been in this line of business for years and knows it thoroughly. He is a leader among jewelry merchants in Cottage Grove. If you contemplate buying a diamond, pay Mr. Madsen a visit and let him show you some very unusual values. He has, in fact, anything you would expect in an up-to-date jewelry establishment. This is the place to select your gifts, here you will find gems of all kinds, watches and novelties. Mr. Madsen is the kind of a fellow we like to mention, because he has a sociable and intelligent personality, one who knows how to make friends. Go and see him and find out when he bought this store. What different makes of watches does he handle?

(3) There is an especially well liked grocery in this city "where cash beats credit." It carries a fine line of fancy groceries, provisions and canned goods, meats, vegetables and bakery goods. This store is only one of the many "cash and carry" stores operated by these people; they have others in many cities. You get more service from this grocery store than other stores give. This store is located at 711 Main street. Once you get into the habit of placing your order with this grocery you will be like its customers—you will want to stick to the place, first because of its quality, second because of its prices and third because you well like the manager, who measures high in citizenship and loyalty to the interest of Cottage Grove. Housewives learn the name and post it on their kitchen walls, where they can see it each time they want to market and save money. All of the favorite brands of canned foods such as Del Monte,

Libby and Heinz will be found here. What brand of smoked meats do they carry? Who is this prosperous manager of this store and how many stores are operated by these people?

(4) Here is a soft drink, candy and ice cream parlor which has made an excellent record as a place of refreshment, and which has been conducted in the needed reform and improved way. As a result a large business has been built up. They have a fountain and also carry a splendid assortment of home-made candy, made in their own factory. They also make all of their own pies and pastry. Mr. Howe, the proprietor, has undertaken, and thus it is that he has won a substantial measure of success and gained a place among the representative citizens of this city. He is well known to his trade and friends as being kind hearted and sympathetic, especially with friends in distress. Men, it will do you good to drop into this place every now and then and spend a few hours of pleasure. The writer can recommend same as well as boost its owner. You should try his candy; it is a treat you will not forget. Now tell us where his confectionery store is located and when he went into business in Cottage Grove. Light lunches are served here at any hour during the day. You should also try their home-made chicken tamales. They're delicious.

(5) If you must knock, buy your hammers from the hardware store this article concerns, for their hardware stands hard wear. They sell hardware and furniture at a wide range of prices, made of the most carefully selected materials, and according to the latest styles. This is not all this store sells for you will find crockery, cookingware, kitchen and farm hardware and a complete line of furniture and this one is a little different. They are particular about the kind of quality of merchandise they handle. They try to have the best of everything for the man behind the hoe as well as behind the hammer. And, by the way, you will find a complete assortment of the latest electrical appliances here on display. The proprietor of this store ranks with the leading business men of the city and is a citizen devoted to the upbuilding of Cottage Grove. Give the address of W. L. Darby & Company's hardware and furniture store and tell what make of electrical appliances he sells.

(6) If "cleanliness is next to Godliness," then the most important establishment in any city is a first-class laundry, and Cottage Grove is to be congratulated on the fact that it has such a laundry where the soiled clothes of every customer are washed and ironed as it would be done at home at a fraction of the expense and labor incurred by the housewife who attempts to do her own washing and pressing. The proprietor of this well-known establishment is among the progressive citizens of the district, ever ready to do more than his share of the upbuilding of this city, and his popularity in this section is so great that little trouble should be had by the reader in giving the name and address. This laundry is modern in every way. The owner of the laundry is so stranger to Cottage Grove and he is well liked by all who come in contact with him. The expert work the laundry does adds to their popularity. What is the name of the laundry whose phone number is made up of two figures totaling sixteen, where located and name of proprietor?

(7) It's every day economy to own a car and especially so if you own the right one. The car that comes well under this head is the Chevrolet. This car embraces all there is in the latest design and their new models are creating a great sensation over the entire country. You could of course purchase cars with heavier bodies or more expensive trimmings but you can get few cars that are so easily operated and none that are more dependable and economical in upkeep. Expensive? Oh dear, no! And that is the important part of my news today. The new models are changed completely. The gas tank is now under the rear, new radiator and hood, barrel front lights and a

complete body change. They still have the same dependable engine under the hood with many new additions in that, one of importance being the vacuum gas feed. The local distributors of these cars, at 831 Main street, has made it possible for you to own one by making a small initial payment and the rest in small monthly installments. Consult them in regard to the new cars and prices and then tell us the price of the touring model. Who is the proprietor?

(8) "Let's go to the movies!" This exclamation often shakes away gloom and dullness, and you gladly join the happy crowd, for you know that you are going to see a regular show. By "movies" the people of Cottage Grove generally mean the Arcade Theater. They will see the very best of screen offerings at prices consistent with conditions. When a theater, day in and day out, gives the public the best in surrounding to ease the tired nerves, it is only reasonable to expect that in return, this theater should always be crowded. To those few of you who have not had the pleasure of witnessing a show at this house, our tip is: try it once and after that it will be a mighty easy dose to repeat. The manager of this congenial, easy going and to know him is to like him. He is always on the alert and watching out for the interests of his patrons. Only the best and popular pictures are shown at this theater which insures his patrons a pleasant show at all times. Now tell us the name of this prosperous manager and how long has the present owner had it?

(9) You owe it to yourself to find out when it comes to getting dependable bicycle or motorcycle work done, which shop is the best to go to. The shop which we introduce in this article is one of the largest exclusive motorcycle and bicycle dealers in Cottage Grove. Mr. Bentle is an expert mechanic on repairing bicycles as well as general motorcycle repairing. His expert workmanship combined with dependable material and a square deal, should convince you that this is the shop to do your shopping. He carries a large stock of bicycles and motorcycles. He will be glad to assist you in your selection of a new one. Mr. Bentle stands in the front ranks with those who are working for a greater and better city, and he can be found at any time at 400 Main street. He also has a large stock of accessories and tires, having a large salesroom devoted to the sale of these as well as wheels. Tell us how long Mr. Bentle has been in business here and tell us his first name. What is the price of the new electric model Scout India delivered in Cottage Grove? Also Regular!

(10) A distinctive creation, a hat designed for the patron desiring exclusiveness and a hat to suit her individuality can be found at the Loucks Millinery Store. Milady, no matter how exacting she may be as to shape, trim and general style of her hat, may rest assured that at this modern shop she can find the very hat she wants. Every hat that leaves this store is given a personal inspection and her knowledge of creation and design is at your service. They also make a specialty of stylish hats from the leading manufacturers of the country. Stop in and meet the genial proprietress. She will be glad to show you the latest creation in spring hats. This store is admirably managed and is deserving of a most successful future. Tailored and trimmed hats are to be found here in the latest spring styles and they will be on display in a few weeks. The assortment is wonderful. When anything is done to a hat at this shop, more is done than is charged for. What special line of hats does she feature? What is the address of this well known millinery shop?

(11) If you want a true likeness of yourself and want the picture finished in an artistic style, don't fail to consult the artists at the Monroe Studio. And when you are selecting your presents to send to your friends remember that a picture of yourself is the only present that a friend cannot buy. At this studio they do all kinds of fine portrait work as well as kodak finishing, enlarging, and in fact everything connected with pictorial work, which is an open book to them. They have had years of experience in the picture business and they know where a touch is needed on a negative to make the picture more natural. Then another thing to consider in the kodak work: after you have gone to the trouble and expense of snapping pictures many miles distant, you want to be sure that these pictures will be developed and printed right. Mr. Monroe, the proprietor, has been doing photographic work for many years and his experience has perfected his

work. He is well liked by his many friends in Cottage Grove which he has won through diligent work. What man produced the first successful picture? Where is his studio located and how long has he been doing this work?

(12) "Good Fellows" is one of the liveliest places in Cottage Grove. There is something doing here most all the time, and especially after supper. It is a gentleman's establishment in every sense of the word. If you are looking for a friend, you are almost sure to find him here. It is a place where everybody goes. This gentleman's club is conducted along legitimate and reciprocating lines. The proprietor preaches continually "Throw away your hammer and buy a horn to boost for Cottage Grove." He has lived here for a number of years and has won the good will of all those who are fortunate enough to know him. The editor of this feature feels that he is correct in saying that this is a place where gentlemen meet, and if you will call around at the club and see how nicely it is conducted, you will always be a booster for the place. You will find the proprietor a jolly person always interested in the men that patronize his place. Go and meet him and then tell us his name. What kind of root beer does he serve at the fountain? What cigars does he specialize in and carry exclusively in Cottage Grove?

(13) Now comes a renowned meat market, which sells fresh meats. Indeed, their meats are fresh. They make it a point to keep them so, which is the reason for their popularity and wonderful business gained in the past months. There are many little tricks employed by good meat buyers in judging quality, and the proprietors are perfectly willing to share their secrets with you. They buy only the best, but they want you to know at the time of your purchase that you are getting what you want. Cleanliness is the watchword of the People's Meat Market. We enjoy writing about this meat market and its owners for several reasons. One is, they say "Never mind about buying; just come and look at the good things to eat." This is one firm in Cottage Grove that sticks to quality and price—a hard team to beat. They also have a delivery truck, which is only one of the many features that give their customers perfect service. They do all in their power to satisfy their patrons. Their slogan is "The Best of Meats at Lowest Prices." What are the names of the proprietors? What is the location? Give temperature of the refrigerator.

(14) What is the name of the automobile that needs no horn? Its name serves notice that people must get out of the way. But this is not the only merit of this well known car. Its performance has been established to be the most reliable of any car manufactured. Its staying qualities are of the very highest order. They are distributed here by an enterprising dealer who conducts a lively service department in connection with the agency. His recent removal from Main street was due to the fact that he wants to give his clients more service, and to do that a larger place was necessary. He looks after you and gives you any service you may need and it is this personal interest in his customers that is the cause of his success. The new models in the car with the steel body construction is causing the automobile world to open its eyes. Ask this dealer about it. If you don't know him, his phone number is 64. That's tip enough. What is his name and what car does he sell?

(15) There is one transfer company in Cottage Grove for long and short distance hauling that stands out prominently over all others, due to the fact that they are so well equipped with trucks and give such quick service. The firm is always found in the front ranks when there is any work to do for the city's good. This transfer company has been in mind in this number as an owner whose initials are W. P. G. However the initials are placed wrong. He is the transfer man in Cottage Grove, having been here for more than a year and all the main hauling and transfer work is done by him. Before starting in the transfer business, this man was very successful in another enterprise. His success has continued in this new business. If you are blue and want to get "cheered up," drop in at his headquarters and say "Hello" to him and he will fix you up with a broad smile and pat you on the back. What is the name of this transfer company? Whose phone number is 99? Where located? How many trucks does he have? What other line of business was this man in in Cottage Grove? Watch the label on your paper.

ROSEVILLE—FREIGHT TRAFFIC CLEARING HOUSE



Top—View of Roseville, Cal., Yards. Middle—One of mammoth Mallet engines used by Southern Pacific to haul trains over the Sierra. Bottom—Cooling refrigerator car.

While Exclusive Central Pacific Point, Roseville is Doing Work Affecting Thousands of Square Miles of Territory Along Southern Pacific Lines.

From the southernmost points in California to Portland, from the Golden Gate to the precipitous sides of the Sierra Nevada and from the valleys and hillsides of two great states, there pours, to and fro, a constant stream of freight. Originating in small rivulets, it gathers volume as it comes upon the main arteries of transportation and becomes a raging current when it strikes the head of the traffic flume. This headgate—diverting traffic over the mountain barrier to the east, over lines to the north, west and south—is Roseville, eighteen miles east of Sacramento on rails between that city and Ogden.

Roseville is located on one of the lines of the Southern Pacific System which stands in the corporate name of the Central Pacific. Roseville, to most of the people living on the Pacific Coast, is merely the name of a community situated in Northern California. Little does the average layman realize that this town, "unhallowed and unnamed" is the greatest freight traffic clearing house in the west and is of vital importance to the growers, shippers, merchants, and, in fact, to all residents of California, Oregon and Nevada.

Roseville, the gathering point for traffic from the north, south and west destined to the east and the distributing point from Nevada and the East to Oregon and California points, is at the head of a flume of transportation. Traffic from the north, west and south comes to Roseville over Southern Pacific and Central Pacific rails and goes east via Central Pacific to Ogden. Traffic from the east comes to Roseville over Central Pacific rails and is distributed from Roseville over Southern Pacific and Central Pacific. Roseville empties its burden in four directions, east, west, south and north.

Co-ordinated Activity. Drawing its grit from a thousand mills, Roseville's activities are interrelated with the traffic problem in every part of the Pacific Coast. Lumber from Northern California coast points via with fruit from the Ojai valley, near Ventura, and apples from the Rogue River, in Oregon, in seeking a speedy, steady and reliable outlet to market. The gathering of this immense tonnage from points in every part of the states of California and Oregon constitutes one of the great accomplishments of western transportation. Its distribution to its various destinations is the work of Roseville, and the equipment, both mechanical and human, is remarkable and discloses the extent and perfection of the organization built up by many years of thought and action by the South-

ern Pacific Company.

Thirty-five miles of track are used in the process of handling cars and trains in four directions by the operating force at Roseville. A train of miscellaneous freight—embracing perishables, lumber, merchandise, manufactured goods, live stock and various other commodities may originate in the San Joaquin valley. This train is sent to Roseville. Cars in the train may be destined for points east, for localities in Oregon and for points west within the state of California. It is the job of Roseville to assemble these cars both according to destination and to the character of equipment into trains and move them with the least possible delay and with the greatest possible degree of safety for their contents. If Roseville handled but a few trains a day, the work would be comparatively easy. This, however, is not the case. On September 24th, last, twenty-eight trains were received from the west, eight from the north and thirteen from the east. Sixteen trains were delivered to the west, three to the north and twelve to the east. On October 10th, last, the greatest car movement in the history of the system took place when 1453 cars were handled over the summit of the Sierra Nevada. During the month of October, the yards at Roseville handled 94,000 car movements. If these cars were coupled to each other they would cover a distance of railroad track equal to the mileage between the ferry building in San Francisco to Winnemucca, Nevada—400 miles.

One of the most important functions of Roseville is in the distribution of cars to points on the Pacific coast where they are needed for loading. There can be no hit or miss system in the handling of empty equipment. As a consequence, Roseville is held largely responsible for the equipment that is loaded daily through a major part of California and Oregon—both on Southern Pacific and Central Pacific rails.

Important to West. While Roseville is located on rails, owned by the Central Pacific, the point has been developed by the entire Pacific system of the Southern Pacific. It has been shown that much more tonnage flows through Roseville originates on Southern Pacific rails than on purely Central Pacific rails. Possibility of a disruption of the system, as a result, threatens serious consequences for Roseville, the Central Pacific and the parent system.

The Pacific Fruit Express plant, one of the greatest facilities of its kind in the country, is located at Roseville. Thousands of cars are

loaded here annually. The shops and repair yards of the P. F. E. are extensive and handle work from the building of a refrigerator car to the smallest repair. In addition to a storage capacity of 6,000 tons, the ice plant manufactures 500 tons a day. Refrigerator cars are loaded at Roseville before being sent to their various loading stations and re-load when they return to the point for distribution to their various destinations.

Due to the heavy grades and the character of the country through which it passes, the line over the Sierra Nevada presents insurmountable operating difficulties. Mile after mile of snow sheds protect the tracks from the heavy snow fall of the mountains. Moreover, to successfully negotiate the Ogden gateway, with an immense tonnage of freight that will not permit of delay, the Southern Pacific has concentrated at Roseville, in addition to much other motive power, forty-nine huge Mallet locomotives. Each of these monsters has a tractive power of 94,800 pounds. On a straight level track a Mallet could haul 235 cars, loaded to fifty tons capacity at ten miles per hour. Yet it is found necessary, at times, to attach three of these engines to a train over the summit of the Sierra.

Locomotive Cab in Front. The Mallets are unique in railroad circles in many respects, but none more so than in the location of the engine cab. On account of their length and the presence of snow sheds, it was found necessary to place the cab in front, rather than at the rear. This arrangement gives them a hobnobbin appearance but enables engineers to see ahead of their train and saves them from the gases and fumes from the firebox. In railroad parlance, these locomotives are "wampusers."

In the Roseville shops, round-house and car department, every kind of a light and heavy repair is made. In addition to the other ramifications of the Roseville yards, thousands of head of live stock, shipped from and to California points, are rested, fed and watered at the stock pens located there. Roseville has been properly termed the focal point—the hub—of California and Oregon traffic. Its work and activities are co-ordinated with those of the Southern Pacific System. Its use to the system as a whole is vital. Its position, in case of separation of the roads, would be difficult to foresee, but it is evident that its present function would be greatly impaired, to the disadvantage of Pacific Coast shippers.

City Transfer
Hauling & Draying
Piano Moving a Specialty
Office in Spray Brick near S. P. Station. Telephone 99

JITNEY Bonded Carrier
Ralph Chestnut
Woodson Brothers Garage.
Phone 27. After the garage closes, phone residence, 118L

Grove Transfer
Furniture Moving
General Jobbing
F. W. Jacobs, Proprietor
Office telephone.....4
Residence telephone.....21-F3