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- Shorthand,
- Typewriting,
- Business English,
- Spelling,
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Save two bits by paying cash. Bookkeeping charge of 25c on all accounts under \$1. The Sentinel, tf

Britishers Send Air Programs.
A seven-day program of trans-Atlantic broadcasting began Sunday night and eight radiophone stations in the British Isles are radiating special programs to the radio audience in this country. Following this, stations in the United States and England will alternate until Decem-

ber 1, when they will speak to each other in two-day communications at five-minute intervals.
Rubber stamps of every kind at The Sentinel live wire print shop. Anything in the printing or allied lines can be secured at or through your home live wire print shop.



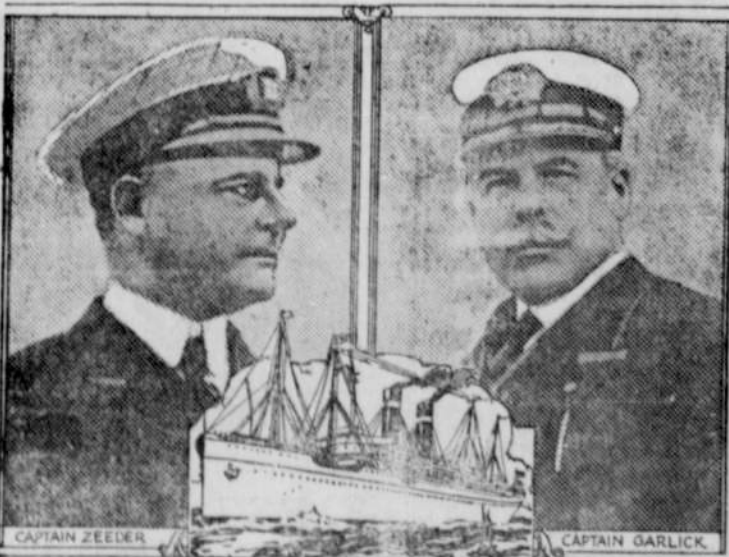
Here's Proof That Advertising Pays

Famous Wrigley Building in Chicago Being Doubled in Size

The part of the Wrigley Building erected two years ago has filled such a want that the north section, nearly double the floor area of the south section, is being added. This north section, nearly completed, occupies the entire block, immediately across North Water Street, fronting on Michigan Avenue and reaching to the height of the main part of the first structure, with a connecting bridge. The space in the new section is already nearly all taken by high-class firms in advance of the completion of the building.

Here is a concrete (as well as a steel and glass) proof of the saying that "advertising pays." In these magnificent buildings Mr. Wrigley has erected an impressive testimonial to this great truth. They loom large and beautiful. They typify the achievements of the man who built them. They stand as a monitor over the activity of the Nation's second city—inspiring—dominating—massive—bearing unanswerable testimony to the POWER OF ADVERTISING.

OLD PACIFIC CAPTAINS RETURN



San Francisco.—Among the many picturesque characters of the business world in the membership of the famous Bohemian Club of San Francisco, none is more thoroughly representative of the romance of seagoing than Captain Adrian Zeeder.

Years ago Captain Zeeder was putting the fear of authority into the hearts of harshly aboard square riggers plying along this coast, or to the Orient. Today he is known in the Atlantic as well as in the Pacific as one of the most successful steamship masters under the American flag. But his first honors as a steamship master, as well as a sailing ship commander, were won in the Pacific, where he served for more than 20 years. He is known in all of the ports from San Francisco to Singapore.

To people who like the sea, and the romance that lurks in the pages of sea stories, Zeeder should stand out as a commanding figure. He holds a commission as Commander, U. S. Naval Reserve, for services rendered in transporting military supplies and troops through the submarine zone in the world war.

It is told of him that while commanding the *Siberia* he won the admiration of the shipping world and the title among his associates, of "King" Zeeder, by bringing

his ship into Hong Kong through a typhoon that sank many stout steamers. For this he was rewarded with a handsome gift of silver from his passengers.

Zeeder will come back to the Pacific in December, in the same ship in which he left it in 1915, the *Manchuria*, which now heads a fleet of three ocean liners that are to develop passenger traffic between the Pacific Coast states and New York under the flag of the Panama Pacific Line. Another of the Panama Pacific ships, the *Finland*, will also be commanded by a veteran Pacific Ocean shipmaster, Captain Thomas W. Garlick, who was born in the old whaling port of New Bedford, and first came to the Pacific nearly 24 years ago.

Thenceforth for 19 years Garlick was a Pacific coast captain, much of the time in the Orient trade. In 1909 he was given command of the steamship *Minnesota*, the largest under the American flag. In her he went east in 1917, serving as her commander throughout the war, when she carried huge cargoes of military supplies to Europe on repeated voyages.

The third captain of the Panama Pacific fleet, Captain William J. Munro, of the *Kronland*, is a newcomer to the Pacific ocean, but nearly a Westerner, as he was born in Minnesota.

POPULAR ECONOMICS SERIES

By Bank of the Manhattan Company, New York City

"The Greatest Family in the World"



Illustration by Raymond Perry

ARTICLE EIGHT WORKING AGAINST OURSELVES

Life insurance companies are chartered by the states in which they originate. When they do business in other states they must have legal permission. Beyond this primary relationship, which is common to all organizations of citizens for special purposes, the State exercises two functions in its relations with life insurance companies: it supervises and it taxes.

No fault can be found with the soundness of the principal of State supervision. In this country government is supposed to exist for the purpose of protecting the citizen in his rights, which are life, liberty, and the pursuit of happiness. In order to make this protection effective, the State exercises supervision over institutions which vitally affect the well-being of the people—such as banks and insurance companies.

The Federal government does not supervise life insurance companies except in the District of Columbia, because Life Insurance is not "commerce." But this lack on the part of the Government at Washington is more than made up by the activities of the forty-eight State governments. Over a period of nine years, Congress and the various States of the Union held 268 regular sessions and more than seventy-five special sessions. In these sessions over ten thousand bills were introduced affecting life insurance companies and requiring careful scrutiny by these companies.

Fifteen Thousand Words a Day
If these ten thousand bills were strung together one after the other, each day of all the 243 legislative sessions, they would average fifteen thousand words a day!

A student of these various bills has found that they range in purpose and intent from control of what agents should be allowed to canvass prospects, to direction in detail as to how books should be kept and accounts be rendered at the home office. In some cases they undertook to specify the form of contracts which might be made with policy-holders. In this flood of fifteen thousand words a day were proposals to increase by enormous amounts the half dozen distinct varieties of taxation already in use, and under which policy-holders in these same nine years have contributed to the support of the State governments over a hundred million dollars. These ten thousand bills included at least seventy distinct kinds of regulations, with several hundred new experiments in State legislation.

This amazing activity in Life Insurance legislation originates for the most part in the notion that a life insurance company is a rich corporation without a soul and that anyone, therefore, in or out of the legislature who shies a brick at it is a public benefactor. A fact which seems to have escaped the attention

(Next Article of Series is "Finishing the Thrifty")

LANE COUNTY GETS \$46,314 FROM AUTO LICENSE FEES

Of the receipts from motor vehicle licenses and fees between September 15, 1922, and September 15, 1923, \$967,492.19 was distributed to the counties of the state. Lane county's share was \$46,314.46. Up to October 31 there had been licensed in Lane county during the year 29 motor vehicle dealers, 588 chauffeurs, 13,459 motor vehicle operators, 239 motorcycles, 7665 passenger cars, 39 buses and stages, 230 commercial cars of less than one ton capacity, 494 trucks of from one to five tons capacity and 47 trailers of from one to five tons capacity, as a total of 8173 licensed passengers and commercial vehicles. During 1922 a total of 6920 passenger and commercial vehicles were licensed.

Winters Wallace Finds Old Friend

C. W. Wallace, writing from Silverdale, Wash., to renew his subscription, recounts a coincidence that may interest Cottage Grove people. He writes: "A few days ago a man came to my place to buy some apples and during our conversation he mentioned Oregon, which led to our learning that we knew each other some 25 years ago in Cottage Grove. He was M. E. Castle, who was a boy at that time and lived with his father at Saginaw at the time that T. C. Wheeler was in the office of the Booth-Kelly company. Mr. Castle and family live near Charleston, Wash., and his father, who is now an old man, is living with him. Mrs. Castle died about three years ago. Mr. Bennett, who also lived at Saginaw, lives near them."

FARMERS ARE GREETED

LANE COUNTY BANKERS ARE HOSTS AT BANQUET

Oleomargarine Problem Is Subject of Demonstration Showing Ill Effects of Use of Substitute

Members of the Lane County Bankers' association were hosts last evening at a banquet and meeting held at the Osburn hotel at which time a group of representative farmers of the county were guests.

A special program of interest to the agriculturists of the county was presented including addresses by officers of the state association who have been active in promoting the cooperation of the bankers with the farmers.

As a demonstration of the ill effects that are alleged to be the result of the use of oleomargarine, officials of the Oregon Agricultural college displayed a cage of white rats, a number of which were fed on the oleo and others that were fed on pure butter. The physical condition of the rats plainly shown was pointed out as one reason for the effort that is being made to restrict the manufacture of the butter substitute in Oregon.—News item from Eugene Register.

One of the reasons why we say "There Are No Substitutes for Dairy Foods."

COTTAGE GROVE CREAMERY

Every patron of The Sentinel is helping to give Cottage Grove a newspaper which eminent authority has stated to be one of the best country newspapers published anywhere

Best Quality Seed and Prices Right

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The Sentinel

During the Month of November

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This is a real extra-special offer that all those who intend to remain regular subscribers should be interested in. This is at the rate of \$1.50 the year, the old pre-war price.

159-J

—that is the number to call when you have a news item. If you know an item and it doesn't get printed, the fault is yours for not taking a moment to phone it in.

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Our phone is for your convenience; don't hesitate to use it.

THE SENTINEL