

Cottage Grove Sentinel

A Weekly Newspaper With Plenty of Backbone

Bode & Smith, Publishers
Elbert Bode, Editor

A first-class publication entered at Cottage Grove as second-class matter

Business Office—55 North Sixth

SUBSCRIPTION RATES
One year—\$2.25 Three months 65c
Six months—1.15 Single copy—5c

Member of
National Editorial Association
Oregon State Editorial Association
Oregon Newspaper Conference
Lane County Publishers' Association

FRIDAY, JANUARY 19, 1923

ISN'T IT A FACT

That you have probably noticed that every time you pick up a paper nowadays that you see some picture of some football squad or a column write-up about those who will play on the team this year. Sure you have. But did you ever notice that you never see a write-up of the boy who is the best mathematician in his school or the champion speller in his class. Of course you haven't. Then you turn the paper over and read where sixteen high school girls gave a party and the dining room was decorated with the class colors and the lunch was served by the leading cafetier at \$2.00 per, and was the talk of the school for the next three months. You bet you have read about this. But one thing you have never read about is one of these girls making her mother a gingham dress or darned several pairs of stockings for her younger brother. Oh no, mother can do this. And then you turn your paper over again and see where some twenty-one year old boy has been sent to the penitentiary for fifteen years for stealing an automobile or holding up a bank and some twenty year old girl has just been granted a divorce from her second husband and will shortly wed the leading town sport of Hootville. Yes, you read this every day, and then you turn over your paper again and see where some noted philosopher says our school system is the best in the world. Then you lay down your paper and think to yourself of the school days of yesterday when they did not have football players and pink tea parties and wonder how it was that the old time school ever turned out such noted men and women as Susan B. Anthony, Ella Wheeler Wilcox, Daniel Webster, Abe Lincoln, Horace Greeley, and thousands of others who have gone down in history.—Mt. Vernon S. D. News.

WHEN WE PULL TOGETHER.

Maybe one of the reasons you don't get more needed improvements in Cottage Grove is that too many of us are quick to jump at the conclusion that it is going to benefit the other fellow more than it will him or that it will serve to enhance the value of property in which he is not directly interested. No matter what part of the town we may live in, we are benefitted by the improvement of any street or sidewalk in any other part of town. It may not mean actual dollars and cents benefit, but the chuck-hole filled here or a bad piece or paving repaired there makes a better town—and the better the town the more valuable our own property becomes. If a street light is needed in a distant part of town from that in which we live it is an improvement deserving of our support, whether we ever see it lighted or not. Maybe someone in that very part of town needs that particular light to enable him to get down town and transact business. And maybe the dollar he spends when he does get down town will be handed us in payment of a debt owed by the man he spent it with. There's no man living who can figure the value of town improvement because it benefits a wide circle, and value comes from so many sources that we are unable to trace them all. The sensible thing is to understand that every improvement makes for a better town, and that if we confined our own improvements to favored sections we would quickly have a citizenship so dissatisfied that the town would fall into a rut from which it would never climb. Put your shoulder to the wheel every time a public improvement is launched. You'll be helping yourself by helping the town. And when you need something in your own square you'll find your neighbor more willing to help you get it.

THE WRONG VIEW

Occasionally we hear someone in Cottage Grove say: "A fellow hasn't much of a chance to get ahead in this world unless he is in business for himself." And when we size that same fellow up we find that nine times out of ten he isn't trying half as hard to get in business as he is to get out of work. The trouble with the average young man of today is that he imagines the man who owns a business has a soft snap. He sees the business man or the street during business hours, and takes it for granted that he is depending solely on his employees to run the place and make money for him and furnish him an excuse to loaf. He never seems to realize that the business man doesn't work by the clock, and that many times when employees have rolled down their sleeves for the day and departed the owner of the establishment has to spend long, tiresome hours figuring out problems the employees never have to face.

Being in business for yourself means depriving yourself of many things you can enjoy if you are working for someone else, and someone else has to worry about where the money to meet the pay-roll is coming from. Being in business for yourself means carrying upon your shoulders responsibilities far greater than the salaried man knows anything about. There is a vast difference between drawing a pay envelope and making a pay envelope possible. Learn to save something from that pay envelope each week. Learn to do your work so the man you are working for will see that you are interested in the business. Learn to manage your own affairs successfully and you'll be far happier than if you were "in business for yourself."

THE PASSING OF THE PANCAKE.

We read where a pancake-eating contest was recently held in an Eastern town and a native consumed 73 so-called pancakes. And that news reminds us that we are living in a mighty sorry age. It is proof that the pancake of today, or at least the Eastern kind, are not the same brand of pancakes Cottage Grove folks used to know in days gone by. For no man living, no shipwrecked sailor or cinder-covered tramp, could have consumed 73 of those rich, thick, delicious pancakes of old any more than he could swim the Atlantic ocean. There never was a farm-hand hungry enough to get away with anything like that number. Plainly, the old-time pancake seems to have passed into memory. It has dwindled and shrunk and shriveled and contracted to the point where an ordinary man can eat 73 of them at one time and still live! Surely times are changing, and old friends, including the old-fashioned pancake, are rapidly passing away.

A GOOD TRADEMARK.

When you go into a store to buy supplies you don't say "I want a sack of flour," or "give me a cake of soap." You call out the name of the flour and the name of the soap, because you know those names stand for a certain type of flour and soap, goods with a reputation. Every merchant has a firm name or a name for his store, and he is proud of that name. Then why should not the farmer be proud enough of his farm and the products that come off of it to give that farm a name? With a name to live up to, a reputation to maintain, the farmer will take a new pride in his place and a new interest in his business. Select an appropriate name, such as "Happy Hollow," or "Maple Grove," or "Rock Spring," something along that line, and point it on the banner in nice letters so those who pass may see it and know thereby that you are progressive and believe in the product you have to sell. There's no reason why every farm around Cottage Grove shouldn't have an appropriate name. It's your trademark, and folks will very soon learn the value of it.



JANUARY



Genuine Reduced Prices on Our Regular Stocks for January Clearance—Here Are Real Savings to You

JANUARY CLEARANCE WOMEN'S ODD SIZE OXFORDS, \$1.95 Regular \$4.00 to \$5.50 oxfords and pumps in good styles—a new lot just on sale this week.	JANUARY CLEARANCE OF ODD SIZE WOMEN'S SHOES, \$2.45 Nice quality kid shoes are these in black and brown. There are not many but the styles are good.	JANUARY CLEARANCE WOOL COATING \$2.95 YD. 56 to 60 inches wide and pure wool. Good colors suitable for spring coats and outing skirts. Regular value \$3.75 to \$4.50 a yard. On sale at.....\$2.95	CLEARANCE SALE ONE LOT OF WOOL DRESS GOODS, \$1.49 YD. 42 to 48 inches wide and all wool. Good colors but not a complete range. Regular \$1.75 to \$2.25 a yard values.	JANUARY CLEARANCE OF REMNANTS AT HALF PRICE Odds and ends in silk, wool and cotton remnants of many weaves—yardage is plainly marked—just take one-half regular price.
JANUARY CLEARANCE ALL REMAINING COATS FOR WOMEN AND CHILDREN \$35 plush coats now.....\$19.50 \$15 plush coats now.....\$9.00 \$18 wool velour coat.....\$12.50 \$11.50 to \$12.50 misses' coats now.....\$6.95 \$4 children's coats.....\$2.95	JANUARY SALE FELT SLIPPERS FOR MEN, WOMEN AND CHILDREN Regular \$1.75 to \$1.95 values now pair.....\$1.39 Regular \$1.25 values 93c Lot children's slippers.....69c	JANUARY CLEARANCE ONE LOT OF WOMEN'S UNION SUITS, 89c Regular \$1.25 value; size range 34 to 44. These unions are splendid spring weight; short sleeves, low Dutch neck.	JANUARY CLEARANCE SATENE PETTICOATS \$1.19 EACH Colors green, white, black; material of fair quality satene. Former regular price \$1.75 to \$1.95.	CLEARANCE SALE WOMEN'S DRESS SKIRTS ONE-HALF PRICE Just one-half the regular marked price for quick and complete clearance. Some of the styles were new in the last season, all are good.

Here Good Savings for Men

- One lot men's \$3.50 to \$4.50 value felt hats on sale at.....\$2.95
- One lot men's \$12.50 to \$16.00 logger boots, odd sizes, on sale per pr.....\$9.50
- All men's silk or cotton dress shirts reduced in regular price.....20%
- Men's 50c heavy wool work socks on sale at a pair.....39c
- All men's winter underwear reduced in regular price.....25%
- All men's wool shirts reduced in regular price.....25%
- All overcoats and mackinaws reduced in regular price.....25%
- Men's outing flannel night gowns reduced in regular price.....20%
- All men's rubber boots every style, reduced in regular price.....20%

CLEARANCE

SALE NOW ON FOR BALANCE OF JANUARY
This sale is a sale for genuine clearance of winter merchandise with genuine reduced prices to you as an inducement to you to buy now.

Buy Canned Goods by the Dozen During January Sale Here

25c cans cream pumpkin, 12 cans.....	\$2.65
20c cans fancy tomatoes, 12 cans.....	\$2.25
25c cans fancy peas, 12 cans.....	\$2.65
35c cans fancy apricots, 12 cans.....	\$3.85
23c cans fancy corn, 12 cans.....	\$2.50
35c cans fancy peaches, 12 cans.....	\$3.85
40c cans sliced pineapple, 12 cans.....	\$4.65
15c cans tomatoes, 12 cans.....	\$1.65

SALES

JANUARY CLEARANCE OF ALL WINTER BEDDING AT 20 TO 25 PER CENT SAVING
including quilts, cotton and wool blankets, comforters, bed spreads.

WOOL AND COTTON BLANKETS	COMFORTERS AND QUILTS
Regular \$2.25 values now.....\$1.69	Regular \$2.75 values now.....\$2.07
Regular \$2.95 values now.....\$2.22	Regular \$3.75 values now.....\$2.80
Regular \$4.25 values now.....\$3.19	Regular \$5.00 values now.....\$3.75
Regular \$7.00 values now.....\$5.25	BED SPREADS
Regular \$8.50 values now.....\$6.38	Regular \$1.95 values now.....\$1.56
Regular \$10.50 values now.....\$7.88	Regular \$2.75 values now.....\$2.20
	Regular \$3.50 values now.....\$2.80
	Regular \$6.00 values now.....\$4.80

10% OFF regular prices on all men's and boys' shoes not otherwise on special sale.

Umphrey & Mackin
THE QUALITY STORE—GOOD SERVICE

10% OFF regular prices on all shoes for girls and women not otherwise at reduced prices.

KEM'S for DRUGS

THE REXALL STORE
Corner of Sixth and Main Streets

"EVERY DAY IN EVERY WAY WE ARE GETTING BETTER AND BETTER" PREPARED IN OUR NEW LOCATION TO CARE FOR YOUR NEEDS.

New stock is arriving daily to fill the gaps made during the holiday period and through inability to care for this during moving. Another week to ten days should find us back to normal.

Watch Us Grow

With your help we can build for you the kind of drug store you want Cottage Grove to boast and one you'll be proud to recommend.

YOURS FOR A BIGGER, BETTER, BUSIER BUSINESS

KEM'S for DRUGS

The Rexall Store

SUPPORT OF CANNERY IS CRITICIZED.

Cottage Grove, Ore., Jan. 16.—(To the Editor.)—I attended the recent annual meeting of the stockholders of the Cottage Grove cannery and was much disappointed at the poor attendance and the seeming lack of interest in those who did attend,

and I am going to offer a few suggestions and opinions which I hope will be helpful in the rebuilding of our cannery, but not in criticism of the past management.

When I first came to Cottage Grove eight years ago the Eugene cannery was very little, if any, larger than our plant is today. In the short time that I have lived in Oregon the Eugene cannery has grown from almost nothing to an institution of which Lane county and the state of Oregon may well feel proud. And I know of no good reason why our cannery can not do likewise, so that in eight or ten years it will be as large as the Eugene plant is today.

We have the soil and an abundance of water for irrigation. We can raise enough fruits and vegetables to keep a very large cannery running throughout the entire can-

ning season. And I am sure there is a market for every can that can be put up. I believe three-fourths of the people in the east have never tasted loganberries. Canned blackberries, also, are almost unknown in all of the eastern states that I visited last summer. And of all the people I talked with last summer in the three months I was east, I found only about half a dozen who had ever eaten canned prunes. A little advertising is all that is needed to market all the fruits and vegetables we can raise and pack.

I talked with the manager of what is claimed to be the largest store in the Northwest—the Ontario store, of Grand Forks, N. D., and he said his house sold only about two cases of blackberries a year in a city of over 15,000. I sold about 500 cases of blackberries in a small town of about 1200. That goes to show what a little advertising will do. I think the capacity of our cannery should be increased so that it will take care of every pound of fruits and vegetables that can be produced. Not a berry, bean, pear or prune should be allowed to go to waste, and people should be encouraged to plant more every year.

I think the management of the cannery should accept every conholder the coming season and ask for more. There was some talk at the annual meeting of trying to sell more stock to increase the capacity of the cannery, and I for one have no objection to buying a few more shares to help out in meeting the operating expenses, install new machinery or build a solid storage plant. I think these things are needed badly, but I also think the capacity of the cannery can be increased to take care of this year's crop without the cold storage plant. The capacity of the plant can be almost doubled by running day and night. It should run 24 hours every day during the pear rush. We should have at least three men fully capable of taking full charge of the plant at any time, day or night. As to the help problem it is my opinion that there is plenty of help available in Cottage Grove and vicinity to keep the cannery running day and night at any time if proper arrangements are made.

Cottage Grove has a beautiful camp ground and I believe workers for the cannery would be glad to come there and camp for a few weeks' work as they do at the hop yards. Or, autos or trucks can be run north, south, east or west to bring the help to the cannery and take them back. O. H. HEINE.