

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.)

From now on James Hemenway says he will swear by advertising. Last week his firm, Hemenway & Lockwood, received a communication from a man in North Dakota asking for information of the Cottage Grove country. The man enclosed an ad. clipped from the Oregon Almanac which Jim says appeared some four years ago.

T. R. Orr was in from Saginaw Tuesday on business.

Mrs. Harry Short and baby leave tomorrow for their new home at Withrow, Wash., where Mr. Short is employed.

Seventeen Lane County Jersey breeders formed a Lane County organization last week to promote the introduction of pure bred stock. It was formed under the assistance of R. B. Cogdon, county agriculturist, and was addressed by J. M. Dixon of Halsey, president of the Oregon Jersey Breeders' Association, and secretary of the Lane County Jersey Community Association.

Mr. and Mrs. H. Hall and family left Tuesday for San Jose, Calif.

W. J. Messenger was in from Row River Tuesday, remaining over night.

W. B. Beaver has been ill of the grip the past week.

Mrs. W. S. Shearer of Salem is visiting at the Joe Miller home.

You will have a good time if you attend the band dance at Armory Saturday evening. Tickets 50 cents.

R. S. Swengel is attending the hardware convention at Portland.

Mrs. Martha Kayser, formerly of this city, who for the past two years had been conducting a rooming house at Eugene, has disposed of her place and moved onto her farm near Walker.

L. S. Hill was in Eugene Thursday on business.

Mr. and Mrs. T. C. Abrams who had been living east of the city left last week for Kalama, Wash., where they expect to make their new home. They left at Eugene for a short visit with Abrams' parents, Mr. and Mrs. W. Abrams, who formerly lived in this city.

Eugene Register: C. J. Howard, at one time publisher of the Morning Register, and later in the newspaper business at Cottage Grove, now traveling on the road for a San Francisco wholesale house, is contemplating coming back to Eugene to reside.

Mrs. Lizzie Churchill came up from Eugene Friday night to attend the Moose ball.

J. S. Medley, Ben Lurch, J. Huff, and V. Huff were in Eugene Friday on business.

J. F. Spray was in Eugene Friday on business.

Mrs. K. K. Mills visited in Eugene during the past week.

J. DeSpain left Friday for Mabel, for a visit with his daughter, Mrs. H. Jorgenson.

Alta King was in Eugene Friday on business.

Boone Shortridge was in Eugene Friday on business.

R. D. Wilson was in from Dorena Friday.

E. M. Sharp was in Saturday from Coast Fork.

Chas. Harlow was down from Row River over Sunday.

20c
WE PLACE ON SALE
SATURDAY
40 Meat Platters Worth
35c to \$1.25 Each
Your Choice
20c
at
THE FAIR

The will of A. H. Spare, who died here January 11, has been probated. It names Ben Lurch and Walter Huff as executors of the estate, the value of which is estimated at \$18,380. George M. Hall, E. M. Sharp, and J. P. Currin were named as appraisers.

Mrs. C. Alstead visited the past week in Eugene and Harrisburg.

A. F. Downs last week received from the county clerk \$20 bounty upon two cougars which he recently killed.

Mrs. C. R. Stahlman has been slightly indisposed the past week.

L. D. Estes was in Monday from Silk Creek and asked The Sentinel to rectify an error which he said appeared in last week's issue. Upon investigation we found that the item referred to was published in the Leader under the heading "Saginaw News. The notice read: 'Estes, the Advent preacher from Silk Creek held services in the school house Sunday afternoon. It should have read: W. Airey instead of Mr. Estes.'

A. Ralston has accepted a position at the Cottage Grove Milling Co.'s warehouse near the S. P. depot, succeeding Geo. W. Matthews, who is teaching school at London.

Mrs. Clara Roney of Goshen, is visiting with her sister Mrs. C. M. Parker.

C. M. Parker made a business trip to Eugene Saturday.

Geo. W. Matthews, son of Mr. and Mrs. Chas. Matthews, has accepted a position as teacher in the London school. Mr. Matthews assumed his duties Monday morning.

Just received, a carload of corn. Cottage Grove Milling Co.

P. M. Harrison assumed charge of the Postal telegraph office Monday. The office had been closed for the past two years.

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

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

Last week we gave you two reasons why we can make collections when you and others fail—Here are two more: Third—Every account that is turned in to this office for collection receives the same careful and prompt attention. We have had years of practical collection experience and we are graduates from the American Collection Service of Detroit and Chicago—the best known collection system and school in the world. Fourth—Our terms for collection are just as low as they can be to produce satisfactory results. We do not charge a membership fee or any other kind of a fee in advance. We know that our system will produce the cash—therefore we do not ask you for a cent in advance—We've simply got to make good. So, you see, we work on a making good basis all the way through. When we make good for ourselves we have already made good for you. Next week two more reasons. Pacific States Mercantile Agency, Hotel Oregon Building.

Don't forget the dance at the Armory Saturday evening.

A work of art, now on exhibition in the show window of Powell & Co., is a cedar chest made by Geo. Edwards. The chest is handsomely finished with brass and birds-eye maple trimmings.

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

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.

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.

Band dance at Armory Saturday, January 30. Good music. Tickets 50 cents. You are invited.

A. W. Wallace of Portland, who with his daughter Miss Ada had been visiting several days at the home of Mr. and Mrs. J. S. Medley, left Monday for a few days' visit at Eugene. Miss Wallace remains a guest at the Medley home and expects to join her father in a few days.

Calling Cards—The Sentinel office.

Some time you may be in a fire where an insurance policy will do you good, but while on earth you might as well guard against loss from this. It's easy and costs little. Brainard & Harrison, Oregon Hotel Building.

Mrs. Geo. M. Hawley, who had been visiting relatives here the past week, left Tuesday for her home at Eugene.

E. C. Hills, deputy state game warden, has given notice to the following dog owners since the first of the year to keep their dogs up so that they will not chase deer: F. E. Taylor, of Thurston; Ben Jackson of Walker; Chas. Conners of Cottage Grove, and Tom Miller, of Saginaw.

H. B. Hemme was in from Walker Saturday.

Elbert Bede was up from Salem to spend the week-end with his family.

Mr. and Mrs. F. W. Hawkins of Newport, who are visiting Mr. Hawkins' parents, Mr. and Mrs. G. B. Hawkins, spent a few days with friends in Eugene and Springfield last week.

The Kansas Association will hold its annual dinner in Woodman Hall Thursday evening, February 4.

There was a man who was wondrous wise; he jumped into a bramble bush and scratched out both his eyes. Then he put a want ad. in The Sentinel and got them back again.

Geo. O. Knowles went to Eugene Sunday to visit his brother who is confined in a hospital in that city.

A fixed monthly income, payable by the Columbia Life & Trust Company, is the safest and wisest provision a man can make for his wife and children. Talk with Harry Metcalf.

"No Trespassing" signs for sale at The Sentinel office.

W. B. Cooper was in Eugene Saturday on business.

Jesse Darling was in from Lorane Tuesday.

A. B. Wood was in Eugene Saturday. Big band dance at Armory Saturday. Will you be there?

H. B. Hemme was in from Walker today.

Butter Wraps

100	75c
200	\$1.00
300	\$1.25
400	\$1.50
500	\$1.75
1000	\$3.00

Cottage Grove Sentinel
COTTAGE GROVE, OREGON

Many Good Brgains Offered By Mail Order Houses

Numerous Small Articles of Common Use Sold at, or Below Cost.—Hundred-Pound Minimum Freight Package the "Niger in the Woodpile"

(By David Powell, Copyrighted 1914)

A fact that in most cases is ignored by the mail-order buyer when comparing prices quoted in the catalogue with the prices charged by his home merchant, is the very important one of transportation charges. The catalogue says, "Here it is, come and get it," and your local merchant says, "I have been to the expense of bringing it here so that you can inspect it before buying, and include that in the price."

There has been no way yet devised to evade the transportation charges and the consumer is always the man that pays it, and it is right in this connection that the catalogue houses put over their biggest business-getting lemon. In the explanation of how it is done will be given an illustration of one of the many ways they use to create the impression that they sell cheaper than regular retail merchants.

All classes of merchants throughout the country, big, little, honest, and dishonest, at different times put on sale what are called "leaders"—some articles of common use priced at or below cost. This is a perfectly legitimate practice and is followed by your local dealer as well as by the catalogue houses and big department stores of the large cities.

Its purpose of course is very evident. A merchant hopes by this means to draw you to his store, believing that he can sell you enough other articles at regular prices to warrant the loss on his "leaders." If you wish, you can step into your local store and buy the leader and nothing else, and really save some money at the expense of the dealer's advertising fund. But how does it work with the mail-order concern? It is a fact well known and admitted by every student of the subject, that in the catalogues of a few of the larger concerns doing an exclusive mail-order business are many articles priced less than your local dealer could buy them direct from the factory.

These, of course, are "leaders." If you care to take the trouble to run through one of their catalogues and pick out these articles, you will be very forcibly struck with several significant facts. First, you will note that they are all articles of genuine use or consumption in practically every home in the land. Next, that they are articles of staple standard price carried by every store in the country; prices which every farmer and housewife are perfectly familiar. And, further, that such articles are always of small value and small weight, very rarely exceeding fifty cents and weighing but a few ounces.

Here is where the catalogue houses have undoubtedly the best of the regular merchant. You cannot walk into their store and pick out these "leaders" and put them into your buggy and drive home with them like you can the same snaps you can occasionally pick up in your local stores. You have to have them shipped to you by either freight, express or post.

By an easy mental computation it is at once apparent that the charges for shipping by any of these means, added to the catalogue price, would make the article cost much more when it reached you than would be charged by one of your home merchants. Here is the "nigger in the woodpile." They well know that for the thrifty housewife or farmer to really benefit by the low price of their "leaders," they must have them shipped with enough other goods to make up a minimum freight package—100 pounds—knowing that the bulk of such orders, in most cases, would be composed of what is known to the trade as "blind stock." Goods that the general public know little about either as to quality or price.

Overbuying—Its Attendant Evils
Merchants throughout the country affected by mail-order competition, seem to be of the same general opinion as to its greatest evil—the abnormal development of that trait of human nature that prompts us to buy something we really don't want and have no particular use for.

"Overbuying," they say, "is a vice that goes with the mail-order catalogue. Go into any home that draws its supplies from that source and you will find goods that the family does not need and never would have bought from a local merchant. In many cases these unnecessary goods—these freak purchases—amount to a surprisingly large percentage of the total family outlay. If the catalogue houses were suddenly cut out of this class of sales, their dividends would undoubtedly suffer a decided shrinkage."

"These buyers see something alluringly described in the catalogue and become fascinated by it. The 'silent salesman' in the home keeps on teasing them with it until they find some excuse to justify their purchase of the coveted article. These utterly unjustified whims amount to millions of dollars a year."

With some women freak buying becomes a passion. They make absurdly foolish purchases from mail-order houses that they would not dream of making from their home dealer. How to account for it? Simply the psychological effect of the catalogue perhaps. Anyhow, this matter of freak buying, of overbuying, is so universal that not one catalogue buyer in a thousand is wholly exempt from it. The mail-order catalogue which so loudly proclaims itself an apostle of prudence, is in fact a most subtle and pernicious agent of household extravagance.

Unscrupulous Methods Used by Farm to Farm Salesmen

Still another class of so-called merchants who profit by the general ignorance on the part of the public as to true values, is the farm-to-farm solicitor who represents himself to be connected with some wholesale grocery house in a distant city. These chaps are most always "single trippers," representing some firm of absolutely no responsibility and

who, under no circumstances, will ever cover the same territory twice.

The bait they use is to quote exceptionally low prices on two or three staple articles, such as sugar, coffee, or tobacco, prices that they know are away under the local merchant. The thrifty farmer is at once interested in such prices, and imagines he is doing a fine stroke of business in ordering enough of those staples to last him a year. He feels so good about it that it is quite easy for the salesman to load up the order with a large quantity of low grade tea, rice, beans, spices, molasses, etc., an inferior lot of stuff that his home merchant wouldn't dare sell him under any circumstances.

When the shipment is delivered the buyer will invariably find that those staple articles, upon which he believed he was making such a saving, have been omitted, and a notation on the bill to the effect that on account of mill troubles or something else it would be impossible just at present to ship them. The other stuff would be all there, however, and he will have to accept it, unless he has been wise enough to write over the face of the order before signing it, that unless the entire order is shipped within a certain time that it shall be considered canceled. Such orders are of course never shipped. They are "dead business."

A Business Proposition
When your home merchant asks for your patronage his appeal is based solely on the grounds of dollars, quality and service. He believes it means as much to you as it does to him in those terms to give him the opportunity to offer for your comparison his prices and quality before sending your order away from home.

Every up-to-date merchant now keeps from two to half a dozen mail-order catalogues in his store for the use of such of his customers as may wish to use them in making comparisons. The merchant knows he is taking no chances, he knows what he can do, and all he asks is a square deal. He knows that quality and terms considered he can sell goods just as cheap, and in many cases cheaper, than the catalogue and city stores, excepting of course such articles as those houses put out as "leaders."

The next time you contemplate sending to the city or ordering a bill of goods from a catalogue house, make out your order as usual, but before buying your money order, take it to one of your local merchants and let him figure with you on the entire order. In a spirit of fairness suppose you try that just once. If he can't save you any money you will at least have shown him your heart is in the right place.

CHURCH NEWS

Services at the Christian Science Chapel, 242 Second Street, every Sunday at 11, and Wednesday evenings at 7:30. All are welcome. Free library open from 1:30 to 4:30 every Wednesday.

ST. MARY'S CHURCH.
Rev. John Bernards, Pastor.
Services next Sunday as follows: Low mass at 8; high mass and sermon at 10:30; devotions and benediction at 7:30 in the evening.

BAPTIST CHURCH
Sunday School at 10, new class for young people organized. Mrs. Beaver, teacher; B. Y. P. U. leader, Rev. Grant, subject, "Bible Geography." First of a series of lessons. Prayer meeting Thursday evening at 7:30.

CHRISTIAN CHURCH
Rev. T. B. McDonald, Pastor.
All not worshipping elsewhere cordially invited to attend.

Services next Sunday as follows: Bible School at 9:45; morning services at 11; Christian Endeavor at 6:30; evening service at 7:30.
Prayer meeting each Thursday evening at 7:30; teachers' meeting Tuesday at 7:30; Ladies' Aid Wednesday afternoons.
Morning subject, "The Value of Constant Church Attendance." This is one of the series on "The Light Bearing Church." In the evening there will be a chart sermon on "The Fall and Restoration of Man."

PRESBYTERIAN CHURCH.
Rev. D. A. MacLeod, Pastor.
Services next Sunday: Bible school at 10; morning worship at 11; Junior Christian Endeavor at 3; evening worship at 7:30. Bible study Wednesday 7:30 p. m.

Morning subject, "Prayer"; evening subject, "The Valley of Dry Bones."

FREE METHODIST.
Rhoda Burnett, Pastor.

Preaching services the first and third Sundays of every month at 3 and 7:30. Prayer meeting every Wednesday at 7:30 and on second and fourth Sundays at 3 o'clock.

METHODIST EPISCOPAL
Horace N. Aldrich, Pastor

Miss Bell M. Menzies, Deaconess.
Thursday at 7:30, prayer meeting. Every Sunday: Sunday School at 9:45. S. L. Mackin, superintendent. Graded lessons. Separate class rooms. Efficient teachers. A ten-piece orchestra leads the song service. Mrs. Maude Wright, superintendent primary department. Junior Epworth League at 3:00. Mrs. Helen Aldrich, superintendent. Epworth League at 6:30. Dr. Richard McCargar, president. Chapter No. 2 at 6:30. Frederic Aldrich, president. Class meeting at 12:15. Services with sermon at 11:00 a. m. and 7:30 p. m.

Morning theme, "The Relation of the Church to Men"; evening, "The Watchman Upon the Wall." Epworth League topic: "An Evening With Some of the Great Hymns." Leaders: Chapter No. 1, Mrs. H. N. Aldrich; Chapter No. 2, J. T. Hooper.

Favorite Recipes by Cottage Grove Women

ORANGE SPONGE CAKE

1½ cups sugar, 5 eggs, yolks, ½ cup water, 1 orange (juice and rind 2 cups flour, 2 teaspoons baking powder, sift flour three times. Add beaten whites last. FROSTING: 1 teaspoon gelatine, 6 teaspoons boiling water, 1 cup powdered sugar, beat well.

MRS. BEN LURCH.

Special This Week!

Asparagus, regular 20c can	15c
3 cans corn, good grade	25c
Standard Peaches, per can	15c
Sunrise Milk, 3 cans	25c

THE METSAN SHOP

DORENA

(Special to The Sentinel.)

L. H. Veatch returned to his home last Tuesday.

Aunt Harriet Hansen returned to Cottage Grove last Saturday.

Mrs. B. F. McCollum was shopping in Cottage Grove between trains Saturday.

Mr. and Mrs. J. C. Teeters and children, Misses Ella and Esther Anderson, Miss Louie Brown, Ray Van Schoick, Philip Mosby, Charline Ward, and Oren Land attended the literary meeting at the Star school house Saturday evening. All report a fine time.

Clyde Young of Portland came Saturday for a visit with his sons, Herbert and Sydney, at the home of Mrs. Almeda Deane.

Miss Ella Anderson was a Grove visitor Saturday.

Judd Doolittle of Divide was visiting in Dorena last week.

Mr. and Mrs. Lee Thomson and children and Mr. and Mrs. B. F. McCollum and children took dinner at the Teeters home Sunday, the occasion being Mr. and Mrs. Teeters' twenty-second wedding anniversary.

Rev. Wm. Large of Eugene, will preach at the church next Sunday.

The Dorena high school basketball team will play the Sophomores of the Cottage Grove high school Saturday night. Everybody is welcome to attend.

Aunt Kate Land is reported to be seriously ill.

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.

WANT ADS

Ads. under this head at one cent a word each insertion for five insertions; 16 2-3 per cent discount after fifth insertion; 33 1-3 per cent discount after eighth insertion. Minimum charge of 15c each insertion. Figures and initials are counted as words.

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.

FOR SALE OR TRADE

FOR SALE—HOUSEHOLD FURNITURE, plow and harrow. E. W. Arnes. j27tf.

FOR SALE—SHADELAND CLIMAX seed oats—the best oats grown. F. Wright & Sons, Walker, Ore. j27-f3-10pd.

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 CARRIAGE 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—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 WAGON 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—GOOD JERSEY MILK cow. Phone 9F13. j-20tf.

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

A banker going home for his dinner saw a \$10 bill on the curbstone. While at home his wife remarked that the butcher had sent a bill amounting to \$10. The only money he had with him was the bill he had found, which he gave to the butcher. The butcher paid it to a farmer for a calf and the farmer paid it to a washerwoman, and she, owing the banker a note of \$10, went to the bank and paid the note. The banker recognized the bill as the one he had found, and which, up to that time, had paid \$50 of debt. On careful investigation he discovered that the bill was counterfeit. The puzzle is: What has been lost in the transaction and by whom.

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

Those business men who appreciate having in the city a printing office that can do as classy work as can be done anywhere, have their printing done by The Sentinel.

Blackmore & McFarland

The City Transfer

All Kinds of

Hauling & Draying Done on Short Notice

Piano Moving a Specialty

WOOD AND COAL

Phone 55

Office At Eagle Cigar Store

A Duntley Vacuum Sweeper

LATEST 1915 MODEL ONLY

\$7.50