

The Sentinel

A Weekly Newspaper With Plenty of Backbone
 A first-class publication entered at Cottage Grove, Ore., as second-class matter
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FRIDAY, JULY 12, 1918

THE MAN WHO HASN'T GONE.

Don't you feel a little lonesome when you walk the village street
 And read the sign that's really meant for you?
 Don't you feel a little shameful when at every step you meet
 A lad that's dressed in khaki eyeing you?
 Have you chosen to ignore them—have you stopped to count the cost?
 In the future years you'll figure up the roll.
 You'll have earned the name of slacker, and the chance that you have lost
 Will mark the desolation of your soul.
 Don't think 'twill be forgotten, no matter where you are;
 The question to be answered first of all
 Will be "what was the regiment you served with in the war?"
 Can you tell them that you never heard the call?
 Why there's some men who are longing to take that trip to France
 But are hampered—age or sickness foils that plan;
 I can bring them by the dozens who'll go with you on the chance,
 If 'tis only just to help you play the man.
 You'll be first to do the shouting at the finish of the war;
 You'll be standing 'mid the women with a flag;
 You'll be cheering for the Union as you never cheered before,
 You'll forget the days your knees were on the sag.
 Then you'll go back to the office, the workshop or the store,
 To find your pay-check waiting with the "can."
 And the smiling boss will tell you "you're not wanted any more—
 The job you held is handed to a MAN."

[The above was printed in the Bonner's Ferry, Idaho, Times. The author, a young woman, modestly requested that her name be withheld.]

WHAT KIND OF FOURTH IS THIS?

To what is this nation coming?
 Not an arrest was made in Lane county on the Fourth of July.
 No one drunk? How different from the good old days when our patriotism was fired by frequent and copious draughts from the flowing bowl!
 Not a fight or a cutting affray?
 Again, how different from the good old days when old friendships were renewed and old grudges were settled on the anniversary of our natal day!
 What kind of a fighting nation are we when we allow the Fourth of July to pass without any disturbance of any kind?
 Just now we are a serious people. We

One of a Series of Informative Articles on Dental Hygiene—No. 8

Good Teeth Start With Infancy

GOOD teeth, well taken care of, add a charm to any face. A child with a deformed mouth enters the race of life with a big handicap. There is nothing that detracts more from a person's appearance than unsightly or irregular teeth.
 Straight, even teeth—a perfectly shaped mouth—rest very largely with mother's care in infancy. Few realize the danger likely to result from allowing young children to form the habit of sucking their thumbs or fingers. This tends to force out the upper front teeth and jaw, and to push back the lower front teeth and jaw. A deformed face is the result.
 This deformity causes the teeth to come in irregularly. Deformed jaws help to cause adenoids and mouth-breathing, and mental development is retarded by displacement of the bones of the jaws and face.
 Do not neglect the temporary teeth. They represent the structure on which the permanent teeth are built. If lost by decay before their time, the jaws fail to expand properly, and the incoming permanent teeth will be crowded and irregular. A child's temporary molars are not fully replaced by the permanent teeth until the tenth or twelfth year after birth.
 Published by the State Dental Association of Oregon

are fighters, it is true. The huns are being rapidly convinced of that, but we are not wasting our energies fighting among ourselves. We are conserving them for future use "over there," or for use here in backing our fighting boys.
 We have come to the conclusion that there are better ways of celebrating our Independence day than in shooting off Chinese fire crackers and roman candles and displaying red noses.
 We have substituted for the rough-and-tumble celebration a safe and sane observance of the anniversary of our birth.

SMALL TOWN GETS IT.

The small town is not much enamored with the method of adjusting freight rates under government operation.
 The rates now in effect make a minimum charge of 50 cents. No package can be sent for less than that, regardless of how short the distance may be or how light in weight it may be.
 Cottage Grove merchants formerly could send small packages on the Oregon Pacific & Eastern for as little as 10 cents. This was a great convenience to business men, as well as to residents along the line of the railway, and the railway seemed to be satisfied.
 Now the railway must charge 50 cents for the same service.
 In the good old days Cottage Grove merchants could send a pretty good-sized package to near-by stations on the Southern Pacific for 25 cents. Now the minimum is 50 cents.
 Take a package on which the freight from Portland to Cottage Grove is 50 cents and the rate is the same to send it out three or four miles from here as the rate for the 144 miles between here and Portland. Such a rate puts local merchants at a great disadvantage in competing with Portland mail order houses, for that extra 50 cents is a preferential in favor of the mail order house.
 Then, to add insult to injury, if the customer objects to paying the railroad 50 cents for carrying a small package, he may take it to the postoffice, where the rate is 10 or 15 cents, and the railroad must carry the package as a part of the mail.

START AT WASHINGTON.

The Sentinel is asked to assist in conserving the print paper supply. It is glad to continue doing this which has been a necessity with The Sentinel for some time. The margin of profit in the newspaper business has been cut so deeply by advancing costs that the most rigid economy in the use of paper has been necessary but as long as the government is asking for this economy, we suggest that it take the advice home. Every week we receive a bunch of literature from the government. We have time to read but a small part of it and even did we have the time to read it and sort the wheat from the chaff, we would have no space to use it.
 Other papers are, no doubt, treated in a like manner. The government could save thousands of tons of paper annually by practicing the same economy which it imposes upon newspapers.

WORKMEN TO BE ENVIED.

There was a time not very long ago when the day laborer envied the business man, but that time has passed.
 As the wholesale costs and the wages of help have increased, the business man's profits have decreased, and he has been compelled to run short-handed and put in many extra hours to keep things going.
 But as the workman's wages have increased, the number of his working hours has decreased. Today the highly-paid workman puts in 8 hours a day and gets more for it than many a business man putting in 10, 12, or a larger number of hours a day.
 The workman no longer envies the business man. Many a business man would trade places with him.

The Heppner Herald lost its entire plant in the recent fire which destroyed a large part of the city. Editor Pattison, however, is not ready to quit and merely asks that subscribers pay up their arrearages so that he may be able to buy a new plant. Certainly that is a reasonable request and if the people of Heppner want a paper like The Herald they will show him how a newspaper should be run by paying at least a year in advance.

THINGS WE THINK

Things Others Think and What We Think of the Things Others Think

A man's vacation is the time when wifey figures on getting all the odd jobs cleaned up around the house.
 Roosevelt was a president noted for doing things. How many are there who can now name three notable things he accomplished while president?
 One nice thing about getting into trouble is all the friends you have when you successfully clear yourself.
 Tomorrow never comes to the man who promises to pay you a bill on that day.
 A sucker may be of some use in this world, for is it not said that fish make good brain food?
 A man who pins too much faith to human nature often gets stuck for some account he has guaranteed.
 A single tax ought to make a hit—no one wants more than one tax.
 "Star ball player wins bride," says a daily. The bride should bear in mind

For You, Sir!

The Sort of Furnishings That Men Want

Men of today demand "certainty" in the clothes they wear. They have no time for "doubt." Scores of busy men have found our service and our merchandise meet their requirements. Prompt, efficient service saves valuable time; our "guarantee of satisfaction" covers everything we sell. You can select summer furnishings from our complete assortment, with absolute assurance as to style, service and value.

The Kind You Like to Wear

IT PAYS TO WEAR TROUSERS THAT YOU KNOW ARE MADE RIGHT

Dutchess Trousers

10c a Button; \$1.00 a Rip

save your money in the long run. You can pay more but you can't secure better values. The proof is in the wearing qualities. See them today.

Priced the pair.....\$2.65 to \$8.00



Your Hat, Sir!

It's here, awaiting your selection. Just the color you need to top off your summer suit. We're showing the newest styles in soft felts, derbies, and straw hats. Smart fancy bands in bright colors for young fellows, regular or sash bands for men of conservative tastes. Come in and try on some of these smart styles priced so very reasonably.

Straw hats.....\$1 to \$4.50 Felt hats.....\$2.25 to \$3.50



Men's Ties

Patterns and color combinations that are "classy" and distinctive. Scarfs, four-in-hands and bat-wing bows in variety enough to satisfy every taste. Choose here and now.

Priced.....25c, 50c, 65c, 75c, 85c to \$1.50



Men's Shirts

Silk and madras in smart patterns and colors, well fitted to occupy a place in every man's wardrobe. You'll find the style that suits you here, very reasonably priced.

Soft shirts with French cuffs, no collar, all styles.....\$1.50 to \$4
 Soft collar shirts priced.....\$1.25, \$1.50, \$1.75 to \$3.50
 New styles in soft collars, in half and quarter sizes, each.....25c



Ties, Shirts, Hats, Etc.

TO OUTFIT YOUR BOY

Ample selections of boys' furnishings have been assembled in our boys' section to meet the needs of the most particular of mothers. Ties, hats, caps, shirts, hose, belts, gloves, handkerchiefs, and all other necessities, can be chosen here with ease and pleasure.

Boys' new shirts and blouses.....50c to \$1.25
 Boys' cloth hats in all sizes for all ages.....50c to 85c
 Boys' "Wear-Well" Gordon hosiery, pair.....35c, 40c, 45c
 Boys' ties priced at.....25c, 35c, 50c to 65c



Men's Underwear

SUMMER WEIGHTS

Summer comfort depends largely on wearing suitable underwear; and since "comfort" is so necessary to your well-being, it's high time to be thinking of your underwear needs. Select now—white stocks are complete with a full range of styles and sizes.
 Union suits in nainsook, Porosknit and light weight knit styles, priced at.....85c, \$1, \$1.25, \$1.75 to \$2
 Separate-piece garments.....75c up



Does "Son" Need a New Suit?

Most probably he does; for in addition to giving clothes the roughest kind of usage, boys will persist in quickly out-growing them. Here is a collection of suits that will please all parents; the boys will like them, too. Clever variations in Norfolk and plain styles, made from novelty tweeds and plain serges are here. They are styles that win, qualities that endure, prices that you'll fully appreciate when you see the suits. Bring "son" in and try on some of these.

Lasting Goodness in Men's Shoes

It's hard to judge shoe quality; many "made to sell at a price" look like a "million dollars," but they don't hold up. It's expensive economy to buy them at any price. We protect ourselves and you by selling Star Brand Shoes. They look better and wear longer; we're sure of it—we're so sure that we guarantee them to give absolute satisfaction.
 New tans, blacks, mahoganies and whites, a big range of styles, very reasonably priced at.....\$3.50, \$4, \$4.50, \$5, \$6 to \$7.50



Umpfrey & Mackin

THE QUALITY STORE—GOOD SERVICE

SHOP EARLY IN THE COOL OF THE DAY FOR THE BEST STORE SERVICE

STORE CLOSURE AT 5 P. M. EACH DAY EXCEPT SATURDAY UNTIL SEPTEMBER 1

that a star player doesn't win many laurels hanging around "home."
 Dependents calling for clothes and bread are often the basis of success. Many a successful man has seen the time he would have given up the fight with only himself to provide for.
 Unto him who "knocks" shall be given that which is coming to him.
 An adage is something we use with which to floor our opponent, when we know the thing isn't so.
 Folks will do a lot of foolish things trying to make others believe they know a lot more than they do.
 The pension list is decreasing, but few would begrudge seeing it stay at high ebb if that would keep the "old boys" with us.
 Isn't it aggravating to attempt an introduction to a person with whom you have been talking for about an hour and leading him to believe that you knew his name?
THE ADVERTISING OF BRANDED PRODUCTS TO HELP THE DEALERS
 Dealers are coming, more and more, to appreciate the value to themselves of advertising done by manufacturers of branded products.
 In fact, the most foresighted of them are virtually concentrating their sales on advertised products.
 They recognize the manufacturers' advertising is being used to educate their own customers.
 Manufacturers' advertising is a real help to the dealer. It stimulates trade

not force distribution to the consumer against the dealer's will. They need the hearty co-operation of dealers in getting products into the hands of the consumer, for the normal way from factory to consumer is through dealers.

The retail store may be regarded as the vital point in the channel through which trade passes from factory to consumer. All trade which passes through the channel must pass through this particular part of the channel. No more trade can pass through the channel as a whole than can pass through its narrowest point.

Any action of the manufacturer injurious to the dealer would tend to narrow the channel at this point and hence to restrict the volume of flow from the factory. Conversely, any move which is beneficial to the dealer tends to broaden the channel at this point—tends to lessen the resistance here, so that a greater volume of trade may flow from the factory.

Manufacturers realize these facts. Hence the whole purpose of manufacturer advertising is to lessen resistance to the flow of trade—to broaden the channel at all points—to help dealers. Advertising benefits the manufacturer by benefiting the dealer at the same time, and only by benefiting the dealer. Just how advertising benefits the dealer will be discussed in a series of succeeding articles.

Harold Dugan, Chester Anlauf, Rupert Coffman and Lester Phelps went to Portland last week to enlist in the navy. Dugan was accepted and Anlauf and Phelps were rejected. When Anlauf was rejected Coffman did not attempt to pass the examination and the two left at once for the eastern Washington harvest fields.

Sapio doing its work. Scouring for U.S. Marine Corps recruits.

Join Now!

APPLY AT ANY POST OFFICE for SERVICE UNDER THIS EMBLEM



Men who wear this emblem are U.S. MARINES


No Wasted Energy

There is no waste in using

Crescent Double Acting Baking Powder

It does not destroy flour nor does it die out after one spasmodic effort to raise the dough—its action is steady and sure—you can depend upon Crescent to raise bread, cakes, etc., thoroughly and to make them light and wholesome.

Ask your grocer.



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