

# The Cottage Grove Sentinel

Established 1880.  
Published Every Thursday

Published by Cottage Grove Publishing Company.

Editor: Albert Bede  
A first-class publication entered at Cottage Grove as second-class matter.  
Business Office: 25 North Sixth

SUBSCRIPTION RATES  
(Cash in advance)  
One year \$2.25 Six months \$1.25 Three months \$0.75 One month \$0.30

Member of: National Editorial Association—Oregon State Editorial Association—Oregon Newspaper Conference



Pacific Coast Representatives A. W. Stypes, Inc.  
Portland, Security Bldg., San Francisco, Sharon Bldg., Los Angeles, 911 West-ern Pacific Bldg., New Brydon-Jack in charge.

## CHANCE TO BOOST

The record of a newspaper and the service it renders the community in which it is published is its own best advertisement. If it cannot stand on its record and gain support, favorable consideration of the community thereby, no amount of self-laudation will do it any good.

Just now a motive arises for calling attention to the newspaper and the place it is endeavoring to fill in the life and affairs of the community. It concerns as well the betterment of the town and of the surrounding district, because the stronger the paper becomes the greater will be its ability to aid in the development of the community in which it is published.

If you are proud of your home town you want to see it grow. You want to see it develop more and more into a city. You want to see it recognized all over the country as a progressive town. You realize that the more civic improvements we have the better our town will be. You are deeply interested in its welfare. You have given and will continue to give public improvements your earnest and hearty support.

This paper is going to work for the real, practical betterment of this town. Every worthy improvement will have its approval and constant help. This paper stands for a bigger and better community, for good roads and good schools, and many other better public necessities. The paper thinks it deserves your support, so we ask you to take it and read it. Enter into any campaign it may undertake for the public welfare.

This paper wants your backing both morally and materially. If you are proud of your home town don't you think you should support this paper?

Now it asks you to help by giving your renewal or new subscription to your favorite contestant, who is trying to win one of the beautiful prizes offered in the big subscription contest. You can also help by telling her where she might get a new subscription. It will be a gracious act and will be greatly appreciated by the editor.

## BUSINESS COMPETITION

If asked how trade was last year many business men would say that never before had they seen such sharp competition. Which might remind us of the folks who are always wishing for the good old times, but they would never go back to them if they had the chance.

Business competition is created by sharp human wits and restless American energy. Our people will get up early in the morning, they will think hard and run fast, if they see a dollar getting away from them.

It has always been so since our forefathers traded beads for the Indians' furs. The trader who had the shiniest beads got the thickest furs. The rest probably growled about the hard times. What they needed was to find some prettier beads to dangle before the noble red man's eyes.

So today, if a business man finds competition a little too fast, he would do well to try out some of the following ideas:

1—More systematic working methods. Lost motion ruins many concerns. When you walk across the floor twice when once would be enough, you drop a profit. You have to locate the leaks before you can repair a water pipe or a business.

2—More enthusiastic work. The bright-faced salesperson who greets the world with a hearty smile and enjoys solving people's personal problems, makes a double volume of sales.

3—More modern methods. The touch of 1930 is needed in your goods and ideas. The business world moves fast. We have to hustle to keep up with it.

4—More advertising. If you are making or selling goods for a fair price, there should be a profit, provided the people know about the goods. If they don't know about them, they can't be expected to buy them.

By such methods people meet modern competition and in such ways unprofitable concerns become gold mines.

### BUSINESS MAN IS CHIEF SUFFERER

By C. L. Perkins

At a recent meeting of the American Advertiser Association, it was mentioned that, not the country publisher but the business man is the chief sufferer from the fact that our merchants and manufacturers have not utilized the country newspapers advertising columns as they should and can be utilized. Remember these facts: He who reads the little cross-road newspaper or the larger newspaper of the fair-sized town, is a man who buys everything. He lives in a house and on land that he owns. He is interested in everything that the business men are doing. Through good advertising you can sell him everything from the paint on the roof of his house to the cement in the floor of his cellar. Everything between the roof and the cellar everything in the barn, and every tool in the field he buys and you may sell him. He is not like the dweller in the big city flat. The man who reads the country newspaper buys everything. He buys pumps, lamps, stoves, automobiles, dresses, clothing, books, paints, farm implements, furniture, carpets, oils. You business men represent a dozen manufacturing enterprises if not more; then isn't it true that a man here who has everything to sell can sell it to the reader of a country newspaper? And every man here could profitable advertise in a country newspaper in proportion to its circulation than in any other publication on earth. You cannot help to emphasize the value of the country newspaper as an advertising medium for it has that value.

You must bring in all stub books at the close of the campaign. All votes must be in the ballot box by 8 p. m. Saturday the closing night.

Springfield News: The state of Oregon would be substantially better off if everybody quit using substitutes for butter and wood. If we do not patronize our own dairy and lumber industries, then who will? Nine out of ten substitutes for these basic products have no economic justification for their use. People are being deceived into thinking they are getting some-

### ADVERTISING AN EDUCATION

By C. L. Perkins

Advertising is an educator. The right kind will instruct and keep people in touch with new things in merchandise. You can educate the public with your information. Full advertisements will keep them in touch with your goods and the price. Be honest in your advertising. Do not misrepresent or make absurd claims but have the goods in stock that you have talked about right up to the mark. Here is the way to learn to write pulling advertisements—choose some article you wish to push. Set down what you are talking to a prospective buyer, to a good customer. Go over what you have written, cutting the unnecessary words until you have reduced the articles to a night letter telegram, give it a catchy heading and add the price. Your arguments in the conversational style will hold the attention, and the price will be the clincher if you have really said something. Now you have an advertisement and not a space filler. It is well to give your business, your store, or yourself some distinctive name that will become a sort of a trade mark. For example—"The Careful Druggist," "The Sanitary Baker," "The Style Shop," "The Style Clothing Store," "The Pains-taking Shoe Fitters." When you have selected a name, use it in your advertisements and live up to it. People will begin to watch your advertisements when the find there is some information in them. You create confidence if the people always find goods just as you priced and described them. Clerks may often be rude, but your advertisements will never be impolite without your knowing it. Suggestion is a factor in personal salesmanship and is likewise a great big factor in advertising.

Believe It or Not Ripley tells us that "each kiss robs 180 seconds of existence, 480 kisses wipe out one full day of life." Well, we don't believe it, for Cottage Grove flappers haven't aged a day during the past year. And not one of them would hesitate to sacrifice a day in the manner outlined.

## A NON-POLITICAL CONFERENCE

One of the best features of the state editorial conference held here each winter is that it has always been kept strictly non-political. Over 12 years this has not been easy. Politicians have always flocked to the meetings because of the unusual opportunity to meet the people of the press. But discussions of issues, candidates, situations, strategies, have always been restricted to personal and private gatherings.

Though a group of newspaper men attending the conference was undertaking to discuss the possibility of meeting in Eugene, the incident is of small consequence, but we believe it would be desirable for the policy of the Oregon State Editorial Association to be made explicit.

In itself the incident is of small consequence, but we believe it would be desirable for the policy of the Oregon State Editorial Association to be made explicit.

No attempt was ever made at any time to put the conference on record for Hal Hoss for secretary of state.

A meeting of newspaper friends of Hoss was held during the time of the conference two years ago, but the name of Hoss for secretary of state was not mentioned at the sessions of the conference.

There was at no time any intention to have it mentioned in either sessions of the conference, the meeting of his friends was held far from the building where the conference sessions were held and newspapers of Eugene were requested not to refer to the meeting in any way that might connect it with the sessions of the conference.

This was a convenient time for the newspaper friends of Hal to get together, nothing more.

The editor of the Guard did express his doubt as to the wisdom of the meeting and his fear that the meeting might be construed as an attempt to have the conference endorse Mr. Hoss. But that had been taken care of before as well as it could be, and the meeting was held.

It was a successful affair and the conference was at no time connected with it.

Then followed a campaign that will be remembered for many years, for Mr. Hoss, although unknown to politics, with the support of newspaper organizations, but with the support of the larger proportion of the members of newspaper organizations, defeated two of the state's ablest public men.

## UNIVERSITY AND THE EDITORS

Erudite Claudius Eclair Ingalls, he of the recondite pen, either seriously or playfully charges the University of Oregon with having established, fostered and maintained the Oregon Newspaper conference as a buffer between the university and its enemies.

The Eugene Register gracefully but emphatically denies such a charge and says that the hospitality offered by the university and by uptown Eugene is cordial and genuine.

Claudius Eclair, erudite, recondite, etc., etc., comes from the home of the state college, and there is never an opportunity missed by him to defend his institution and promote its welfare.

Therefore we call the attention of the conscientious connoisseur of goodish limbs to the fact that our editors have been at various times entertained at his college, and never once when this writer was an over-night guest in Snell hall, or some other place on the campus, did he imagine that there was an ulterior motive in the hospitality.

But if there was a motive in that hospitality, if there has been a motive in the hospitality offered by the university, it has been an unworthy one. The editors have never been asked to do anything for either institution, but it may be that through the hospitality shown them they have come to a better understanding of the problems of the state's institutions of higher learning and have been, because of that, able to be of help to both institutions.

Of this much we are certain, whatever good has resulted to the university because of entertainment of the editors, has resulted equally to the state college. Whatever good has come to anyone who comes to education generally. The editors have come to a better understanding of the needs of higher education, of the problems of the two great institutions of learning of the state, and surely Editor Claudius should not object if money spent by Eugene has benefited his institution.

And it is equally true that any good opinion of higher education fostered by entertainment of the editors at Corvallis has benefited the university as much as it has the college.

To all intents and purposes the seed of one is the need of the other.

## KAY'S RENUNCIATION.

Despite the fact that it is supporting another candidate, The Sentinel takes no pleasure out of the decision of Tom Kay that he will not be a candidate for governor, other than the pleasure that comes from feeling that Mr. Kay has done the wise thing so far as his personal welfare is concerned.

He has staged a remarkable comeback physically, but a strenuous campaign might endanger his life and, if successful both in the primaries and the general election, he would have undoubtedly greatly impaired his health.

## Indian Workers Let Tools in Salt Mines

Three great caves in a mountain of salt in Nevada have yielded relics of Indian miners who worked there as early as 1000 B. C. The great natural salt mass stands near the town of St. Thomas, Nevada, in a desert where rain falls so seldom that it has remained for ages without dissolving, which would have been its fate in a moister region.

Underground waters, however, have hollowed the caverns in its interior, and in these were found stone hammers with wooden handles, sandals of yucca fiber, carrying nets, and even corn cobs, all perfectly preserved through the drying and antiseptic action of the salt.

Most of the relics date since the beginning of the Christian era, but a carved club was found of a type used by the basket-makers, the forefathers of the present Pueblo, who inhabited the Southwest about 1000 B. C. The salt of the mountain is now being mined from the surface by a commercial firm, but the Indians chose the difficult and dangerous work underground, when salt is easily obtainable outside, is difficult to imagine. It is conjectured that several tribes had "caverns" in the mountain and that the later comers, finding the surface workings all pre-empted, had no choice but to enter the dark caverns to seek their salt supplies.

## How He Uses Them!

Some one has asserted that the average man uses 12,000 words a year. And some of those he slurs at in his motor car and the roads are simply terrible.—Des Moines Tribune Capital.

## Or Two Coconuts

"That's the story in a nutshell," said Councilman Blithers after talking for better than two hours in the town hall the other night. Maybe he meant a coconut shell.—Farm and Fireside.

## Proper Honor Paid by Shah to Fellow Poet

In his "Memories of Eighty Years," Chauncey M. Depew tells the following: Browning, the poet, was present at a great dinner given for the sake of Persia at Stafford house, the house of the duk. of Sutherland, and the finest palace in London. Every guest was asked, in order to impress the shah, to come in all the decorations to which they were entitled. The result was that the peers came in their robes, which they otherwise would not have thought of wearing on such an occasion. Browning said he had received a degree at Oxford and that entitled him to a scarlet coat. He was so outraged that he sat at the foot of the table. The shah said to his host:

"Who is that distinguished gentleman in the scarlet cloak at the other end of the table?" The host answered: "This is one of our greatest poets." "That is no place for a poet," remarked the shah; "bring him up here and let him sit next to me." So at the royal command the poet took the seat of honor. The shah said to Browning: "I am mighty glad to have you near me, for I am a poet myself."

## World's Oldest Tune

The tune to which the popular ditty, "For he's a jolly good fellow," is said to be the oldest tune known to man. Its origin, says the London Daily Chronicle, is lost in antiquity. Research has brought to light that it was well known to the ancient Egyptians, and that they probably got it from Babylonia, beyond the trail is lost. Visitors to Lapland have heard the melody there; it is known to the native tribes of South America, and it is frequent-ly heard by the aborigines of Australia, as well as by the Maoris and Arabs. It came to England when the Crusaders returned from the Holy land, and it was used by these old-time warriors as a sort of war song, when they were besieging Jerusalem.

## Honesty

Absolute, unswerving honesty carries the greatest power in the universe to bring results in business or out, and in all things. The dishonest mind may gain money through deceit and trickery, but trickery and deceit ultimately bring disease and death to the body. There is a material honesty which prompts us to do what is right by our fellows; there is a higher and spiritual honesty which concerns our dealings with ourselves, and this reaches much further than that which refuses to steal and pays its bills regularly. It implies an earnest desire to know the right way to live.—Prentice Milford.

## Gloves' Early History

The monks under Charlemagne (742-814) were granted the unrestricted right to hunt in return for making gloves, girdles and book covers from the skins of the deer they killed. The wearing of gloves was almost universal among the Germans and Scandinavians in the Eighth and Ninth centuries. Pontifical gloves made their first appearance in France and reached Rome toward the end of the Tenth century, about which time silk gloves became the vogue among kings, nobles and church dignitaries. These gloves often were elaborately embroidered and jeweled.

The government telephone on the summit of Mt. Hood, Oregon, is the highest telephone on the coast and one of the highest in the world. It is 11,225 feet above sea level.

## SAN FRANCISCO

GRAND OPERA

MARCH 17-22

A famous company of German stars presenting the four glorious music dramas of the "Ring."

After the beauty of the performance enjoy the pleasant home-coming to your room at the hospitable

HOTEL PLAZA

POST STREET AT STOCKTON

## BATTERY "E" HAS PLACES FOR SIX GOOD RECRUITS

Battery "E," local national guard unit, has places for six first class recruits, according to First Sergeant Sam Schwartz. The battery is attempting to recruit its full strength in preparation for annual inspection to be held Tuesday, February 25. The unit will drill Tuesday of next week to bring the battery to first class shape for inspection. Captain Willis E. Vincent of Oregon national guard headquarters was here Tuesday night on a semi-official inspection.

Corporal Dale F. Miller has been promoted to sergeant and Private First Class William M. Black has been promoted to corporal.

## Radio Messages First Sent During Civil War

While Marconi generally is credited with being the inventor of wireless telegraphy, the first radio messages were sent during the Civil War, says C. Francis Jenkins, veteran inventor.

"Although Prof. Joseph Henry, in 1832, discovered that electrical oscillations could be detected a considerable distance from the oscillator, it remained for a Washington dentist, Dr. Mahlan Loomis, actually to send the first radio messages," Mr. Jenkins said.

"In 1865 he built an oscillating circuit and connected it to a wire aerial supported by a kite. One station was set up on Bear Den mountain, Va., not very far from Washington, and a duplicate station was set up on top of Catocchin spur, 15 miles distant.

"Messages were sent alternately from one station to the other by dot and dash interruption of a buzzer spark circuit. Reception was attained by deflecting a galvanometer needle at the receiving point."

In 1869 a bill was introduced in congress to incorporate the Loomis Aerial Telegraph company. No body would buy the stock and it remained for others, years later, to reap the reward of radio broadcasting. Mr. Jenkins says.

American people send more than 2,000,000,000 telephone messages in a year.

## Typewriter Supplies. The Sentinel.

Radio Ray Says: HOWDY FOLKS—Abe Lincoln's birthday this week. Another time when we wish our mother had brought us up to be a banker so's this would be a holiday.

We heard about a man who built a house and forgot to leave room for the doors and had to tear it all down and build it over again. Then much to his dismay, he found that he had forgotten to leave the openings for the windows and had to go through the same procedure. All of which reminds us that Main street is all torn up again.

Be that as it may, SHARPLESS BROS. run a barber shop in Everett, Wash.

And A. Goodfellow is cashier of a bank in Seattle.

Cash in on some real savings by using our waffle irons at \$9.45.

LIVE WIRE, our staff poet got this one in just before we went to press: The cod fish lays a million eggs, And the helpful hen lays one, But the codfish doesn't cackle About the work she's done. And so we scorn the codfish And the helpful hen we prize, Which indicates to you and me That it pays to advertise.

That being the one and only reason we pay Editor Bede for this space each week. To advertise those Westinghouse Waffle Irons.

It's unhealthy to suppress a laugh, says a Chicago doctor. On the other hand, we can think of some cases when it's unhealthy to laugh.

We better quit this monkey business and go do the chores

RAY NELSON ELECTRIC STORE Phone 201

## O. E. CROWE DISCUSSES WHEELER LAW AT C. OF C.

County Commissioner O. E. Crowe was a guest Tuesday at the chamber of commerce luncheon at Hotel Bartell and spoke briefly regarding the Wheeler law, now under fire of school officials. Mr. Crowe stated both sides of the law as he interpreted it and urged careful investigation before action is taken.

The committee report on referendum No. 55 of the United States chamber of commerce was accepted. This referendum pertains to the new laws governing the federal reserve banks.

Dr. Harold Axley was received as a new member.

## Many Mirrors in Shop

With walls and ceiling completely covered with tiny mirrors, a barber shop has been opened at Islington, England. M. Festa, the proprietor, cut plate glass mirrors in pieces, the largest of which is less than an inch square. He formed them into many shapes, from stars to roses, and painted them in all the colors of the rainbow. Nearly 250,000 pieces of glass were used.

Nearly 2,000,000,000 cubic meters of coke-oven gas were produced in Germany last year.

## DON'T FORGET OUR Used Range Sale

Slightly Used, Repossessed and Shop-worn Westinghouse Electric Ranges. Also several Shop-worn Washers and Ironers.

MOUNTAIN STATES POWER CO.

## Log Hauling Ban Lifted.

The county ban on log hauling on county roads was lifted Monday. The ban had been in effect since the heavy storm last month. It is expected that some damage will be done roads by the resumption of log hauling but O. E. Crowe, county commissioner, said that the court had lifted the ban because so many camps and mills have been closed for a long time and the county court did not wish to cause further delay in lumber operations.

## Solid Sure Good Old Fashioned 6% Guaranteed is Yours

No matter how little or how much, here you get 6% guaranteed, on Full Paid Certificates, with dividend checks always January 1 and July 1, PLUS Safety, and State Supervision.

START TODAY Write for Facts

Western Savings & Loan Association

Resources Over \$1,600,000

Y. M. C. A. Bldg., Portland, Oregon

Unmatched in Spectacle  
Unmatched in Beauty  
Unmatched in Shy Dramatic Grandeur

Radio Pictures' Monumental Talking-Singing-Dancing Glorification of—

FLORENZ ZIEGFELD'S

RIO RITA

with BEBE DANIELS... a vocal sensation

JOHN BOLES... screen's greatest tenor

Bert Wheeler... Robert Woolsey  
Dorothy Lee... Don Alvarado  
and a Thousand Others

Radio Pictures' Monumental Talking-Singing-Dancing Glorification of—

FLORENZ ZIEGFELD'S

RIO RITA

with BEBE DANIELS... a vocal sensation

JOHN BOLES... screen's greatest tenor

Bert Wheeler... Robert Woolsey  
Dorothy Lee... Don Alvarado  
and a Thousand Others

with BEBE DANIELS... a vocal sensation

JOHN BOLES... screen's greatest tenor

Bert Wheeler... Robert Woolsey  
Dorothy Lee... Don Alvarado  
and a Thousand Others

with BEBE DANIELS... a vocal sensation

JOHN BOLES... screen's greatest tenor

Bert Wheeler... Robert Woolsey  
Dorothy Lee... Don Alvarado  
and a Thousand Others

with BEBE DANIELS... a vocal sensation

JOHN BOLES... screen's greatest tenor

Bert Wheeler... Robert Woolsey  
Dorothy Lee... Don Alvarado  
and a Thousand Others

with BEBE DANIELS... a vocal sensation

JOHN BOLES... screen's greatest tenor

Bert Wheeler... Robert Woolsey  
Dorothy Lee... Don Alvarado  
and a Thousand Others

with BEBE DANIELS... a vocal sensation

JOHN BOLES... screen's greatest tenor

Bert Wheeler... Robert Woolsey  
Dorothy Lee... Don Alvarado  
and a Thousand Others

## Two Tickets to ARCADE THEATRE

(Good for Any Show) EXCEPT RIO RITA

FREE

With Every Subscription for Six Months or More to The Sentinel

Paid During the Days of the Showing of Rio Rita, February 16-17-18

RAY NELSON ELECTRIC STORE Phone 201