

James Ostrander entertained about 100 friends Friday evening in the Bills Club Room. The event was in honor of one of his birthday anniversaries. An elaborate luncheon was served and speeches made by most of the guests.

The Senior and Junior classes of the high school were entertained by the Misses Kennon, Currin and Lea, at Miss Lea's home Friday evening, May 24, 1912. The first part of the evening was devoted to progressive games, a different game being played at each table, such as buncos, finch and dominoes. After the dainty refreshments of sherbet and wafers were served, the remainder of the evening was spent in playing some of the old games.

Mrs. Herbert Eakin was hostess to the Social Twelve Embroidery Club at her home Tuesday afternoon. The time was pleasantly spent in needle work and discussing the events of the day. Dainty refreshments were served. Several invited guests were present.

Last Friday evening was Children's Night at Eastern Star and a most delightful time enjoyed by all present, big, little, old and young. After a brief business meeting, the evening was given over to the entertainment of the young guests and a unique program was carried out. Mesdames Adams, Cruson and Burkholder composed the entertainment committee and much amusement and mirth was created over the Mother Goose rhymes and other popular games that were carried out. Refreshments were served by Mesdames Wheeler, Scovell and Scott, consisting of ice cream and cake. About forty members and twenty-five children were present.

The Emanon Club met with Mrs. W. B. Cooper last Thursday. The usual embroidery was done, followed by the looking over and discussing of The Modern Priscilla. Refreshments of fruit jello pudding, nut bread sandwiches, tea and wafers were served, to the deliciousness of which the guests did justice. Mesdames B. Groff, B. Richmond, N. Durham, V. Allison, E. Bisbey, J. Atkinson, R. Dean, G. Scott, S. Mackin and Elbert Bede were present. Mesdames C. Cruson, F. L. Ingram and cousin were guests.

The Emanon Club surprised Mrs. Van Allison at her home Tuesday afternoon as a farewell party before her departure on an overland trip. The special feature of the afternoon was the blindfolding of Mrs. Allison, when each guest pinned a handkerchief on her. She was delighted when she saw what they had done. In the drawing contest Mrs. Geo. Scott won the head prize, a box of candy, and Mrs. Cochran the consolation prize, a lemon. In the guessing contest Mrs. R. Dean

won the head prize, a beautiful bouquet of rhododendrons. Refreshments of strawberries and cream, sandwiches and marguerites were served. The guests were Mesdames Richmond, Durham, Groff, Atkinson, Cochran, Mackin, Scott, Dean, Armes, Fay Allison, Hersch Allison, Atkins and Miss Vera Cochran.

The Epworth League of the M. E. Church held a social in the vestry of the church Friday evening. The guests were met at the door by the social committee and ushered to seats, where they enjoyed a social chat and were entertained with instrumental music by Clarence Morss and Vena Wheeler until the following program was rendered:

Instrumental Duet.....
Jessie McCord and Myrtle Venske
Vocal Solo.....Neita Hazleton
Reading.....Maude Hooper
Vocal Solo.....Lottie Whitsett
Reading.....Miss Lucy Burgess
Vocal Duet.....
Clarence Morss, Mabelle Wilson
Reading.....Miss Lena Holcomb
Selection by High Spirit Quartette
Trombone Solo.....Clarence Morss
Farce.....Courtship Under Difficulties
Duet.....Albert Woodard, Otho Hart
After the program, games were played and dainty refreshments served. About seventy were present and all reported a very enjoyable time.

A few friends pleasantly surprised S. L. Mackin at his home Wednesday evening, the occasion being his birthday anniversary. "Somerset" was indulged in, after which refreshments of ice cream and wafers were served. Mr. Mackin was showered with handkerchiefs as a remembrance of the occasion. The guests were Messrs. and Mesdames Bert Richmond, Nelson Durham, Horace Cochran, Van Allison, Elbert Bede and Mr. Umphrey.

Miss Isabel Billings and Harold N. Arnold surprised their friends by going to Roseburg Sunday, securing a marriage license and being united in marriage. Miss Billings is a daughter of Landlord and Mrs. Billings of the Hotel Oregon and Mr. Arnold is a member of the firm of Hohl & Arnold.

The Ladies' Aid Society of the Presbyterian Church met at the home of Mrs. C. P. Jones on Wednesday afternoon of last week. Light refreshments were served, and a pleasant afternoon spent by all present. Arrangements were made for a dime social to be held at the home of Mrs. Herbert Eakin on Wednesday afternoon, June 5th, to which the public is cordially invited.

The Ladies of the Presbyterian Church and their friends are cordially invited to attend an experience social at the home of Mrs. H. B. Eakin next

Wednesday afternoon. The ladies of the church are asked to bring a dollar and give their method of earning it. It will be a dime social to their friends of the church and a general good time is anticipated. Refreshments will be served.

Mr. and Mrs. Geo. Kerr gave a small dinner party Thursday evening, complimentary to Dr. and Mrs. H. H. Somers, who leave for Canada Saturday.

Salesmanship In Your Advertising

The most pertinent question a retailer most think about when he starts out to consider the question of filling the advertising space he has bought in the local newspaper is, how can I sell my goods successfully through the newspaper? The best answer to the question is undoubtedly another question. He must ask himself: If I had to sell these goods in my store, how would I approach my customer—how could I interest her and in what way should I convince her? Last of all he must ask himself whether he is capable of doing all this in the newspaper space as well as in his store.

When a merchant has answered these questions satisfactorily he may commence compiling his advertisement. But until he realizes that salesmanship is just as necessary in the newspaper space as in his store when selling goods, he can never hope to get the value he has every right to expect from the space.

Successful newspaper publicity has been called salesmanship on paper. When a retailer can distinguish that kind of salesmanship and appreciate its value, he is a long way on the road to advertising success.

If a retailer employed inexperienced or amateur help in his store to sell his best goods he would be classed as a fool. Why should he not also be put in that category if he employs ama-

"The Shop" Where Good Printing is Done
The SENTINEL

teur salesmanship in his newspaper space? He pays good money for both and should get the same degree of satisfaction for his expenditure.

Four main points enter into all salesmanship whether personal or on paper: First, the attention of the possible customer must be obtained; second, interest must be created in the goods you are going to sell; third, the customer must be convinced that she wants the goods, and last, but by no means least, she must be induced to make the purchase.

In planning his advertising, therefore, the merchant has to apply these principles in such a way that, from his announcements, results are obtained as a matter of course. But he must remember always that salesmanship on paper is more difficult than salesmanship in person because he cannot make his selling arguments felt in

the same degree as when he meets his customer face to face.

Unless a merchant can apply these four principles successfully to his salesmanship through advertising, his publicity will get no more returns than a bad salesman in his store. And let me state here that no ordinary merchant can get the highest regard of

salesmanship in his newspaper space without outside help. There are many reasons for this. It has been found, for instance, that the best way to secure attention is to use a good illustration. Nothing has a surer human interest effect or gets quicker action than a well selected picture. To get such illustrations you need not only a high

Standing of Candidates May 30th
UP TO 8 A. M.

DISTRICT No. 1

- Miss Cloe Hedrick 19400
- Miss Bertha Stephens 19165
- Miss Jessie Smith 16415
- Miss Muriel Robinson 14435

DISTRICT No. 2

- Miss Hazel Brumfield 19220
- Miss Edna Elledge 17995
- Miss Gertie Raines 15890
- Miss Margaret Johnson 6190

DISTRICT No. 3

- Miss Vera Crowe 22240
- Miss Mabel Turner 18740
- Miss Mildred Pringle 8730
- Miss Nellie Stanton 7260

500 Envelopes 85c

High Grade XXX, Fine Quality White Envelopes. Secured at a bargain and sold at **Per Box 85c**

Cottage Grove Sentinel

"THE SHOP WHERE GOOD PRINTING IS DONE"

grade experienced artist but one who has a first class knowledge of advertising art. Then, it requires considerable study and experience in descriptive literature to create interest in goods—even in those you are selling daily. Again, to bring conviction to the mind of a reader surely and successfully, necessitates a knowledge of how it has been done in thousands of other cases.

All this means that the up-to-date merchant who desires to make his advertising scientifically certain must study retail advertising as a part of his business training or employ an experienced advertising constructor. There is more in planning and writing a successful advertisement than the ordinary retailer realizes. And the smaller the advertisement the more difficult the process. Only those who have made big successes by the employment of advertising in its most efficient form know the true value of salesmanship through advertising.

Mrs. Adams' Sunday School Class of the Presbyterian Church met with Miss Jennie Smith yesterday afternoon and organized the "John and Priscilla Club." Miss Smith was elected president and Miss Iva Holcomb vice-president. The class will meet with Mrs. Adams Saturday afternoon at 2:30, at which time all members are requested to be present.

C. F. McCormick was here from Eugene yesterday.

Bookkeeping work solicited. 292, Care Sentinel.

Wrapping paper, just the thing to go under carpets at Sentinel office.

Miss Ruth Woodard has been awarded the Whitman College scholarship for the local school and will attend the Walla Walla school next year.

Mr. and Mrs. W. E. Rhodes of Wendling are in the city.

It is stated on the best of authority that Herman H. Schmitt of Creswell has decided to file his nominating position as democratic candidate for representative.

County Supt. Baughman yesterday upheld Prof. Inlow in their controversy over the expulsion of the three seniors who were ready to take their examinations for graduation this year. Quite a little feeling had been worked up over the matter.

Mrs. W. W. McFarland leaves today for a visit with relatives and friends at Albany and Salem.

L. S. Hill was in Eugene Wednesday.

Moro Prince Seeks Wives.
Abdula Plang, prince of the house of Plang and sultan of the head hunters of the Moro district of the Philippine Islands, has arrived in the United States to get all the American wives he can. Prince Plang brought with him his gold crown, his robes and jewels.

The young Moro potentate also brought a letter from John J. Pershing, governor of the district of Calabato, to Major General Leonard Wood, chief of staff of the United States army.

Prince Plang is one of the twenty-four living sons of Datto Plang. His father, who has forty-nine wives, is said to be dissatisfied with Abdula because he has but one wife, the daughter of the datto of Mondli.

Abdula Plang will tour this country. The last admittance of Datto Plang to his son was to bring back with him as many wives as he could induce to accept him.

Seek Money for Aviation.
Henry T. Stimson, secretary of war, and Brigadier General James Allen, chief of the signal corps, have been relying on congress to provide an appropriation of \$125,000 for army aeronautics and the proposed cut of this appropriation to \$75,000 does not meet with their approval.

In his talks before the members of the military affairs committee, General Allen has expressed the view that the army did not concur in the general attacks against congress because of that body's refusal to appropriate large sums for aeronautics and has been satisfied to continue the aeronautical work on an appropriation equal to the amount given last year. He said he thought congress could be relied upon to "play fair."

President Taft is known to favor a larger appropriation for army aeronautics.

Halts Court to Fight.

"Judge, you are a liar!"
Bang went the gavel.
"This court will stand adjourned till I whip the man who just called me a liar!" exclaimed the judge.

Immediately proceedings halted, and Judge J. H. Knowles, presiding in the commissioners' court at Midland, Tex., withdrew with Commissioner Jules Driver.

"This is undignified (smash), but entirely (blif) manly, according to my (blng) view, commissioner!" declared Judge Knowles as he soundly beat his accuser.

In a few minutes Judge Knowles appeared to feel that he had made the punishment fit the crime.

The object lesson completed, Judge Knowles reconvened court and fined himself for fighting. Then the interrupted proceedings were resumed.

Your eastern friends would like to know something about the country you are living in. Send them a copy of the Sentinel, 5c.

New Idea Paper Patterns ten cents each. Fashion Sheets Free

All mail orders receive our prompt and careful attention

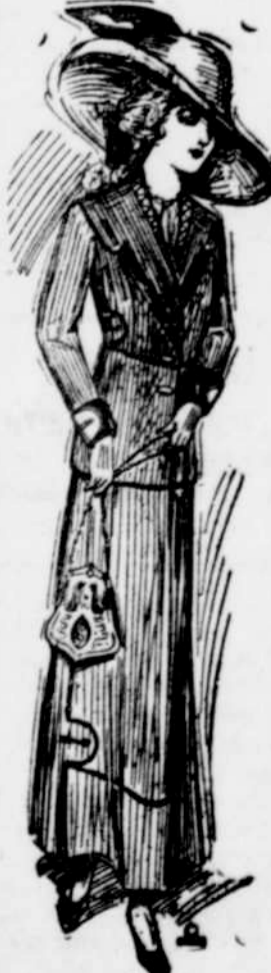
DODGE DEPT. STORE
THE STORE THAT KEEPS PRICES DOWN
Cor. 8th and Olive Sts. EUGENE, ORE.

You are always welcome to the use of our office stationery and telephone

When in Eugene make this store your headquarters

Big June Sale on Men's and Women's Tailored Suits

Thrifty and careful buyers of clothes will welcome this opportunity to purchase the season's newest and snappiest Suits at savings like we offer here. This is the one big chance for which you have been waiting, and no matter how much lower the sale prices are than the regular prices, you know that our guarantee that the "clothes are all wool and will give satisfactory wear," is the same as if you had paid the full price. Large stock from which to make a satisfactory selection during this Big June Sale of high grade garments.



Ladies' \$35 Suits \$15
A visit to our Suit and Coat section will convince the most economical woman that this store is the place to buy suits, coats, 1-piece dresses, waists or anything in the ready-to-wear line. We are showing an extensive line of the best and newest weaves and models—one to three suits of a kind—that have been selling regularly up to \$35.00—sizes from Misses 14 to Woman's 44. Special **\$15**

Ladies' Corset, 50c to \$4.50

Ladies' \$25 Suits, \$10
In this assortment we are showing a wide range of colors, weaves and models. Coats are 24 and 26 inches long, skirts are made plain, some with panel front and back, some with panel back and wide plait down front. These have been selling regularly up to \$25.00. During this sale we have reduced them to **\$10**

Men's Suits \$7.50 \$6.00 \$5.00
Suits that have been selling regularly at \$15.00, \$12.50 and \$10.00. Cut in the latest style, the very best patterns and colors. Not a store in Eugene is showing a better line for the money. Reduced to **\$7.50, \$6.00 and \$5.00**

Boys Suits from \$1.95 to \$7.45

Men's \$20 Suits \$11.50
Suits made of all pure wool, in Worsteds and Cassimeres, also a large assortment of the newest weaves for spring and summer. Not a "carried over" suit in the lot—all this season's goods. Sizes are Youths' 32 up to Men's 44. You will surely find what you want in this assortment of dependable suits made by New York City's best clothes builders. Suits that have been selling at \$17.50 and \$20 reduced to **\$11.50**

Men's Hats, \$1.45 to \$4.50



When... When... If you...
PO... K... Phone...
SUBS...