

Diarrhoea Quickly Cured.
"I was taken with diarrhoea and Mr. York, the merchant here, persuaded me to try a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy. After taking one dose of it I was cured. It also cured others that I gave it to," writes M. E. Gebhart, Oriole, Pa. That is not at all unusual. An ordinary attack of diarrhoea can almost invariably be cured by one or two doses of this remedy. For sale by Benson's Pharmacy.

H. Harrington
WILL DO YOUR
DRAWING AND MOVING
promptly and satisfactorily. They have every facility for handling all classes of goods, and simply solicit a trial. Feed Barn and Fire Proof Vault in Connection.
All kinds of Hauling & Piano Moving
Phone No. 72 Cottage Grove

The healing demulcent qualities of Foley's Honey and Tar Compound are not duplicated in any other medicine for coughs and colds. Any substitute offered you is an inferior article. Refuse to accept it for it can not produce the healing and soothing effect of Foley's Honey and Tar Compound. Insist upon the genuine, which contains no opiates. For sale by all dealers everywhere.



Take One Pain Pill, then Take it Easy.

For Neuralgia, nothing is better than Dr. Miles' Anti-Pain Pills
Used by thousands for a generation

Those who have suffered from neuralgic pains need not be told how necessary it is to secure relief. The easiest way out of neuralgia is to use Dr. Miles' Anti-Pain Pills. They have relieved sufferers for so many years that they have become a household necessity.

"I have taken Dr. Miles' Anti-Pain Pills for five years and they are the only thing that does me any good. They have relieved neuralgia in my head in fifteen minutes. I have also taken them for rheumatism, headache, pains in the breast, toothache, earache and pains in the bowels and limbs. I have found nothing to equal them and they are all that is claimed for them."

J. W. REDGE, Blue Springs, Mo.
At all druggists—25 doses 25 cents. Never sold in bulk.
MILES MEDICAL CO., Elkhart, Ind.

Caught a Bad Cold.
"Last winter my son caught a very bad cold and the way he coughed was something dreadful," writes Mrs. Sarah E. Duncan of Tipton, Iowa. "We thought sure he was going into consumption. We bought just one bottle of Chamberlain's Cough Remedy and that one bottle stopped his cough and cured his cold completely." For sale by Benson's Pharmacy.

"Here is the Answer" in WEBSTER'S NEW INTERNATIONAL
THE MERIAM WEBSTER

Every day in your talk and reading, at home, on the street car, in the office, shop and school you likely question the meaning of some new word. A friend asks: "What makes mortal hurried?" You seek the location of *Lockport* or the pronunciation of *jujitsu*. What is *white coal*? This New Creation answers all kinds of questions in Language, History, Biography, Fiction, Foreign Words, Trades, Arts and Sciences, with final authority.

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Notice.
Tom Ahwrey wishes to announce to his insurance patrons that while absent during the next few weeks all matters of insurance requiring attention will receive prompt attention by applying to Veatch & Spencer. m22tf

The Country Merchant, the Country Editor and the Parcels Post

How the Manufacturers, the Country Merchant and Country Editor Can Increase Their Profits

By W. C. HOLMAN in Newspaperdom

Twenty thousand country editors have both sentimental and financial reasons for taking a deep interest in the welfare of country merchants.

Whatever harms the country merchants harms the country editors who carry their advertising.

The parcel post system has just become a reality, and already a wave of blind unreasoning terror has swept over scores of thousands of country merchants. They believe that the government has thrown them to the wolves—the ravening mail order houses. Like the old Jewish King, crouching obsessed with fear in a dim corner of his abode, they believe that death is hovering over them—a monstrous shape—and that they can hear the beating of his wings.

Let's have a closer look at this thing that at first sight appears so horrible.

We may find, after all, that the parcels post is no car of Juggernaut, threatening to run over the country merchant and crush the life out of him, but a band wagon of opportunity, on to which he can climb and ride to the accompaniment of the joyous music of jingling dollars of increased profit.

But first, whatever we may find the effect of the parcels post will be, let's note this fact: the parcels post is here, and here to stay. The people of the United States have demanded it, and their writ has gone forth—their will has been executed. They look upon it as a great step forward in the promotion of the general good of the population of the entire country, and what the people in their might favor, no single class, or fraction of them, can hope to successfully oppose.

Whether the mail order house or the country merchant benefits by the parcel post, the rural inhabitants of this country, as a whole, will surely benefit. For them, the post certainly means improved conditions—Progress. And no body of men can successfully fight Progress—against the introduction of modern improved methods. Stage coach drivers couldn't fight the steam engine out of existence. Hand workers couldn't prevent the use of machinery. Horse-drawn vehicle manufacturers couldn't kill off the automobile. And if the parcels post does indeed mean death to the country merchants and editors, then the country merchant and editor must die. They can't fight it. They must either see a chance to use it—turn it to their advantage—or go out of existence.

As a matter of fact, the parcels post spells opportunity to the country merchant and the country editor—and spells it in letters of giant size. It brings them not death, but renewed life—not the eclipse of night, but the rosiest dawn of promise that has ever streaked their sky. The government, by introducing the post, has opened the dyke which has kept a vast current of business from flowing into the stores of country merchants. Instead of helping the mail order houses to tighten their grip upon country business, it has in reality taken a cut at the fingers of the hands by which they have grasped at rural trade.

I say grasped "at," because in reality they have had a very small part, comparatively, of the country trade. Eighteen billion dollars' worth of manufactured articles are sold annually in this country. Forty-six per cent of our population is rural population—so a vast part of these enormous sales is made to country dwellers. Is anyone fool enough to imagine, for one moment, that the mail order houses sell a great part, comparatively speaking, of this enormous volume of goods?

The biggest mail order house in existence—a house so big that it is quoted as a world's wonder—is capitalized at less than fifty million dollars and sells eighty million dollars worth of goods a year. But what is that compared with the eighteen billions of dollars of investment which 200,000 American manufacturers have—and their eighteen billion dollars worth of annual sales—sales made not through mail order houses, but through the retailers.

That the parcels post law will help the country merchant more than the mail order house is a mere assertion, you say. Well, let's do a bit of analysis to find out whether that assertion is true or not.

How did the country merchants and the mail order houses stand before the parcel post was inaugurated? What were their comparative advantages and disadvantages?

The relative success of mail order houses and country store-keepers, of course, depended absolutely upon the benefits they could offer consumers.

The greatest benefit that the mail order house could offer was an enormous variety of goods from which to select. And that benefit has been the basis for the success of mail order houses. Without it, they couldn't exist.

Mail order houses, buying to sell to consumers all over the country, could

carry tremendous stocks. They pictured and described each of the thousands on thousands of articles in these stocks in their catalogues—books as thick as dictionaries—and sent a catalogue to every rural dweller whose name they could secure.

It was their boast that they could offer him anything from a needle to a threshing machine—and they made good their boast.

Now the individual country merchant could offer the rural dweller nothing like this variety of choice. The only goods he could offer were the goods he could carry in his store, and his limited capital forced him to carry a stock that was insignificant compared to the tremendously diversified stocks of the mail order houses.

And the big manufacturer had permitted a system to grow up that left him powerless to help the little country merchant. He would have liked to do so, because he realized that the country merchant was living right in the midst of a group of consumers and had peculiar facilities for disposing of his product. But the manufacturer under the old system of distribution couldn't even sell to the country merchant direct. He had to reach him through a middleman—the jobber.

Why? For the simplest reason in the world.

Suppose a manufacturer made seamless socks. No such manufacturer, turning out this single product, could afford to send out salesmen to country merchants. Along came the genial jobber. He manufactured nothing; but he bought seamless socks from one manufacturer, corsets from another, toilet articles from another, and several hundred other products from several hundred other manufacturers. It was because he had several hundred kinds of goods to offer country retailers, that the jobber could afford to send salesmen to call on them. With all the hundreds of varieties of goods which the jobber carried in stock, the jobber's salesman was sure to secure orders to ship lots of five or six—or ten or twenty—kinds of goods to each retailer—or at least to enough retailers to justify his going out after their business.

But this method of distribution—introducing, as it did, a middleman between the manufacturer and the country merchant—necessarily added to the price the country merchant had to pay for goods and to the price he had to charge his customers. The jobber middleman had to make his profit. He made it by buying from the individual manufacturer at one price and selling to the country merchant at a higher price. The jobber's position in the distribution chain forced the country merchant to charge higher prices than would have been necessary if he could have bought direct from manufacturers.

The jobber received his goods from manufacturers by freight in large lots. He delivered a whole bill of goods (made up of a variety of articles to each retail store, shipping the goods by freight. He could afford to sell to the country merchant because he could ship comparatively large bills of goods to the merchant at one time—a thing which the manufacturer of a single article would not do.

The manufacturer of a single article, unlike the jobber, who handled many articles, could not afford to send a salesman to see the retailer. He could not ship to the country merchant the small quantities of his single product that the country merchant would use. He couldn't take orders from retailers direct, and he couldn't ship to retailers or consumers direct.

Small orders from each of a great number of country merchants were not wanted by manufacturers. The acceptance of such orders would have meant loss. The prevalent distribution system was such that the manufacturer could afford to sell only to the jobber, who bought his goods in large lots.

Now remember the fact before stated, namely—that the mail order house could offer to rural dwellers, through catalogues, an enormous variety of goods, while the individual country merchant could offer only a limited variety.

Here was a tremendous handicap for the country storekeeper. Yet despite it, he was able to live. If under these conditions he was able to keep up a fight—to maintain himself against the utmost efforts of the mail order houses, he must have had some great advantage over the mail order houses to offset the undoubted advantage which the mail order houses had over him.

As a matter of fact, the country merchant did have a great advantage. What that advantage is, I shall state later in this article. It is sufficient at this point to say that the country merchant was able to live—did live—is living today. This proves that after all he and the mail order house were a pretty well balanced pair of scales.

It is plain that any additional advantage secured on either side would tip the scales to that side.

Now we come to the parcels post. Which way will it tip the scales?

Well, let's consider what the parcels post does; then you can judge for yourself which way it will tip the scales.

The parcels post will enable the manufacturer to accept and make a profit on small orders (for articles weighing eleven pounds or less) forwarded by a great number of country merchants.

He will no longer be forced to sell all of his products to a few big jobbers, each of whom buys in great quantities.

The parcels post will enable the manufacturer to sell to country merchants or consumers direct, because, for the first time, by means of the parcels post, he can ship small orders cheaply.

Right here rises an objector who says, "No manufacturer can accept a vast number of small orders of any kind, because the bookkeeping and other expenses connected with the acceptance of such orders will be too great."

There will be an additional expense to the manufacturer who accepts such orders forwarded by the country merchant direct from the consumer. But since the jobber will no longer be necessary, in the manufacturer's machinery of distribution on light articles, the selling expense due to the jobber's presence as middleman in the distribution machinery will be available to cover this great extra expense. And it will much more than cover it.

The manufacturer can actually charge the country merchant a higher price than he charged the jobber, thus making a bigger profit, and at the same price the country merchant will pay the manufacturer a smaller price than he paid the jobber, thus making a bigger profit.

"But," says an objector, "the manufacturer won't want to take orders from country merchants and ship goods by parcels post direct to consumers. He would prefer to sell all his product in large lots to a few big jobbers, and not have all the bother of handling a multiplicity of small orders."

This objection contains a degree of truth.

It is not true that the manufacturer would not want to take orders from country merchants and ship goods direct to consumers. On the contrary, he would like, if he could, to get in as close touch as possible with actual consumers of his product. The "bother" of handling a multiplicity of orders would amount to nothing, in his mind, if he could handle these orders at a greater profit than he could handle a few large orders. Business men will go to any "trouble"—will engage their concerns in the most complex operations—if by so doing they can make a greater profit. It is true that if the "trouble" and "multiplicity" of orders did not produce a larger profit than the acceptance of a few large orders from jobbers, the manufacturer would prefer—having ordinary horse sense—to dodge the trouble and take the few big orders.

However, the point of importance is far greater than any matter of "bother." If the parcels post threatens the country merchant, it threatens equally the jobber, who sells to him, and the manufacturer who sells to the jobber. If the country merchant's trade falls off, the jobber's trade falls off also. The jobber can't stay in business one hour without the aid of the retailer. Every sale he makes is a sale to a retailer. If the retailer ceases to order—if his business dies—the jobber ceases to have any function in business, and inevitably dies also. The whole structure of the jobber's prosperity rests upon the retailer's prosperity.

Any blow that falls upon the retailer falls also on the jobber.

More important still, any blow that falls on the country merchant falls also on the big manufacturers who make the goods that the country merchant sells. Finally the individual country merchant may be very small. But collectively he looms the most gigantic figure the imagination can picture.

(Concluded next week.)

Safest Laxative for Women.

Nearly every woman needs a good laxative. Dr. King's New Life Pills are good because they are prompt, safe and do not cause pain. Mrs. M. C. Dunlap of Leadville, Tenn., says: "Dr. King's New Life Pills helped her troubles greatly." Get a box today. Price 25c. Recommended by all druggists.

Legal Blanks—The Sentinel.

Don't Breathe Dust.

It carries disease germs. Use Cedarine Sweeping Compound, it absorbs the dust and prevents lung troubles. For sale by Burkholder-Wonda Co. June 26-sept 13

Sherwin-Williams House Paints

FOR ALL PURPOSES

They are without a peer. We do not sell stoves or hay rakes, but we do sell

Doors, Windows, Shingles, Building Paper, Beaver Board, Lime, Cement Etc. :: Ask for a "Home Decorator"

Cottage Grove Manfg. Co.

that waters in which the tide ebbed and flowed were navigable, and waters not affected by tides were not navigable, whether they were used by large boats for purposes of commerce or not. This rule has been adopted in many of the American states. In England where the large rivers are affected by the tides the rule fitted fairly well with the facts, but in some states which follow the rules, there are no tidal waters and so all waters in the state are ruled as non-navigable in law though they are navigable in fact.

Many states rule all rivers navigable in law which are navigable in fact.

But in the great majority of cases the owner of property adjoining a stream of ordinary size, or a small lake, has title of all the land under the water to the thread of the stream or the center of the lake. (Copyright, 1913, by Walter K. Towers.)

The value of a paper's advertising is gauged by the number of people it reaches. No other paper reaches more than a quarter as many Cottage Grove people as does The Sentinel.

Stop! Look! Listen!

Remember the Date of the First Annual Exhibition of the

LANE COUNTY FAIR

EUGENE, OREGON

Sept. 24, 25, 26, 27, 1913

Premiums on Agricultural, Livestock, Poultry, Dairy, Grains, Grasses, Fruit and other exhibits.

Horse Races

Concerts, Children's Playgrounds, and other Free Attractions. Viola's Animal and four other high class shows. Music by the Oregon State Band

Better Baby Show, one of the Leading Features

You are invited to attend—Free camp grounds

REDUCED RATES ON ALL RAILROADS

Send for Premium List at Once

WALTER B. JONES, Secy., 8th and Willamette, Eugene, Ore.

Wanted!

We want you to know that there are several good business opportunities waiting for you at the new town of Imperial, in Southeastern Crook County, Oregon.

If you are looking for a location and want to get in a good, prosperous community and grow up with the town, you should write us and learn the inducements we will offer you to come here.

Tell us your line of business and we will not advise you to come here unless there is a chance for you to make good. Address

IMPERIAL TOWNSITE CO.

IMPERIAL, OREGON

SCHOOL BOOKS

Our fresh line of School Books have arrived. Send the children in for their supplies. Cash must accompany all orders.

LURCH'S, Inc.