

Cottage Grove Sentinel

Established August 15, 1889
Published Every Thursday at
Cottage Grove, Oregon

W. C. MARTIN

Editor, Publisher

Subscription Rates, Cash in Advance

In Lane-Douglas Counties.....	1 year \$2.00
In Lane-Douglas Counties.....	6 months \$1.25
In Lane-Douglas Counties.....	3 months \$.75
Outside This District.....	1 year \$2.25
Outside This District.....	6 months \$1.50
Outside This District.....	3 months \$.90
Exceptions to men and women in armed forces:	
In U. S. A.: 1 year \$2.00; 6 months \$1.50; 3 months \$1.00.	
Overseas: 1 year \$1.50; 6 months \$1.00.	

Foreign rates on application. No subscription accepted for less than 3 months. Important: In changing address notify us immediately and give former as well as present address.

Entered at Cottage Grove, Oregon, as second class matter.

Member
OREGON NEWSPAPER PUBLISHERS ASSOCIATION
NATIONAL EDITORIAL ASSOCIATION
1943 Active Member

NEW OPPORTUNITIES

One of the things that the shortage of materials and goods has developed is the fact that some of the hard to get items are to be found in the country stores and in the out of way places. This has been brought to light many times in months past and the experience will probably be repeated before the situation on the production of goods improves.

This brings up the fact that now is the golden opportunity for merchants and business men in the smaller community to get acquainted with the customers of their trade territory and visa versa. As has been said before in these columns, now is the time for local merchants to build for the future by courteous attention to the customers by getting what the public wants in the way of merchandise as conditions justify and by improving the store appearance to make the public want to trade with you.

If these conditions are met as near as they can be met, we as a community won't have to start another breast beating campaign on the subject of trading at home. If we fail to take advantage of the present situation, the trade at home movement if and when it starts will be chalked up with another failure, as previous campaigns have failed.

It may hardly be in our province to say so, but nevertheless we think that in the past too much emphasis has been placed on the price rather than the quality of merchandise and this fact is born out by a merchant who retired not too long ago and who made the observation that he felt the reason the firm never got along any better was because too much attention was paid to meeting low prices and not enough to handling a higher class of merchandise and a variety that the public demanded and went to other trading centers to get.

Another handicap the community has suffered is due to not being able to buy children's clothes, except in limited quantities and odd sizes. This condition could be met through an agreement with the merchants for one store to carry certain items, which is not an impossible condition to impose when we think of the fact that if and when the tragic war ends, peace must be made through an agreement. Surely the local situation is no more impossible nor does it present any more difficulties.

The fact that our situation has been frankly told should not create animosity for it has been generally recognized. Constructive criticism has helped only when we recognize our weakness and made an effort to correct it. Opportunity knocks, but it won't beat the door down to enter.

WHY WE ARE WINNING

Up to now the full story of the development and production of 100 octane aviation gasoline has been a military secret. But at last some breathtaking statistics are being released. Following are a few of them:

1. One thousand 4-engine bombers use 1,800,000 gallons of 100 octane gasoline on a 6-hour mission.
2. In January, 1942, only 22 refineries were producing 100 octane gasoline or components of 100 octane. There are now more than 100.
3. United States and Caribbean refineries are supplying today 88 per cent of the 100 octane gasoline used by the United Nations.
4. To train one pilot requires consumption of 12,500 gallons of aviation gasoline.
5. One thousand 4-engine bombers, flying to an objective 1,000 miles away, and using 100 octane gasoline, can carry 5,000,000 more pounds of bombs than could be carried if ordinary pre-war aviation gasoline was used.
6. 100 octane gasoline was specifically developed for combat use.
7. 100 octane gasoline was a laboratory curiosity as recently as 1933, at which time its cost would have been \$16 a gallon. The first 100 octane sale, made to the army in 1934, was at \$2 a gallon. Today 100 octane gasoline is being bought by the government at less than 15 cents a gallon.

"... The time has come when all economic pressure groups within the country should recognize that they have no right to expect to be paid for winning this war, but that the country and American posterity has the right to expect them to start paying for winning this war by much greater financial sacrifices than any group has made to date. ..."—Wayne L. Morse, member National War Labor Board.

WHY ADVERTISE CONSTANTLY?

Do you know what happens to the average community population in 10 years? We didn't either until the other day a merchandising expert stopped in and told us.

Can you believe that 60 per cent of the population changes in 10 years? Every retailer is conscious of old customers moving away, new families moving in, deaths and births, but few realize the extent of that change.

As frequently as you can, advertise. The fallacy of the old argument, "We don't need to advertise when business is good. We will get it anyway. We can't afford to advertise when business is poor," is exactly opposite to good business principles.

You can afford to advertise especially when 60 per cent of the population undergoes change in 10 years.—Oklahoma Restaurant.

IT COULD HAPPEN HERE

The following is clipped from a Mapleton, Minnesota, paper:

It is said that a clergyman in another nearby town was attracted by some very strong and colorful language while walking down the street recently. Investigating, he discovered a man having some difficulty slipping the rim of his spare on the wheel of the car. Pointing out that vitriolic language was of no assistance, he suggested prayer as a substitute.

The man scratched his head and said: "Well, I've tried everything else. I might as well give that a whirl." Whereupon he bowed his head in silence for a few seconds, then raised up and slid the rim smoothly and easily on the wheel.

The parson, startled out of his usual composure, let out a low whistle and exclaimed: "Well, I'll be damned."

OUR DEMOCRACY—by Mat



New Year's-1944= My time for an Accounting

Annual Income	\$?
Annual Expenditure	The Same
(Life as usual plus unnecessary spending)	
Result	Worry and Want.
Annual Income	\$?
Annual Expenditure	Only enough for careful family living
Money to put into War Bonds, life insurance, savings accounts	To balance the account
Result	Happiness and Security.

Seal Campaign Nets Over \$600.00

(Continued from page 1)
W. Taylor, Judson Allen, Vivian White, Mrs. Raymond Trask, Samuel E. Beach, Boyd Allen, George Groat, Kenneth H. Bennett, Miss Lula Currin, Ralph T. Long, Floyd Jones, Mrs. Amos McGarvin, Charles Teeters, B. McCormack, R. Glen Jenkins, A. R. King, Peter Tonole, Dr. C. H. Kime, Elmer Neet, Mrs. Bernice E. Boslaugh, George A. Syphers, Harold L. Edes, Mrs. J. A. Merryman, John Trunnell, Miss Ruth Nelson, Lot Wagner, Fred Anderson, Joe Bricher, Nicholas A. Barton, L. S. Crawford, Floyd Chaffee, P. C. Christensen, Mrs. Margaret Micky, Larry Levens, Dr. H. A. Hagen, F. C. Loomis, Mrs. Carl Rynearson, Laurence W. Biggerstaff, G. M. Kimble, Wm. Prager, Clint Ouppaugh, George Krauss, Stillings Grocery, Mr. and Mrs. Fenton Charles, Robert C. Stacey, Harold M. Alford, Harold Whitlock, Wilfred D. Holmes, J. H. Spahr.

Mrs. Edna McGarvin, Mrs. Mary K. Johnson, Addison Lumber Co., Geo. Jacobsen, Wm. C. Adams, J. R. Lemus, James W. Graham, Clark Coffelt, Fred J. Hammond, J. B. Leonard, William E. Wiese, Ross Peterson, Orville L. Dewey, Wayne Berggren, Arlene Anderson, Miss Blanche L. Abbey, D. C. Peterson, J. C. Bunker, Richard B. Garman, Frank McCullough, Kenneth R. Ward, Herbert Peterson, Hattie Sharp, Ira Wells, Miss Lila M. Graham, Frank M. Holm, Mrs. Abbie J. White, R. J. Safley, Bert L. Dully, Leslie C. Cone, R. B. Dixon, A. W. Wooley, Nelson Durham, O. M. Bagley, Allyn Markham, John E. McCall, Clifford Lebow, Frank E. Ellsworth, Oscar Smith, John F. William, Hans Jorgensen, Chas. C. Young, Carroll W. Davis, William H. Petersen, Bryon G. Smith, G. B. Arnest, Ira J. Beidler, Merville Veatch, Lester Gates, Gustafson's Super Creamed Ice Cream store, Herman Petersen, C. L. Alleman, J. H. Clyde, Mrs. Anna Swanson, Dale M. Harris, Blue Mountain Lumber Co., E. R. Wiese, Mr. and Mrs. Ellis V. Shortridge, Fred Bressler, J. A. Wikoff, Glen Flatters, J. G. Murray, Carl W. Bragg, B. C. Addison, H. W. Lombard, Hubert S. Addison, Charles Gettys, Mr. and Mrs. D. Quaglia, Miss Dorothy Moore, Geo. James, Roy Lyon, Harvey L. Clark, Perkins Miller, Read Hemenway, Geo. Farmer, Joe E. Damewood, Dave Hite, Jno. W. Massey, Roy Short, Darrell W. Arne, W. J. White, Ernest Darnell, C. J. Cameron, Mrs. W. B. Layng, J. A. Schneider, G. Graber, E. W. Tohlen, Mrs. Nora Small, Curtis French, Ernest Baldwin, T. J. Small, Edmund Oleson, Fred Strauss, Wesley Thompson, Lloyd Whetnam, Gaylord Davies, Lumber & Sawmill Union 2627, Miss Stella Holt, Geo. Wickendall, Geo. McQueen, C. L. Sanders, Arthur Jones, Walter R. Atchison, Jesse Lansing Jr., Arthur Dugan, Harold Abeene, C. C. Alleman, Walter Downes, Albert A. Hull, Clarence Turner, Alfred Caviness, Albert Adkins, Geo. Damewood, David J. Scholl, Kenneth Hickok, S. J. Leonard, Lloyd Petersen, Lynch Currin, Allen M. Brown, Lillian B. Doolittle, J. E. Banton, Mrs. Lottie Scott, Joe Gallo, Chas.

B. Mitchell, Lloyd A. Swanson, F. Gilbert, Vern Williams, Wm. B. McMurry, G. W. McFarland, Lee Williams, Arthur Woolcott, Mrs. Robert Phillips, Claude V. Abeene, Josie D. Phillips, Howard Freeman, John Maland, F. E. Vick, Earl F. Garoutte, Mrs. S. Burcham, Geo. C. Anderson, Martin Motors, H. L. Wolfard, Dr. Harold Axley, E. L. Wade, R. P. Boyce, John A. Long, LaSells Stewart, Chas. Beidler, W. D. Abel, Luther P. McCoy, Harry K. Metcalf, Ralph V. Hawley, Doleman's Dixie Bakery, H. B. Bebe, M. J. Drury, Morris J. Riggs, C. S. Roberts, Skelton-Mitchell Lumber Co., R. W. Hill, W. J. Bartels, Frank L. Bradford, Glen S. Arne, S. K. Adams, Mrs. H. M. and Miss Ruth DeLong, Cecil Beck, N. A. Bachelder, Mrs. W. A. Hemenway, Hugh S. Doolittle, Raymond Anderson, Mrs. Chas. B. Mitchell.

PRISONERS OF WAR

In the 56 camps in the United States there are now about 140,000 prisoners of war. Germans outnumbering Italians by a ratio of three to one. The basic pay of each enlisted man is 10 cents a day and to this is added his earnings up to 80 cents a day if he is employed in civilian work. Officers are paid up to \$40 a month for those with the rank of major or higher. It costs 62 1/2 cents a day for food, plus camp construction costs, plus pay and keep of guards who average about one for every six prisoners. Italian prisoners have been put on their honor, which permits them to go from camp to places of work without a guard. No such privilege is given the Germans.

Bag Deer, Elk
More than 102,000 deer and elk hides were collected during the 1942-43 hunting season.



A Cheery New Year

for our friends everywhere is our New Year wish. May 1944 bring all you ask for.

COTTAGE GROVE MOTOR COMPANY

Jack Maulding

S. P. Traffic Is At New High for 4th Year.



A. T. MERCIER

A new all-time traffic record was rolled up by Southern Pacific in 1943 for the fourth year in succession, President A. T. Mercier revealed today in a review of the company's activities in the second year of the war.

A further increase is expected in 1944, it was stated, and the railroad will need more manpower and equipment to handle the still heavier load.

"Our personnel met the severest tests in the company's history but came through victoriously in every undertaking in 1943," Mercier declared. "New records were achieved by the nearly 100,000 Southern Pacific men and women in spite of a growing manpower shortage, now around 10,000, and a stringency of equipment necessitating the most intense utilization of locomotives and cars."

Manpower is Southern Pacific's greatest problem, according to the announcement, with more than 14,000 former employees now in the armed forces. The company has enrolled some 4,000 women to do work formerly performed exclusively by men, and has imported about 7,000 Mexican track workers, all efforts to recruit this labor in the United States having failed.

TT COUPONS INVALID

All "TT" gasoline ration coupons will be invalid after 12:01 a. m. January 1, 1944. The OPA disclosed Tuesday that the stamps, issued for commercial vehicles, are being replaced by serially numbered "T" coupons.

One gallon "bulk" coupons used at one time for deliveries to dealers and for service men on fuel-lift will also be invalid after midnight December 31, the OPA said.

The old "TT" coupons were held responsible by OPA for the diversion of considerable quantities of gas into illicit channels.

Sixty-four Dollar Question

"God gives us our daily bread, doesn't he, Mamma?"
"Yes, dear."
"And Santa Claus brings the presents?"
"Yes, dear."
"And the stork brings the babies?"
"Yes, dear."
"Then, tell me mamma, what's the use of having papa hang around?"

Divide

Mr. and Mrs. Harry Reed received a long distance telephone call on Christmas day from their son Alan. He was spending the day with relatives at Lubbock, Texas.

Mr. and Mrs. Ed Sutton of Linslaw, Mr. and Mrs. Amos McGarvin and children and Mr. and Mrs. Lyle Mullica and son were Christmas day guests of Mr. and Mrs. Frank McGarvin.

Frankie McGarvin of Salem and Mrs. Edna McGarvin of Eugene are here visiting relatives during the holidays.

Charles McNeil of Mosby Creek spent Christmas day at the Clifford Wallace home.

Mrs. Mabel Wells and family of Eugene were callers Sunday with the Wallace family.

Mrs. Edna Raymond of Walden and Florence Wells of Eugene are spending this week with the Wallace family.

Christmas day guests at the Walter Robinson home were Edna McGarvin of Eugene, Frankie McGarvin of Salem, Mrs. Ruby Hill and son Forrest of Portland, and John Robinson.

John Robinson returned home Friday from the Sacred Heart hospital.

Evelyn and Lucy Lamb are spending a few days in Eugene.

Mr. and Mrs. Ken Foley of Drain and Mr. and Mrs. Condon of Omaha, Nebraska, were callers Monday evening at the Mackey home.

Mrs. Edith Curtis of Washougal, Washington, is here for the holidays visiting her daughter, Mrs. R. W. Kinkade and Tuesday she visited with Mrs. Mackey.

Cleal Mackey of Portland spent the past week with his folks.

Mr. and Mrs. Wesley Saunders and daughter Marie spent the week end in Portland with Wesley's parents, Mr. and Mrs. W. M. Saunders and other relatives.

Wesley left Monday for San Francisco to report for duty with the Merchant Marine.

Mr. and Mrs. Robert St. Elmo spent Christmas with the Ora Swearingen family of Drain.

NEW FILTER CENTER OFFICERS

Capt. Joseph A. Richards of Eugene who has been with the Eugene filter center for the past year has been transferred to Oak-

land, California. His successor is Lt. Robert A. Taggart. Lt. Pasquale Monsa of Portland has been assigned to the Eugene post with Lt. Taggart and will be on duty there. Both officers will be in charge of ground observation work.

GREETINGS



A BETTER 1944

War or peace, a brave new world is in the making—a world in which better opportunities will be had for all. The Spirit of Progress is on the march, and we may all look hopefully to the future. At this time it is fitting that we count our many friends and recall the happy relationships of 1943. We wish all of you the choicest happiness a new year can bring.

COTTAGE GROVE CREAMERY

The Million Dollar View Is Free

34 acres overlooking Dorena dam, on new hiway. About 10 acres could be cultivated. Nice large garden spot with water piped for irrigation. Nice four room house with bath. Hot and cold water, fire place, nice screened in back porch. Newly papered and painted. Dandy barn with 6 steel stanchions, harness and feed room and hayloft. All fenced with woven and barbed wire. Bus to grade and high school. Don't wait too long before deciding on this for it will not last long.

MERL KING

with

701 Main St. RODMANS Phone 216



AND FOREVER AFTER

We have a great job to do . . . that of endowing the world with the privileges of a free people in a world free from fear of aggression. We are working to complete that job sooner by producing the sinews of war in greater abundance, we are accelerating our every wartime effort to meet the full requirements of an all-out European invasion. While we bend every effort to our individual jobs, let us remember what we are fighting for . . . remember that one way to supplement the materials of war and mercy that we are producing is to buy WAR BONDS. The money you lend for a future of peace will pay for things that will make the dream of Peace in '44 a reality.

On to Victory . . . Buy More War Bonds

Mountain States Power Company

"A Self-Supporting, Tax-Paying, Private Enterprise."

—NOTICE—

After January 1 we will be open Sundays and Holidays from 9:00 to 12:30 only.

COTTAGE GROVE ICE WORKS