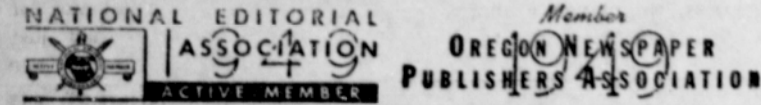


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### KEEPING A THUMB ON JUNIOR

Some how or some how else, Junior has caught on to the idea of keeping up with the Jones' too and perhaps he is joined by Jane (your daughter, if you have one). The ideas of the juniors at the start of school can certainly cause a lot of headaches for the average parent.

Invariably the youngsters can point to the freedom as well as the privileges enjoyed by their companions, which often make your efforts in their behalf small by comparison. If you can escape the family pressure of trading in the old jalopy for the latest model, which according to Junior has it all over your present model in riding comfort as well as economy of operation, you will certainly have to deal with the problem of letting the son or daughter out to fulfill the many social obligations which they have and this may mean every night of the week. Or if you insist that they should be in by 10:30 p.m., you are by all standards of comparison living in the dark ages and you are certainly withholding a privilege, which at least a dozen or more of their close companions are enjoying.

After a year or two of this, it isn't much of a wonder that the average parent weakens and some weaken so far as to turn their youngsters loose to do as they please. And this leads to juvenile problems and juvenile delinquency.

Family demands, if they are not within reason, can also mean difficulties ahead for the bread winner. And they might if pressed far enough lead to some unorthodox methods of financing which will mean trouble, as in two or three instances which have occurred here recently.

All of which means the idea of a family trying to keep up with the neighbors may be all right up to a point, but the point must be carefully determined. It is a common failing that the grass looks greener across the fence and there are many occasions where it looks like our neighbors have an easy time of it in getting ahead and in getting what they want and have no problems. But this is because we do not have all the facts for comparison.

### HOW CAN RETAIL SALESPeOPLE INCREASE STORE SALES

By N. H. COMISH

(Professor of Business Administration, University of Oregon in Oregon Business Review)

One of my studies indicates that as many as 25 per cent of the consumers in some cities leave their home towns to trade partly because they believe they are served by better salespeople elsewhere. Another shows that from 6 to 16 per cent of the consumers in the several retail classifications prefer to trade at one store instead of another because of better salespeople in the one store than the other.

A study which I made in 1948 indicates that more customers stop trading at stores because of inefficient salesmanship than for any other single reason. Inefficient salesmanship is manifest in delay in store services, indifference of salespeople, misrepresentation of merchandise, over-insistence and haughtiness of salespeople, attempted substitution of goods, errors, tricky methods, and ignorance of merchandise. If the percentages of frequencies of these reasons are added together, the total figure far outweighs high prices and poor quality of goods. The other major causes for patrons withdrawing trade from stores. It must be recognized that management, deliverymen, and other store help must share on occasion for the defects listed above. But when this allowance is made, inefficient salesmanship still plays a more important role than high prices or poor-quality goods as a cause for customers quitting stores.

Harvard's H. F. Lewis has also proved, in a study called "Lost Sales Opportunities in Retailing," that salespeople lose many sales. Indeed, for every 100 transactions that were completed after the customer had shopped one store, there were 23 more completed only after the customer had shopped in two, three, four or more stores. For every \$100 spent in the first and only store a customer shopped, an additional \$47 was spent after the customer had shopped in at least two stores. These figures show genuine opportunities for salespeople in retail institutions to increase sales.

Merchants can help their salespeople to increase sales in five ways: (1) Retailers can open the way for salespeople to have more potential customers within certain stores. (2) Merchants can improve the store atmosphere so that customers will be more in the mood for buying from salespeople. (3) Retailers can permit their salespeople to use the telephone to sell goods. (4) Some merchants might permit their salespeople to make sales outside the store. (5) All retailers can train their salespeople in improved techniques for selling.

### MATINEE PRICES CUT

Portland, Oregon, September 3. In a step to give more boys and girls 18 years of age or younger a change to see the complete Pacific International Livestock Exposition, October 7-15, including horse show and rodeo, price for these youths

at three matinees will be cut in half this year. Instead of the full adult price of \$1.80, the cost at these three performances will be only 90 cents, General Manager Walter A. Holt announced.

Everybody's reading the classified

## Washington Letter

By Harris Ellsworth, Rep. in Congress from Oregon

Everything is very quiet on the house side of the Capitol now. Practically all of the representatives have left Washington. The house recess ends officially September 21st, but since that is the middle of the week nothing except routine business will be transacted until Monday the 26th.

In a few days I will leave for Europe with members of the committee on interstate and foreign commerce. Public health legislation is assigned to that committee. Hearings have already been held by the committee on the Truman socialized medicine bills. We discovered, however, that first hand information regarding the operation of socialized medicine in England would be vital to a really careful consideration of such legislation.

It is my intention to do considerable private investigating when I am in England with the committee. I know the group will be given plenty of official information and that a competent report will be written on the facts and figures obtained by the committee. What I want most to know, however, can best be obtained by talking with people—doctors, working people, officials, and everyone who will spare the time for conversation. I also want to dig rather deeply into the question of finance. This subject is so extremely important that I feel a great need for every scrap of reliable information I can get.

The committee will come home by air and will arrive back in Washington the morning of the 26th.

The senate committee investigation into the activities of the so-called "5 percenters" has this capital city agog these days. It is a sordid revelation of the sort of thing that can and does go on when appointments to high places in this the greatest government in the world are made almost solely upon the basis of friendship and politics.

I think in fairness, and just to keep the record straight about this "5 percenters" mess, I should point out that the center of the disturbance, a former army officer by the name of James Hunt, apparently did nothing either dishonest or illegal. All I know about it is what I read in the newspapers—and the Washington D. C. papers are full of it—but it is pretty clear to me that Hunt is doing nothing more than the ordinary attorney and lobbyist here do, and has been doing so for many years. The present clients who want to do business with the government on the most favorable basis possible, Hunt knows his way around Washington and in government circles and is charged with his clients a fee for using that knowledge for them. He seemed to be able to deliver fairly well, because of the cupidity and low calibre of certain men holding high positions of public trust. Hunt has been smeared somewhat. I don't think much of his "profession" and it may be just as well to turn the heat on such people. However, let's not forget that the real guilt lies with those people Hunt was able to "influence."

It seems likely now that this session of congress will adjourn for the remainder of the year along about the fifteenth of October. I plan to get home just as soon as I can after the business of the session is completed. I still expect to be able to visit all seven counties if the fourth congressional district before the end of the year. Meanwhile, this is the last "Letter from Washington" for several weeks—and possibly for this year.

Every man will have something to do for his friend, and something to bear with in him. Only the sober man can do the first; and for the latter, patience is requisite.—Fellham.

Everybody reads the Classified

## LEGAL NOTICES

### NOTICE OF TIMBER SALE

SEALED BIDS, marked outside "Bid for Timber," and addressed to the Regional Administrator, Bureau of Land Management, Region I, Room 131, Building No. 1, Swan Island, Portland 18, Oregon, will be received until and opened at 2:00 P.M. PACIFIC STANDARD TIME, on September 13, 1949, for the purchase of all merchantable timber designated for cutting upon tract herein after described as SEALED BID, ORAL AUCTION BIDS will be received by the District Forester at his office located at 212 Post Office Building, Eugene, Oregon at 2:00 P.M. PACIFIC STANDARD TIME, on September 13, 1949, on those tracts of timber hereinafter described under ORAL AUCTION BIDS. Any sealed bids on tracts so advertised and accompanied by the required deposit received by the District Forester prior to the start of the oral auction bidding, will be considered the equivalent of an oral bid and will be posted for the information of all bidders. To qualify for oral auction bidding, the bidder must submit to the officer in charge of the sale, prior to the beginning of the auction a deposit in the amount as hereinafter required. If an oral bid is declared to be high at the closing of the auction, the bidder must immediately confirm the bid by submitting it in duplicate on the regular Bureau of Land Management bid proposal form. The cutting and removal of the timber shall be carried out in accordance with the forest practice rules approved on July 7, 1938 by the Secretary of the Interior. Each bid must state the amount per thousand feet, board measure, that will be paid for each species, the total consideration which will be paid for the timber and a statement that the bidder will comply with local manufacturing requirements as hereinafter stated. No bid for less than the appraised value will be considered. Each sealed bid must be submitted in duplicate and be accompanied by a deposit. The deposit must be in cash or in the form of a certified check on a solvent bank and in favor of the Treasurer of the United States. The amount of the deposit will be at least 20% of the first \$1,000 of the appraised value of the timber; additional 10% of the next \$9,000; an additional 5% of the amount between \$10,000 and \$100,000; and additional 3% of any amount in excess of \$100,000. The deposit will be returned to unsuccessful bidders; applied as a part of the purchase price of the high bidder; or that portion of the deposit representing the minimum required by law shall be retained as liquidated damages if the high bidder does not execute contract and furnish satisfactory bond within thirty days of acceptance of the bid or cannot furnish evidence of his ability to comply with the local marketing requirements. In sales over \$5,000, and in small sales when required, the high bidder will be required to furnish a sworn financial statement showing ability to fulfill the terms of the contract. A bond on all sales will be required in an amount computed at the time of filing the contract being required in sales amounting to \$5,000 or less. In larger sales, the Regional Administrator may permit payment in a number of installments. The right is hereby reserved to waive technical defects in the advertisement; to reject all bids, or to award the timber for the amount of the highest bid to the next highest qualified bidder when the contract shall deem the high bidder unqualified to fulfill the contractual requirements of the advertisement. All tracts advertised for sale for which no bid is received on the sale date may be sold to bidders offering the highest price during the thirty day interim. In no case will the timber be sold

for less than the appraised price. Timber sold in accordance with this advertisement must be manufactured within the marketing area as designated for each tract described below in accordance with the Orders of the Secretary of the Interior, No. 2285, and Nos. 2380 to 2390, Incl., dated December 11, 1946 and November 29, 1947, respectively. The United States has by agreement been given the right to authorize its purchasers to use certain roads and rights-of-way for the removal of timber. Each bidder should ascertain from the respective District Forester's office the location of the road right-of-way covered by such agreement relating to the tract upon which he wishes to bid. It is the bidder's responsibility to determine for himself the extent to which such agreement will permit the use of the road or right-of-way subject to the payment of reasonable compensation to the assignor of the United States. Further information, including copies of the form of contract, bid forms and schedules of contract payments may be obtained at District Offices of the Bureau of Land Management, located at Salem, Eugene, Roseburg, Coos Bay and Medford, Oregon, or at the office of the Regional Administrator, Building No. 1, Swan Island, Portland 18, Oregon. Dated at Portland, Oregon, this 12th day of August, 1949. IN LANE COUNTY, OREGON: SEALED BID: SIUSLAW RIVER MARKETING AREA: T. 16 S., R. 6 W., W.M. Sec. 19, all merchantable timber designated for cutting on Por. NE $\frac{1}{4}$ SE $\frac{1}{4}$ , Por. E $\frac{1}{2}$ NW $\frac{1}{4}$ SE $\frac{1}{4}$ , Por. NE $\frac{1}{4}$ SW $\frac{1}{4}$ SE $\frac{1}{4}$ , Por. N $\frac{1}{2}$ SE $\frac{1}{4}$ SE $\frac{1}{4}$ , estimated for the purpose of this sale to be 1280 M. feet Douglas fir, 65 M. feet Hemlock, 285 M. feet Western Red Cedar, 20 M. feet White fir, 2150 Lineal Feet Red Cedar Poles. No bid for less than \$12.00 per M.ft. B.M. for the Douglas fir, \$13.10 per M.ft.B.M. for the Hemlock, \$3.90 per M.ft.B.M. for the Western Red Cedar, \$3.10 per M.ft.B.M. for the White fir, \$3.05 per Lin.Ft. for the Red Cedar Poles, or a total purchase price of \$16,842.50 will be considered. SEALED BID: UPPER WILLAMETTE MARKETING AREA: T. 17 S., R. 1 W., W.M. Sec. 5, all merchantable timber designated for cutting on Por. NW $\frac{1}{4}$ NE $\frac{1}{4}$ , Por. NE $\frac{1}{4}$ NW $\frac{1}{4}$ , Por. Lot 3 (SE $\frac{1}{4}$ NW $\frac{1}{4}$ ), estimated for the purpose of this sale to be 1705 M. feet Douglas fir, 20 M. feet Hemlock, 5 M. feet Western Red Cedar. No bid for less than \$9.70 per M.ft.B.M. for the Douglas fir, \$2.50 per M.ft.B.M. for the Hemlock, \$2.50 per M.ft.B.M. for the Western Red Cedar, or a total purchase price of \$16,621.00 will be considered. ORAL AUCTION BID: UPPER WILLAMETTE MARKETING AREA: T. 18 S., R. 1 W., W.M. Sec. 13, all merchantable timber designated for cutting on Lot 15 (SW $\frac{1}{4}$ SE $\frac{1}{4}$ ), estimated for the purpose of this sale to be 1670 M. feet Douglas fir, 39 M. feet Hemlock, 80 M. feet Red Cedar, 20 M. feet Incense Cedar. No bid for less than \$13.15 per M.ft.B.M. for the Douglas fir, \$2.50 per M.ft.B.M. for the Hemlock, \$2.30 per M.ft.B.M. for the Red Cedar and Incense Cedar, or a total purchase price of \$22,369.50, will be considered. ORAL AUCTION BID: UPPER WILLAMETTE MARKETING AREA: T. 19 S., R. 2 W., W.M. Sec. 25, all merchantable timber designated for cutting on the W $\frac{1}{2}$ NW $\frac{1}{4}$ , estimated for the purpose of this sale to be 2455 M. feet Douglas fir, 10 M. feet Hemlock, 105 M. feet White Fir, 55 M. feet Red Cedar, 130 M. feet Incense Cedar, 1500 Lineal Feet Western Red Cedar Poles. No bid for less than \$9.00 per M.ft.B.M. for the Douglas fir, \$2.50 per M.ft.B.M. for the Hemlock and White Fir, \$2.30 per M.ft.B.M. for the Red Cedar and Incense Cedar, \$3.05 per Lin.Ft. for the Western Red Cedar Poles, or a total purchase price of \$22,883.00, will be considered. 2-4-5

## LEGAL NOTICES

### SUMMONS

#### IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR LANE COUNTY

W. D. ABEL, HENRY N. ANDERSON, MARJORIE A. ANDERSON, M. W. BRACHVOGEL and MURIEL A. BRACHVOGEL, co-partners doing business as DURABLE FIR LUMBER COMPANY, a co-partnership, Plaintiffs,

vs.  
BANK OF CALIFORNIA, a National Banking Association; THE YOUNG WOMEN'S CHRISTIAN ASSOCIATION OF PORTLAND, OREGON, a corporation; THE YOUNG MEN'S CHRISTIAN ASSOCIATION OF PORTLAND, OREGON, a corporation; RAYMOND WICKS and THELMA WICKS, his wife; ALVIS WICKS and MARIE WICKS, his wife; MILES O. WICKS and FAYE C. WICKS, his wife; FAIRY D. WOODSON, a widow; IVA LAMB and LIONEL LAMB, her husband; AVANELLE WICKS, a widow; LESLIE ESTON WICKS, a single person; RICHARD WICKS and DORIS WICKS, his wife; LULU WICKS, a widow; IDA SCHURTZ and JOHN A. SCHURTZ, her husband; FRANK O. CARLSON and MRS. FRANK O. CARLSON, his wife; GUST CARLSON and MRS. GUST CARLSON, his wife; CHRISTINA CARLSON and JOHN DOE CARLSON, her husband; unknown heirs of JOHN CARLSON, deceased; SOUTHERN PACIFIC COMPANY, a corporation; J. L. WOOLEY and MRS. J. L. WOOLEY, his wife; unknown heirs of JOHN CARLSON, deceased; unknown heirs of any of the above named persons or parties, if any are deceased; also, all other persons or parties unknown claiming any right, title, estate, lien or interest in the real estate described in plaintiffs' Complaint, herein, Defendants.

Case No. 37181  
TO: FRANK O. CARLSON and MRS. FRANK O. CARLSON, his wife; GUST CARLSON and MRS. GUST CARLSON, his wife; CHRISTINA CARLSON and JOHN DOE CARLSON, her husband; J. L. WOOLEY and MRS. J. L. WOOLEY, his wife; unknown heirs of JOHN CARLSON, deceased; unknown heirs of any of the above named persons or parties, if any are deceased; also, all other persons or parties unknown claiming any right, title, estate, lien or interest in the real estate described in plaintiffs' Complaint, herein, DEFENDANTS.

IN THE NAME OF THE STATE OF OREGON: You are hereby summoned and required to appear and answer the Complaint of the plaintiffs filed against you in the above entitled suit on or before the last day of the time prescribed in the Order of Publication, to-wit: on or before the 8th day of September, 1949, and if you fail to so appear and answer, for want thereof the plaintiffs will apply to the above entitled Court for the relief prayed for in the Complaint, to-wit: that you and each of you, be adjudged to have no estate or interest whatsoever in and to the lands and premises herein described, to-wit:

Lots Three (3) and Four (4) and Southeast Quarter of Southwest Quarter (SE $\frac{1}{4}$ SW $\frac{1}{4}$ ), Section Eleven (11); Lots One (1) and Two (2), Section Fourteen (14); Lot Five (5), and Southwest Quarter (SW $\frac{1}{4}$ ) and Southwest Quarter of Southeast Quarter (SW $\frac{1}{4}$ SE $\frac{1}{4}$ ), Section Fourteen (14); Southeast Quarter Northeast Quarter

(SE $\frac{1}{4}$ NE $\frac{1}{4}$ ) and East Half Southeast Quarter (E $\frac{1}{2}$ SE $\frac{1}{4}$ ), Section Fourteen (14); All of Section Twenty-two (22); Southeast Quarter Northwest Quarter (SE $\frac{1}{4}$ NW $\frac{1}{4}$ ), Section Twenty-three (23); West Half Southeast Quarter (W $\frac{1}{2}$ SE $\frac{1}{4}$ ) and Lots Three (3) and Four (4); Section Twenty-four (24); Southwest Quarter (SW $\frac{1}{4}$ ), Section Twenty-four (24); Northwest Quarter (NW $\frac{1}{4}$ ), Section Twenty-four (24); Lots One (1) and Two (2) and West Half Northeast Quarter (W $\frac{1}{2}$ NE $\frac{1}{4}$ ), Section Twenty-four (24); West Half Southeast Quarter (W $\frac{1}{2}$ SE $\frac{1}{4}$ ), Section Twenty-five (25); All of Section Twenty-six (26); Northeast Quarter Northeast Quarter (NE $\frac{1}{4}$ NE $\frac{1}{4}$ ), Section Twenty-seven (27); all being in Township Twenty (20) South, Range Two (2) West, Willamette Meridian, Lane County, State of Oregon.

Also, Northeast Quarter (NE $\frac{1}{4}$ ) and Lots One (1), Two (2), Three (3), Four (4), Five (5) and Six (6), Section Thirty-one (31), Township Twenty (20) South, Range One (1) West, Willamette Meridian, Lane County, State of Oregon.

and that plaintiffs, W. D. ABEL, HENRY N. ANDERSON, MARJORIE A. ANDERSON, M. W. BRACHVOGEL and MURIEL A. BRACHVOGEL, co-partners doing business as DURABLE FIR LUMBER COMPANY, a co-partnership, are the owners in fee-simple of the property described herein, as set out in the Complaint herein; and that you, and each of you, be forever barred and enjoined from asserting any claim or interest to the aforesaid lands adverse to the plaintiffs; and for such other and further relief as to the Court may seem just and equitable.

This Summons is published pursuant to an order signed by the HON. WILLIAM G. EAST, Circuit Judge for Lane County, Oregon, on the 9th day of August, 1949, which order directs that this Summons be published once a week for four successive weeks in the Cottage Grove Sentinel, a weekly newspaper of general circulation, printed and published in Cottage Grove, Lane County, State of Oregon; and that you be required to appear and answer on or before the last day of the time prescribed in said order, to-wit: on or before the 8th day of Sep-

tember, 1949. Date of first publication August 11, 1949. Date of last publication September 8th, 1949. HERBERT W. LOMBARDY, Attorney for plaintiffs. Residence and post office address: Wiser Bldg., Cottage Grove, Oregon. 1-5tc-5

Never contract the horizon of a worthy outlook by the selfish exaction of all another's time and thoughts.—Mary Baker Eddy.

Wellington organized the first military police in the British army, according to the Encyclopedia Britannica.

## Grove Maid KIDDIES



Here is a funny Mister NINE—  
A Six turned upside down; Just drink our milk if you'd feel fine—  
It's best around this town!

Add refreshing goodness to each meal with our **Cottage Cheese**  
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"It's the Know How That Excels All Others"  
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**'LEAVE US FACE IT'**  
ONWARD MARCH OF GOV'T SPENDING  
BANKRUPTCY AND STATISICAL  
EVERYBODY READS THE CLASSIFIED

**BIRTHS**  
BRIDWELL — At the Butler maternity home, Tuesday, September 6, 1949, to Mr. and Mrs. Marion Bridwell, Cottage Grove, a daughter, Connie Marlene.  
BROWN — At the Oliver Brown home, Saturday, August 27, 1949, to Mr. and Mrs. Oliver B. Brown, Cottage Grove, a son, William Oliver.  
Coal sometimes ignites spontaneously in a shaft, the phenomenon being called a "gob fire".  
**MOVING STORAGE CRATING SHIPPING**  
**SUPER SERVICE**  
- is what our experienced personnel offer you! Prompt, reliable, careful and courteous SERVICE.  
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