

**TALES OF THE TOWN WHICH YOU MAY NOT HAVE HEARD**

**MANY MATTERS OF MORE THAN PASSING MOMENT**

Any item in these columns containing a key date on the last line thereof is paid advertising. (This announcement is made in compliance with the postal regulations.)

Lane County News: Miss Alma Fulmer of Cottage Grove, was in Springfield Tuesday evening to attend the "Backward" social given by the Rebekahs. She was the guest of Mrs. M. L. France, returning home Wednesday afternoon.

S. W. Eaton, of Seattle, representing Dodd, Mead & Co., of New York, was in the city Saturday.

Miss Inez Flynn arrived last week from Los Angeles, Calif., having been called here by the serious illness of her father, A. L. Flynn.

A. R. Tiffany, graduate manager of the university of Oregon, accompanied by Mrs. Tiffany, were in the city Friday night and attended the concert given by the Girls' Glee Club.

The Cottage Grove high school basketball team defeated the Eugene high school team Friday evening by the score of 22 to 13, on the local armory floor.

Mr. and Mrs. F. W. Hawkins, accompanied by Miss Maud Kirkpatrick, arrived Thursday from Newport. Mr. and Mrs. Hawkins are visiting with Mr. Hawkins' parents, Mr. and Mrs. G. B. Hawkins. Miss Kirkpatrick, who formerly resided here, is visiting at the home of A. Brewer.

**Disston-Champion Stage Line**  
ALEX LUNDBERG, Prop.  
FREIGHTING  
Saddle Horses and Packing to All Parts of the Camp  
Phone 10 F41

John T. Small was yesterday appointed administrator of the estate of William H. Small, who died October 25, 1908, at the age of 81 years, leaving property, the estimated value of which is \$6,050. John Massey, W. E. Nowell and P. Shorridge were named by the court to appraise the property.

Following Knight Templars came from Eugene Thursday to act as an escort at the funeral of Alex Spare; Darwin Bristow, Y. D. Hensill, J. S. Maglady, Dr. George Wall, Mark Flemming, H. F. Rhodes, Frank Dunn, Frederick G. Frink, Warner Brown and E. C. Lake. The party returned Thursday night.

W. H. Mills, operator of the Interstate machine on The Sentinel spent Sunday with his family at Eugene.

Willis H. Jenkins, traveling passenger agent for the Southern Pacific was in the city Monday on business. In speaking of business conditions, Mr. Jenkins said the passenger business on the coast was showing a marked improvement over last fall.

Mr. and Mrs. J. H. Callihan of Portland, visited the past week with Mrs. Callihan's parents, Mr. and Mrs. W. C. Johnson.

Rev. J. L. Beatty of Beatty, Ore., was in the city Monday on business, leaving Tuesday for Independence, where he expects to remain during the remainder of the winter.

The Sophomore Freshman high school basketball game Monday evening at the armory resulted in a victory for the freshman, score 16 to 8. The Freshman Military Club game was won by the later team, score 12 to 11.

**Every Lady**  
Should visit the Fair and see the bargains we are offering in the "DRUMMER'S SAMPLE SALE". Belts at half price. Scarfs at half price. 50c and 25c Neckwear at 15c. Men's and Boy's Leather Belts 1/2 price. Great handkerchief bargains for the ladies. Once a year we get this line. Remember there is no two alike and everything is priced at 1-3 to 1-2 off.

**THE FAIR**

Masons, Attention! The new entertainment committee of the Masonic order has something in store for the members this evening. Regular meeting night, of course, but you surely will miss something if you do not attend.

A. D. Smith of Salem, brother of Mrs. Joe Miller and Mrs. Pet Sanford visited several days here last week.

J. F. Smith was in Eugene yesterday. David Eby of Springfield, is visiting at the home of his daughter, Mrs. T. L. Morrow. Mr. Eby's first visit to this city was 51 years ago and he says at that time there was but one building where Cottage Grove now stands. He also visited here about four years ago and says quite a change has taken place even in that short time. Mr. Eby crossed the plains by ox team in 1854.

Mrs. Charlotte returned to her home in Takilma, Ore., after an enjoyable month's visit with her daughter, Mrs. Ida Veatch.

Mr. and Mrs. W. B. Hawley came in from Lorane Saturday and went to Eugene to attend the funeral Sunday of L. E. Ward.

Shelby Teeters was seen in Eugene last Wednesday with a strange young lady.

Mr. and Mrs. Arch Wood of Oakridge, were in the city last week, having been called here by the death of Mrs. Dood's sister, Mrs. Alice Marie Hopkins.

Elbert Bede, editor of The Sentinel, whom Ben Selling said could not work with the Legislature, has landed in the Senate as chief clerk of the engrossing committee where he expects to remain during the session to see that the capital is not moved down to Multnomah County.

Miss Kathryn Bender arrived Monday from Green Bay, Wis., for an extended visit with her brother, Lewis A. Bender.

Talk with Metcalf now about fire insurance. It will be too late after your house or store is burned. d30tf

Last week a man gave for collection an account of \$6.00 against another man. That day the man's wife came in and paid the account. The next day the son, who had heard that we had the account for collection, came in and paid it, and the next day the old man himself came in and paid the account for the third time. Of course, we didn't turn it all over to the man for whom we were collecting. We merely mention this to show that we have a system that gets the money. Pacific States Mercantile Agency, Oregon Hotel Building.

We look for flour, tea, beans, rice, etc., to advance to nearly double present values. Better take advantage of our cut prices this week. 17 pounds granulated sugar for \$1.00. Many bargains. DeLarzes Bros.' removal sale.

A Few Reasons Why we can Make Collections When You and Others Fail: First—We have made the Collection business a study for years and our system is the result of work—practical experience, coupled with collection brains and experts in the collection world. Second—We specialize on the bad and slow debtor. When we assume to collect an account we work on the assumption that it can and shall be collected. One great secret of our success is bulldog tenacity with which we go after an account not ferociously, but tenaciously. We don't merely write a few letters; then calmly sit down and wait—we go after it, and we never let up. Next week two more reasons. Pacific States Mercantile Agency, Hotel Oregon Building.

Were you caught in the Horticultural Mutual squeeze? Have you paid the assessment of 30 per cent? Get away from the Mutual company. Take a Policy in the London Assurance, or any of the dozen substantial companies we have, and avoid any such occurrence. We give you the rate you pay, and there is no come back. Brainard & Harrison, Oregon Hotel Building.

**A. S. DRAPER**  
Expert Piano Tuning and Repairing  
Official Piano Tuner for the University of Oregon School of Music.  
Leave orders with Mills & Roach Music House, First Nat. Bank Bld.

17 pounds sugar for \$1.00; regular 25c coffee, 19c; 30c pillow tubing, 19c yd.; and many other bargains at DeLarzes Bros. removal sale this week.

For Sale six good lots, cost \$1200.00, will take \$300.00 cash if taken this week.

A monthly income policy is beyond the reach of an incompetent or unfaithful executor, administrator or guardian. Talk with Harry Metcalf.

B. Johnson was in from Saginaw Saturday on business.

H. J. Shinn attended legal business in Eugene Monday.

Mrs. Elizabeth Churchill came up from Eugene to spend Sunday with her sister, Mrs. Ben Goff.

Sick shoes are like sick people. Taken in time the disease may be the more easily cured. Don't wait until your shoes are all run down before taking them to Dr. Goff. n11tf

Miss Nellie Hemenway came up from Oakland Friday to spend the week-end with her parents, Mr. and Mrs. D. H. Hemenway.

O. H. Hawley, of The Dalles, son of County Commissioner George W. Hawley, who had been visiting friends and relatives in the Cottage Grove country since the holidays, left Thursday for points down the valley, where he expects to visit several days before returning to his home at The Dalles.

The Fawn Creek school will resume January 18 after a five weeks' vacation.

Mrs. W. C. Johnson visited her daughter, Mrs. Eugene Matlock, in Eugene last week.

Born—7 1/2 pound boy to Rev. and Mrs. C. C. VanGorkom, January 11, Malaga, Calif. Mr. VanGorkom was formerly the Baptist minister in this city.

The Misses Albers of Eugene visited over Sunday with Mr. and Mrs. C. C. Cruson.

The pupils in the Fourth Grade of the Saginaw school won the certificate in spelling off the tie which resulted in the contest recently held.

Schools in Districts No. 36 and 44 were granted all the stars for a standard school during the past week by the supervisor, E. R. Stahlman.

County Assessor B. F. Keeney has received a letter from Melvin Fenwick, representative from Lane County, stating that he will introduce on Monday the bill prepared by Mr. Keeney compelling school districts to report their tax levies by December 1 and allowing changes in the school boundaries only in the months of December, January and February.

Supervisor C. R. Stahlman is in Eugene assisting County Superintendent Moore in grading school papers.

C. E. Stewart was in Eugene Thursday on business.

L. S. Hill was in Eugene Thursday.

In the suit of The First National bank against S. J. Brund and Andrew Brund, in which the plaintiff sued to collect a note for \$75, the jury returned a verdict for \$141.80, which included interest and attorney fees.

W. A. Horn was in from Saginaw Friday on business.

Mr. and Mrs. Hamilton Veatch were in Eugene Monday on business.

Currin Cooley, agent for the Oregon Fire Relief Association of McMinnville. n11tf

Mrs. Chas. Conner is recovering from a severe attack of tonsillitis. A large plate glass window was broken in the Spray warehouse Saturday when a package of freight fell from a hand truck while being moved.

**Large Mail-Order House Buys Standard Goods for Own Use**

**Sells Thousands of Typewriters and Sewing Machines, But Not Good Enough For Self.—"Trade-Mark" Means Much to Consumer.**

(By David Powell, Copyrighted 1914)  
A trade mark is a copyrighted mark or label used by a manufacturer to distinguish his goods from those of other makers. It is a sign that he has used every effort to make his product superior to similar products on the market. That he believes he has done so, is evidenced by the guarantee he gives that all articles so labeled are warranted to give satisfaction. All manufacturers of trade mark goods authorize the dealers selling them to invariably refund the full purchase price of any article that proves unsatisfactory to the buyer. This feature is of real dollars and cents value to the consumer, because this refund can always be easily and quickly secured by the dissatisfied buyer while he is in the frame of mind to demand it, at no expense whatever and very little trouble.

Only a very few trade mark goods are sold by catalogue houses, and the reason for it is very apparent. A glance through their catalogues will show that such as they do have listed are priced just as high, transportation charges being taken into consideration, as in the average up-to-date small town department store. As price is invariably their strong selling argument, they have quoted in their catalogue, substitutes of their own, which, on account of inferior quality and workmanship, they are able to sell considerably cheaper than either they, or the local dealer, could sell the article of standard make. The success of the mail-order houses of the country has been built upon the fundamental principle of selling cheap goods at cheap prices.

A case in mind (but recently came under the observation) of the writer quite clearly establishes this fact:

Waterloo is a manufacturing town of some 30,000 people situated in north-western Iowa. A firm of that town manufactured a popular line of cream separators which had quit a sale throughout Iowa and adjoining states. A Chicago mail-order house conceived the idea of handling cream separators in their business, and accordingly offered to take this firm's entire output for a year. The terms were liberal and the offer was accepted.

The ink on the contract was hardly dry before the mail-order house sent an expert to Waterloo to cheapen the cost of production. He demanded less expensive material here, and less care there, until the manufacturers declared in high wrath that the house might put out such cheap and shoddy separators if it liked, but their name and brand should never go on them.

This is a fair sample of the factory methods employed by catalogue houses. They talk much about cheapening production. Well, they do cheapen it—by using shoddy materials and doing slovenly work. The result is an inferior class of goods, which, even though looking as well as similar lines of standard make which your home merchant sells, will not wear nor hold its pleasing appearance half so long.

I know of nothing that more clearly demonstrates the superior quality and dollar value of standard lines of trade marked goods than the fact that when the mail-order house requires service and wearing qualities in an article for their own use they buy one of the standard makes instead of taking one of their own from stock.

After I had spent some five months traveling over the central states gathering the data for this series of articles I had occasion to stop over in Chicago for several days and to help pass the time I concluded to inspect, so far as I would be permitted, one of the big mail-order houses whose main store is located there. I was very courteously received and I put in a most pleasant day going over their immense plant from cellar to garret. I saw, I think, the operation of the most wonderfully systematized business machine in existence. But above all things else, that which struck me most forcibly, was what to most visitors would have seemed very insignificant. Upon the top floor of the main building they have what is called the alteration room. There were fifty-two factory size sewing machine heads installed in the room, and every one of them bore the trade mark of the Singer Sewing Machine Co. This, in spite of the fact that they sell thousands every year that they claim are the superior of any machine made.

They also sell thousands of typewriters for which they claim the same surpassing merit, but, as I paid my respects to the manager upon completing my trip, and was thanking him for the courtesies extended, I made note of the fact that his private stenographer was operating an Underwood typewriter. To be perfectly fair, however, I must state that upon the main office floor they have some three hundred girls operating machines of their own make.

These are just a couple of little things to think about.

**Service That Goes With Sale**  
The service given by the local dealer handling standard lines of trade marked goods, is a very important part of the value received in the purchase of all lines of supplies, but is very generally little appreciated by the prospective buyer. This is especially valuable to the buyer of farm machinery of every class. Consider the saving in time and money, as well as the convenience of having always within reach, without any expense whatever, an expert ready at all times to remedy any defects that may appear, and always willing to do everything he can to help the buyer keep his machinery in first-class condition and running order. On the other hand if a farmer has been tempted by the apparently low prices quoted, and bought machinery of any kind through a catalogue house, he will generally find upon receiving it that it is of an obsolete pattern and one that even though found to give reasonable service, would probably be discarded as a result of the first accident, no matter how trifling, on account of the aggravating delays and kindred troubles incidental to getting repairs.

This matter of service is perhaps of more value to the purchaser of gasoline engines and cream separators than other lines. He can go to the implement house and inspect all the standard makes, see them to any number of tests and then select the one that seems best suited to his requirements. If at any time anything goes wrong with it the dealer can be reached by phone and within the day will have a man on the ground to remedy the trouble. The mail-order house in New York or Chicago can't send a man to fix the trouble every time something gets out of whack with one of their machines, and in the course of time the cost of repairs for such machines would very probably exceed the difference in first cost.

Local dealers, in selecting their lines, always try and get the best, as their success in getting future business will depend largely upon the service and satisfaction given by the merchandise sold. For this reason price must be a secondary consideration in choosing his stock. Quality always has been, and always will be, the corner stone of commercial success.

Word has been received by C. A. Bartlett, the w. k. and pop. hotel man, that his step father, Joseph Overhiser of Oroville, Calif., who has visited here on several occasions, has just disposed of his orange grove at Oroville and is preparing to move to Oakland, Calif., where he expects to remain in the hopes of improving his health.

Robert W. Veatch, formerly of this city and Eugene, now living in Salem, has begun suit in the circuit court against J. M. Crenshaw and wife for the specific performance of the terms of a contract for the sale of 160 acres of land in Baker county.

J. S. Milne was in Eugene Monday on business.

Dr. B. F. Fuller returned Monday from Eugene, where he had been visiting his son, E. J. Fuller.

Dr. W. W. Oglesby is again able to be about after being confined to his home for several days with a severe cold.

Eugene is at last to have street signs erected. A committee has been appointed by the city council to make the selection of a suitable sign.

**Card of Thanks**  
We wish to thank those who were so kind to us and who so greatly assisted us during the recent illness and death of our wife and sister.

W. H. HOPKINS,  
MRS. ANNIE WOOD,  
ARCH WOOD.  
j20pd.

**PRINTERS' PI**  
You are invited to the Literary Banquet which the ladies are giving in honor of our City Press. There will be printers' pie, and Printers' Pi, and printers' py, and then some. We will serve "What it Takes to Make Newspaper Work Go," and Decorations will be "What Newspapers and Magazines are Made of." Begin at 5 p. m. and eat till 7:30 p. m. if you want to.  
Place: Dining rooms at Christian Church. Price: 25c per plate.  
Please think up a funny story or anecdote and exchange with your partner or right hand neighbor at table.

**TEACHERS PASS EXAMS. RECENTLY HELD**

(Continued from first page)

Five-year Certificates—Alice M. Jenkins; W. H. Pendell, Vida; Josephine Hurd, Eugene; Dorilla J. Somers, Eugene.

Life Certificates—Dorilla J. Somers; Lena P. Holcomb, Cottage Grove.

Following is a list of successful Lane county teachers who may obtain their certificates on demand, having passed the recent examinations, but will not receive their certificates at once: Wm. Shelby, Junction City; Ida Pearl Platt, Fall Creek; Nellie Myers, Eugene; Viola D. Jones, Fall Creek; Pearl E. McMullen, Harrisburg; Louise Thorn, Eugene; Mabel Ruth Pearce, Eugene; Mabel Pearce, Eugene; Mrs. Lillian Payer, Eugene; Eva G. Higgins, Eugene; D. R. Hamant, Cottage Grove; Margaret V. Thomas, Anehor; Laura V. Oliver, Elmira; Bernice Curtis, Elmira; Grace Atkinson, Elmira; J. T. Lamb, Elmira; Helen Harrington, Creswell; Eliza E. Withers, Eugene.

A class of 88 took the examinations, but a very small per centage who took them in the entire course failed. Many took the examinations in only a few studies for exemptions.

**Trains Change Time**  
Effective Thursday, January 21, the following changes will be made in the passenger service to and from this city: No. 48 Divide passenger will arrive at 8:10 p. m. instead of 8:35; No. 12 Shasta Limited northbound at 9:10 a. m. instead of 9:45; No. 13 southbound will arrive at 2 a. m. instead of 2:10; No. 19 southbound arrives at 7:40 instead of 7:55 p. m. All other service remains the same.

**Made Perfect Score**  
The names of Nellie Miller and Helen Stafford were omitted in the list of Eighth Grade pupils having made a perfect score in the second spelling contest.

**Favorite Recipes by Cottage Grove Women**

**PANNED OYSTERS**  
Toast thin slices of bread, butter them and place in an earthen pan; moisten with oyster juice and cover with raw oysters; season with salt, pepper and small bits of butter. Cover with a tight lid and cook in a hot oven for seven or eight minutes or until they swell and the edges curl.  
MRS. GEORGE SALTON.

Hill's Red Can Coffee, per lb. 45c  
2 cans Asparagus Tips 35c

**BULBS—Plant Now**  
Hacinths, 4 for 25c Tulips, 6 for 25c

**THE METSAN SHOP**

**WANT ADS**  
Safety  
FIRST AND LAST  
Coupled with Service and Courteous Treatment is what you get at  
**The First National Bank**  
The Old Reliable  
For the protection of our depositors we have:  
CAPITAL \$25,000.00  
SURPLUS and Undivided Profits 40,000.00  
STOCKHOLDERS' Liability 25,000.00  
A Total of \$90,000.00  
The officers and stockholders are all successful and well-to-do business men.  
Another protection is 24 years of successful business and backed up by the United States  
**FEDERAL RESERVE BANK.**  
We want your business

LOST—SATURDAY, LADIES OLD-Fashion gold clasp pin; set with spray of coral. Finder please leave at this office. j13tf.e.

WHEN SENTINEL WANT ADS FAIL to get results the case is almost hopeless. The best thing to do, however, is to try once more before giving up.

WE DON'T OFTEN FAIL TO GET you what you want if you use a want ad. That's what want ads. are for—to get you what you want.

PROPER ECONOMY MAY KEEP you from feeling the temporary depression. For only a part of the price of a new pair of shoes, Dr. Goff will fix the old ones up as good as new. n11tf

WOULD STORE PIANO AND PAY small rental for its use; also would protect same against loss or damage by fire. Apply Sentinel office.

**FOR SALE OR TRADE**  
HAVE A SPLENDID BROOD MARE for sale, splendid family carriage horse, or for general ranch work. Phone 25F12. E. M. Thurber.

**FOR SALE—SECOND HAND NEW** Home sewing machine, good as new. Mills & Roach Music House. j13tf.

**FOR SALE—ONE 2 SEATED CAR-**riage and hack, both in good condition. Will take good milk cow as part payment, must be fresh. Phone 25F12 or call at ranch. E. M. Thurber.

**FOR SALE.—5 ACRES INSIDE CITY** limits, bungalow, out-building, on North Tenth Street. A. E. Whitbeck, Cottage Grove, Oregon. j20pd.

**FOR SALE—SIX GOOD LOTS COST** \$1200.00. Will take \$300.00 cash if taken this week. j13pd.

**I WILL HAVE A FEW SETTINGS OF** extra fancy Rhode Island Red eggs for sale at \$2.00. Order now so as to be prepared. Phone 25F12. E. M. Thurber.

**GOOD SECOND HAND FARM WAG-**on to trade for hay, oats, wheat, potatoes or anything that we can sell. Brund & Co. d30c

**WANTED.—500 PEOPLE TO TELL** other people what they want, and 5,000 people to answer those ads.

**FOR SALE—FRESH 18-QUART FIVE-**sixth Jersey cow with heifer calf, also full blood Rhode Island Red cock, hens and pullets. Chas. I. Williams, Saginaw, Ore. j20pd.

**LOST—SATURDAY, GOLD MASON-**ic charm watch fob. Finder please leave at this office and receive reward. j20tf.

**FOR SALE—GOOD JERSEY MILCH** cow. Phone 9F13. j20tf.

**FOR RENT—FIVE-ROOM FURNISH-**ed house, corner Sixth and Adams. Apply this office. j20tf.

**Short's Cash Store**

OYSTER SHELL	HAY
CRACKED CORN	WHEAT
GRIT	OATS
BEEF SCRAPS	SHORTS
CHARCOAL	BRAN
OL MEAL	MIXED FEED
LAND PLASTER	PROCESS BARLEY

DRY WOOD FOR SALE, TIER \$1.25, \$1.50  
FANCY BURBANK SPUDS, SACK \$1.50  
SPECIAL THIS WEEK 75c BROOMS 50c

**Seneca Stock and Poultry Powders**

EVERYTHING IN GROCERIES  
**Roy E. Short**  
"Where Your Dollar Buys The Most"