LIGHT COM AY GIVES ITS SIDE STORY

Columns of Sentinel Are Wide Open to All Who Wish to Enter the Discussion.

Cottage Grove, Ore., Sept. 13.—(To the Editor.)—I note with interest, as

the Editor.)—I note with interest, as no doubt your other readers have done, the statement of Mayor Knowless wherein he says he will be satisfied with the lighting conditions if, as soon as refuse from the mill is obtainable for fuel, the Cottage Grove Electric company will return to the old rates and give the city cheaper lights.

It is indeed commendable for our mayor to desire cheaper lighting rates for the city but he cannot wish it any more ardently than we do and we stand ready to aid and abet him in every way possible to bring about this much desired result. But, unfortunately, it is not a question of will or desire but of ability, for as much as we desire to reduce light rates we are at an utter loss to know how we can do an utter loss to know how we can do

an utter loss to know how we can do
this so long as our revenues are below
cost of production.

The new rates have not been in effect long enough for us to determine
just how much additional revenue they
will yield but we do know they will not yield enough to make up our loss by reason of the mill shut down unless it is in effect for a longer period than the mill is idle. The mayor seems to think that the only thing necessary to bring about a reduction in the cost of street lights is to return to the onditions that prevailed prior to the mill closing down. I will ask him to recall closing down. I will ask him to recall the affidavit of our auditor, recently published, in which he states that our business was not making expenses un-der the old regime. In view of this I will further ask him, how he can, with justice, ask us to reduce the price of service while this condition prevails.

Under the old fuel conditions and the old rate we could not keep up with our expenses. This being true, how can be or any fair minded person expect us to further reduce our enue by lowering the price of street highting? The only possible way we could do this would be by making up our loss by further raising the rate to the individual consumer, which would be neither just, equitable nor reasonable and, I am quite sure, it would not be received.

The street lights are for the benefit of all the people of the city and it would be no benefit to the individual user of light or power to lighten his tax bill a bit, only to add it to his light bill. There are those who pay ao individual light or power bills at all and the very small amount they pay in taxes for street lights is the only electrical burden they bear. Is it reasonable to take from them this already small burden and add it to the heavier load of those who tay for individual load of those who pay for individual lights as well as street lights?

The mayor seems to think that beout of proportion to other city ex-penses it ought to be reduced. We do not build water systems in proportion to our sewer expenses but in proporfore why should this rule be applied to the matter of lighting our streets? It is not a question of sewer expenses, or vice versa, there are cooperating with the city in the improvement of their street. This is not a question of sewer expenses, or vice versa, there are cooperating with the city in the improvement of their street. This It is not a question of sewers or water systems but a question of sufficient south of the city, was to be scarified light for our streets and I think it and round. Residents have subscribed

vidual consumer but we cannot do even this if we are compelled to reduce the

that request and hold a letter from that body stating that they would order a hearing at the earliest possible. der a hearing at the earliest possible and hope the parrons that while you are revolving council will coincide, to have included in that investigation the problem of street lights, therefore why agitate this matter further at this time? Why

which statements have been bandied about the streets so freely, have no other foundation but ignorance backed up by personal dislike.

If the facts developed at the investi-

gation show that cheaper rates are justifiable for either street or individ-ual service, we will acquiesce cheer-fully and if they show that we are

THREE MISSING WORDS CAUSE NO END OF TROUBLE

If The Sentinel ever had any doubt that it was thoroughly read by every resident of the Cottage Grove country, that doubt would have been removed immediately af-ter the circulation of last week's

The Sentinel intended to state that school would "open a week from next Monday." The words 'a week from" were accidentally omitschool would open a week ahead of the time which had been set.

Delegations of school children vis-ited the office every few minutes

during Friday to learn whether or not a mistake had been made and were made happy by the knowledge that they had not been robbed of a week's vacation. Anxious parents caused the telephone to jingle so two days that the telephone company threatened to raise the rate, and even school teachers called up to learn if their salaries were going to commence a week earlier than they had anticipated.

There was some danger that the paper would be late this week because of the time consumed in ex-plaining the error. School directors and the school clerk report similar

experiences.

This week, however, it can be stated that school will start next Monday, so that The Sentinel, ever alert to keep its patrons fully informed, merely published the news a week ahead of time.

BRUND SAYS HOME STATE IS UNSURPASSED FOR

That the scenery of Oregon sur-passes that of California and that the completion of paved highways over the state will mean twice as many tourists for Oregon as for our sister state to the south, is the statement of Andrew Brund, who has just returned from a motor trip of several months with his family, in which the entire length of the

Sunshine state was covered. California is a wonderful state, Mr. Brund thinks, and is well worth the time spent in seeing it, but for real seenic beauty he thinks his home state, of which he has seen a great deal, has no equal. He found the Californians just as anxious to see Oregon as the Oregonians are to see California. He found a pre-ponderance of Oregon cars in Cal-ifornia and of California cars in

DOG VIOLATES TRAFFIC LAWS AND WRECK RESULTS

A dog which failed to obey the A dog which failed to obey the traffic regulations caused the wreck a few days ago of a car in which were riding J. L. Fiddler and Mr. and Mrs. Sloan, tourists from Los Angeles. The dog ran out in front of the car and became entangled in he front wheels, causing the car appet and turn over twice. Sioan sustained several fractured ribs and the ear was somewhat denolished. The dog also was ser-ously injured. The accident hap-pened south of the city about a

FALL TERM OF SCHOOL TO UPEN MUNDAY

Next Monday will be the opening day of senoor. In order to avoid con gestion that day, Superintendent O. W. mays requests an freshmen who can de so to register tomorrow, when it will be possible to give them more individ-ual attention and advice in selecting their courses. Those registering to-morrow win not be required to attend

Superintendent Hays suggests that those having rooms or board to offer leave the same at his office, which win act as medium between those having board and rooms and those desir

RESIDENTS ON PACIFIC HIGHWAY WILL IMPROVE

will be conceded that we haven't any more street light than we need.

We hope, with a return to the old fuel conditious, that we will be able to reduce the present rates to the indi

entitled to more revenue we hope and The council has asked the public service commission to hold a public service commission to hold a public by fair minded to the cheerinity concede

sucse problems in your minds we hope you will not lorget that we have been supplying you an these years electric current at the same price we did be-tore the war, notwithstanding we were not allow it to rest till the investigation can be made, then the public will not making a cent on our investment know the facts and the difficulties can be met in an intelligent manner.

When this is done it will be clearly seen that all this talk about the officers of the Cottage Grove Electric company receiving \$5000 each as an nual salaries and that the net profits of the corporation are \$25,000 a year, which statements have been bandied we always have been and are now supplying you with street lights at less cost per candle power than any other city in the state so far as we have investigated and we have investi gated many.
It was treely talked before election

and has been as freely talked since that the real purpose of voting the bonds was to use them as a club to beat the Cottage Grove light company into giving the city cheaper lights. One may club a horse till he will pull all he possibly can but no amount of beating will induce him to pull more. You may club him to death but you will get no more pull out of Neither can you build up a community by clubbing to death one of its legit imate and most necessary businesses. There has aiready been too much club best interests. Cottage Grove for its

[Editorial Note-There is a slight inaccuracy, undoubtedly unintentional, in the opening paragraph of the above letter. Mayor Knowles did not, in his statement, as published in The Senti-nel, state that he insisted upon cheaper lights. He stated that he wished a contract whereby the city could reduce its light bill. His idea of accomplish ing this seems to be by reducing the number or the size of lights being used. The lighting company has con-tended that it could not give the city the candle power rate which it now enjoys if the number of candle power

used by the city were reduced.

It may not be particularly pertinent to the discussion, but there are some few things besides power rates which did not advance during the war. Interest rates on money did not advance and the rate the electric company pays for advertising space in The Sentinel is the same rate quoted the same com-

pany previous to the war.

The electric light situation in Cot tage Grove has been fully opened up and is a live subject to which The Sentinel is willing to give any amount of fair publicity. If anyone has anything to say upon this important sub-ject, the columns of The Sentinel are open to all comers free of charge, pro-vided such persons are taxpayers or users of electric current. If anyone does not have his say, it is his own

EARL HEBERT IS SHOT FOR THIS CITY IS NOT PLEASED BY EUGENE'S ACTION DEER AND DIES

Elmer Yeoman, of Creswell, Gives Report Here of Premeditated Slight Himself Up; Cottage Grove Men in Party.

Mistaken for a deer as he pushed his way through the bushes, Earl Hebert, 28 years old, of Onkridge, was shot through the lower part of the somach by Elmer Yeoman, of Creswell, Saturday afternoon at Bristow

well, Saturday afternoon at Bristow mendows, near the Lane-Douglas county inc. Hebert died in an ambulance about 8 o'clock Sunday night near Lowell as he was being taken to a nospital in Eugene.

Besides Hebert and Yeoman there were three other men in the hunting party, W. G. Hauser, George Hawley and Amiel Hawkins, Mr. Hawley and Mr. Hawkins being residents of Cottage Grove. Mr. Hauser is a son inlaw of Mrs. Allie Hawkins, of this city, but is a resident of Eugene. According to Mr. Hauser's story, a stretch of rim-rock divided members of the party who were looking for a buck they had wounded, when someone in the party eatled 'Look out, I'm coming over.' Yeoman said he thought it was said, 'Look out, it's coming over,' and as soon as the bushes began to part he fired. Hebert fell to the ground with a buillet through the layer part of his situmach.

Meets Hard was given here. No newspaper advertising was done here, no posters were put up and, so far as ean be learned, not even a premium list was received by anyone here.

Word has reached here that the officials of the fair purposely neglected this city as to publicity, giving as a reason a lack of cooperation on the part of citizens here. Citizens have expressed themselves forcibly to the effect that they pay their share of the taxes which go to the promotion of the fair and that a premeditated slight is not likely to result in the cooperation which seems desirable. This city promoted this year's fair to the extent of offering prizes in the stock judging contest in which high school pupils from here participated.

WILLAMETTE PRESBYTERY

MEETS HERE IN APRIL the ground with a built through the lower part of his stomach.

Members of the party carried the wounded man to a cabin and sum-moned from Eugene a physician who dressed Hebert's wounds Saturday evening and the start for Eugene was made Sunday morning in the ambu-lance, but Hebert died before the hospital could be reached.

The accident happened about 25 miles above Oakridge and about 70 miles from Eugene. Hebert was engaged in rounding up cattle in the Bristow meadow district and had joined the party only temporarily to show them where there were some deer, he being familiar with the section.

The dead man was born and raised in the Oakridge section and was a son of J. C. Hebert, a Lane county pioneer. He leaves a wife and baby, be-sides many other relatives in the Oak-

This makes the third fatality of the deer hunting season for this section.

Coroner's Jury Does Not Fix Blame. The coroner's jury called at the in-quest over the remains of Earl Hebert, who died Sunday evening as the result of a gunshot would inflicted the day

before by Elmer Yeoman, who mistook him for a deer, stated in its verdict that both Hebert and Yeoman were careless but placed the blame upon no Don't have any slackers. Keep track

C. G. PEOPLE HIGHLY

In the current issue of the Pacific Christian Advocate appears the follow-ing appreciative review of the Oregon inference camp meeting held in Cottage Grove in August:
"It was the judgment of those pres-

ent that the Oregon conference camp meeting should be made a permanent affair. A commission was raised, consisting of the district superintnedent, one minister and one layman from each church to report a definite plan to the next session of the Oregon annual conference together with such offers of grounds for a permanent loca-tion as might come to them. It is definitely known that Cottage Grove stands ready to make a truly magnificent offer to have and place selected as the permanent one, but if it seems wise to go to some other place they promise hearty cooperation. Certain it is that the good people of Cottage Grove have shed honor and glory upon their fair city by the perfectly did way in which every promise was kept and every expectation more than fulfilled. The spirit of the local people was beyond praise.

MRS. J. E. KELLEY DIES AT HOME IN VANCOUVER

Mrs. J. E. Kelley, formerly Miss Rena Baker of this city, died Monday at Vancouver, Wash., on her thirty-

when 13 years of age. She moved with them to Vancouver, where she was married in 1911. She was a member of the Royal Neighbors, the Yeoman and the auxiliary of the Brotherhood of

Railway Trainmen. Surviving relatives are the husband, the parents, Mr. and Mrs. J. H. Baker, of this city, and two brothers, Ray, of this city, and Roy, of Mabel.

FROST TAKES NIP AT TENDER VEGETATION

Tender vegetation was seriously Tender vegetation was seriously nipped by the first frosts of the season, which occurred this week, and much of it was destroyed. Tomatoes, squash and late beans were the most seriously affected. Potato vines were hit but most of the potatoes had already attained their growth, which was much the case with tomatoes and late could be given a cleaning, resulting in the delay in getting the lights on again.

The new boiler, which had just been installed, was put in to meet just such emergencies as this and the lights would have been off but a few moments except for the circumstances and late. not the case with tomatoes and late beans. Some grape vines suffered but most of the grapes were full grown.

CITY OFFICIAL IS UP FOR TRAFFIC VIOLATION POLICE PROTECTION

Evidently officials of the city are not above getting one another. J. E. Loucks, who looks after delinquent water users and keeps a general check on the water system, was haled into Police Judge Galloway's court Monday morning on a charge of leaving his motor running without an attendant motor running without an attendant. His plea that he had a broken arm and could not jazz the hand commencer af-fected the judge to such an extent that he let his fellow official go with

Causes Porcible Expression by Local Citizens.

MEETS HERE IN APRIL

Cottage Grove will be the meeting place of Willamette presbytery in April, was the word brought back from Salem by E. W. Miller, secretary of the chamber of commerce, who attended the session there this week as a representative of the church here.

Mr. Miller extended the invitation for the meeting here and the invitation was cheered and accepted before any

Some COTTAGE GROVE PUPILS WIN IN FAIR CONTEST

Winners in the stock judging contest at the county fair by high school pupils, in which Cottage Grove pupils had things all to themselves, were won as follows:

ridge section.

After Hebert had died, Yeoman went to Eugene and gave himself up to the sheriff.

First, Joe Young; second, Lewis Strobeck; third, Carl Porter; fourth, Eston Porter; fifth, Ila Hopper; sixth, Harry Frost; seventh, Ialo Lawrence; eighth, Marvin Alstott; ninth, Lyle Lawrence. First, second and third prizes were awarded by the Cottage Grove chamber of commerce, no prizes being given by the fair itself.

The contest was promoted by Pro-fessor E. J. Edwards, of the agricul-tural department in the Cottage Grove schools conducted under the Smith-Hughes act. The points judged by the pupils were beef and milk production, with reasons given on the beef produc-

Five of those taking part in the contest were from communities outside the school district. Two of the conof what each hen does by using egg testants, one of them a prize winner, record cards. For sale by The Sentiare new residents here and had not neg at \$1.15 the hundred.

DIVORCES ARE GRANTED

seeks. Mrs. Birnstiel asks for \$60 a month for the support of the children and \$25 for her own support.

BEES AND BUGS DIDN'T HAVE BATHING SUITS

One car of the pears from the Lorane orchards, shipment of which to Corvallis was contemplated, was sold last week to the Cottage Grove cannery, making three cars shipped to outside points and one sold here. Manager Claud Schrack, of the Lo-

Rena Baker of this city, then at Vancouver, Wash., on her thirty fifth birthday anniversary. The body arrived here Wednesday and the funeral was held yesterday afternoon, Rev. J. E. Carlson officiating.

Mrs. Kelley was born in Motley, Minn., September 12, 1886, and came to Cottage Grove with her parents when 13 years of age. She moved with when 13 years of age. She moved with when 13 years of age. She moved with when was the cold rains were responsion. It is his opinion that the cold rains at the cold rains were responsion. It is his opinion that the cold rains were responsion. It is his opinion that the cold rains were responsion. It is his opinion that the cold rains were responsion. It is his opinion that the cold rains were responsion.

LIGHTS ARE OFF COUPLE HOURS MONDAY NIGHT

The electric lights were off from 7:30 to 10 o'clock Monday night, due to the blowing out of the safety valve in the new boiler at the power plant. The old boiler had been inspected that day and had been left open so that it could be given a cleaning, resulting in the delay in getting the lights on

ASKED FROM HOBOES

Some of those living in the outskirts of certain sections of the city complain that they are not getting sufficient police protection. The greatest complaint comes from a section where hoboes get off of freight trains which stand for some time within the city limits. Residents in that section comcould not jazz the hand commencer affected the judge to such an extent that he let his fellow official go with the injunction to sin no more.

The Sentinel wants all the news all the time. If you know an item, phone it in. Our number is 159-J.

JUSTICE SUFFERS LAPSE OF MEMORY AFTER KILLING DEER

Even a justice of the state su-preme court may become unduly ex-cited over the killing of a deer. Thomas A. McBride, in writing to Elbert Bede to locate and forward to him a 25-20 rifle which he forgot here while returning home by motor, assigns the forgetfulness to a momentary mental aberration superin-duced by and incident to the killing of a real deer. However, he re-membered the exact location of the membered the exact location of the Woodson garage, where the artillery had been left, and the gun has been forwarded to him. The justice secured two deer during the trip, being accompanied to the hunting grounds on Cabot creek, out from Roseburg, by Mrs. McBride and their daughter.

MAMMOTH ACORN RESULT OF PUMPKIN GROWING IN SHELL

What appears to be a mammoth acorn but what really is a pumpkin firmly grown into and from a co-coanut shell, is another vegetable freak of the Cottage Grove country. The likeness to the acors is perfect, the pumpkin spreading from the top of the shell in the exact proportions of an acorn. The pumpkin may have been purposely dropped into the ecocanut shell or it may have itself found that place of retreat in the shell thrown into the garden with rubbish. The grower of the freak is not known, as it was left in the door of The Sentinel office with no identification marks.

SPRINGFIELD IS ALSO AFTER CAMP MEETING

establishing a permanent ground for no large amount will need to be spent an annual camp meeting, which should be as accessible as possible to all parts of the Oregon conference and be recognized as a conference camp meeting. development.

At the camp meeting lately held at "The picture contest will visualize Cottage Grove a commission was ap-pointed to look into all matters con-and will make far easier for the com-

October 5.

The people of Cottage Grove, after having one session of the camp meeting there, are making strenuous effort to secure the permanent location. The grounds, after being once fitted up, could be used for other summer gatherings of a character consistent with the purpose of their establishment.

that nearly all are the result of care-lessness or neglect, and that no particular expense will be involved in their complete elimination."

"The people of Cottage Grove, after tessness or neglect, and that no particular expense will be involved in their complete elimination."

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The people of Cottage Grove, after tessness or neglect, and that no particular expense will be involved in their complete elimination."

The picture contest is essential, and it is going to be a success. You may as well help it to be more successful by contributing a few pictures. They may be any old size, and taken any where within the city limits.

Oregon Weather Best.

Mr. and Mrs. George Salton, who have just returned from spending several months in the east, are more than ever impressed with the work of following the several months in the east, are more than ever impressed with the mor Divorces were granted in district court this week as follows:

Mrs. Alice D. Crites alleged that her husband, H. D. Crites, deserted her and she was given a decree of separation. They were married at Montesano, Wash., August 8, 1891.

Mrs. Seba Scheufele said on the stand that her husband, Gottlieb, faisely accused her, was cross and crabbed and that she was compelled to

crabbed and that she was compelled to make her own living. She was granted the care and custody of their ten children. They were married at Fox Valley, Ore., January 19, 1902.

Mrs. Emily Birnstiel has instituted divorce proceedings against Frank Birnstiel. They were married in Portland December 27, 1913, and have two minor children, Ida, 6, and Paul, 4, whose care and custody the mother seeks. Mrs. Birnstiel asks for \$60 a month for the susurpassed former Bets Big Buck.

Stop Here to Can Fruit.

Mr. and Mrs. Wallace Beaver, of Gold Beach, were guests again this week at the city auto camp on their way home from a trip up the McKen zie. Mrs. Beaver took advantage of their presence here to buy some of the unsurpassed fruit of this section and put into cans for use on the way home and during the coming winter.

Charles Conner Bets Big Buck

Charles Conner Bets Big Buck.

Charles Conner brought down the biggest buck he has ever seen while and he thinks they often elude their out Sunday on Mosby creek. It weighed out Sunday on Mosby creek. It weighed Wm. Patten reports sighting a spike Wm. Patten reports sighting a spike

Good Grain at London. London, Ore., Sept. 15.—(Special to The Sentinel.)—Will Massey's oats averaged 55 bushels and his wheat 27 bushels. Carl Small's oats went 50 bushels and his wheat 25 bushels. Howard Cox's oats went about 45 bushels

Budget Committee Appointed. In compliance with state law, the council at its meeting Monday appointed a citizens' budget committee to assist it in preparing the tax levy for next year. Those appointed were Worth Harvey, C. J. Kem and R. E. Walker.

Brush Fire Endangers Property. A fire started Monday night to de-stroy some brush in the cemetery, spread over the hill to the west and endangered buildings on the Charles Peek place. A force of neighbors succeeded in controlling the flames.

The report of Health Officer Job is to shows that during August there were chief, eight births and five deaths. Of the effect. births, five were males and three were females, and of the deaths, one male and four females.

Fifteen Are Baptized. Fifteen persons were baptized Sunday afternoon at the foot bridge on the Coast fork by Rev. Simpson Hamrick, pastor of the Methodist church. Three were immersed and the others were sprinkled.

City Will Collect. The city council has determined to collect all delinquent street assessments or take the property against which they are assessed. The city attorney has been instructed to institute proceedings.

Former Resident Wins Sweepstakes. Dr. and Mrs. H. H. Petrie, upon re-turning from the county fair, reported that the sweepstakes in the Jersey breeding contest were won by Walter Baker, of Canary, former resident of this city.

A wantad will rent your house.

C. OF C. PICTURE CONTEST **PROMISES BIG SUCCESS**

Many Unsightly Spots Already Photographed and Four More Days Are Left.

The picture contest in the Cottage Grove chamber of commerce beautifi-cation and sanitation program is al-ready assured success. Many have in-terested themselves in "shooting" suit-able subjects and the click of the cam-era is heard on every hand. Some who at first were dubious of the proposed plan have had a change of heart, and some who were at first uninterested have taken it up, and the result will be a collection of pictures that will make many citizens sit up and take notice.

Speaking of the beautification and sanitation campaign, a member of the

committee says:
"The plan has been carefully canvassed by the committee in charge of
the work and its members are conthe work and its members are convinced that it will go far toward making Cottage Grove people 'see ourselves as others see us.' Familiarity breeds contempt for ugliness as well as for beauty, and many unsightly things in Cottage Grove have become so familiar that they fail to register upon the consciousness of Cottage Grove people, but you may be sure that the out-of-towa visitor, especially the one who is visiting here for the first time, sees these things just as they are, and they exert no favorable influence upon the stranger within our gates.

gates.

'The program, as outlined by the beautification and sanitation committee, does not at present contemplate any plan that will involve the expenditure of a large sum of money. On the contrary, effort at present will be directed almost exclusively toward such improvement in the appearance of our city as may be accomplished without the expenditure of one cent of money. The stimulation of personal pride in the appearance, not only of the city as a whole but of every business house and residence, is the first Springfield News: A meeting was held at the Methodist church last Thursday evening to take such steps as might seem best with reference to as might seem best with reference to the control of the part of every property owner, no amount of money spent, however large, can make Cottage Grove as might seem best with reference to a beautiful city. With personal pride, and with that accomplished the rest will be easy. Without personal pride as might seem best with reference to a beautiful city. With personal pride, and with that accomplished the rest will be easy.

nected with the project and report as nected with the project and report as to available sites to the annual contact that there are many unsightly places, ference, which meets at Forest Grove that nearly all are the result of care-lessness or neglect, and that no par-

them in at chamber of commerce head-

WHILE NO ONE HAS A GUN HANDY

While many hunters are coming home with the report that they have not so

same moment but only succeeded in getting the larger one. He decorated the editorial desk with a fine sample of venison as proof of his prowess with the rifle. and would have overtaken the fleet-footed animal had it not made its escape through a fence.

> Has Thrilling Experience. Considerable interest was taken two weeks ago in the fate of a gasoline launch which got caught outside the bar at Newport during a rough sea and, not daring to try to enter the harbor, remained anchored outside dur harbor, remained anchored outside dur-ing the night with 26 passengers, of whom 14 were women. One of these was Miss Lola Thompson, of Lyle, Wash., 17-year-old granddaughter of Mrs. Jasper Patten, of this city. The boat made a successful landing the next day. Miss Thompson was greatly weakened by the experience but soon recovered.

Open Mufflers Forbidden. Eugene Register: Chief of Police Christensen yesterday called attention to a clause in the new Eugene traffic code that forbids car drivers and mo torcycle riders from running their ve-hicles with open mufflers. The clause hicles with open mufflers. The clause is to be strictly enforced, says the chief, and he warns drivers to that

Ring us up and give your items. ***

TEN THOUSAND A DAY FOR ADVERTISING

-Wm. Wrigley, of chewing gum fame, spends \$10,000 every day for advertising. -he must get results or he would not have the money to

-other advertisers must also get results from their expenditures and some of them are enormous.

-for instance, pick up the Saturday Evening Post and it is never lacking for ads.

—its color pages sell every week for \$8500, and the cover pages bring the same figure; black and white pages sell at \$7000 per issue, and the center spread brings in \$17,000.