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NAME-CALLING DANGEROUS

"Without self-restraint and a certain chivalry in public men the democratic system of government will crack under the fierce pressure of contemporary events," wrote Walter Lippman recently. "Thus, one of the indubitable causes of the ruin of France was the savagery with which the politicians attacked one another and intrigued against one another. Not only did the fury of their partisanship render impossible a coherent and effective policy; the manner in which public men assassinated the honor of public men bred a cynicism and contemptuous indifference which devitalized the people."

Our nation has witnessed some distressing examples of this lately, such as the names hurled at Colonel Lindbergh for expression of his views in his recent speech on the European situation. And when General Pershing urged that we give Britain 50 destroyers to aid in her defense, he received similar treatment. These are men who have done more for their country than 999 out of 1,000 of their critics. Yet, because some did not agree with their views, they are abused unreasonably.

In contrast with this is an incident which occurred in Des Moines. Secretary Wallace, democratic candidate for the vice presidency, was booed and heckled while attempting to make an address. He was followed by republican presidential candidate Wendell Willkie—who soundly rebuked the audience for its shameful treatment of his opponent. It is a cardinal principle of democracy that all sides be heard—and that the same privilege of free expression be extended to those with whom we disagree, no less than to those with whom we agree. Let that principle perish and democracy perishes. If we are to be permitted to hear only the voice of those representing one side, we will have dictatorship.

No nation can afford cheap, name-calling politics—the kind of politics that makes for hatred and disunion and which sets class against class and neighbor against neighbor.

WHO PAYS FOR ADVERTISING?

Here's a reprint on who pays for advertising, taken from the Publisher's Auxiliary, which may prove interesting:

What is advertising? One form of salesmanship.

Purpose? To sell.

Who pays for it?

John and Mary Public say they do, indirectly.

Solomon Isaac Business Man says he knows too well that he pays for advertising.

But I say the customer does not pay an advertising bill if the advertising is effective, efficiently done, run in the right medium at the right time, and is, in every other respect, right.

For when greater demand for goods is created by advertising, more goods can be manufactured in larger quantities, and shelves restocked at less cost per unit of production per item of merchandise, in consequence of that created demand, either at less cost or with more quality at the same cost—which amounts to the same thing.

There you have the theory of mass production and quantity buying packed together in a pecan shell.

Yes, the merchant is sure he pays the advertising cost. But I say he does not, for the larger the volume of business the retailer can do, the less his percentage of overhead, of which advertising is but one of many items. No more light, no more heat, no more of several other overhead items required for \$110,000 turnover than for \$100,000.

Well, if the customer doesn't pay and the merchant doesn't pay for advertising—then, who does pay for it?

Why, bless your souls! The truth of the matter is that effective advertising is self-supporting, self-liquidating. Nobody pays for good advertising, unless, if we must find someone to pay for it, I guess it comes pretty near being the non-advertising merchant who pays—and pays and pays—whose overhead goes up as his sales volume goes down—he and the non-advertising customer who buys blind, fails to read the ads and in consequence, gets stuck with inferior, non-advertised goods, at higher prices than he need pay.

And there you have one answer to the old, old question: Who pays for effective advertising, in the final analysis? Not the buyer of advertised goods, not the merchant who sells the goods and uses the advertising space, but the non-advertiser who fails to get the business and the non-advertising public.

SOIL BUILDING

Whether or not you like the present federal farm program, classed by many as a subsidy for the farmers, there is one benefit which has been very helpful to the farmers and one that will be felt for many years to come. This is teaching the practice of soil rebuilding. It's one of nature's laws that you can't continue to take substance out of the soil and put nothing back and this law applies to more professions than farming.

Several sections of the United States are having a difficult time so far as farming goes because for decades tillers of the soil have harvested their crops without regard to depletion of the soil, which has been good while it lasted and a cheap method of farming, but the day of pioneering and moving on to a new country has passed. The biggest failure today, we are told, in both farming and in other professions are the people who have refused to change their methods and who continue to farm, operate a store or what have you in the same manner as was in vogue thirty to fifty years ago.

Good management is as essential in farming as in other businesses.

We are far enough removed from the metropolis of the state that we could establish a super airport, if we so desired, so we are told, and maintain contact with a regular national air route. Being on a regular transcontinental air route would have its advantages, provided we are willing to pay the price for establishing a field. The least we could do would be to insure a good municipal port, one that would accommodate our present needs. Air travel is fast coming into its own and the community entirely without a landing field will be a back number.

Two Causes of Forest Fires



—The Oregonian

SANITARY UNIT

The state board of health and the U. S. public health service in cooperation with the PWA are again offering families living in unsewered areas the advantage of replacing the old type of out house with approved fly-proof privies having improved features, it was announced here Tuesday. The buildings are constructed using materials of the property owners and the installation is supplied free by PWA labor.

The offer is opened to individuals and organizations. Two hundred units have been installed in Lane county in the past twelve months. T. E. Connolly Inc., has installed five units at the Coast Fork damsite.

South American 'Camel'

A vicuna is a South American animal of the camel family, intermediate in size between the llama and the alpaca. It is only about two feet high at the shoulder and has rich brown curly wool spotted with white. Living at very high altitudes in the Andes, the animal is exceedingly fleet-footed and has never been domesticated.

Safe Flying Device

Among the newest devices for safe flying, is a single unit "fuel-analyzer" which tests the exhaust gas and indicates the fuel-air ratio on the plane's instrument panel.

DIAGNOSIS OF LOVE

Types of love.

Self-love—not the best variety, but better than nothing if it's all you can get.

Brotherly love—also known as fraternal, or lodge-brother love, international understanding, etc. Not much good in a pinch, but it has given the world some of the most flowery rhetorical passages on record.

Root-of-all-evil love—vulgarily known as the love of money. You don't see much of it any more, on account of you don't see much money any more.

Love of publicity—practically obsolete. Especially distasteful to politicians, actors, luncheon club officers, doctor, lawyers, clubwomen circus press-agents and newspaper columnists.

Love of nature—frequently confused with love of the outdoors, which isn't the same thing at all. If it's the real McCoy, love of nature has to include love of tornadoes, blizzards, dust storms, flood, fire, famine death by starvation, epidemics, epizootics, all kinds of insects, including gnats, mosquitoes, flu germs and termites; rats, lice, hookworm, grasshopper plagues, spinach and the green scum on pools of stagnant water.

Love of a man for his dog—the kind of affection a man's wife wishes he would bestow upon her once in a while.

Puppy love—seems to thrive best on giggles, minor neckings, interminable telephone conversations about nothing, and the use of the old man's car.

Mad love—the kind that deludes its victims into believing two can live as cheaply as one.

Love of strong drink—the kind that makes the world go round.

Blind love—the kind that can't see the consequences for the cupids. —Helmet (Calif.) News.

Carnations Never Are Blue
Blue is the only color not to be found among carnations.

IT'S HERE!

The NEW ROYAL
FIRST AND ONLY PORTABLE
WITH

MAGIC* MARGIN

...many other exclusive
Royal MAGIC features.



*Trade-mark, Reg. U. S. Pat. Off.

Brown's Drug Store

Dorena

Mrs. Annette Vaughn of Seattle visited friends here last week. Mrs. Vaughn was a former teacher here.

House guests at the John Read home are Mr. and Mrs. R. M. McKaig of Coquille and Mr. and Mrs. William Scheffeld of Pasadena, California. Mr. McKaig is a brother and Mrs. Scheffeld a sister of Mrs. Read.

Miss Merle Glasgow returned home Saturday from Eugene where she has been employed. She will attend high school in Cottage Grove this year.

Mr. and Mrs. Harold Boslaugh of Portland spent Labor Day at the home of her mother, Mrs. M. Mosby.

Frank Montgomery of Denver, Colorado, is here visiting his father, Ed Montgomery, and grandmother, Mrs. Elmira Montgomery.

Mr. and Mrs. Don Read of Wolf Creek spent Monday at the home of his parents, Mr. and Mrs. John Read.

Harold and Homer Wright of Anaheim, California, are visiting here at the home of an uncle, Clarence Smith.

Mr. and Mrs. Frank Mazingo and Mr. and Mrs. Edgar Brown of Stanton, California, are visitors at the Todd Glasgow home. Mrs. Mazingo is Mrs. Glasgow's mother and Mr. Brown is a brother.

They all spent Sunday at the Francis Reller home at Westfir. Mrs. Ruth England of Cottage Grove visited Sunday with Mrs. M. Mosby.

Mr. and Mrs. Joe Thrasher were called to Seattle Tuesday by the illness of Mrs. Thrasher's father, C. L. Smith.

John Read and William Scheffeld left Wednesday for Coos bay on a fishing trip.

Oregon Hay Plus Local Grain and Time Equals Lamb

"Just an opportunity to eat plenty of alfalfa hay and grain, and to be contented in a sheltered feed lot with salt and water handy for a short three months, is all that a 'lanky' feeder lamb needs to be ready for market as a choice fat lamb."

Such is the observation of D. E. Richards, superintendent of the Eastern Oregon Livestock branch experiment station, as an introduction to his report on lamb feeding trials contained in a new experiment station bulletin, "Fattening Lambs on Oregon Feed-stuffs."

Oregon, as well as other Pacific northwest states, is faced with a problem of adjustment in livestock production, Richards points out. This is caused both by changed range conditions and surplus production of hay and grain in this region.

"Eastern Oregon produces highly desirable feeder lambs that are healthy and in good condition to make rapid gains in a feed lot," says Richards. "The bulk of these lambs have in the past been shipped to other states for finishing. Eastern Oregon also produces excellent feed for fattening these lambs, including alfalfa hay, other roughages and various grains."

"This bulletin shows the possibilities of bringing together these Oregon feeder lambs for fattening on eastern Oregon feeds. As alfalfa hay is the 'backbone' of a livestock-fattening program, most of the feeding trials reported on deal with lambs fed alfalfa hay in different combinations with other feeds."

Tests with various grains showed that wheat fed with alfalfa hay have slightly better results than barley, and barley better results than oats. The lambs preferred to do their own grain grinding, and did a better job of it than any mechanical device—and did it much cheaper.

Chopped hay was found preferable to long hay, and practically as good while being much cheaper than hammered hay.

Typewriter and adding machine ribbons, all makes of machines at Sentinel office. 21-tfx

WINGS SHIRTS
WITH AEROPLANE FABRIC
COLLARS AND CUFFS THAT
OUTLAST THE SHIRT \$1.65



Lustrous, super-count
broadcloth. Custom-tailored fit. Collars won't wrinkle or wilt. Guaranteed to outwear any other shirt you've ever worn.

Sizes 14½ to 17

Petersen's
Cottage Grove, Ore.

We Call It Romance

IT'S JUST a can of soup. But during a long lifetime, the man who made it found some way to advertise it. At first, just a sign over his little soup kitchen, a few newspaper ads, a few billboards. But as the advertising grew, so did the business.

Now the business employs thousands of workers, helps to support tens of thousands of retail clerks and transportation men, and gives the housewife a better, cheaper soup than she could prepare at home.

Back of every heavily advertised article is a romantic story of this kind—the kind of romance that built America.

Courtesy Nation's Business

HOLD EVERYTHING

The New
1941 PLYMOUTHS
Will Be Here Soon

McCoy Motors
Chrysler-Plymouth Sales and Service
Phone 64