

Spray's Column

THE SILO.

Last spring I decided to build a silo. I didn't know much about silos, so I read all about them and several silo agents came to see me, but we couldn't trade as I thought they wanted too much for patent door hinges, anchors and roofs, so after sizing up the whole silo business I decided about all there was to it was to build a silo as near air tight as could be, then fill it and try it out. I decided to try the Octagon 2x4 silo.

Here is my plan of building: 10 sacks of cement, 2 loads gravel, a few old boards for forms, and I had a good foundation; 4000 feet 2x4 dressed four sides sawed in a mitre box with a bevel to fit around an octagon, 12 feet in the clear, nailed flat way one on top of the other. This built it 24 feet high. Doors were then sawed out about every six feet about two feet square, with bevel so that the walls would become air-tight when pressed in from inside. I put on a round roof fit close to the eaves, covered with roofing. A small dormer window was put in roof to put pipe through from cutter. Roof I painted with common roof paint mixed with cement. The entire cost of this silo was \$129, or about one-half what I was asked to pay for a patented silo.

I filled it with the first cutting of clover and fed out about two-thirds during the dry weather, then refilled it with corn in October. Now, to sum it up, I got a good silo very cheap. A silo keeps the insalubrious good, the cows like it and I believe it will pay for itself this year.

If you want to feed cows, by all means build a silo.

Next week I will write on cow feeding.

I know a man who has a three-year-old mule for sale and a woman who has some good Leghorn pullets to sell.

I have just received a full carload of poultry supplies.

Registered three-year-old Jersey bull. This is a good one and he can be bought right.

Five-year-old Jersey cow for sale.

Good three-year-old colt for sale. This is a big, heavy colt and will make a fine, big draft horse.

A good brood mare for sale.

Good fanning mill. Price \$15. A snap.

3 1/2-inch tire wagon, \$20.

Mowing machine, \$10.

One yearling heifer, Jersey.

2-horsepower Fairbanks-Morse engine cheap.

One Standard Sewing Machine—a big snap.

Horse-power drag saw, all complete, at a bargain.

Two last spring Jersey heifer calves. Buy a calf and you will soon have a cow.

Home Creamery Churn at a bargain.

Good, second hand buggy tongue cheap.

WANTED—I want to buy your chickens and eggs, hides and pelts.

All kinds of poultry supplies at bed-rock prices.

I pay cash and sell for cash or produce.

MILK BOTTLES WANTED—Please return your empty bottles. We need them and will pay five cents each for them.

If you want a good, fat chicken, see me. I am feeding some nice ones on corn.

Wood for sale. Phone 3.

The purpose of this column will be to bring buyers and sellers together and try and make Spray some money.

One good horse harness and buggy.

One good mare harness and buggy.

One gentle pony, 5 years old; drive single or double.

One team harness and hack horses, weight about 2400 pounds.

One yearling heifer, Gurnsey and Jersey.

One 3-year-old Jersey cow. Will be fresh in about two weeks.

One Jersey cow, has been fresh two months ago. This is a fine, gentle family cow.

One Jersey cow, three years old.

One Red Jersey brood sow.

One Poland China brood sow.

One Poland China boar, registered.

One 2 1/2-in. Studebaker wagon, about half worn.

One 3 1/4-in. John Deere Moline wagon, good as new.

One steel roller—the kind that gets all the clods.

One second hand spring tooth harrow. rows.

One Oliver cast steel plow, 12-in.; good as new, at second hand price.

One second hand sub-soil plow—just what you all need.

I also keep on hand a full stock of Page wire fence. This is sure the best fence on the market.

I also have in stock a full line of International Harvester, Weber wagons and machinery.

STORAGE—I have good, dry storage room for household goods.

I pay cash for chickens, eggs and hides.

INSURANCE—If you need anything in that line, see me.

Heavy horse harness and delivery wagon at a bargain.

SPRAY—NEAR THE S. P. DEPOT.

PHONE No. 3.

Neighborhood News

WALKER AND LYNX HOLLOW

(Special to The Sentinel.)

Jan. 4.—Miss Myrtle Mackey went to Portland Sunday. She intends spending the winter with her uncle, Alex Horn.

Alex Horn of Portland was a guest of relatives for a few days last week.

Rev. Williams of Creswell is holding evangelistic meetings at the school house up the Hollow this week.

Mr. and Miss Strong, who were guests at the Slater and Woolford homes during the holidays, have returned to their home in Eastern Oregon.

Geo. Teller has returned from Corvallis where he spent Christmas with friends.

Mr. and Mrs. Frank McFarland from east of Cottage Grove took New Year's dinner at the Orr home.

The Lynx Hollow folks enjoyed a watch party at the Reese home New Year's Eve.

DISSTON AND RUJADA.

(Special to The Sentinel.)

Jan. 5.—Hester Chalifoux, who was seriously ill for a week, is much improved.

Alex Lundberg made a business trip to the Mayflower Thursday, returning Saturday.

Wayne and Emmet Kirk of Dorcas spent from Friday till Sunday at the Ben Pitcher home.

Wade Mosby went to Curria Station Friday to visit at the W. D. Heath home.

Mr. and Mrs. Jim Hart of Rujada went to Cottage Grove Friday, returning Monday.

Veta Pitcher attended a New Year's watch party at the Joe Wicks home at Star Thursday night.

Mrs. Chas. Arrington, Mrs. Carl Rainey and Frances Dugan of Disston visited at the A. C. Cox home in Wildwood between trains Saturday.

Wilbur Pitcher, Wayne and Emmet Kirk attended the literary at Star Saturday evening.

Marie Chalifoux returned from California Monday.

Veta Pitcher spent Thursday afternoon with Eva Sturdevant at Wildwood.

Mrs. Baird of Rujada was in Disston on business Monday.

Edmond Smith, who was employed at the Donohue mill, hurt his hand quite badly Friday.

Harry Tennis, who was visiting Wilbur Pitcher, returned to his home in Cottage Grove Friday.

MOUNT EW.

(Special to The Sentinel.)

Jan. 5.—A surprise party was given at the C. W. Sears home Monday evening in honor of Andy Sears, who returned to Pendleton later in the week.

About thirty were present and spent a very enjoyable evening.

Miss Jennie Chrisman of Dorcas has been visiting at the C. W. Sears home during the past week.

L. A. Whitcomb of Portland was up on a short visit at the home of his sister, Mrs. W. D. Heath.

Mrs. Heath and grandson drove to Saginaw Sunday to visit their father, L. L. Whitcomb.

Mr. Whitcomb left from Saginaw Sunday evening on his return to Portland.

Mr. and Mrs. F. M. Frost and son Harry of Blue Mountain, Jean Mosby and son Wade spent New Year's Day at the W. D. Heath home.

While out playing Thursday, Wade Mosby fell on a piece of glass and cut his knee, which, although not serious, will prevent his return to Disston for several days.

Mr. and Mrs. Fred Crowell and daughter Ethel spent Sunday in Cottage Grove.

Mr. and Mrs. Romley Cox were Cottage Grove visitors Saturday.

Brison and Edna Sears and Frank and Bertha Sears spent New Year's Eve at J. R. Cooley's.

Mr. and Mrs. J. R. Cooley, Mr. and Mrs. Romley Cox and Glen Cox spent Sunday with Mr. Cooley's sister, Mrs. Judy White, south of Cottage Grove.

Frank Sears was a Cottage Grove visitor Saturday.

Walter Landwehr of Blue Mountain was at the Hoe mill Saturday.

Mr. and Mrs. Romley Cox, J. R. Cooley and Glen Cox were at the John Sears home Saturday evening.

Frank Whitcomb of Disston visited at W. D. Heath's with his brother, L. A. Whitcomb, between trains Saturday.

Several folks from this neighborhood attended the dance at Dorcas Saturday evening.

Mr. and Mrs. George Curria and children spent Sunday evening at the J. R. Cooley home.

Ivan Curria spent Saturday night at the C. W. Sears home.

LORENE

(Special to The Sentinel.)

Jan. 5.—Mr. Hinton was a Eugene visitor last week.

Jesse Darling spent several days last week in Cottage Grove and Eugene.

A. A. Reid and family visited the family of Irving T. Loomis in Eugene from Friday until Monday.

ANLAUF AND CURTIN.

(Special to The Sentinel.)

Jan. 5.—Jack Henderer returned to Albany last week after spending the holidays at home.

S. A. Monteith was in Cottage Grove one day last week.

Victor Thomas went to Corvallis last Sunday to take a winter short course at O. A. C.

Mrs. Emma Harrell of Glendale is visiting relatives at Curtin.

Mrs. S. A. Hill spent Sunday with her parents, Mr. and Mrs. J. G. Allen.

Miss Audrey Anlauf was a visitor at the S. S. Thomas home Saturday night.

Miss Esther Allen returned to Drain Sunday after spending the holidays at home.

Robert Thomas returned to Corvallis Sunday after a two weeks' vacation at home.

W. C. Henderer has just recently moved to his ranch on Bear Creek.

Frank Clark was called to Roseburg yesterday to serve on the grand jury.

Mrs. Jessie Anlauf and son Ernell were in Cottage Grove Tuesday.

Miss Maude Skidmore returned to Corvallis Sunday after spending the holidays at home.

Mrs. Floyd Orey and children of Isadore visited her parents at Anlauf the first of the week.

Misses Lois Thomas and Audrey An-

Factory Cost Expert Sheds New Light on Fundamental Principles of Merchandising

Generally Little Understood by Average Person.—Large Buyer Shown to Have But Little Advantage.

(By David Powell. Copyrighted 1914.)

In a small city of western Kansas, the incoming flood of catalogues and the outgoing flood of money orders had reached such proportions that the merchants became convinced that their commercial death was fast approaching; they saw their city dwindling in population and degenerating in appearance; they saw the young men of the town daily striking out for the larger cities; and they felt that the spirit of local pride was broken and that the vital bonds of community welfare were being slowly dissolved by the corroding acids of ignorance and greed.

Very fortunately, however, for the future welfare of that little town it contained one man who still retained a spark of hope in his heart. He organized the business interests of the city into a Community Welfare Club for the purpose of fanning the dying embers of home patriotism into a living flame. The club was out for everything that promised to help the community, and after giving the matter a thought he decided to place the matter in the hands of a specialist, a man who could analyze a price and clearly demonstrate the true values upon which it was based; a man who could meet the consumer on his own ground and shoot facts at him straight from the shoulder without giving offense.

The man selected for this work had for many years been a factory cost expert, and after giving the matter a great deal of thoughtful consideration, he concluded that the most effective way to convince the consumer of the wisdom of patronizing home merchants would be to put before them in a plain and convincing manner the basic and generally little understood principles of merchandising, the object in view being to make clear the fact that it costs approximately the same to market an article by any of the different methods of modern merchandising—whether from the shelves of the home merchant or from the highly centralized catalogue houses of the large cities.

This man's experience had fitted him to handle the subject in an exceptionally intelligent manner, and the subsequent success of the undertaking proved the soundness of his theories.

In the literature of the club, he began with the manufacture of an article and follows it step by step to the hands of the ultimate customer through both the

mail order and regular channels of trade.

In proving the fact that the large catalogue concerns have but little advantage over other merchants in buying their goods he says: "The modern factory, manufacturing staple products, enjoys keener competition, if possible, than any other line of business. It must sell its products to the retailer at a price that will return the smallest profit possible that will permit a reasonable return on the money investment.

Should a factory put a price on its products that would return to its stockholders more than a fair rate of interest, either its competitor would undersell it, or new capital, of which there is always an abundance seeking investment, would enter the field and eventually bring the price of the article down to the point that would return to the stockholders a rate of interest satisfactory to investors in such securities. In dwelling on this, the purpose is to show that under the present industrial conditions the selling price of a manufactured article is determined solely by its cost of production.

"Every modern factory now has a cost system which shows to the fraction of a cent the cost of their product when it leaves the shipping room. It must be sold at a certain figure to pay a certain percentage of profit. It costs no more per case to manufacture the ten cases of the little John Smith than it does per case the thousand for the larger buyer, and if both offer the same terms of payment they will be charged approximately the same price.

The little John Smith scattered over the country are the takers of the bulk of the manufactured products of the country and they are the ones the manufacturer has in mind when he puts the lowest possible price on his product. If, in quering John Smith his regular price—a price kept down by keen competition, he is making only a minimum profit, how can he by any possibility quote a lower one without seriously affecting his dividends? You know dividends are what factories are run to make.

"Many catalogue houses lay great stress on their ability to sell an article at a low price because they 'own their factory.' Is there any good reason to believe that their factory can manufacture an article cheaper than any other factory, simply because they own it? Catalogue houses owning factories, and factories using the tempting phrase, 'We sell direct to the consumer,' in reality have but little advantage over the independent retailer in so far as price is concerned, because their product, when it leaves the factory, is subject to the same charges to the retail department at exactly the same price it would be charged to an independent retailer, were they themselves not in the retail business. So you see that the great stress laid on the factory owning feature by the larger catalogue houses is pure, plain, unadulterated buncombe with a capital 'B.'

In explaining how such houses are able to occasionally quote low prices on standard goods of well known makes he has to say: "Catalogue houses as well as other merchants, often have opportunities to purchase at reduced prices, what is known to the trade as 'job lots.' A factory may discontinue the manufacture of a certain style, and have a large stock of that particular pattern on hand, will offer the entire lot at cost, or even less. While of course such merchandise is of standard quality, it is naturally must have lost its desirability in the eyes of the critical consumer, otherwise there would be no reason for discontinuing the manufacture of it. With this exception, and the occasional opportunity they have of purchasing bankrupt factory stocks, the arguments and facts as presented are incontrovertible."

In addition to gathering the data contained in the literature and circulating it, this man also went out amongst the farmers as a "home trade" missionary. Though he was strong for home sentiment he always went straight to the point of the farmer's pocketbook, and stood ready to show the customer of the mail order house that, month in and month out, he was actually losing money by not trading with the home merchants.

In his figures he left nothing out of his calculations—not a postage stamp or an express toll escaped his eye. He was up on brands and qualities of merchandise. He took samples of food-stuffs from the local store and made side-by-side comparisons of the items in the farm kitchen with the foods bought from the mail order concern.

The club was made a social center for the entire community, especially for the farmers and their families. Gradually a testing laboratory of a crude sort was built up in the club, and here many an argument as to quality of goods was settled. The consumer and the storekeeper were both taught to be better judges of quality in all lines of goods.

Today the mail order trade in that community is steadily declining, business and residence real estate in the city is slowly advancing in price; the old town looks good to the growing young folks and they are not so eager as were some of their immediate predecessors to shake the dust of the town from their feet.

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