

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.)

Mrs. J. H. Chambers visited friends in Eugene Thursday.

Mr. and Mrs. Hirsch Allison returned to Coburg Thursday morning after a brief visit with relatives here and at Roseburg.

Band concert at the Army Washington's Birthday, Monday, Feb. 22. Benefit of Cottage Grove Band. All proceeds go to band. Admission 25c. f17c

Mrs. Jennie M. White made a business trip to Eugene Thursday.

W. C. Billings made a business trip to Eugene Thursday.

You can buy a cook stove for less than wholesale price at Kinter Bros'.

An 8 pound daughter arrived February 6 at the home of Rev. Howard M. Pagan of Albany, formerly of Cottage Grove.

Elbert Bede was again called from Salem Sunday by the serious illness of J. W. Grant.

"Uncle" Jim Shortridge was down town Monday for the first time in two months. The rheumatism has been giving him a long siege.

We have a fine assortment of Dried Fruits, at prices that are right. Brund & Co. f3-10.

Dorris W. Medley, who is attending the university at Eugene, has taken the Delta Tau Delta pledge and Robert Earle the Kappa Sigma pledge.

Severe colds and the grip have been epidemic during the past few weeks and not many have escaped.

Wynne & Woods will allow no dealer in the city to undersell them in Heating Stoves and Ranges. f31f.

Roy Smith was confined to the house several days of the past week.

Mr. and Mrs. Sedgwick were up from Creswell Sunday visiting at the A. C. Kinter home.

The Postal Telegraph-Cable Co. is now in a position to handle all telegraph business and handle it without delay. Try this new service. f3c.

Elbert Smith of Eugene is doing the Intertype work for the Sentinel during the sickness of J. W. Grant.

O. L. Nichols returned last week from a two weeks' business trip to Portland.

Brund & Co. have the best assortment of New Garden Seeds in town. f3-10.

Mrs. J. H. Chambers spent Thursday in Eugene.

Mrs. Geo. M. Hawley came up from Eugene Friday for a few days' visit with friends and relatives.

Band dance at Army Washington's Birthday, Monday, Feb. 22. A big time for all. Admission to dance, 50c. f17c

Karl K. Mills made a business trip to Eugene and Portland the latter part of the week.

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.

Mrs. Jennie W. Nichols of Coudersport, Pa., mother of O. L. Nichols, who has been making an extended visit at the Nichols home, expects to leave in a few days for California where she will visit and attend the exposition at San Francisco.

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. n11f

Albany Democrat: O. L. Ellis, of near Albany, who was in town this morning, mentioned that he had recently trapped his third otter for this winter. The pelt of the animal, he said, is worth about \$18. Mr. Ellis runs a small farm for the greater part of the year, but in the winter months he finds that he can improve his spare time by trapping some of the fur bearing animals of the vicinity of their hides. "I have made about \$120 this winter, with my traps," said Mr. Ellis this morning, "and that is doing pretty well. I will quit trapping in about two weeks now."

You can exchange your produce for dry goods at Short's. f17

A number of K. P.'s are going to Roseburg this afternoon to attend the K. P. convention.

Case Hoffman left for California last week on account of his health.

Kinter Bros. are closing out their entire stock. It is your chance to save money.

Miss Catherine McQueen has been confined to the house this week.

Miss Dessie Harms returned Monday night from Portland, where she went to select a millinery stock.

Make it a rule to visit the dentist every six months to be assured that everything is all right. It costs less in Dollars and Cents and Pain too. See Dr. McCargur, one block south of the postoffice, Cottage Grove, Oregon.

Fruit Inspector Stewart was in the northern part of the county on business several days the past week.

C. C. Chapman, for five years promotion manager of the Portland Commercial Club, has resigned and will engage in the newspaper publishing business. He will probably print a weekly paper or magazine. His position with the club carried a salary of \$7,200.

Let us explain how you can get dry goods at Short's Grocery for produce.

Mr. and Mrs. F. C. Ralston returned last week from an extended visit at their old home in California. They were much pleased with the trip and enjoyed the climate. Rain and melting snow had caused considerable damage along the rivers there, the condition being an unusual one.

Beans and Flour are advancing in price—a good time to buy more—Brund & Co. f3-10.

Mr. and Mrs. B. C. Krulikosky of Wendling visited at the home of Butte Mooney for the week-end. Mrs. Krulikosky was formerly Miss Jean Cuthbertson, who lived with Mr. and Mrs. G. H. Tyson. There were married in Eugene Thursday.

Hamilton Veatch was in Eugene Monday.

Free samples of Dr. Hess and Clark Stock Food. Bring in your coupons and get a free sample. Brund & Co. f3-10

An eight-pound daughter was born Monday evening to Mr. and Mrs. C. E. Umphrey.

M. H. Anderson spent several days of last week in Portland.

One of our exchanges says: More than \$1000 a month leaves this city

Large Share of Merchants' So-Called Profit Goes For Freight Charges

Often Not Taken Into Consideration by Consumer When Comparing Prices—Comparison of Selling Methods Prove Regular Dealers Have Great Advantage.

(By David Powell, Copyrighted 1914)

In a preceding article of this series the conclusions of a factory cost were given as to the comparative buying power of different classes of merchants which very clearly demonstrated that the larger concerns have very little, if any, advantage in the buying of merchandise. In this article the selling methods employed by catalogue houses will be compared with those employed by the regular dealers.

The first item of expense the local merchant has to consider in fixing his selling price is freight charges, and the next is his cost of doing business. In freight charges the local dealer has a little, if anything, the best of it. All of his goods are shipped direct from the factory by freight and much of it in earload lots that gives him a still lower rate.

Against this the mail-order merchandise must stand the initial freight charge from the factory to either the central or branch house, and a second transportation charge from the distributing house to the customer. This second charge averages very high, as a large part of it is either express or postage. That the catalogue house has no advantage here is quite apparent.

Upon a merchant's ability to properly regulate his cost of doing business depends his ultimate success or failure. To the consumer not versed in commercial terms, the true meaning of this expression is often not quite clear. It is determined by totalling all items of expense connected with the running of a business for a certain period, say a year, and the percentage this amount is of the total sales for the same period is known as the "cost of doing business." This, however, is entirely apart and separate from the percentage of profit a merchant adds to the cost of an article to determine his selling price. By better methods and stricter economy one merchant may do business at a less expense than his competitor, which would enable him to sell the same article at a lower price and still make exactly the same percentage of profit on it.

It is plainly evident that if the large city stores and catalogue houses have no advantage over the small dealer in buying an article, it is manifestly impossible for them to sell it for less than the small dealer, unless their cost of doing business is less than the local merchant's. From many sources it has been learned what different merchants figure their cost of doing business and it very rarely exceeds 20 per cent. It would simplify matters very much if a few of the big catalogue houses would publish the same information. As of course, they won't, in order to make a comparison it will be necessary to estimate it. For example, take one of the large mail order houses situated in Chicago.

Such a concern has an immense overhead expense entailed in maintaining a large office force as well as a corps of high-salaried advertisement writers. These are the men who paint in such attractive word pictures the virtues of the goods sold by the house. For this work they secure the best men they

every month for goods ordered by money orders. More live advertising by local stores would prevent much of this. If you want to know just how much in money orders leaves your town, inquire of your postmaster. It is a subject worthy of a good article—and it will furnish a fact that local business men cannot get around.

"That's the seventh time I've sent a statement to Smith," remarked a merchant as he slipped another bill into the envelope for mailing the first of the month, "and he don't even tell me why he won't pay, let alone telling me when he will!" Isn't this your experience? Let us collect those old accounts and notes for you. We get the money. Pacific States Mercantile Agency, Oregon Hotel Building. f10c

Mr. and Mrs. J. B. Protzman and Miss Florence Protzman left yesterday for a visit with friends and relatives at San Francisco and Los Angeles.

Mrs. Geo. M. Scott and daughter are visiting at Wendling.

All kinds of New Garden Seeds and New Flower Seeds at Brund & Co. f3-10

Walter McCord of Oakland visited one day last week at the home of his cousin, Mrs. C. E. Umphrey.

Capt. Lee Roy Woods has been fighting an attack of the grip this week.

C. A. Shaw returned last week from Primeville, where he had been since June.

Friday evening the men of the Presbyterian Church will entertain the women and a royal welcome will be accorded to all. All those interested in the work of the church are invited to attend and see how the men do things. The hour for the entertainment is 7:30 p. m.

Wm. Landess was in Eugene yesterday.

Land plaster—Short's Grocery.

Z. F. and G. R. Fox of Lorane were in Eugene yesterday.

The W. C. T. U. will hold memorial services for Frances Willard at the Christian Church at 3 o'clock Sunday afternoon.

Potatoes \$1.75 per hundred at Short's Grocery.

Piano Tuning.

S. E. Stevens of Eugene, a piano mechanic of many years' experience, will be in Cottage Grove next Friday, the 19th, attending to the needs of his patrons. Anyone wishing piano work done may leave orders at the office of the Sentinel. f17pd

can get, paying them salaries ranging from \$5000 to \$20,000 per year. Did it ever occur to you what it costs to put in your hands one of these beautifully illustrated catalogues? In their literature you are informed that they are generously giving away something free, postage prepaid, that represents an outlay on their part of some 25 cents, and they hope you will appreciate their efforts to aid the oppressed and down-trodden in reducing the high cost of living, etc. Now, as a matter of fact, although they put out several millions of copies of their books each year, it costs them far more than twenty-five cents.

Taking a catalogue issued for this season by one of the two largest mail-order houses of the country as a sample, and the same number of copies the same house sent out last year, a careful estimate shows that just for printing and mailing the cost would exceed sixty cents. Add to that, pro rata, the enormous sum it costs them for their staff of "ad" writers and illustrators and the total would very probably exceed a dollar. Many people receive a catalogue who do not buy a cent's worth throughout the whole year, so it is very apparent that the statement given out recently by a former employee of the house in mind, was very near the truth when he said the expense of publishing their catalogue for 1913 amounted to eight and two-thirds per cent of their total sales for the year. With their immense office force, high real estate values, general advertising, etc., it is reasonable to suppose that their cost of doing business could not be any possibility be less than 20 per cent—probably more.

If it costs the catalogue and big city houses as large a percentage of their total sales to do business, and they can buy their goods no cheaper than the local merchant can, there is only one way left in which they can undersell him, and that is by being satisfied with a smaller rate of income on the capital invested in the business. How many of our merchants make more than ten per cent on their invested capital? Not very many. Yet the mail-order house referred to above declared a dividend last year of a trifle more than 22 per cent.

A very natural mistake is made by many people in thinking they can buy goods cheaper from a store doing business in a large city than they can from their home town merchants. There are many reasons why this belief exists among dwellers in small towns and rural communities, but the main one is because they simply take for granted the statements made by such concerns in their advertisements and in their catalogues, without taking the time or making the effort to investigate for themselves. Many go to the large nearby cities to make their purchases because they think they have a large and more varied stock of goods to pick from. In a measure this is true, but bear in mind the fact while considering this question, that the large city stores cater to the extremes of society, the millionaire, as well as to the dweller in the slums. The successful city merchant who owns such a store, you can depend upon it, has made a most exhaustive study of his trade, and knows that he has to gather his stock from the four quarters of the globe to meet the demands made by his wide range of patrons. Just so with the merchant in the smaller towns. He has given the matter the same careful consideration. He has neither the millionaire nor the slum dweller among his patrons, so naturally does not burden his shelves with goods that he knows there is no demand for, but within the range of the needs of his community his stock is just as varied, and just as large, as that of his brother merchant in the large city.

INSPECTOR WOULD FIND HIS OWN PEAR BLIGHT

Clint Stewart, Lane County horticulturist, is prepared to detect pear blight bacteria, instead of having to send to outside for examinations. He has obtained high-power microscopes and has learned the scientific analysis.

"It is better to make a hundred analyses," he states, "than to let a single instance of pear blight go undiscovered. I wish that farmers would send me samples of any trees that they suspect."

Mr. Stewart states that at present he thinks Lane County is virtually free from pear blight except perhaps in the Coyote region and up Row River. He has been working all winter, notifying owners, and making examinations.

The present time, he states, is the correct season for spraying and for pruning trees.

Real Estate Transfers.

W. S. Shearer et ux to Samuel A. Monteith—NE 1/4 of SE 1/4, Sec. 5, Tp. 21 S. R. 2 W. f3-10

L. J. Rinehart et ux to George O. Knowles—Tract in Sec. 5, Tp. 21 S. R. 3 W., \$800.

Maria Hartung by executor to L. S. Hill—Tract in Sec. 32, Tp. 20 S. R. 3 W., \$2200.

Wm. Landess et ux to C. W. McGee et ux—Lots 1 and 2, Blk. 2, Parkhurst Addition, \$250.

Shelby L. Teeters to Mahala A. Teeters—Lot 4, Blk. 3, Currin's Park Addition to Cottage Grove, \$1.

Judy Brumbaugh et ux to J. G. Robinson et ux—Tract in Sec. 18, Tp. 21 S. R. 2 W., \$50.

John W. Harms to Louisa Harms—Tract in Cottage Grove, \$1800.

Lizzie Saltzman Devore et vir to L. C. Scott—Tract in Tp. 20 S. R. 3 W., \$500.

L. C. Scott et ux to J. G. Scott—Tract in Tp. 20 S. R. 3 W., \$400.

Klamath Falls.—Electric line to Eureka being promoted.

A placer on Lobster Creek, Coos County, yielded \$3000 in a few weeks.

Bandon laundry and ice plant consolidated.

Frazier & Son, Eugene, have established manufacture of fire hydrants.

Positively every article in our store is on sale. We are closing out our business. You cannot afford to delay buying the furniture and house furnishings you need.

KINTER BROS.

MAIN ST. COTTAGE GROVE

Hungary's Wonderful Salt Mines.

The great rock salt mines of Hungary are among the wonders of the world, for the limitless deposit of practically pure salt enables the workmen to cut it out in heavy blocks, much as marble is quarried, after which it is loaded on trucks and sent to the mills for grinding. Rock salt, it may be said, constitutes the world's principal supply of refined salt, and the Hungarian mines furnish a considerable portion of this commercial necessity. Underground passages of considerable width, resembling streets, have been cut at regular intervals, and the whole is well lighted. In one of the mines near the Roumanian boundary a large chamber, with benches and seats, has been cut, where occasional gatherings are held, and perhaps in honor of this fact it is known as the "hall-room." Here the colorings are beautiful, the walls of the cavern or hall partaking of the many shades of rare marble and color grained onyx.

Chrysanthemums of Japan.

Although the chrysanthemum has reached its highest form of development in Japan, and is still revered as the Imperial emblem, it was taken to Japan from China, where it has been brought to its highest state of cultivation. At the Imperial chrysanthemum party given by his majesty the emperor of Japan in November every year one sees the most marvelous blossoms known to the floriculturist. The number of blossoms from one root is amazing. In one case no less than 700 flowers were seen growing from one plant. The festival of the chrysanthemum dates back to the Heian era, when the great ones of the empire used to call at the Imperial palace and drink to the health of the Imperial house from sake cups in which floated petals of the beautiful flowers.

Old Time Coining.

In the fifteenth century a skilled coiner, of whom there were but few, might be able to turn out by hand fifty or sixty coins a day, a result totally inadequate to cope with the vast quantity of treasure, chiefly silver, that shortly began to arrive from America. To multiple coiners was to multiply forgers, and thus the coining machine became a necessity of state. A laminating mill and screw coining press was invented in Italy 1547. Spain 1548, France 1553 and England 1561, reign of Elizabeth. After several trials and abandonments the mill and press were established permanently under Charles II., whose golden guineas, struck in 1662, were the first regular issues of machine coins made north of the channel.—Argonaut.

Why They Don't Hear.

Perhaps the limit of hymnic fatality was reached by the writer of hymn 575 in the "Ancient and Modern" collection. Here is the fourth stanza: They do not hear when the great bell is ringing overhead. They cannot rise and come to church With us, for they are dead. The list of things which "they" are unable to do might be indefinitely extended, and it seems a thing incredible that the author of the above verse should have written so beautiful and moving a hymn as "There is a green hill far away."—London Chronicle.

Canada's Size.

The area of the Dominion of Canada is 3,658,946 square miles. The area of continental United States is 3,025,000 square miles. Canada is as big as the United States with a territory to spare that is as large as three German empires and the state of New York.—New York American.

The Gentle Exterior.

"What I admire," said the statesman, "is the hand of iron in the glove of velvet."

"Yes, indeed," replied Miss Cayenne. "It is much more unusual than the head of bone in the hat of silk."—Washington Star.

If a want ad. in The Sentinel gets you something you don't want, just put in another ad. and get rid of the article.

Valuable Coupon

Cut this Out

Bring this coupon to our store, make a cash purchase of 25c or more and you will receive \$1.00 worth (10) Fidelity Trading Stamps FREE in addition to the regular stamps.

This Coupon not good after Feb. 25, '15

McQueen-Boldon

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.

PIANO TEACHER—MISS JESSIE

Fariss, instructor in Piano, University of Oregon, teaches here every Saturday, at the home of Mrs. J. B. Protzman, 523 Fifth St. Phone 1417 or address Box 501, Eugene, Ore. f10-17pd

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. n11f

FOR SALE OR TRADE

FOR SALE—160 ACRES; 10 ACRES under plow, 6 acres in crop; 70 acres ready for plow; 3,000,000 feet timber. 7-room house, barn 20x40; buildings new; \$2,500. C. W. Simpson, Lorane, Oregon. f3-10-17-pd.tf

CLOVER SEED FOR SALE DIRECT

from grower to planter. I have a few bags of re-cleaned seed for sale reasonable. F. J. Ridings, Cottage Grove, Oregon. f3-24-pd.tf

FOR SALE—SECOND HAND NEW

Home sewing machine, good as new. Mills & Roach Music House. f31f.

WANTED.—500 PEOPLE TO TELL

other people what they want, and 5,000 people to answer those ads. j20tf

FOR SALE—GOOD JERSEY MILCH

cow. \$50. Phone 9F13. j20tf

FOR RENT—TWO 5-ROOM HOUSES.

One furnished and one partly furnished. Apply at this office. j20tf.

BIG TEAM, WAGON AND HARNESS

for sale. Flour Mill. f10tf

FOR SALE—One 35 TO 40 H. P. BOILER

with brick enough to set, one 1200-pound light Rio truck, one combination cement block and brick machine complete with pallets. Cash or trade. C. G. Mfg. Co. f17tf

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

Notice!

Not questioning your honesty or good intentions in the least, we will, beginning February 15, sell for

Cash Only

and will strictly adhere to that policy.

Lowest Cash Prices

consistent with quality goods. Free delivery and prompt, courteous treatment will be accorded to all. f10-17

WEST SIDE GROCERY

Frank Snodgrass, who has been parole officer at the state penitentiary under Col. Lawson, has accepted a position at San Francisco with the Pinkerton Detective Agency. He says he isn't going to wait to get fired at Salem.

Anna J. Burkett has been appointed postmaster at Divide.

NOTICE—A carload of highest grade Washington shingles just received. During the month we offer them at \$2.25 per cash only. Cottage Grove Manufacturing Co. f17tf