

Cottage Grove Sentinel

COTTAGE GROVE, LANE COUNTY, OREGON, THURSDAY, JULY 10, 1930.

NUMBER 40

MESSAGE IS CARRIED TO RETAIL MERCHANT

College Attempts to Do for Business What It Is Doing for Farmer.

Need for Success of Young Men Is Independence, Will to Do.

To carry to the business man and merchant of the various communities of the state information in his line comparable with that which has been carried to the farmer, is the purpose of a series of business institutes being conducted over the state by Oregon Agricultural college under the sponsorship of the Oregon State Retail Merchants association. One of the institutes was held here Monday and Tuesday.

Officers of the retail merchants association found that an infinitesimal number of merchants attend annual conventions and that those who do attend get little information of value from addresses that are of necessity general in character, also that those needing the information the most are the ones least likely to attend conventions.

The same is the case with the farmer, so information is carried to him and is given him under circumstances that make it possible to deal with his own individual needs. Results have been splendid.

A year ago the same idea was applied in giving to business men the information which it is possible for practical college instructors to assemble.

O. F. Tate, secretary of the Oregon Retail Merchants association, was one of the three speakers to appear here. He spoke on store arrangements and gave individual personal appraisal for those who asked it.

Prof. H. T. Vance, head of courses in merchandising in the school of commerce at the college, talked on retail advertising, salesmanship and window trimming, also holding individual conferences with those who desired them.

Prof. E. E. Bosworth, head of courses in accounting and auditing of the school of commerce, talked on retail accounting, retail credits and collections and store organization and management.

In an address at Tuesday's noon luncheon of the chamber of commerce Mr. Tate talked on "Chances for the Young Man in Business." He said that the principal thing needed in the business world is the youngster is too much inclined to depend upon his seniors, that things should not be made too easy for him, and that there is a lot in heredity, at least in what may be learned from those who are with him in the formative period of his life. There has been a revolution of opportunities in the past ten years, the speaker said. He told of opportunities in countries that have been rehabilitated since the war, where Americans are organizing business on the basis that has made business successful here.

Professor Vance said that failure of advertising to perform its duty is largely due to the careless way in which it usually is handled in the small city, where preparation of copy is regarded as something to be dreaded, to be put off to the last minute, and then to be left to the editor. He said that advertising must be truthful, must not only be truthful but must have the appearance of being truthful, must be informative, must arouse the desire to buy the thing advertised. "It is a part of the business that should have the most painstaking attention, the deepest study, instead of being regarded as a necessary evil. Upon proper attention to it depends the growth of your business. What the things that supply money, power, and is worthy of the same attention as the motor of the endurance flyer."

In his talk on salesmanship Professor Vance said that we can do business as we did ten years ago, that the mail order houses long ago learned their lesson from dwindling business, and the chain store may be a result of what the mail order houses learned. "What the chain store may learn in the next ten years we do not know. The independents yet do 50 per cent of the business of the country. They formerly did 60 per cent. Proper salesmanship will bring back the old percentage."

"The good salesman has ability, reliability, endurance, action. The wise independent is learning the importance of salesmanship and weekly schools in which salesmanship are becoming common in the larger store."

"The successful merchant must

Revival Meet Here



Osborn, drummer evangelist.

Osborn, the drummer evangelist, will start a series of meetings Sunday afternoon in the tabernacle on east Main street, to be continued every evening except Saturday.

Osborn, once a commercial salesman, once a pugilist, is said to be a good salesman and a hard hitter in the pulpit. He has been for years conducting meetings from coast to coast and in Canada. Newspaper clippings from New York papers show that he had various tabernacles in New York and Buffalo and that thousands attended.

The meetings will be interdenominational. Osborn is a Bible student who is said to be original and unique in his style of presentation. He is his own singer and is the author of various songs. He says that he will reserve two rear seats for backsliders and bootleggers.

Osborn's Sunday afternoon subject will be "Fire." He witnessed the Chicago fire in 1871.

LAFKY COMES HERE WITH HIGH RECOMMENDATIONS

(Oregon City Enterprise.)

Herman Lafky, vocational agricultural instructor for the Canby union high school for the past four years, has accepted a similar position with the Cottage Grove schools.

The agricultural department was organized at Canby by Mr. Lafky, and has, in the four years, attained a national reputation for outstanding achievement in many types of agricultural enterprises. Livestock judging teams have each year won distinction in competition with the best schools of the Pacific northwest. Many of the agricultural boys have won individual honors of various kinds, and the project work of the department in the state agricultural schools of the state.

Mr. Lafky has taken an active part in civic, agricultural, fraternal and ex-service men's organizations. He served last year as superintendent of the county fair pavilion and as chairman of the agricultural committee of the Greater Clackamas County Union of Clubs.

He is now a member of the executive committee of Maplewood grange, one of the most active granges in the state.

Mr. Lafky had many attractive offers to enter agricultural service in other states, but his faith in the future of Oregon, and his unwillingness to sever connections with his many friends in the state, prompted him to accept the position at Cottage Grove.

Ida S. Jones Dies.

Ida S. Jones, sister of Mrs. Max Kruse of this city, died Thursday, July 3, in Portland, after an illness of almost a month. She was aged 64 years.

Funeral services were held at 2:30 this afternoon at the Mills chapel in this city and interment was in the A. P. & A. M. I. O. O. F. cemetery. Mrs. Jones had requested before her death that her body be kept a week before burial.

Besides the sister, surviving relatives include four brothers, Arthur, Arthur, Robt. Wash, Ed. Saunier, Cottage Grove; Joe Saunier, Robt. Wash, and Claude Saunier, Boston, Mass.

Ida Saunier was born 64 years ago in Milwaukee, Wis. She served as a nurse in an army hospital in Boston during the World War. She had lived in Seattle for five years previous to her death. She was a member of a Rebekah lodge in Seattle.

give people what they want, not what the merchant thinks they ought to want. He must have a good assortment of well arranged merchandise. If he can't have that he must get the business go elsewhere."

The meetings and the Monday night banquet, served by the Rebekahs, were held in I. O. O. F. hall, which was referred to by the speakers as the most pleasant place in which they had yet held meetings.

The speakers were guests at a noon luncheon Monday and at the chamber of commerce luncheon Tuesday.

Robert Fromm Heads American Legion Post

Calvin Funk post of the American Legion, at its Monday night meeting, elected the following officers: Robert Fromm, commander; Herbert Riss, first vice commander; Peter Nelson, second vice commander; Ralph Chestnut, adjutant; Charles Hill, finance officer; Vinny Randall, chaplain; Al Griffin, sergeant-at-arms; Fred Bennett, LaSelle Stewart, Peter Nelson, Ray Vinson and D. A. Emerson, executive committee.

Rev. Duncan P. Cameron and LaSelle Stewart were named delegates to the department convention to be held August 14, 15 and 16 in Baker. The new commander also will be a delegate. C. C. Cruse, Arthur Olson of Creswell and Max Bird were elected alternates.

Herman Lafky, new Smith-Hughes teacher in the high school, and Frank Home, new local manager for the Shell Oil company, each gave brief talks.

Plans were made for a dance to be held Saturday at Wildwood. Proceeds will be used to finance the Legion drum corps' trip to the Baker convention.

City to Seek Payment Property Arrearages

Property owners who are delinquent with street and sidewalk assessments, and who have paid no attention to several notices from the city, are to be proceeded against, according to action taken by the city council Monday night, when the city attorney was instructed to give final notice, and to proceed against all property upon which assessments remain delinquent August 1.

The Associated Oil company presented a new plan for its proposed distribution plant and service station at the corner of Ninth street and Gibbs avenue. A representative of the company said that the new plan would have the approval of the state fire marshal. Action was postponed until official word could be had from the state official.

Sidewalks were ordered in on the O. P. & E. property on Tenth street and on the Anderson & Middleton property on Jefferson avenue.

LATHAM.

(Special to the Sentinel.)

July 8.—Mr. and Mrs. Albert Hull are the parents of twins born pounds and have been named Donald and Ronald Ray, Arthur (A. L.) Woodard of Cottage Grove now has 35 grandchildren and one great grandchild. This is the second set of twin grandsons for Mr. Woodard.

Amanda Hull of Cottage Grove, the other set being the Yearous twins, who are about 14 years old.

A. L. Woodard and Mrs. Ella J. Woodard were dinner guests the Fourth of July at the John McCall home.

Miss Hazel Yearous, with an aunt and cousin, Mrs. Clarence Stoneburg and Lois May, went to Portland Sunday with her uncles, Leslie and Waldo Hull. They expect to go on from there to Forest, Wash. to visit with another aunt, Miss Yearous, Mrs. Harvey Johnson.

Alvin Charles, who is in the U. S. navy, visited Sunday and Monday at the Roscoe Yearous home. His boat is in harbor at Tacoma, Wash. Mrs. Max Kruse, who had been staying for a month with a sister, Ida S. Jones of Seattle, who died last Thursday in a Portland hospital, has returned home.

Mr. and Mrs. N. W. White spent Sunday in Eugene.

Mr. and Mrs. H. A. Montgomery and daughter of Eugene and Mrs. Lynn Green of Cottage Grove visited Wednesday at the C. S. Montgomery home.

Mr. and Mrs. E. O. Bushnell and a friend of Bridge were Sunday visitors at the C. S. Montgomery home.

After an extended trip of two months through the eastern and southern states, Mr. and Mrs. C. B. Dutton of Napa, Cal., returned to their home Wednesday after a brief visit at the E. M. Sharp home.

Mrs. Chisholm of Seattle, daughter of "Uncle Jim" Whitford, visited with Mrs. C. Johnson family and attended the funeral of her father last week.

Mr. and Mrs. Neil Hiner, Mr. and Mrs. E. Hiner, Mr. and Mrs. J. F. Dillon, Miss Arlene Dillon and Miss Betty Elyar spent the Fourth at Winchester bay.

Mr. and Mrs. W. C. Johnson and the Lou Markham family spent the Fourth in the mountains.

O. P. & E. Tracks to Be Moved.

Eighteen hundred feet of track of the Oregon Pacific & Eastern railway in Row river valley will be moved across Row river highway, an agreement having been reached between Lane county and the Anderson-Middleton Lumber company, it was announced by M. Morse, county engineer. The power shovels of the lumber company will be used in grading the new road.

Pyramid Pins, Clips, Sentinel.

Sixth Street Parent Gets Speeders

One resident on south Sixth street has decided that the lives of children are more precious than friendships, and he is turning over to the police court the license number of every car he observes operated at high speed past his place. Two have already paid fines as a result of the determination of this parent. Chief of Police Fletcher says that if others would follow this example, speeding and reckless driving within the city would soon be stopped.

City Playground Is Open Will Continue 8 Weeks

The city playground, sponsored by the Keepers of the Den, opened Monday and will run eight weeks. It will close August 30. Miss Thelma Keen and Miss Irene Origer, who were in charge last year, are again supervising the work.

The playground will be open from 9:15 to 11:45 and from 1:30 to 4 every day except Saturday and Sunday. The supervisors are planning special features, such as hikes and swims, for Saturday mornings.

Special handcraft work is being arranged. This week the children are working on cardboard sewing and next week they will start on rag rugs.

A new sand pile is being prepared. Destroyed and damaged equipment is being replaced and repaired.

It is the plan of the supervisors to present a play later.

SPRAYING TOO SOON IS BAD, SAYS COUNTY AGENT

Weed control demonstrations have been started on three farms by O. S. Fletcher, county agent, and spraying in general over the county has been launched.

Mr. Fletcher is warning farmers that they should not spray thistles too soon. The spray is applied, and the longer the spraying is delayed before the blossoms break up the better.

OPERATIONS ARE RESUMED BY WOODARD LUMBER CO.

LATHAM, July 8.—(Special.)—The W. A. Woodard Lumber company has resumed operations after a shutdown of several weeks. The forest crew started work Monday.

The dock crew, Tuesday and the mill resumed Tuesday noon.

Legion Plans Saturday Dance.

The American Legion drum corps will give a carnival dance Saturday night at the Mountain View dance pavilion at Wildwood. Proceeds will be used to send the drum corps to the state Legion convention August 14, 15 and 16 in Baker.

New Fountain Is Installed.

A bubble fountain was installed during the past week on Main street near the location of the fountain that was removed when the street was widened several months ago. The old fountain, which had three outlets, was too large for the sidewalk, when cut back. It was given to the city about ten years ago by the women's club.

Refunding Bonds Get 15 to 1 Endorsement

In one of the lightest votes ever cast in a city bond election the voters Monday gave the strongest endorsement ever given a local bond issue. The amount was \$30,000 and it was for refunding an issue of 20 years ago for which no provisions for retirement were made. The vote was 92 for the issue and six against, or about 15 to 1 for the bonds. The first ward gave a unanimous vote.

The vote by wards was as follows:

Yes	No	Total
16	2	18
52	3	55
24	3	27
92	6	98

The new issue will be retired within 20 years at the rate of \$1,500 annually.

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"Please fix the motometer," said Mrs. Molla Propp,

and see that it charges properly."

SUNDAY Henry took me to the airport and asked me if I wanted to take a ride in one of those big airplanes—you know the kind with three fans in front, and I said I did.

We took the front seat, right next to the captain, or the person who drives the thing... such a good-looking chap, too. Before we went up, he told me that if I wanted to ask questions he would try his best to answer me.

Out into the field we went and the driver gave her a pistol, as they say. I pressed my face against the window and before I realized it, there were high up in the air and pretty soon I got into the swing of things and began to ask questions and the fans were making such a noise that I had to shout as loudly as I could.

And the man, he was SO nice, told me so many things that I never knew before. He said that

Opal Whiteley Writes As Princess

The first that has been heard here for many years of Opal Whiteley, who sprang into fame as the author of Opal's Diary, is a news story in the Summer Season Sun published at University of Oregon, which says that in the April issue of Queen, an English magazine that circulates among the aristocracy, appears a story about travels and experiences in India, written by Princess Marie Frances Bourbon-Orleans, author of Opal's Diary.

Union Services Will Be Held During Summer

The first of the union church services for July and August was held Sunday night in the Christian church and Rev. Duncan P. Cameron of the Presbyterian church spoke on "The Inescapable God."

A special song service and numbers by a male quartet were featured. The schedule for the remainder of the month follows: July 13, Rev. L. H. Randle of the Baptist church at the Presbyterian church; July 20, Rev. I. H. Aldrich of the Methodist church at the Baptist church; July 27, Rev. I. G. Shaw of the Christian church at the Methodist church. The August schedule is not yet ready.

Loren Harvey will be in charge of the union song services. It is the hope of the ministerial association to make these services full of interest.

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Wheeler Law to Stand Another Year in Lane

Author of Law Ready to Make Changes to Meet New School Conditions.

Lane county high schools will operate another year under the county school fund or so-called Wheeler law.

This was voted unanimously by the county school board at a meeting Monday.

The order drawn by the board states that the county has operated for the past five years satisfactorily under the Wheeler law.

Cottage Grove joined with other city high school districts of the county in objecting to the Wheeler law.

Written endorsements were presented from a number of districts. H. C. Wheeler, republican nominee for the state senate, was present at the board meeting. Mr. Wheeler, who introduced the bill in the house in the session of 1923, did not speak at the meeting, but following adjournment said that if there are defects in the law he would like to know them so that at the coming senate session in January he might attempt to make amendments to meet possible new requirements.

O. E. Crowe, county commissioner and member of the board, spoke in favor of the Wheeler law. He said, however, that he believed there should be a change so that the rate for each pupil in the large schools would be increased. Under the law a high school receives \$20 each for the first 20 pupils, \$30 each for the next 20, and \$30 each for all above 40. The commissioner said that he would like to see the rate for all pupils above 40 raised to \$40.

LONDON.

(Special to the Sentinel.)

July 8.—Ed and Thomas Brasher and Mrs. Electa Thordberg spent Friday at the Thomas Foster home. Then the Foster family accompanied them home and spent the evening.

Mr. and Mrs. Ed Tuller of Eugene spent Sunday with Mr. Tuller's daughter, Mrs. J. L. Geer.

Bert Elsenburg moved Sunday from Wildwood to the Rouse hall. Mr. and Mrs. Ernest Willis and sons and Mrs. Willis' sister, Mrs. Maggie Nickle, started for Vallejo, Cal., Monday morning, after spending the week end with Mr. Willis' parents. Mr. and Mrs. O. P. Willis, Mrs. Rosa Reaney of Eugene, is spending a week at the William Lively home.

The Thomas Funk and Easley families of Blackbutte spent from Thursday to Sunday evening at Sunset bay and other places on the coast.

Mr. and Mrs. Gregory came down from their home at Bonanza last week end and their daughter, Mrs. J. L. Lila, and her family accompanied them to Oakridge for the week end.

The W. A. Woodard mill resumed operations Tuesday morning.

Mr. and Mrs. Albert North and daughter Vivian drove up from Salem Thursday to spend the week end with Mr. North's parents, Mr. and Mrs. O. P. Willis. Mr. North returned Sunday evening, while Mrs. North and Vivian remained.

The Harold Abene family moved last week from the Carl Small house to the Ivan Abene home, while Ivan Abene moved to camp. A. Harold has bought Ivan's home.

The young people's class gave a party at the Reaney of Eugene Wednesday evening.

C. H. Woods, accompanied by his mother, Mrs. Alexandra Lyons, have gone to Centralia, Wash., where Mrs. Lyons will spend her vacation with a granddaughter, Daisy Warwick. Mr. Woods, accompanied by his wife and son and Mrs. Woods' sister, Miss Viola Welty, returned Sunday night.

Mrs. Clyde Wylie of Drain is spending several days with her parents, Mr. and Mrs. Frank Geer.

Mrs. Nancy Sutherland of Lorne is spending several weeks with her sons, George, John and James Sutherland.

The J. E. Banton family will leave Wednesday to visit Mrs. Banton's father, J. N. Bogue of Molalla, who is ill. Harvey Ship will care for the Banton dairy barn while Mr. Banton is away.

Glover Ship, small son of Mr. and Mrs. Harvey Ship, almost severed the forefinger of his right hand Monday when he fell while playing at the J. E. Banton home, striking his hand on a lawn mower being run by Geraldine Banton. The child was taken to a physician and it was thought the finger might be saved.

It is amazing to see how much misinformation may be accumulated by one who earnestly seeks it.

Sentinel Ad Finds Stock Owner

A Sentinel ad will solve all your troubles.

Pete Tonole wondered for several weeks what he was going to do with some stock that he had taken up and for which he could find no owner. He sought legal advice and was told to advertise the stock for sale. He did so, and pronto appeared an owner in the person of M. Nordstrom.

Sentinel Classifieds Sell Quickly

Stop that ad, I've sold all the chickens. Those were telephonic instructions from W. G. Massey, who inserted a little classified last week for the purpose of disposing of a bunch of fryers.

Sentinel classifieds do the business, and do it in a hurry.

Bottom Struck Is Relief; Only Hope Is for Relief in Business Generally.

(Crow's Lumber Digest.)

The general outlook is leading many lumbermen to believe that the market has struck bottom but that it will still along without much improvement for at least another 60 days.

Prices have gotten down to such a low point that they have not lost much ground since the middle of the month. That is particularly true of anything in the way of special cutting and on some items of retail yard stock.

With such a large footage of stock in pile, things are possible and it is therefore difficult to figure what is in store beyond the end of August. Everyone appears reconciled to a minimum of trading during the normally dull season.

The big question is what is going to happen when harvesting is over? Reports indicate that there will be bumper crops all over the United States, but if prices on farm products continue to decline it is questionable whether the farmer will have anything to spend after all, even if he can sell what he has raised. This may appear to be a pessimistic viewpoint but there is nothing to be gained by evading the issue.

It is not reasonable to expect much buying from the cities the remainder of this year, as there is a great deal of unemployment and consequent lack of money in residential property and selling speculative building.

The importance of the railroads to the lumber industry is well known and the heavy decline in car loadings, which is making inroads on railroad revenue, stands as a serious threat to a normal purchase of lumber by the railroads during the next 90 days, if not the remainder of the year.

The best thing that could happen as far as the northwest lumber industry is concerned would be a revival in the export demand. That is the only big guess left open.

Some neediness is known to each of the major foreign markets is dull but there is difference of opinion and, not knowing definitely, there is some satisfaction in picking up before the end of the year.

Production is down to a low point. Many mills have closed indefinitely. Each week sees others tying up and unless there is a known improvement in output will be only a fraction of its level by the first of September. The present situation is far beyond any hope of adjustment by production regulation. The lumber industry is caught in the vortex of a general business depression and therefore it is difficult to predict with any degree of certainty when an improvement may be expected.

LANE IN 50,000 CLASS LITIGATION FEES GO UP

Lane county moved into the 50,000 population class as a result of the recent federal census and the price of litigation has gone up. This is brought about by application of the new federal law which 30 years ago which set certain limit and sheriff's fees to apply to counties of over 50,000 population. This was legislation solely for Multnomah county and it was believed that Multnomah fees for witnesses is cut from 10 cents a mile to five cents a mile.

In the opinion of W. B. Dillard, Lane county clerk, the reduction in witness fees will more than offset the increased trial fees.

Auxiliary Names Delegates.

Mrs. C. C. Cruse and Mrs. Emil Tiller were elected at the Monday night meeting of Calvin Funk unit, American Legion auxiliary as delegates to the department convention to be held August 14, 15 and 16 in Baker. Mrs. John C. Miller was named first alternate and Mrs. Vinny Randall second alternate.

It was decided that members of the auxiliary attend the summer camp of the local camp fire girls group, to be held the first two weeks of August on Sharpe creek, to assist Lois Godard, guardian, with management of the camp. The auxiliary is sponsoring the camp fire group.