

## FIR TREE MAKES KINDLING WOOD OF HOUSE BUT NO ONE KILLED

Mr. and Mrs. Rudy Cline, in Night Clothes, Escape as Timbers Crash About Them.

To have their house smashed to kindling wood about them and yet to escape almost unharmed is the experience of Mr. and Mrs. Rudy Cline, of Mosby Creek.

During the storm Thursday night a fire tree two feet in diameter fell across the center of the house, going through the building to the floor. Mr. and Mrs. Cline were in their night clothes and were just retiring at the time of the accident. A limb of the tree knocked the lamp out of Mr. Cline's hand and extinguished the light without setting fire to the house. Mr. and Mrs. Cline were unable to get to their clothes which they had just removed, but were able to get some others and a pair of shoes each, making their way in the storm to the home of Mr. and Mrs. Jasper Patten, where they arrived in about half an hour and were cared for for the night. Mr. Cline was bleeding from the face and had suffered other injuries but was not at all dangerously injured. Mrs. Cline was not injured at all.

Mr. Patten went back to the Cline home and extinguished flames which had started from the burning stove which had been crushed to the floor by the falling tree. The house, which was a new one-story one, is now a pile of kindling wood and Mr. and Mrs. Cline probably owe their lives to the bushy top of the tree, which broke its fall, indicating how narrow was their escape. Two 2x6 timbers were crushed into the bed where they were about to retire and it took Mr. Patten and another neighbor, Wilbur Kelly, two hours to remove sufficient of the wreckage to get the bed chocking.

Every window in the house was broken and the woodshed near the house is as badly smashed as the house itself.

### Flu Bad in Iowa

Mrs. N. E. Compton writes from Earlham, Iowa, that the family has been having a time with the flu. She says: "I was sick about four weeks, then my nephew, who lives with us, soon took it and then Lois and Nate came down. Nate sure had some time. Nate was away teaching and could not come home. All are now well except myself and I feel the effects yet. There have been so many deaths here but the epidemic is about over and everything is open again. We are sorry to read in The Sentinel of those who have been 'called over' from there. The families have our sympathies. We wish all our dear friends in Cottage Grove a Merry Christmas and Happy New Year. Have lovely weather. Have hardly had a freeze." Mrs. Compton is secretary of the W. C. T. U. for Madison county.

New cases of severe colds, grip or influenza which have been reported to The Sentinel during the past week are as follows: Alf. Powell, Mr. and Mrs. C. E. Umphrey, Jas. Ostrander, L. R. Long, Ernest Lockwood, S. L. Mackin, Mrs. Armand Wynne and daughter Louise, G. M. Marksbury, Walter Woolley, G. B. Pitcher, Mrs. C. E. Frost, Edna Johnson, James Monroe, S. R. Smith, the J. J. Wilson family, Juanita Short, Mrs. A. L. Monroe, Fern and Clyde Holcomb, Elbert Smith, Mrs. G. B. Pitcher, W. T. Garoutte and son Colin.

Elmer Spencer, second lieutenant in the aviation corps, is home from Texas visiting at Eugene with his parents, County Commissioner and Mrs. E. R. Spencer. He has decided to stick and complete the course. He visited here Christmas day in company with his parents.

### Christmas "Flu" Fice

Just to be in the upper crust of society, Cottage Grove staged a flue fire for Christmas forenoon for the amusement of the holiday crowds. The scene of the performance was the J. M. Comer home on west Main avenue and the flames were extinguished before the prompt arrival of the fire department. Fire Chief Woodruff, who was home purposely for the occasion, made a careful investigation and found that the flames resulted from gross carelessness on the part of the "flu" germs who had been making their home in the chimney.

### Masons Install.

The Masonic lodge installed the following officers Saturday night: Elbert Bede, W. M.; C. A. Bartlett, S. W.; Nelson Durham, J. W.; T. C. Wheeler, treasurer; Worth Harvey, secretary; S. L. Godard, senior deacon; Alf. Jury, junior deacon; J. L. Beatty, chaplain; H. K. Metcalf, marshal; S. L. Mackin, senior steward; A. W. Helliwell, junior steward; Gottfried Graber, tiler.

### Boys Home for Christmas.

Among the boys with the colors who have either been discharged or received furloughs and are home for Christmas are Raymond Hutton, H. R. Phillips, Dale Wyatt, Raymond Ventch, George J. Hall, Huston Medley, Bob Allen, Ben Marksbury, Rupert Coffman, Frank Wallace, Robert Jones, Chas. Hall, Carey Medley, Ray Woolley, Harley Harms, Gerald Counts.

### Freight Wreck Delays Traffic.

The piling up of five cars on a siding at Drain Friday delayed traffic for half a day until the debris could be lifted from the main line. The tracks were badly torn up and some of the cars were badly wrecked but no trainmen were injured.

A want ad costs little and often brings big returns. Nothing too big or too little to be sold by a want ad.

## NOT A DEATH FROM "FLU" DURING WEEK

Those Seriously Ill Few Days Ago Are Thought to Be Well on Road to Recovery.

With not a death from flu during the past week, there is hope that the epidemic will subside without further fatal consequences. There have been no deaths from any other cause during the week in this end of the county. While there are several serious cases, nearly all of those who were in danger a few days ago are now well on the road to recovery and the number of cases is thought to have slightly decreased. Health Officer Oglesby estimates that the total in this end of the county is 80.

### 65TH ARTILLERY MAY BE IN U. S. BY JANUARY 1

The 65th artillery, which numbers many Cottage Grove men in its ranks, will probably be in this country before the first of the year, according to official reports. The 65th was in the thick of the fighting for 12 weeks prior to the signing of the armistice, taking part in five major actions. Three times the 65th was cited for good work and firing, and established a record for moving the big guns.

The company entered the big fight from Rouroy, France. They participated in the big offensive at St. Mihiel. Later they were transferred to the Argonne front, where they were in the midst of terrific fighting. At Verdun they had the distinction to be the first foreign troops to enter the old town, and they fought side by side with the famous 17th French corps of the fourth French army, under General Gourard.

### GRIFFIN CHICKENS CLEAN UP PRIZES AT BIG SHOW

J. A. Griffin, of the Booth Kelly Lumber company, of Eugene, took nearly all the prizes offered for White Wyandotte chickens at the Los Angeles Poultry show during the past week, according to word just received from the judge of the show. Mr. Griffin sent 29 fowls and all but two won prizes. He was awarded five out of a possible six firsts. Mr. Griffin will receive as premiums on his fowls two \$50 Liberty bonds, \$25 worth of war savings stamps and between \$25 and \$50 cash. This is the fourth California show in recent years at which Mr. Griffin has beaten all competition with his White Wyandottes.

### GASOLINE GRAVITY TEST MUST AGAIN BE STANDARD

The gravity test of gasoline must again be up to standard, according to instructions received by garage men in Eugene from the state sealer of weights and measures. Instructions sent out to all district sealers by State Sealer Wortman countermanded his order of September 27, when district sealers were told to waive the enforcement of the gasoline law so far as the gravity of gasoline is concerned.

### Southern Pacific Changes Time.

The following changes in the Southern Pacific time table went into effect Dec. 17: No. 18 north bound now leaves at 10:05 a. m. instead of at 9:17; and No. 13 south bound now leaves at 1:08 a. m., instead of at 12:43.

### DELIGHT VALLEY.

(Special to The Sentinel.) Mr. and Mrs. Ray Nixon were up from Portland for the week-end and Christmas.

Mr. and Mrs. W. E. Nixon entertained a Christmas dinner, their children with their families being home.

Ivan and Charles Witche came up from Mohlar Monday to spend Christmas, Ivan being the guest of Howard Keene, and Charles the guest of his brother Fred.

The J. A. Joll family took Christmas dinner with the Fuqua family near Creswell.

Howard Keene and Ivan Witche were in Eugene Tuesday afternoon.

The E. J. Sears family were Christmas guests at the Hogate home.

The Oscar Jackson family spent Christmas with relatives in the Grove.

The Chas. Conner family spent Christmas day with Mrs. Conner's people in the Grove.

### BLUE MOUNTAIN.

(Special to The Sentinel.) The George Layng and Bette Moon families took dinner at the Downs home Christmas.

Mr. and Mrs. Jasper Huff were in Cottage Grove Monday.

The school has taken a two weeks' vacation.

Miss Donahue went to Portland to spend the holidays.

Mrs. Rozine left Friday for Portland to remain for some time.

M. C. Robbins was in Eugene Friday on business.

Bert Lanester has recovered from the flu.

Mr. Landwehr and Miss Edith took dinner at the John Allen home Sunday.

Mr. and Mrs. Kibbey spent Christmas with the Finley Whipps family.

The boys from here working at the Rujada camp were home for Christmas. Elmer Robbins spent Wednesday at home.

Classy job printing. The Sentinel.

IF YOU NOTE ANY DEFICIENCIES IN THE SENTINEL THIS WEEK, CHARGE THEM UP TO THE FLU AND OLD SANTA. THE PAPER HAD BEEN RUNNING SHORT HANDED AND TUESDAY MORNING THE EDITOR WAS THE ONLY MAN ON THE JOB AND HE WANTED CHRISTMAS DAY OFF WITH THE REST OF THE PEOPLE.

### C. H. VAN DENBURG ASSURES FRIENDS HE IS STILL A LIVE ONE

C. H. VanDenburg was considerably embarrassed during the past week by the necessity of explaining to many friends that he was not nearly as dead as a lot of people who are perambulating around and pass for respected citizens. A report was started that Mr. VanDenburg had died and one friend came in from the country to offer his services to the bereaved family. Those who were thought to be in a position to know received many telephone calls wanting to know whether or not it was true that C. H. had cashed in. The limit was when someone called Swengel's hardware to ask the same question. C. H. answered the phone himself and emphatically assured the interested friend that the report had been grossly exaggerated. Mr. VanDenburg has not even been sick.

Losses Fingers of Right Hand. R. McCord returned Monday from Portland, where he suffered the loss of all the fingers of the right hand while employed operating a veneering machine. The injuries are healing nicely. The thumb and stub of the first finger were all that remained. He did not know that the fingers had been amputated until he saw them lying on the machine.

### The Retailer's Best Friend, His Local Paper

A NEW ANGLE DEFINED—GIVE THE LOCAL NEWSPAPER A CHANCE TO MAKE GOOD

(Reprinted from the Apparel Criterion.) The merchant's best friend is the local newspaper. Where angels fear to tread a newspaper sometimes enters and directed becomes a factor for much good. A good live newspaper makes the town stand out, and a lukewarm, spineless sheet—but that is another story which does not concern us here.

Now, this is not an article on newspapers, but rather on the merchant, and why he should support and use the newspaper in his town to boost all good things, and boot all things detrimental to the merchant, and the mail-order evil is not the least of these by any means.

The "herald and recorder" of the community's progress and doings, in other words the town newspaper, needs your support—it will help you in turn. Let it train its guns on the mail-order bugaboo, if that is what the community is suffering with, and with well directed editorials shatter the strong inclinations of the consumers in out-of-town buying, showing how each individual, the merchant, and in fact, the whole community as a whole, are the losers. Not one editorial now and then, but a constant hammering away, sometimes in the form of a story, giving names, and then again various incidents played up with articles of facts. No doubt the country papers have done all this in moderation, but here is where the merchant can get in his good lies, namely, through co-operation.

There is another way, too, that your town or city newspapers can be made good use of, and that is in preparing better advertising copy. Very frequently the publisher is the merchant's ad. writer, but he could be of even greater help if the retailer would give him (we must repeat it again) better co-operation.

Many country newspapers are suspending these days, and why? Well, one reason is the high prices of everything that goes into the publishing game, and second, the falling off of advertising. Advertising under present conditions is just as necessary and in many cases even more so than before. Discouragement is so easy these days that the merchant often gives up and the mail-order house more than ever goes serenely on its way, gathering in its big profits.

Certain goods are hard to get, it's true, but then why not push those goods that are obtainable? And so if the retailer knows what is good for him he will advertise in his home paper. Good advertising is never considered an expense. There is absolutely no sense in curtailing advertising. Merchants have not done it in England. Of course, at first, they got "cold feet" and cut advertising down, but they soon realized that was time offered an opportunity in certain lines heretofore unknown and they "went to it." And now, from the retailer right up to the manufacturer, advertising has increased because all realize that cultivating good will by advertising, is good business.

What if the paper does charge slightly higher rates for advertising? Cost of everything in the printing line has gone up and the publisher cannot meet these advances with the old rates. It appears reasonable that with the publisher's costs up at least 50 per cent over one year and a half ago, the advertiser should be willing to accept a 20 to 25 per cent rise in rates. If the merchant cannot, or will not, the only alternative for the publisher is to go out of business, because if he can't meet expenses he better quit and go to work for wages. And if such a man, conscientious and experienced, unloads the paper onto someone with merely a "vision," but with no understanding of the community's needs, then the town is as well off as if it had no newspaper whatsoever.

The dry goods store, shoe dealer and

## 'FLU' NEARLY CLOSES UP BUSINESS OF CITY

Business Men Who Had Previously Escaped All Come Down in a Bunch.

Although up to Saturday the business men, who seem to be those most likely to come in contact with the flu, had escaped almost entirely, that morning there were indications that the entire city might be shut up for lack of some one to conduct the business. Ostrander's barber shop did not open because both Mr. Ostrander and L. R. Long, his barber, were down; J. D. Monroe, who runs the union delivery, was down and there were no deliveries until other arrangements could be made; G. M. Marksbury, manager of the Woolen Mills Store, decided to stay home and nurse a cold, his only clerk, A. W. Helliwell, having come down two days before; and both S. L. Mackin and C. E. Umphrey, of the Umphrey & Mackin store, were confined to their homes. Alfred Powell, of Powell & Hemenway, had previously taken sick and Miss Juanita Short, their clerk, decided to let Mr. Homenway try running the business alone.

Gottfried Graber, of Knowles & Graber, was also confined to the house. S. R. Smith, of the Cottage Grove Manufacturing Co., and Elbert Smith, of The Sentinel, reported missing Tuesday. This left Old Man Bede the only one on the job at the Live Wire Newspaper office, Everett Woolley, the only employe, having come down the week before.

The electric light plant was bothered for several days on account of all the regular employes and the manager, C. M. Shinn, being confined to their homes.

Roy Short is the only business man who had previously had the flu, so far as The Sentinel recollects.

### SILK CREEK.

(Special to The Sentinel.) O. C. Luchterhand returned Tuesday from Rujada with a sprained ankle.

Mrs. Jennie Walker went to Portland Wednesday.

Jack Gildersleve arrived Tuesday from Vancouver barracks to spend Christmas at home. He returned yesterday.

Mrs. Laura Kain, of Portland, was a guest at the J. F. Gildersleve home over Christmas.

Carl Slagle returned to camp shortly after Christmas.

A Christmas tree and program was given at the district school Tuesday afternoon. Miss Lena Burcham gave a reading, "The Christmas Back Log."

A Christmas tree was given in Miss Graber's room at the academy Tuesday and one at the dormitory Tuesday evening.

Miss Marjorie Gildersleve spent the Christmas vacation at home.

Miss Elzlie Deardorff came home for Portland for the holidays.

The wedding of Mr. Glen Cooper, of Junction City, and Miss Mary Dwyre, of this place, was held Thursday evening at the academy. Elder J. Mark Comer officiating. B. W. Garner rang the bell which announced the bride and groom and the wedding march was played by Miss Verna Estes. A large congregation had gathered in the chapel to witness the ceremony. Mr. and Mrs. Cooper left Friday morning for Junction City, where they expected to visit Mr. Cooper's parents a short time, after which the young couple will make their home in Oakland.

Mrs. W. J. Murphy went to Albany Tuesday to nurse her son Guy and family, who have the flu.

### SAGINAW.

(Special to The Sentinel.) Mr. and Mrs. D. W. McKinney, of Cottage Grove, were Sunday guests of Mr. and Mrs. F. T. Benston.

A son was born Dec. 21 to Mr. and Mrs. Gos.

J. F. Neat was in the Grove Monday on business.

Miss Nora Queen, of Trent, Miss Harriet Queen, of Monmouth, and Mr. and Mrs. Harold Hopper and children, of Mabel, are spending the holidays at the J. L. Queen home.

The two-day-old son of Mr. and Mrs. Huston Queener, who died Monday, was buried at Walker Tuesday afternoon.

Mr. and Mrs. George Wisearson and children, of Santa Clara, spent Christmas at the home of J. F. Neat.

Frank Allen, of McCloud, Calif., is here visiting at the home of his uncle, Judson Allen.

Mr. and Mrs. Tom Miller and children, of Cottage Grove, are visiting at the C. J. Queener home.

Miss Etta Taylor, of Eugene, visited her sister, Mrs. Howard Moody, recently.

Mr. and Mrs. Alva Rogers and two children spent Christmas day at the Goss home.

Little Margaret Leonard was operated upon for stomach trouble at the Cottage Grove hospital and is getting along nicely.

### DISSTON AND RUJADA.

(Special to The Sentinel.) Mrs. Lester Mooney, who is sick with the flu, was moved to Cottage Grove Saturday.

Miss Laura Brauner went to Eugene Saturday to spend Christmas week with home folks.

Clyde Kerr came up from Row River Sunday to see his sister, Mrs. Ben Pitcher, who has been ill the past few days.

Mrs. Ogle Young has been caring for her mother, Mrs. Ben Pitcher, the past few days.

Miss Florence Carr is visiting friends at the Green Rock mine in Bohemia.

Mr. Dollarhide returned to his home in Rujada Tuesday.

## 1150 MEMBERSHIPS TAKEN IN CHRISTMAS R. C. ROLL CALL

With Tentative Quota of 7500 for Lane County, It Is Thought Total Will Reach at Least 9000

With at least 1150 members in the Red Cross Christmas Roll Call, Cottage Grove exceeded its efforts of a year ago, although the number is not as great as hoped for by Chairman Shinn. The list of members will be published next week.

The entire county has gone over the top. The quota assigned Lane county to shoot at was 7500. W. F. Gilstrap, county chairman, thinks that the total will be not less than 9000 when all the returns are in.

### LYNX HOLLOW.

(Special to The Sentinel.) Mrs. Cloek returned home Sunday after an absence of several weeks caring for her children, part of whom were flu patients.

Miss Nora Leabow, who is a student in a Portland business college, is home for the Christmas vacation.

The teacher and students gave a very nice entertainment at the school house Christmas eve.

Mr. and Mrs. Melvin Jackson and Mrs. Wm. Plank spent Christmas at the Frank Mackie home.

Miss Burdell Fisher is home from Vancouver for a visit with her folks.

John Hemme is home on a short furlough.

Wm. Porter is home from the U. of O., having been discharged from the S. A. T. C.

### HEBRON.

(Special to The Sentinel.) The Red Cross met as usual last Thursday afternoon with Mrs. Gilerist.

Mrs. Gilerist received word a few days ago from California that her son George and wife were both sick with the flu.

A Christmas tree was given at the school house Friday evening.

School closed Friday evening for a month on account of the flu.

Clifford Taylor arrived Saturday from Corvallis, where he had been attending S. A. T. C.

Mrs. Gilerist and Mrs. Fuhrer have received word from their sons, Abner and Charles dated Nov. 24. They were both feeling fine.

J. A. Powell killed a wild cat one day last week.

Stanford Bartle went to Eugene Monday to live with his mother.

### HOW ADVERTISING CUTS DEALERS' RENTS.

It is a matter of economy for dealers to handle advertised products. Especially is this true in case of the retail grocer.

Economy in any business may be secured in three ways.

The expenses of conducting a business may be grouped under four general heads, viz: (1) rent for land and building; (2) wages and salaries of employees; (3) interest on capital invested; and (4) general overhead. Economy then may be secured by paying less rent, less interest, or by reducing the general overhead.

A previous article pointed out how the handling of advertised brands results in economy of wages, fewer clerks being necessary to handle the same volume of business. The present article shows how economy in rent is secured by handling advertised goods.

This is based upon the principle of consumer acceptance previously explained. Since customers are ready to accept advertised brands, it follows that dealers may specialize on fewer brands in each line.

This means a dealer will not require as large a stock in order to do the same business. For if he carries unadvertised brands, he will find it necessary to carry some advertised brands of the same product also in order to meet the demand of a part of his trade who will insist upon the advertised goods.

By specializing on the advertised brands which all will readily accept, a smaller stock is required, hence less shelf room for displaying the goods.

The dealer will either require less room in which to conduct his business or he can utilize the same space to better advantage by giving better displays or more displays, either of which leads to the same result—economy of space or of rent.

It is a matter of rent economy for the dealer to handle advertised brands.

### OBITUARY.

Callistia Jane Garoutte was born at the old Garoutte home on the Coast ing Mr. and Mrs. Howard Nelson Garoutte, who came to Oregon from Ohio Fork river Jan. 28, 1875, her parents being among the early pioneers of Lane county. Both passed away several years ago. Miss Callistia was married to Grant C. Brown Oct. 13, 1900.

In the latter part of November the entire family was taken down with the influenza. It was thought that she was going to recover but the end came Thursday morning, Dec. 19. Her age was 43 years, 10 months, 21 days. Besides the husband she leaves four sons, Ralph, Pat, Delbert and Howard; one brother, Walter Garoutte, and one sister, Miss Augusta Garoutte, who made her home with Mrs. Brown from the time of the death of the parents. Mrs. Brown had been a member of the Methodist church since 13 years of age. The funeral was held Saturday at 2 o'clock from the chapel, Rev. Joseph Knotts officiating.

Get your girl—and then get your announcements from The Sentinel.