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The Cottage Grove Sentinel

TWICE-A-WEEK

Your Subscription Helps Keep a Live Newspaper in Your Home Community.

VOLUME XXXV

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HOME TOWN ADVERTISING TURNS VISION TO REALITY

United States Rubber Co. Proves the Efficacy of Publicity in Country Newspapers.

In 1915 there were 2,445,066 automobiles in this country. It seemed a tremendous number. Some people were already talking about "the saturation point" being not far ahead.

But if there were some men who couldn't see the woods for the trees, there were others whose faith never faltered.

It took a lot of vision for them to see that the true market for the automobile had hardly been touched.

It took a lot of courage for them to bank on the ultimate success of the automobile in that market.

They had both. Back in 1915, the United States Rubber company said, "The real future of the automobile is not in the big cities but away from them."

It is not in short runs on city streets but in mile after mile on country roads."

So back in 1915 the United States Rubber company began to prepare for this movement—and to help it.

In 1915—ten years ago—the first U. S. tire advertising began to appear in the "home town" papers.

Few people saw these papers in their true dimension.

Few realized the influence they had on what the people thought and did and were and bought. Because few people realized the place they filled in the minds and lives of their readers.

The United States Rubber company saw.

As clearly as it saw that the development of the automobile would be in the smaller communities, it saw that the people in these communities would have to have tires to measure up to the service and tire merchants to sell them.

And it saw that in the "home town" newspapers it had, ready to hand, the medium to help it put tire merchandising where it would have to be in the new era of the automobile.

So ten years ago people began to read the first U. S. tire advertising in their "home town" paper—over the name of their "home town" dealer.

They have been reading it ever since.

They have seen these home dealers develop their little "side line of tires" into real business—always with the support of "U. S." advertising in these local papers.

Today there are 16,000,000 automobiles in this country.

Eighty per cent of them are owned by men and women on the farms and in the smaller communities.

Where there was one U. S. tire dealer in the small towns then there are hundreds today—real merchants.

What was only a vision in 1915 has become a reality in 1925.

Advertising in the "home town" newspapers is largely responsible.

Jennings Show Coming Saturday.

The Jennings tent show that has played Cottage Grove for several years will be here Saturday to start a nine-day run. The company will return this year with a larger and better show, including a six-piece orchestra.

Every play will be new, nothing repeated. The opening play Saturday night will be a rural comedy-drama, "Saints and Sinners," with vaudeville specialties between acts.

The tent will be located at the end of north Ninth street, where plenty of parking space will be provided. The doors will be open at 7:20 and shows will start at 8. Admission will be 35 cents for adults and 15 cents for children. No reserved seats.

Every lady attending show Saturday night will be given a ticket that will admit her free on Sunday night.

N. J. Nelson Sprains Ankle.

N. J. Nelson Jr. is suffering with a sprained ankle which he sustained in a Fourth of July ball game at Triangle lake in which he and other picnickers from here were participating. Nelson had made a safe hit but in sliding for the initial platter he caught the foot in such a way as to throw the bones out of joint. S. L. Godard, who was guarding the sack, grabbed the foot and jerked the bones into place, but Nelson was not permitted to try to bring in a score for his team. The injury has not interfered with Nelson's ability to sell automobiles. He did not strain the part of his anatomy upon which he depends in making sales.

W. B. Stennett, A. T. Beidler and Mrs. Velma Harrel have been called as circuit court jurors for the present term of court.

WATER MAINS GO OUT

Two Breaks in One Day Keeps Commissioner Pitcher Busy.

A break in the water main at the Main and Eighth street corner resulted in a shortage of water early yesterday morning and an order was at once issued by Water Commissioner Pitcher that no irrigation be permitted that morning.

The break in the main was discovered by Postmaster Smith and Ralph Brown, postoffice employe. The water was surging up from below and flooding the street and endeavoring to lift the street paving in one large sheet. The weight of the two men upon the paving did not stop it from being heaved up and down by the water.

Water Commissioner Pitcher was aroused and he commanded Postmaster Smith and his car to rush him back and forth while he got the water pressure shut off and the icing machines of the city shut down until he could cut out the portion of the mains in which the leak had developed, after which the water supply was again turned on. A crew was at once put to work repairing the damage and by noon the water system was performing as usual, but at shortly after 2 o'clock another break was reported in the main on Washington avenue near the Mills chapel and the repair of this was not completed until late in the afternoon. Plans have been made to replace the Washington avenue main for its entire length and the Eighth street main probably will be replaced while the paving plant is here to repair the street afterward.

SILK CREEK.

(Special to The Sentinel.)

July 7.—Those who spent the Fourth of July at the Conklin home were their daughter Lela, Mrs. Davis and daughter Mildred, of Sutherlin, and Marion and Jeanette Simmons, of Eugene.

Mr. and Mrs. Paul Barnett and children, of Washington, and Mrs. I. N. Dresser, of Lynx Hollow, were guests at the D. A. Estes home over the week end.

Mrs. John Overholser spent Monday with her sister, Mrs. McReynolds, of Divide.

Russell Brown was a visitor Sunday at the D. A. Estes home.

Oscar Wheeler returned from Portland Monday. He reported that his wife is recovering from her recent operation.

The William Cox family were guests at the D. A. Estes home Monday.

The William Emery family, tourists from Colorado, en route to Seattle, stopped over the week end at the James Rigby home.

The Melvin McKibbin family have returned to their home on Silk creek.

The John Conklin family visited Sunday at the home of Mr. Conklin's brother on Silk creek.

HEBRON.

July 7.—Everybody is making hay.

Walter Jenson and father are putting up George Kehelbeck's hay while he is gone and H. D. Allbridge is helping Leonard Gilerist with his hay.

The E. J. Edwards family returned Saturday from a week's touring spent at Medford attending a Smith-Hughes conference.

The Kelly, A. L. Gilham and O. A. Clarke families motored to Waldport Friday, returning Monday.

H. D. Allbridge and Leonard Gilerist motored down the Smith river fishing Friday, returning Saturday.

Mrs. Mary Haley, of Klamath Falls, is visiting her many friends in Hebron this week.

Little Abbie Jane White, of Eugene, is visiting this week with her grandparents, Mr. and Mrs. N. W. White.

Harvey Shipp and Lester Gilerist left Friday for Portland to attend the International Christian Endeavor convention.

CONDITIONS IN MINING CAMP LIKE FORMER DAYS

Delay in Assessment Work on Champion Group Makes Legal Battle Seem Likely.

Conditions in the Bohemia mining district this season remind one somewhat of conditions in mining camps a quarter of a century or more ago when brave and brawny men contended for the choicest claims.

For several years the federal government has exempted claim owners from assessment work but such work had to be resumed upon July 1 of this year. A number of miners of the district who were familiar with the several properties in the Champion group, anticipating that the owners, Dixon & Zimmerman, might not attend to starting assessment work, prepared to locate the claims upon their own account and to start assessment work. Upon the night of the last day for starting assessment work, Herbert Leigh, of Eugene, claiming to have purchased the properties, arrived at the camp. He was not to be frustrated by the fact that his arrival was too late to actually get into any of the tunnels to wield a pick and shovel. He borrowed implements upon his way to the camp and did enough road work on the property to satisfy himself that he had complied with the law. His ownership, however, is disputed by Fred Bartels, Bert Cline, "Smithy" and others whom he found already working groups of claims of the Champion group. A legal battle for possession is anticipated. Meanwhile all concerned are sitting tight.

THORNTON CORNERS.

(Special to The Sentinel.)

July 7.—Mr. and Mrs. Roy R. Knox, Mr. and Mrs. H. Schwartzholtz, of Portland, and Miss Jessica Brown, of New York city, were week-end guests of Mr. Knox's sister, Mrs. A. T. Beidler.

Mr. and Mrs. Harry Orr and son, enroute to Enfield, Ill., from spending a year in California, visited Monday with their cousins, Mr. and Mrs. George Miller. They were accompanied by Mr. and Mrs. Elmer Clingenpeol, of Roseburg.

Mrs. James Maust, who had been at the home of her parents, Mr. and Mrs. S. P. Shortridge, while convalescing from an operation, returned Sunday to her home in Eugene.

Mr. and Mrs. J. W. Fisher spent Saturday at the home of Mrs. Fisher's parents, Mr. and Mrs. W. D. Heath, at Mount View.

Mr. and Mrs. Pearl Plaster and sons, Mrs. James Plaster, Arvilla Plaster, Mr. and Mrs. S. J. Shortridge, Mrs. Olive Berrey and children and Mrs. James Maust spent the Fourth at London.

Miss Susie Newhall and Mr. Bailey, of Creswell, visited one evening last week with Mrs. A. T. Beidler. Miss Newhall and Mrs. Beidler were neighbors in Montana.

Clifford Shortridge spent the Fourth at Newport.

Mrs. George Foster is substituting as central in the telephone office during the vacation season.

Mr. and Mrs. Mike Quaglia, of Marcola, have been here to their place, formerly the B. F. Binard place, and also visited at the home of Mr. Quaglia's brother, D. Quaglia.

Mr. and Mrs. H. C. Rose and daughters Elsie, Evelyn and Hazel, spent the Fourth at Newport.

Mr. and Mrs. C. A. Dodge and Miss Kathleen Smith spent the Fourth at London.

Mr. and Mrs. L. A. Whitcomb, of Portland, and Miss Marion Lowry, of Eugene, stopped briefly at the J. W. Fisher home Sunday afternoon on their way home.

The vital statistics for June as reported by the city health officer were as follows: One death, a male; 13 births, 6 males and 7 females.

MAP CONTRACT AROUSES ALDERMANIC IRE

Remonstrance on Monroe Avenue Comes Too Late.

The Monday night session of the city council became slightly torrid during consideration of the proposed contract with W. L. Townsend for a map of the city. An agreement with Mr. Townsend was made a year ago, but new councilmen did not feel bound by that agreement and mistakes made by Mr. Townsend while acting in the capacity of city engineer were brought up during the consideration of the contract. The fear was expressed that work on the map might be equally faulty. Action was postponed for a week.

A remonstrance against the paving of Monroe avenue was presented, but on account of its not having been filed within the legal time and on account of its being insufficient to stop the improvement had it been filed within the legal time, no action was taken and the improvement of the street will go forward. This will give a second paved thoroughfare between the central and eastern portions of the city and is probably the most important piece of street work ordered for this year.

Sharon's Hold Ten-Day Reunion.

Saginaw, July 8.—(Special.)—The C. H. Sharon family are holding a family reunion, this being the first time that all have been together for 17 years. They expect to remain together for 10 days.

Those present are Frank Sharon, Hugh Sharon and family and James Sharon, all of California; Mrs. A. H. Johns and family, Mrs. Jennie Miller and family, Mr. and Mrs. Clayton Conrad, William Sharon and C. A. Sharon and family, all of Eastside, Ore., and Mrs. George Neat and family, of Coburg. Twenty-seven were present for Sunday dinner.

C. C. Meeting Days Changed.

The board of directors of the commercial club have recommended that the club have but one regular meeting night a month, that to be on a Tuesday and that there be a Tuesday luncheon each week. It is probable that these recommendations will be adopted at the regular meeting of the club to be held tonight.

It is also probable that the name will be changed to chamber of commerce.

Engraved work, The Sentinel x

CROSS-WORD PUZZLE No. 51

Grid for crossword puzzle No. 51 with numbers 1-42 indicating starting points for words.

- Horizontal: 1-Obstruction, 4-Mischivous child, 6-Kind of soil, 9-Another time, 10-Love, 11-Kind of carriage, 12-Terminal, 14-Prohibit, 15-Sky-blue, 17-Kind of plant, 18-Softens, 22-Printing measure, 23-Father, 24-Deny, 28-Real, 30-Jolly, 32-Play on words, 34-Beam of light, 35-Sweet potato, 37-Images, 39-Fishy, 40-Number below eleven, 41-Consumes, 42-Fix. Vertical: 1-Sack, 2-Lively, 3-Torn cloth, 4-Girl's name, 5-Christian priest, 6-Piece of work, 7-Angry, 8-Boy's name, 13-Perforated block with an internal screw thread, 15-Year (Latin), 16-Without contents, 17-Kind of tree, 18-Arbitrator (abbr.), 20-Equal, 21-Fish eggs, 25-Piece for practice for some special kind of technique, 26-Elegantly concise, 27-Age, 28-Any official decree, 31-Indian peasant, 32-Hole in ground, 33-Negative prefix, 35-Positive answer, 36-Came face to face with.

Solution will appear in next issue.

SAME LAD IS HIT TWICE

Frank Richardson Is Again Injured in Auto Accident.

Frank Richardson, of Latham, son of Mr. and Mrs. H. L. Richardson, who had recovered from injuries sustained several weeks ago when he was struck by an automobile, was on Monday again struck by an automobile and was rendered unconscious. He was hurried to a physician and it was found that the lad had sustained no serious injuries and will fully recover within a few days.

Both accidents happened at almost the same point on the highway, near the lad's home. In the accident Monday the lad had turned to the left of the road to enter the roadway to his home. The car which struck him was driven by H. J. Hogan, of San Jose, who was on his way to Beaverton, Oregon.

When Hogan saw the lad start to turn he swerved to miss the bicycle and his car went into the ditch. None of the occupants were injured, however.

No Erwigs Found Here.

Although Eugene is reported as overrun with carwigs, the little pest that raises havoc with trees, Fruit Inspector Stewart says that none have been reported here. That they have overrun Eugene is, he believes, due to the fact that nothing has been done there to exterminate them. They can only be routed in the early spring. Later they go to the tops of the trees and efforts to exterminate them are futile.

It is the opinion of Mr. Stewart that the carwigs are carried by tourists.

Rubber stamps, The Sentinel x

City Council

The following bills were audited and allowed at the regular session of the council held Monday night: Knowles & Graber, supplies \$ 185.94

Sentinel, printing bonds and advertising water bonds 86.50

Sentinel, printing and publishing 20.30

Sentinel, printing and publishing, streets 30.10

City Transfer, hauling 42.04

G. B. Pitcher, salary and expense 167.00

Homer Galloway, salary 143.76

P. H. Jones, labor on water line 107.10

P. H. Jones, labor on streets 15.00

J. O. Fuson, engineer's helper 1.50

Frank Caldwell, engineer's helper 33.00

L. W. Coiner, salary 138.15

Overholser Lumber company, sidewalk lumber 78.86

C. G. Mfg. company, street markers 9.45

Smith & Short, oil 1.90

J. C. Compton, extra street work 141.28

J. C. Compton, street contract 3,466.40

Schofield Stewart, supplies 10.99

Wadsworth Oregon company, water supplies 28.98

Miller's Machine Shop 10.80

National Meter company, meter supplies 5.11

Grover Newbury, labor on ditches 21.50

W. B. Osmon, labor on ditches 136.75

Roy Jones, labor on water line 4.60

A. L. Van Blaricom, meals for prisoners 31.30

J. F. McFarland, salary 162.80

Charles Newland, salary 53.34

Mountain States Power Co. Koke-Tiffany company, filing cabinets 99.75

Pae. Tel. & Tel. Co., tolls 7.85

S. G. Adams Co., plates and house numbers 37.56

C. E. Frost, salary 10.00

H. W. Lombard, salary 20.00

Euroka Fire Hose Co. 281.75

Godard & Randall, sewer pipe 293.76

WHAT'S THE USE



Jealous?

