

EXPANSION OF PRESENT INDUSTRIES IS OBJECT

90 Per Cent of Growth Comes Through Industries Which We Already Have.

"Oregon's greatest field for industrial expansion and development lies in increasing the volume of business of those institutions at our own back door," according to Roy T. Bishop, president of Oregon Worsted mills, Portland, who is boosting the "Build Oregon" program of the Oregon state chamber of commerce.

"A recent survey by one of the largest life insurance companies revealed that only ten per cent of our industrial production has come through relocation and 90 per cent through the sound expansion and growth of local organizations."

"The program of the state chamber for industrial development in Oregon is a step in the right direction. Our natural resources, affording great industrial possibilities, are just in their infancy of development."

"I was pleased to learn recently that a lumber manufacturer in southern Oregon, specializing in making special size two by fours, found that he could furnish paper roll ends to the pulp and paper industry from his scrap material. The institution has not only increased its sales but has used waste material and added a score of employees to its payroll."

"The state chamber, in its program of 'Build Oregon,' is going to ferret out such industrial expansion opportunities as these and make them known to the manufacturers of the state with the idea of increasing our industrial wealth production. The state chamber does not advocate or seek to locate industries until after exhaustive research and study proves that such a plant under capable management has every opportunity for success."

"Another field for trade and commerce expansion is the assistance the state chamber can lend to growing industrial plants in selling more of their products in Oregon and nationally. Full research and marketing data and information will be available to manufacturers through the 'Build Oregon' program."

"Close cooperation of local chambers is essential. Oregon poster stamps stress points about our industrial possibilities, advantages and opportunities. National advertising to be carried by the chamber will help in development, and by close team work between the state chamber and local chambers real industrial expansion is to be achieved."

ADVERTISING AFFECTS EVERY WALK OF LIFE

Even Education Is Advanced by Descriptive Material Written by Ad Men.

Advertising affects us in our daily work or living to a greater degree than we may realize. Its full presence is constantly informing us of new things, new methods, new services, and in general making life more enjoyable. By means of it many new uses for old products have been explained, thereby giving the public greater value for the money spent for the product.

Things which a few years ago were classed as luxuries are now looked upon as necessities. Increased sales, lowering the unit cost of production, have put motor cars within the reach of practically everyone, and advertising played a leading part in this industry. The automobile business, however, is no different from hundreds of others which have used the printed word to acquaint the people with their merchandise.

Advertising reaches into the lives of all deeply. No other thing in present day life covers so large an area. One finds it filtering into every angle of business, home life, public life and nearly every relationship of humanity. It is impossible to measure its effect in governing and influencing life in general.

Strange as it may seem, advertising is a factor in education, since the reading of advertisements themselves tends to broaden the public viewpoint by giving information of interest about the thing advertised, whether it be a product, a service, travel, an institution, a policy, etc. The dissemination of this learning serves to enlighten the public on many more subjects than would be possible otherwise.

Whether we recognize it or not, advertising plays and will continue to play a large part in each of our lives. Why should we not put to greater use this friendly ally by understanding more about what it can do for each and everyone? Surely such a powerful factor in our lives is worthy of more than passing notice. The reading of an advertisement does not obligate a purchase, but it does offer the possibility of learning something not known before.

Help!
There should be a law against girls flirting with married men. And girls do it every time they appear here-legged in public. There never was a married man so noble he could resist flirting. That is his main weakness, and the law should protect him.—Howe's Monthly.

Deep African Lake
Depths of 4,100 feet have been located in various parts of Lake Tanganyika, in central Africa, which is believed to be formed in the craters of an extinct volcanic range.

He'll Take the Hint
There are many sprays and powders to destroy insects, but the proper way to handle an unwelcome guest is to ride him out upon the rumble seat and then put him in the folding bed.—Life.

RED CROSS AND U. O. IN MODEL CENTER

Lane County to Serve as Place of Experiment for Entire Nation.

University of Oregon, Eugene—Establishment of a "model center" for the entire United States, and a training center for all Red Cross workers for the Pacific Northwest is announced in Eugene by Judge G. F. Skipworth, chairman of the board of directors of the Lane county chapter of the American Red Cross. In cooperation with the local chapter, the national Red Cross organization will staff the center here so that work can be carried out along a model plan, and data then furnished to workers throughout the United States.

The training phase of the work will be carried on in cooperation with the University of Oregon school of social work, which is headed by Dr. P. A. Parsons. Four students will be trained at a time at the local chapter, with each being given actual work in connection with their studies in the school. Four probationary workers and four regular members will make up the staff.

Plan Ratified.
The plan has just been ratified by the national board, but is already in operation, with the four students now taking work. It will be financed by the national organization, which is contributing \$6500 a year, and by the local chapter and other civic organizations.

Establishment of the center means that Lane county will serve as the laboratory for the entire nation for work of this type, and will bring national recognition to Lane county and Oregon. It is considered one of the most progressive steps ever made by the national body, and the results are to be watched with interest by leaders throughout the country.

The national organization as well as local officials regard the move as one of the most important developments ever made in Red Cross work, and an outstanding step in the program of this type of work. This will be the first model unit established and the first of what is expected to be a national group of training centers.

Announcement by Dr. P. A. Parsons, dean of the school of social work of the university, of his appointment as national director of training for the American Red Cross was also made. Dr. Parsons will have charge of the training of workers here, and will then be in charge of other centers which are expected to be established in other parts of the country.

Work Organized.
Pending official sanction of the plan, the local office went ahead with organization work and when confirmation was received recently from national headquarters at Washington the work was ready to start immediately. The local chapter is in charge of Miss Mary Annin, who is assisted by Miss Ruth Ramsey, who recently completed her probationary work. The four students now in training are Edwina Grebel, Martha Prothero, Mildred Reynolds and Thora Boesen. With the expansion program as planned the local chapter will now become a "model" center for Red Cross work. A recent survey showed that workers here were handling an average of 200 cases each, while research work conducted by national foundations shows that the average should be about 80 for the utmost efficiency. This average, under the new plan can now be maintained and the results and information obtained will be made available to all Red Cross workers in the United States.

The local center will work in close cooperation with the university school of social work. Students will spend part of the time in the office here and the balance of the time in the school in Portland. In this way they will get the most efficient training through both practice and in theory, it is pointed out.

Noted Musician Now Heads Piano Study

University of Oregon, Eugene—George Hopkins, outstanding young American pianist and composer, has been named head of the piano department of the University of Oregon school of music. It is an honor bestowed by Dean John J. Landbury.

Mrs. Jane Thacher, who is still a member of the faculty of the school of music, resigned last June as head of the department in order to devote more time to her students and to concert work.

The newly chosen music executive, who has been a member of the faculty of the university since 1919, has been hailed by many critics as one of the most promising of the younger artists. He has appeared in concert throughout Oregon and the Northwest and in eastern states as well. His compositions have been highly praised by such musicians as Ignaz Bruesman. His first performance by Mischa Levitzki. Other compositions which have been played by leading artists include his "Three Dances in Classic Form," "The Romance Pathétique," and "Scherzo in E Minor."

Mr. Hopkins has his teacher's certificate from the Peabody conservatory, and his B. A. degree from the University of Oregon.

Sign Language
Motoring along, the signs offer infinite diversion. A smile-provoker was one on a lumber yard which said: "Courtesy, Service and Lumber;" another, parked on the side of a brick building, announced "Hardware, Implements and Tacks," while still another proclaimed: "Butter, Eggs, Poultry and All Kinds of Junk."—Indianapolis News.

Leaders all kinds. Sentinel.

Logging Is Cause For Many Accidental Deaths

Logging caused the greatest number of sudden deaths in Lane county during the year 1929, with 19 men killed, and automobile accidents placed second with 7 persons dead, it was shown by the annual report of W. W. Branstetter, county coroner. Forty-nine deaths were handled by the coroner and his deputies in 1929, as compared with 36 in 1928.

In 1928 automobile deaths headed the procession with 7. Third on the list was suicide, which claimed 6 lives in 1929 as compared with 4 in 1928.

Two bodies were found buried by unknown persons during 1929, the report states. Alcoholism, supposed to be a more or less common cause of death, accounted for only 1 death last year, and none the previous year. One man was shot for a deer.

Four perished in airplane accidents in 1929, while none were killed by aircraft in 1928. The complete list follows:

	1928	1929
Aero	0	4
Auto	7	7
Drowning	2	3
Suicide	4	6
Murder	2	0
Lost	1	2
Logging	4	10
Natural causes (investigated)	2	7
Train accidents	1	1
Railroad crossings (autos)	3	1
Accidental shots (parties unknown)	1	0
Electrocuted	2	0
Shot while hunting	3	1
Motorcycle	1	0
Found buried (no permit)	0	2
Accidentally shot	0	2
Alcoholism	0	1
Other causes	2	2
Total	36	49

Almost Pure Silver
"Sterling is the British standard of silver for coins, and means the proportion of 925 parts silver to 75 parts copper. The American coins are only 90 fine—that is, the proportion of 900 to 100.

Pocket Perils
Men's pockets are hazardous hunting grounds for influenza and other germs, according to a doctor, who says the pocket should be turned inside out, brushed, and disinfected regularly.

Healthy Reindeer
The government has maintained experiment stations in Alaska and keeps in touch with the main herds of reindeer. No contagious disease has ever been encountered.

Speaking of Signs
The telephone ringing in the middle of the night usually means the exchange girl is trying to give somebody the wrong number.—Cincinnati Enquirer.

Time's Golden Glow
The times and customs, we beef about today we'll be calling "the good old days" tomorrow.—Fort Wayne News-Sentinel.

A Thought for Today
As the sun returns in the east, so let our patience be renewed with dawn.—Robert Louis Stevenson.

Man Wanted
Any age is the Age of Chivalry—If there is a Galahad.—American Magazine.

Still Life in Canada
Ontario Paper—The colony land consists of 23 acres of pleasant groves and corpses.—Boston Transcript.

The ordinary manual desk telephone contains 201 separate parts.

666
Is a Prescription for Colds, Grippe, Flu, Dengue, Bilious Fever and Malaria. It is the most speedy remedy known.

PROFESSIONAL CARDS.
DENTISTS.

DR. W. E. LEBOW.—Dentist. Office Fifth and Main streets. Hours 8:30 to 12 and 1 to 5:30. Evenings and Sundays by appointment. Phone: Office 35, residence 107-B.

DR. C. H. KIME, Dentist, First National bank building, Cottage Grove, Ore. Specialist in extraction, administration of nitrous oxid and oxygen, oral surgery. Office phone 10. Residence 126-B.

PHYSICIANS.
DR. C. E. FROST.—Physician and surgeon. Office in a two-story building. Phone 47, Cottage Grove, Oregon.

H. AXLEY, M. D.—Physician and surgeon. Evenings by appointment. Over Ken's Drug store, Cottage Grove, Oregon.

A. W. KIME, M. D.—Physician and surgeon. Obstetrics and diseases of women and children a specialty. Office First National Bank building. Phone: Office, 234; residence, 126-J. Residence address, 1149 west Main.

ATTORNEYS.
HERBERT W. LOMBARD.—Attorney at Law. First National Bank building. Phone 94, Cottage Grove, Oregon.

H. J. SHINN.—Attorney at Law and courts. Bader building, Cottage Grove, Oregon.

DRAFTING.
DRAFTING HENRY M. LAKE. Plans and specifications. Personal calls afternoon or evening. Located two miles east of Cottage Grove, Ore. P. O. Box 248. Phone 4178.

DON'T FORGET OUR Used Range Sale

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

MOUNTAIN STATES POWER CO.

70 New Families Come To Oregon in Month

The classified advertising campaign being conducted by the state chamber of commerce throughout the country has brought 70 families to Oregon during January. During January, 1929, there were 26 new arrivals. Investments showed a marked increase, from \$72,850 in January, 1929, to \$255,000 during the first month this year. Acres of Oregon lands went up from 418 acres purchased by new families in 1929 to 14,485 in January, 1930.

Manager W. G. Ide calls attention to a great increase in their decision to locate in Oregon during the coming year. This number increased from 89 to 206 and these 206 families will have \$753,600 to invest in Oregon. The Los Angeles office of the state chamber committee to send many prospective settlers and investors to Oregon and two large sales were made to Californians who visited that office, one being a tract of 160 acres in Tillamook county and the other a 1,200-acre place in Malheur county.

The tremendous interest in Oregon which has been aroused is shown by the 298 letters of inquiry received one day by the state chamber for the month of January. Manager Ide says that in all his years of land settlement work he has never seen such interest on the part of substantial families, amply financed to insure success in a new country. This has been manifested in Oregon recently.

Past Largely Mythical
Those who compare the age in which their lot has fallen with a golden age which exists only in imagination, may talk of degeneracy and decay; but no man who is correctly informed as to the past will be disposed to take a morose or desponding view of the present.—Thomas Macaulay (1800-1859). "History of England."

Mythological
The nine muses were the mythical daughters of Jupiter and Mnemosyne, goddess of memory, and presided over the arts and sciences as follows: Calliope, epic poetry and rhetoric; Clio, history; Erato, love poetry; Thalia, festivals and comedy; Melpomene, tragic poetry; Terpsichore, dancing; Euterpe, instrumental music; Polyhymnia, singing and rhetoric; Urania, astronomy.

Where Man "Falls Down"
Man is a wonderful being—in some ways. He harnesses the forces of nature and compels them to do his bidding. Year after year he keeps improving everything he comes in contact with—what is, everything except himself.—Grit.

Take any users advice

and buy a Remington Portable. This ever-ready little friend contains complete satisfaction in every feature. Call in and let us show you this wonderful helper and time saver.

The Sentinel TYPEWRITER SUPPLIES

LEONARD TRANSFER
W. L. Leonard, Prop. OFFICE AT HOWES CONFATIONERY Res. Phone 239-J

GENERAL TRANSFER
Cottage Grove, Oregon

Long Distance Hauling Piano Moving a Specialty

CHESTNUT TRANSFER CO.
Chestnut Brothers, proprietors STORAGE AND GENERAL TRANSFER Office phone 6 COTTAGE GROVE, OREGON Residence Phone 160-Y

KNOWLES & GRABER HARDWARE
Cottage Grove Oregon

SPERRY SPECIAL \$1.98

This clever, new combination bread box and bread board... regularly selling for \$1.75... and

1- 9.8 lb. sack of Sperry Drifted Flour
1- Large pkg. Sperry Pancake and Waffle Flour
1- Large Pkg. Wheathearts
1- Loaf of bread

... all for \$1.98*

AT YOUR GROCER'S NOW

*Note: in some remote localities price slightly more

"Passion Play" Life of Small Bavarian Village

The Passion play, a dramatization of the sufferings in the life of Christ, takes place in the little village of Oberammergau, nestled in the Bavarian Alps. And this play has been going on every ten years since the plague of 1633. During that year the citizens of Oberammergau vowed that they would enact the piece every ten years as a thanksgiving offering for having been delivered from the plague.

The original text and arrangements were probably made by the monks of Ettal. The music was composed by Rochus Dedler, schoolmaster of the parish in 1814. The production is given in the open air and stands are constructed to accommodate 5,000 spectators. Seven hundred actors are employed in the play, all native villagers. The proceeds go for the public good after the expenses have been defrayed and a small remuneration made to each actor.

The play is a stupendous manifestation of religious worship and the moral character of each actor is considered as well as his histrionic ability. The principal parts are hereditary. The whole village lives for this production. The inhabitants spend their time at fashioning crucifixes, rosaries and images of the saints to sell to the tourists who flow through their quiet little city year by year.

Plea for the Beautiful
It would be well if there were greater encouragement, lightness of heart and gaiety and a wider cultivation of what is beautiful without being directly and eminently useful.—Dickens.

Filing Supplies. The Sentinel.

We Welcome You
to Portland, 200 comfortable rooms, each with bath. Reasonable rates. Convenient downtown location.

The HOTEL CONGRESS PORTLAND, OREGON
Louis E. Scott, Resident Manager

Take any users advice

and buy a Remington Portable. This ever-ready little friend contains complete satisfaction in every feature. Call in and let us show you this wonderful helper and time saver.

The Sentinel TYPEWRITER SUPPLIES

LEONARD TRANSFER
W. L. Leonard, Prop. OFFICE AT HOWES CONFATIONERY Res. Phone 239-J

GENERAL TRANSFER
Cottage Grove, Oregon

Long Distance Hauling Piano Moving a Specialty

CHESTNUT TRANSFER CO.
Chestnut Brothers, proprietors STORAGE AND GENERAL TRANSFER Office phone 6 COTTAGE GROVE, OREGON Residence Phone 160-Y

KNOWLES & GRABER HARDWARE
Cottage Grove Oregon

SPERRY SPECIAL \$1.98

This clever, new combination bread box and bread board... regularly selling for \$1.75... and

1- 9.8 lb. sack of Sperry Drifted Flour
1- Large pkg. Sperry Pancake and Waffle Flour
1- Large Pkg. Wheathearts
1- Loaf of bread

... all for \$1.98*

AT YOUR GROCER'S NOW

*Note: in some remote localities price slightly more

Who's to Blame?

A leading medical journal announces that Americans are moribund over vitamins, periodic medical examinations, dietetic systems, roughage, therapeutic dogmas and health "isms," and figuratively calls them a "tota bunk." Well, who started us that way if it wasn't the medicals?—Louisville Courier-Journal.

Consider the Minutes
Minutes are given us to use. Every man gets exactly the same number. How we employ them determines largely our success or failure in life. Remember, therefore, that he who "kills time" often murders opportunity.—Grit.

Filing Supplies. The Sentinel.

Forget Self

We approach peace only as we leave ourselves and come to humanity. No self-forgetful person is ever sensitive. No self-forgetful person is habitually unhappy.—Frank Crane.

SPECIAL ATTENTION TO WOMEN AND CHILDREN

Imperial Barber Shop
P. S. Bukowski

Letter and Cap Folders for your filing cabinets. Sentinel.

Loose Leaf Binders of Every Kind

THE SENTINEL

Everything for the Office

ANNOUNCEMENT!

\$585

F. O. S. TOLSON, O.

THIS NEW PRICE MAKES THE WHIPPET THE LOWEST PRICED OF ALL 4-DOOR SEDANS

It is Willys-Overland's 1930 contribution to economical transportation, an impressive reduction on a great car with a great future.....

1930 Whippet

Nelson Motor Co.
COTTAGE GROVE, OREGON

Wash with safety
this marvelous new

EASY WASHER

has no wringer

The latest EASY Washer is a revelation in home washing. It has a Damp-Dryer in place of the old-fashioned wringer. You transfer a whole tubful of clothes at one time from the washing section to the Damp-Dryer, instead of piece by piece as with a wringer. Then merely press a button. In less than 2 minutes the water is whirled out of the clothes and they are ready for the line—all without worry to you or risk to your clothes.

Now at lowest prices
Choice of:
Agitator or Suction Type
EASY WASHER

EASY Terms
Phone for a free demonstration in your own home. See why this modern washer is safer, faster, easier, gentler than any wringer type washer. Then if you decide to keep it, you can pay for it in easy monthly payments.

TRADE in your old washer on a new no-wringer EASY

MOUNTAIN STATES POWER COMPANY

SPERRY SPECIAL \$1.98

This clever, new combination bread box and bread board... regularly selling for \$1.75... and

1- 9.8 lb. sack of Sperry Drifted Flour
1- Large pkg. Sperry Pancake and Waffle Flour
1- Large Pkg. Wheathearts
1- Loaf of bread

... all for \$1.98*

AT YOUR GROCER'S NOW

*Note: in some remote localities price slightly more

Phone for a free demonstration in your home

MOUNTAIN STATES POWER COMPANY