

EDITED BY **Society** ANNA OGLESBY

A pronounced leap year party in every sense of the word was one given Tuesday evening by the Misses Wilson of West Main Ave. at which the gentlemen were made to look sheepish by the gallant bestowal of favors which the ladies showered upon them during the entire evening. Upon entering the house the ladies were obliged to hang up their wraps in the hall while the gentlemen were escorted to a room provided for them, containing every beauty preparation to be found upon any lady's dresser. Here they were made to feel that the gathering was a most informal one and placards on the wall informed them that the toilet articles were at their disposal. The invitations requested the guests to bring unfinished work and judging by the varied assortment of articles brought one might well form the opinion that all work in Cottage Grove was unfinished. One young man sat back in a corner knitting a pair of socks, while a young lady opposite him was setting up printers' "pi" just as the "devil" does in any printing office. Trimming a lady's Sunday bonnet looked easy to some of the boys, while the ladies had no trouble at all composing an unfinished poem which meant many sleepless nights to the near author who intended it for his best girl. After the unfinished work had been rendered more unfinished, many original and unique games were indulged in. Next in order was the auctioning off of the gentlemen to the mere ladies, who dragged them off to a very enjoyable spread of refreshments. Among those who attended were: Messrs. C. Moss, L. P. Sanford, F. Beidler, C. A. Banta, L. Bishop, J. W. Grant, Misses Lucy Burgess, Essie Haley, Mildred Pringle, Roxie Pringle, Mabel Greenwood, Ada Humphrey, Fern Holcomb and the hostesses, Miss Lola and Mabel Wilson. Miss Greenwood assisted the hostesses.

bananagelatin with whipped cream and cakes. Guests from the faculty at Drain were Mr. and Mrs. Spray and Miss Mabel Hall. A number of others from Drain were also present.

Prof. Purvance entertained the girls of the eighth grade class of the public school at his home Friday evening. Games and social chat were enjoyed till a late hour and refreshments were served.

At the close of a successful official board meeting of the Methodist church Monday evening, Mrs. Robert Sutcliffe delightfully surprised those present by serving a splendid oyster supper in the vestry rooms of the church. A very pleasant evening was enjoyed and a vote of thanks extended to Mrs. Sutcliffe for her charming hospitality.

Dennis Cooter of Cottage Grove and Mrs. Arabell Leonard of Coburg were

social evening. The guests were: Messrs. and Mesdames A. C. Kinter, C. J. Kem, Marion Veatch, J. N. Waterhouse, Elbert Bede.

Mrs. Ben Lurch is hostess to the Social Twelve Embroidery club this Thursday afternoon.

Mr. and Mrs. H. C. Madsen entertained a few friends at their home Monday evening. Splendid music was rendered all during the evening and refreshments were served. The ladies saw that the gentlemen present were escorted to their homes safely.

At the beautiful country home of W. D. White, the Misses Della and Inez White and Gertrude Burdick entertained in honor of Miss Emma Job Tuesday evening. Mr. Adams and Miss Job, not knowing their destination, protested greatly, but were forcibly taken and conveyed in a carriage to Mr. White's. A glowing fire in the big fireplace sent forth cheer, helping all to enjoy the early evening hours, playing games and listening to verses which accompanied twelve bread and butter plates, gifts for the new home to be established. Precisely at ten o'clock Mr. Adams and Miss Job were invited to the dining room, there to be

HEARST ON THE COUNTRY NEWSPAPER

FROM NEW YORK EVENING JOURNAL

The Hearst newspapers have more than once called the attention of business men and of citizens in general to the important work that is done by the editors of the smaller newspapers and to the great value of those newspapers as advertising mediums.

It would be impossible to keep this government going, impossible at least to keep representative and democratic government alive in this country, if it were not for the thousands of newspaper editors scattered throughout the land—every one of them a watcher and an observer, a vigilant policeman in politics and public affairs.

Wherever two railroads cross in the United States and there is a town or village, there is—fortunately for the country—a local paper.

The editor watches the two railroads, he watches the affairs of his township, county, state and nation.

He talks daily or weekly to his fellow citizens concerning affairs that most vitally interest them. He is for them an eye that does not sleep, a man alert and devoted to those that are his constituents.

If the railroad crossing kills too many, if the railroads combine to charge too much or serve too poorly, if the judge, governor or mayor seems more of a railroad official than a people's official, the editor is there to tell about it.

Big metropolitan newspapers with circulations running into many hundreds of thousands daily have a peculiar power of their own.

But if you took all the metropolitan newspapers of the United States and weighed them in the balance against the press of the small cities and towns in America, it would be as though you weighed a city office building against Pike's Peak—and the local press would be Pike's Peak.

The local editor speaks to his readers as one friend speaks to another.

They know him by sight. They know his record. They know the hard fight that he has made and is making. They know for how small a reward he renders efficient, unselfish service. And a word from him means more than many columns from some anonymous and unknown "editor of the big city."

The politicians of this country know well the power of the local editor. They respect it and fear it—and it is a good thing for the country that they do.

A man writing fearlessly in some congressman's or some senator's home town can do more to keep that public official "straight" than all the metropolitan newspapers put together.

Public men know the power of the local editor and of the local newspaper. It is a pity that the business men of the country are ignorant of that power.

The man who has something really worth while to advertise could, if he would use the local newspapers intelligently, multiply his sales by ten, make himself known to millions that do not now know him and put himself at the head of his line of competition.

If the automobile manufacturers who attract attention just at this moment would put their advertising intelligently in the local newspapers, paying a good, fair rate and offering good value, they could very soon change the output of automobiles in America from 140,000 in one year, which was the record of 1910, to 500,000 or 1,000,000 in one year—and this is no exaggeration.

The smallest of the country newspapers has among its readers one or five or ten or a hundred men that could be made to buy a car now and will buy one sooner or later. Some intelligent automobile manufacturer with the right kind of product will realize this and sell tens of thousands of cars through the local newspapers before his competitors know what has happened.

The average of prosperity and of wealth among the readers of country newspaper is far greater than among the readers of a metropolitan daily, and in proportion to the cost of advertising, intelligent publicity through the country newspapers gives by far the best results.

What we have said about automobile advertising refers to advertising in other lines. The dwellers in the cities, readers of the metropolitan dailies have before their eyes the temptation and attractions of the great stores which cannot be reached by the reader of the country newspaper. If our business men realized their opportunities they would fight for parcels post, and they would make of every country newspaper an active distributing agency, doubling and trebling the country's prosperity and industrial activity.

This we have said before, and we shall say it again. Inasmuch as there are no Hearst newspapers in the country, inasmuch as our newspapers are published exclusively in the great cities of the country, we shall at least be credited with unselfishness in making a fight for local editors that deserve the thanks and appreciation and financial encouragement of every good citizen.

Very few realize what it means when

a man undertakes the publication of a daily or a weekly newspaper in a small place.

The editor risks everything, poverty, bankruptcy, indifference of the public, and at best his reward can be very small.

It is said that Mr. Bryan is going to oppose the election to the presidency of Governor Wilson, of New Jersey, because the latter before he started out toward the White House asked Mr. Carnegie, of the Steel Trust, to give him a life pension.

Many of us, of course, would feel happier if we could begin our work with a life pension that would free us from all care ever afterward.

The country editor especially would be made comfortable and free from worry for himself and for his family if there were some Steel Trust or Oil Trust billionaire ready to offer a pension to those beginning hard work.

But the country editor goes to work with no pension and no guaranty. He asks no pension, no cash in advance, only fair play and a chance to work.

To the man who has started his own small paper and is fighting his way up hill with a little type and a small press, paying the highest price for everything and getting the lowest price for his advertising and his hard work, there seems something very comical in the sight of a man like Governor Wilson giving up a position as university president that paid him nearly \$10,000 a year, taking a large salary as governor of New Jersey, publicly bidding for the United States presidency with its \$75,000 salary, and at the same time asking Mr. Carnegie, of the Steel Trust, to put him on his pension list and make it easy and safe for him to be honest ever after.

The country editor is the man who ought to have a pension for the work that he does, if any man ought to have it. He is also the man, as it happens, who would not take a pension from the Steel Trust, or from the railroad that runs through his town, or from any other agency of public exploitation.

That is why we have in the past and do today and shall in the future try to impress on our readers and big advertisers the fact that they should do their

Gordon Hats
\$2.50
EACH
Until Saturday
Hampton & Co.

share toward supporting the local press of this country. There would be and could be no philanthropy about it, simply wise self-interest should make every citizen buy his local paper and make every advertiser contribute according to his means to the support of the local press.

The citizen that buys his local paper gets his money back many times over in protection of his interests. And the man who advertises widely and wisely in the local press gets his money back many times over in cash returns.

The people should not be niggardly in support of those that do good work. Business men and the public generally should be especially broad-minded and liberal in their support of the local newspapers that represent and testify public opinion throughout the country.

Sentinel want ads. inserted in news columns are result getters.

SHE ACKNOWLEDGES AMERICAN BEAUTY THE BEST



who bows to our superior Flour. She knows it is half the battle in baking, to get a good, reliable Flour that almost ensures good bread of uniform quality. All cooks recognize this as the best brand for both Bread and Pastry. We wish you would try it once, and we know you will never ask for any other brand. And it is not high-priced either.

STERLING FEED CO.

To the Legal Voters and Tax Payers of Lane County:

In presenting my name for your consideration as a candidate for the office of County Commissioner of Lane County, to be voted upon at the coming primary election to be held on April 19th, 1912, I wish to announce that I have been a resident of Lane County for twenty-eight years, during all of which time I have been vitally interested in the growth and development of the county; especially the building of permanent roads and other civic improvements and, believing the time is at hand when we should have a more thorough and systematic system of road-building than we have had in the past, as well as more economy in disbursing public funds, thereby reducing our taxes, I beg leave to say that if I am elected as member of the county board will do all in my power to bring about such results.

Realizing the magnitude and importance of the office of County Commissioner to the taxpayers and citizens of Lane County, I sincerely invite your careful investigation of my ability and integrity and if you find that I am worthy, your support will be greatly appreciated.

Very respectfully,
ORRIN BENNETT.

Notice of Forfeiture.

To Frank Haley, or his legal heirs: You are hereby notified that we, the undersigned, have expended one hundred dollars in labor and improvements on the "Bear" Lode Mining Claim, situated in the Bohemia Mining District, Lane County, Oregon, notice of location of which said mining claim is recorded at page 579, in book 6, of the mining records in and for said County and State, reference to which said notice and record is hereby made for more particular and definite description of said mining claim, as will appear by affidavit in the office of the County Clerk of said County, in order to hold said premises under the provisions of Section 2324, Revised Statutes of the United States, being the amount required to hold the said mining claim for the year ending December 31st, 1911. And if within ninety days after the first publication of this notice you fail or refuse to contribute your proportion of such expenditure as co-owner, your interest in said mining claim will become the property of the subscribers under said Section 2324. This notice is published for the first time in the Cottage Grove Sentinel, of Cottage Grove, Oregon, on the 25th day of January, 1912.

HARRY H. PARKER,
J25-April, THOS. R. PARKER.

Notice of Forfeiture.

To Frank Haley, or His Legal Heirs: You are hereby notified that I, the undersigned, have expended one hundred dollars in labor and improvements on the "Loma" Lode Mining Claim, situated in the Bohemia Mining District, Lane County, Oregon, notice of location of which said mining claim is recorded at page 508, in Book 6 (by Martin Shea), of the Mining Records in and for said County and State, reference to which said notice and record is hereby made for more particular and definite description of said mining claim, as will appear by affidavit in the office of the County Clerk of said County, in order to hold said premises under the provisions of Section 2324, Revised Statutes of the United States, being the amount required to hold the said Mining Claim for the year ending December 31, 1911. And, if within ninety (90) days after the first publication of this notice you fail or refuse to contribute your proportion of such expenditure as co-owner, your interest in said Mining Claim will become the property of the subscriber under said section 2324. This notice is published for the first time in the Cottage Grove Sentinel, of Cottage Grove, Oregon, on the 25th day of January, 1912.

HARLEY H. PETRIE, J25-A11.

Registration of Land Title.

In the Circuit Court of the State of Oregon, for the County of Lane.

In the matter of the application of Mae W. Thompson to register the title to lot No. one of block No. one and also beginning at the southeast corner of lot No. 2, block No. 1, run thence west 20 feet, thence north 114 feet, thence east 29 feet and thence south 114 feet to the place of beginning; all being in James Henry McFarland's first addition to Cottage Grove, Lane County, Oregon, as the same is platted and recorded, against the Bank of Cottage Grove and all whom it may concern, Defendants;

TO ALL WHOM IT MAY CONCERN: Take notice, that on the 25th day of January, A. D. 1912, an application was filed by said Mae W. Thompson in the Circuit Court of Lane County for initial registration of the title to the land above described. Now, unless you appear on or before the 29th day of February, A. D. 1912, and show cause why such application shall not be granted, the same will be taken as confessed and a decree will be entered according to the prayer of the application and you will be forever barred from disputing the same.

STACEY M. RUSSELL, Clerk.
J. E. YOUNG, Applicant's Attorney.
(Seal of Circuit Court.) J25-f22.

Just a Way of Getting Ladies to Spend their Money

Well, no! Not exactly, but pretty nearly that! Did you ever stop to think when you get out a party invitation, how much prettier, how much more dignified, they would appear if printed—and printed in correct style?

And the cost is not much. Only about seventy-five cents or a dollar above what you pay for the blank paper.

We're not telling you this just because we want to give you some advice. We want that business!

The Cottage Grove Sentinel
"The Shop" Where Good Printing is Done

married Monday at Eugene at the home of B. F. Crum. Mr. Maltman, first reader of the Christian Scientist church, officiating. Later the knot was tied by County Judge Thompson.

The K. P. and W. O. W. lodges and Ladies' Circle will hold a joint social Wednesday evening. There will be a number of invited guests. There will be a banquet, followed by a program, and one of the most pleasant evenings of the season is predicted.

The Rebekahs at regular meeting Friday night wound up the evening with a pleasant social time among the members and partook of an elegant banquet.

The Social Whirl club met with Dr. and Mrs. F. L. Ingram last Thursday evening and enjoyed a very pleasant

host and hostess at a table beautifully decorated in red and white carnations, chignon cherubs and dainty heart shaped place cards. Immediately under the chandelier swung Cupid with his bow and arrow pointed directly at the hostess. A happy hour was spent partaking of a delicious chicken supper, good nights were said and the homeward journey began. Those present were Mr. and Mrs. N. D. White, the Misses Job, Currin, Perkins, Kennon, Inez and Della White and Miss Burdick, Messrs. Adams, Trask, Anderson, Kinter, Harvey, White and Woodard.

You can judge the kind of job printing a newspaper does by the kind of a paper it prints. The Sentinel is willing to let its paper be an ad. for its job printing.

UMPHREY & MACKIN

THE CASH ECONOMY STORE

UNDERWEAR SALE

"Forest Mills"
TRADE MARK
HAND-FINISHED UNDERWEAR
For Women and Children All Styles and Qualities

UNDERWEAR SALE

We are having a Sale on all Men's, Women's and Children's Winter Underwear in preparation for the spring season. Our sacrifice and your gain. Early shoppers will get best choice.

Men's Underwear 37c to \$1.23. Ladies' 37c to \$1.83. Children 10c up