

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.

A Nervous Woman Finds Relief After Many Years

Women who suffer from extreme nervousness, often endure much suffering before finding any relief. Mrs. Daniel Kintner, of Defiance, O., had such an experience, regarding which she says:



"I had stomach trouble when I was eighteen years old that broke down my health, and for years I suffered with nervousness, headache, indigestion and nervous spasms. The spasms got so bad I would have them three or four times a week. After trying nearly every remedy recommended, I began taking Dr. Miles' Nervine, and I must say it helped me wonderfully. I have had no severe nervousness for several years."

MRS. DAN KINTNER,
 1907 Pleasant St., Defiance, O.

Many remedies are recommended for diseases of the nervous system that fail to produce results because they do not reach the seat of the trouble. Dr. Miles' Nervine has proven its value in such cases so many times that it is unnecessary to make claims for it. You can prove its merits for yourself by getting a bottle of your druggist, who will return the price if you receive no benefit.

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.

Tower's Fish Brand Reflex Slicker

JUST THE COAT FOR DRIVING WHEN IT RAINS

Face any storm in it and you'll return "Dry as a bone". No water can reach you even through the openings between the buttons—that's where our famous Reflex Edges protect you by keeping out every drop.

Roomy, comfortable, and so well made that it gives the longest service.

\$3.00 SATISFACTION GUARANTEED

At your dealer's, or sent prepaid on receipt of price. Send for catalog of Fish Brand goods.

A. J. TOWER CO.
 BOSTON
 Tower Canadian Limited
 Toronto

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.

TYPEWRITER TO RENT

APPLY

SENTINEL OFFICE

Get your "House for Rent" and "House for Sale" signs at The Sentinel office.

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

(Continued from last week.)

The National Cash Register Company, of which the writer was formerly a director, has a mailing list of over a million retail stores—a vast number of which are country and cross roads stores. Forty-eight per cent. of the population of the United States, as stated, lives in rural communities. And nearly half of the whole vast machinery of distribution of this country rests upon the country merchant as the means by which the manufacturer reaches the consumer. To kill the merchant is to kill the manufacturer. The manufacturer depends upon him to make this product. The country merchant and the manufacturer have a community of interests that binds them together as with hoops of steel. The manufacturer is the country merchant's ally.

And what an ally he is! He numbers over 200,000 individual concerns in his array. He has the staggering total of eighteen billion dollars invested in his business. He sells nearly eighteen billion dollars worth of goods every year.

To consider those facts, in conjunction with the fact that whatever threatens the welfare of the country merchant threatens the eighteen billion dollar American manufacturer, is to realize that the country merchant, small though he may be individually, is not exactly without resources after all. No man with such an ally dependent upon his good offices can be called defenseless.

And the manufacturer has to be a faithful ally of the country merchant. He can no more afford to see anything happen to him than he can afford to cut his own throat.

If for no other reason, the country merchant is absolutely necessary in the manufacturer's distribution plan, because he is the only man who can give credit to country dwellers. No manufacturer, no jobber, no mail order house can keep posted on the financial responsibility of individuals in every small community of the United States. But the local merchant in each community knows exactly how much credit it is safe to give to each consumer, what consumer he can trust, and what consumer he cannot trust. And if farmers are to consume their part of the eighteen billion dollar output of American manufacturers, they must have credit. It is only at certain times, when crops are sold, that the farmer has a large amount of money. Someone must give him credit between these times, if he is to buy freely. It is only on certain days of the week—pay days—that dwellers in small towns have money. Consumers, as a body everywhere, must have credit, if they are to buy freely. If all men bought only when they had ready cash in their pockets, American commerce would be cut down enormously.

The country merchant is a safe credit risk for manufacturers. They can get a line upon his financial responsibility. But they can't get a line on the financial responsibility of the individuals to whom he sells. Mail order houses demand cash with order. They can do business on no other basis. It is because the country merchant has given credit to the dwellers in his community on a very large number of staples that country dwellers have had cash to send to mail order houses for the comparatively small orders which they mail to mail order houses.

Force the country dweller to pay cash in advance for everything he buys and he will have very little capacity to absorb the enormous portion of the eighteen billion dollar annual output of American manufacturers which he does absorb at present. Therefore, the country merchant who is in a position to know to whom he can give credit, and who is himself a safe credit risk for the American manufacturer is an absolutely vital part of the manufacturer's distribution machinery.

If the parcels post proves to be of no harm to country merchants under the present jobber distribution system, manufacturers may prefer to reach the country merchants altogether through jobbers. But if the parcels post kills the sales of country merchants, it will kill the sales of the manufacturer who makes the goods country merchants sell, and the manufacturer will be forced, whether he wishes to do so or not, to cut out the jobber on some kinds of goods, take orders from country merchants and forward goods by parcels post to consumers direct.

That's plain enough. Either the present "manufacturer-to-jobber-to-retailer" system will continue, on all kinds of goods, light or heavy, and the country merchant will make a living as before, or if the country merchant can't make a living under the present system, now that the parcels post law exists, the manufacturer will have to throw the present system overboard, so far as light goods are concerned,

and go direct to the consumer through the country merchant.

In either case, the country merchant's future is safe. The manufacturer must have a channel through which to market his goods. The jobber can't buy them, if he can't sell them to country merchants. If the jobber doesn't buy them—if country merchants are so injured by the parcels post that they can't buy light goods of jobbers and sell them at a profit, the manufacturers will have to drop the jobber, so far as goods weighing eleven pounds or less are concerned.

And the jobber can't object to being dropped by the manufacturer, so far as these goods are concerned. The jobber can't insist on manufacturers doing anything to hurt retail merchants, because if anything happens to retail merchants, the jobber must go out of business.

The retail merchant is the bird that lays all the golden eggs for the jobber. The jobber can't take any steps that will result in killing that bird. The jobber can better afford to lose a part of his business than to go out of business altogether. And, as before stated, if the retailer goes out of business, the jobber must go out of business also.

The manufacturer will therefore be left free to ship direct to the consumer any goods the country merchant orders shipped.

And he will do it.

He must do it, if the parcels post so undermines the country merchant that he can't stay in business by ordering goods from jobbers only. For the manufacturer has got to find an outlet for his eighteen billion dollars worth of annual production.

No mail order house can possibly absorb that output. Only a mere sprinkling of the 210,000 American manufacturers sell to mail order houses. The only way manufacturers can sell is by the aid of the retail merchants.

Now we can see wherein the parcels post brings a tremendous opportunity to the country merchant.

The parcels post makes it to the interest of the manufacturer to cut out the jobber on as many light goods as possible—ship direct to consumers—and so promote the interests of the country merchant.

Under the old system, the manufacturer had only a general idea of where his product was sold. He shipped it to jobbers, and they shipped it where they chose. This fact, in addition to others given, will make the manufacturer even more anxious to ship direct to consumers.

While selling exclusively to jobbers, the manufacturer did not own his own business. He was dependent upon the jobber for the distribution of his goods. He did not know in just what local communities his product was sold, and in just what quantities. He had little incentive for advertising in any local community.

But now, because of the parcels post, the country merchant and the manufacturer are free to come close together on many products. And under the new plan the country merchant can do so much for the manufacturer that he can demand—and get—the aid of the manufacturer—in advertising the goods he sells.

The country merchant will no longer be limited in his sales to the stock of goods he carries in his store. He has become the local representative—the agent—of a number of manufacturers. He will not need to carry great stocks of all the goods for which he can take orders. It will be enough for him to simply carry the catalogues of a great number of manufacturers whose goods he will sell.

Through the manufacturer's catalogues, he will show his customers what goods he can offer; he will take the orders of his customers, forward them to manufacturers, receive his price from local customers, forward the manufacturer's money to him, retaining a profit for himself, and the manufacturer will send the goods ordered, to the customer direct, by parcels post.

Each manufacturer will be willing to ship goods with the local merchant's name printed upon the parcel.

This brings me to the point where I wish to speak of the advantage that the country merchant has over the mail order house—that advantage to which I have already referred, without stating what it is.

It is this! While the mail order house is situated a long distance from the consumers, the local merchant is right on the ground—living right in the midst of consumers. He knows his locality—often every man, woman and child in it. They are personal friends—fellow church members—fellow lodge members—of his. He meets them every few days. He commands their confidence. He is no distant bloodless abstraction to them, but a living vital personality. He can guarantee the

goods he offers to them, and they will believe his guarantee, knowing that he will be there to answer to them if the goods do not come up to his claims. If they have any questions to ask about the goods, he is right there to answer them. If they come to him for one article, he, knowing their needs as no distant impersonal mail order house can possibly know them, can suggest their purchase of other articles.

The mail order catalogue is a lifeless thing. It has no power of initiative. It is in the farmer's house if the farmer chooses to consult it, but it can't get after the farmer as the local merchant can, and jog the farmer's buying impulses.

The mail order house will be scattering its attention all over the United States. But each local merchant will be concentrating a focused energy upon his particular community. His mail order competitor tries to cultivate a whole country extensively; he will be cultivating his own home territory intensively—he will be going over it with a fine tooth comb.

As stated before, his mail order competitor is forced to demand cash with every order forwarded to him. Whereas the country merchant can give his customers credit, since he lives right among them and knows exactly to what extent it is safe to trust each individual, and is in a position to collect accounts.

He will be able to offer the consumers living near him everything that the mail order house can offer. He will be able to offer cheaper prices. He will be able to guarantee delivery; through the quick parcels post, in one fourth the time that the mail order houses have used in their slow freight consignments. He won't have to tie his money up in stocks of goods that he never can sell; on the other hand by acting as agent for manufacturers he can offer through manufacturers the catalogues and explanations give, in personal interviews, a thousand times the variety of goods that he has ever before been able to offer.

And since his money won't be tied up in "dead" stock—since he will be able to make a bigger profit on the article he sells than ever before, and to sell a vastly greater number of articles—he can afford to advertise in the country papers to let the people of his community know the great advantage he can offer them. Furthermore, since he will render such valuable services to manufacturers, he can induce them to advertise in his local medium. If each of the manufacturers whom he represents pays for a little advertising, and helps to make his store known, each manufacturer will profit by the advertising of all the other manufacturers, because, when a customer comes into the store to buy a single article (say a collar or necktie) that customer will be very apt to buy an article made by some other manufacturer (say a pair of hose.)

It will now be worth the while of the manufacturer to advertise in local papers, because through the parcel post he can deliver direct to consumers. He will know where and in what quantities his goods are consumed, and facts, not hot air, can be used to induce him to advertise.

These are some facts that the twenty thousand country editors of America should tell to local store keepers. They should let the country merchant know that the parcels post is no threatening ogre to be fought—but a friend to be welcomed. They should teach the country merchant not to engage in fruitless struggle against the parcels post, which is here to stay, but to welcome it as a friend, and to use it. And they should show the country merchant that one essential in his campaign is to advertise, and induce manufacturers to advertise in country papers—a thing which they can now do with profit.

Grape Vine Planted in '52.

The oldest grape vine in Douglas County, planted in 1852 by Ed. Crouch, eight miles northeast of Oakland, shows nothing of senility in productiveness but is yearly loaded with dark luscious bunches of land-of-promise size. Only the main vine betrays its age, big as a tree, gnarled, black and twisted, a wrinkled Methusalem of a grape vine.

Special School Levies.

The office of the county assessor is receiving special levies from the several school districts of Lane county. About 10 have been received so far some of them running as high as 12 mills. The Cottage Grove district which submitted six mills a year ago this year submits 12 mills.—Guard.

No other paper, daily or weekly, reaches one quarter as many people in the Cottage Grove country as does The Sentinel.

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.

SPEND A FEW DAYS

TO THE

OREGON STATE FAIR

Further particulars relative to fares, train service, etc., from any S. P. Agent

JOHN M. SCOTT, Gen'l Passenger Agent, Portland, Ore.

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