

## Customer Pays for Advertising Yet Gets Merchandise Cheaper

(By Truman A. DeWeese.)

The one thing about advertising that "stumps" the average reader is the fact that the merchant who spends most in advertising every year is the one who can sell goods at the lowest margin of profit. If a merchant spends ten thousand dollars a year in advertising how can he undersell the merchant who doesn't spend anything for advertising? Doesn't the ten thousand dollars come out of the customer's? Of course it does. The people who buy the goods pay the advertising bill—the merchant doesn't pay it. And yet he can sell goods cheaper than his competitor who does no advertising. How does he do it?

The answer involves an understanding of the simplest and most elementary principles in merchandising. The profits of the big merchant who spends ten thousand or fifty thousand dollars a year come from volume and quick turn-over. A small profit on an article, multiplied many times in a ten-hour day, is the secret of success. It underlies the success of the merchant princes of the world.

Why is John Wanamaker a bigger merchant than John Jones in the same city? Why can you get an overcoat in the house of John Wanamaker cheaper than you can get it in the house of John Jones who spends nothing for advertising? It sounds unreasonable to the superficial student of merchandising. The answer is: John Wanamaker uses advertising—the greatest sales force known in modern merchandising—to move a great volume of goods quickly from his shelves. That is what is called a "quick turn-over" and that is the secret of successful merchandising.

In nearly every town there is a nice, genteel, highly respected merchant whose store is one of the landmarks of the town. It has passed from father to son through many generations. The owner is known as a "conservative merchant." He never spends any money in advertising. Why should he? Isn't his house as old as the memory of any inhabitant? On the shelves of his store are commodities that were on the shelves when the store was run by his grandfather. Fifty per cent of the goods are out of date and out of style. There is no demand for the goods and never will be. When he sells a garment he must make a good profit on it. The volume of sales is small, hence he cannot afford to do business on a narrow margin of profit. He is content to do business year after year on the good name of his ancestors. And yet he has the same opportunity to serve as has his successful competitor. He has the same opportunity. He is merely a storekeeper, not a merchant. Furnishing shelf room for dead stock is not merchandising.

Large volume—quick turn-over—quick profits—that's the secret of successful merchandising—and the most important factor in newspaper advertising—not the timid and pee-wee pipings of the peanut merchant, but the bold, persistent, progressive advertising that makes honest, candid statements each day of what a customer may find in the store of the advertiser.

## Society

The March meeting of the Euterpean Club was held at the home of the Misses Currin and Ross Friday evening. The following program was rendered: Of These I'm Thinking, Margareta, Miss Harms, When Dreams Come True, Frank Wallace Go to Sleep, Ma Honey, High School Quartet, Absent, Hugh Trunnell, When Song Is Sweet, Miss Bartels, Time of Youth, Misses McCord, Smith Saul, Mr. MacLeod. Dainty refreshments were served.

The M. P. G. Club met with Mrs. Armand Wynne yesterday afternoon. After the usual afternoon work dainty refreshments were served.

The freshman and sophomore classes held a party on reservoir hill Monday night.

The Constellation Club will be entertained Thursday by Mrs. K. K. Mills and Mrs. H. A. Miller at the Mills home.

Yesterday is an outlawed account, to-morrow is a risky promissory note, to-day is real money. Insure your life. Talk with Metcalf.

The Royal Neighbors Club met yesterday with Mrs. A. E. Hamloth. The time was spent in the usual manner and

## The 1915 Buick

# \$1085

AND IT LOOKS MUCH MORE

The classiest car in the market for the money. Has many of the features of the highest priced cars without the price.

You can't appreciate it without seeing it. Free demonstration

## O. E. WOODSON

COTTAGE GROVE AGENT

## Free Literature Describing the Great California Expositions

Write at once to this Bureau for literature descriptive of the great Panama-Pacific International Exposition, which opened in San Francisco on February 20, and the great Panama-California Exposition now open at San Diego.

This Bureau is prepared to supply complete information in regard to reliable, unbiased information about any section of the great Pacific thetic,unbiased information about any section of the great Pacific Coast country.

Send us twenty cents in stamps and we will send you book describing the Panama-Pacific International Exposition, book describing the Panama-California Exposition, a map of California and a sample copy of Sunset Magazine; the great Pacific Coast national magazine, containing beautiful pictures of the Expositions. The regular price of the magazine is twenty cents per copy. Address me24-31 apr 7

SUNSET MAGAZINE SERVICE BUREAU, San Francisco, California

refreshments served. Guests in addition to club members were Mrs. N. E. Compton, Mrs. Wm. Hall, Mrs. Ray Nixon, Mrs. Henry Rhodes, Mrs. G. Graber.

The Social Twelve Club met Thursday with Mrs. Will Hall. A very pleasant social afternoon was spent and refreshments served. The following were invited guests: Mrs. C. Kinter, Mrs. J. Bader, Mrs. E. A. Gleason, Mrs. J. A. Elledge, Mrs. Leon De Larzes, Mrs. Geo. Knowles, Mrs. H. J. Shinn.

### PADS AND FANCIES.

**Kitchen Kinks.**  
Rub a fresh lemon thoroughly into a sour-smelling sponge, then rinse it several times in lukewarm water and it will become sweet as when new.

To clean brass flower pots or trays, rub them with a piece of lemon; then pour boiling water over them, and finally polish with a soft dry cloth.

In making mayonnaise dressing, after the ingredients are together much time and energy may be saved by using an egg beater to finish the work.

Fill a burnt saucer pan with water in which soda has been added. Allow the water to come to a boil and the burnt particles can then be easily scraped off. Instead of mixing cocoa with boiling water to dissolve it, try mixing it with an equal amount of granulated sugar and then pouring it into the boiling water in the pot, stirring all the while.

**Household Hints.**  
After washing quilts and comforts and while they are still on the line, but nearly dry, beat them with a carpet beater and they will be wonderfully light.

Dresses that have been laid away in drawers for some time often become very creased. Hang them in front of the fire for a while and the creases will disappear.

Colored dresses of any sort should always be washed in water in which salt has been sprinkled and then hung out in the shade. Colored materials should never be hung in the sun.

### New Ideas in Blouses.

Practically every new blouse carries a new collar; at least it is high at the back, and usually buttons up in the front. They are smart, even if they are not as comfortable as were the collars of last season. Some are finished with a soft roll edge; others have the old-fashioned stock of satin with a turn-over of a contrasting material and in all cases the long sleeves are finished in a manner similar to the collar. Buttons are used in quantities. While many of the waists are worn inside the skirt all are not, many having a plenum addition.

### Hats Expose Hair at Back.

Hats are to be worn tilted at the back, showing the well coiffed hair. Too long have we covered the backs of our heads, so now there will be a tip-tilted hat, giving quite a new line. Crowns shown are in many instances square, while others are oval, or of the bee-hive variety.

### For the Needlewoman.

Never forget to thread a needle with the opposite end of the thread from where it was broken off. A needle can be more quickly threaded if the eye is held over a white surface and the needle itself steadied by pressing the thumb back while the thread is being pushed through. Be careful in the choice of needles, as the cheap ones never pay. They rust and break quickly, and the least inequality of the eye breaks the thread.

An envelope of thin, oiled silk should be used for extra packs of needles, otherwise they will be rusty when needed. Such an envelope can be included in every work basket. Needles are of three kinds—sharps, betweens and ground-downs. "Sharps" are most generally used, but the woman who grows accustomed to "betweens" will never use anything else. They are less likely to break and, being shorter, they permit quicker sewing. Dispose at once of a broken needle.

Half of the disappearance of needles is due to using those unsuited in number to the silk or cotton. Try to draw a coarse thread through a fine eye and the thread splits and knots, and it does not sew smoothly. Use crewel needles—which come in all sizes and lengths—for embroidering. The nervous woman should never use too coarse a needle, as it pushes badly and constantly becomes unthreaded.

### CHURCH NEWS

[Every religious organization is invited to use this column for announcement of its services and other news. Contributors are requested to omit subscriptions and other editorial matter, and to make the announcement of services as concise as possible. Social functions, etc., and news outside of the weekly announcement may be elaborated upon.]

**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 Morning subject, "The Voice of Spring;" evening subject, "The Drama of Life."

**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 and 7:30.

**PALM SUNDAY.**  
Morning theme, "The Triumphal Entry."  
Evening subject, "Various Customs Used in Observing Palm Sunday."  
Epworth League topic, "Our Nation's Words." Leaders: Chapter No. 1, Mr. Sams; No. 2, Frederic Aldrich.

### CHRISTIAN CHURCH

Rev. T. B. McDonald, Pastor.  
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.

All not worshipping elsewhere cordially invited to attend.  
Morning subject, "Our Calling and Election;" evening, "What Shall I Preach?" The C. E. meeting Sunday evening will be a girls' meeting. The boys will be allowed to attend.

### BAPTIST CHURCH

Sunday School at 10:00 a. m., services at 11:00. B. Y. P. U. at 6:30. Prayer meeting Thursday evening at 7:30. B. Y. P. U. at 6:30.

### CHRISTIAN SCIENCE

Services at the Christian Science Chapel, 242 Second Street, every Sunday at 11, and Wednesday evenings at 7:30. Sunday School at 10. All are welcome. Free library open from 1:30 to 4:30 every Wednesday.

### 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.

### The Young Farmer's Need of a Yearly Business Inventory.

The young farmer who is endeavoring to turn up a more efficient and profitable business seldom retains much cash. When money is received he buys a new implement, another animal, improves a building, or makes a payment on a bill for something bought on credit. During the course of the year he may receive and pay out large sums of money, leaving almost no cash at the end of the year. The annual returns may seem to have been only a fair living for himself and family, whereas the farm may have turned a good profit, which was invested from month to month. Hence it is important for the farmer's guidance and encouragement that he make an annual inventory of his farm investments. This inventory should be a detailed list with values of everything used in the farm business, including land, buildings, live stock, machinery, tools, produce for feed or sale, supplies, bills receivable, and cash; also a list of all accounts and bills owing. The difference between the total assets and debts shows the net farm worth.

A study of two successive farm inventories of a farm in New York illustrates how one young farmer on 100 acres prospered regardless of the fact that he had almost no cash at the end of the year. The total assets at the beginning of the year amounted to \$13,090 and to \$13,400 at the end of the same year, an increase of \$310. The in-

### Printing Customers Given Suggestions.

How the man who wants a piece of job printing done should proceed that he may get the best results was expounded by the University of Oregon by James B. Finnigan of Portland. Mr. Finnigan is secretary treasurer of Hadden & Co., a Portland printing firm, and he was lecturing before the class of 100 in advertising practice. Most of the members of this class are expected to be among the future job printing customers of the state, which is why Mr. Finnigan set out to give them practical points in dealing with the printer.

Select a good print shop and stick to it, was his first advice. "When you get a printer who does satisfactory work, don't change because another man has underbid a dollar or two. The kind of work turned out is as important as the price," he said.

Written specifications with every job were next advised. "They eliminate misunderstandings. If the job is a competitive one, they give all the printers a fair chance. Where instructions are verbal, customer and printer are apt to remember them differently; then one of them has to pay for the mistake," said Mr. Finnigan. "Specifications should cover quantity, sizes, quality of stock, margins, type, colors and cuts, and if the customer has not the technical knowledge to prepare such specifications, he should enlist the printer's help so as to include every essential point in the written directions. A rate for any changes not due to printers' errors should be one of those essential points."

Suggestions as to the reading of proof were followed by this final suggestion: "Get the habit of giving the printer a written O. K. when you accept the proof."

Mr. Finnigan also gave many ideas for procedure in getting good cuts, for getting satisfactory color work, and for binding. But the briefer procedure outlined is guaranteed by him to produce a satisfied customer and a happier printer. He disposed effectively of the old beliefs that a printer is (1) a mind reader, and (2) a person by whom it is not needful to deal fairly.

### Meets Cougar on Narrow Log.

To meet a big cougar face to face on a narrow foot-log twenty feet in the air, above a rock mountain stream, was the experience last week of Stroud Long, a resident of Camp Creek. The cougar had knocked Long's dog from the log, leaving the man and the beast within a few feet of each other when Long shot it with an automatic revolver. To draw the gun quickly, while balanced on the small log, with the animal at close range, required unusual nerve.

"There was not room enough for three of us to mix on that log," related Long, "and after the animal had knocked the dog off I open with my automatic. The shot broke the cougar's shoulder, and after making one more spring at the dog, it fell in the brush and would take no more part in the fight."

"I think that the cougar must have had a kitten close by, or else was very hungry for dog."

"Farm Lands in Oregon" is the title of a booklet just issued by the Farm Land Bureau of the Oregon Development League. It contains a list of several hundred farms and small pieces of land for sale, with prices and terms. It is designed to bring together owners of land and prospective buyers without the intervention of middlemen or agents. Copies will be mailed to those interested.

Why not be initiated!  
**SPRING MODELS READY NOW**

**POWELL & CO.**  
GOLDEN RULE STORE

Visiting Cards—The Sentinel office.

## 143 PUPILS GET PERFECT SCORE IN SPELLING

Wildwood Makes Highest Average of 97.4 Per Cent With Eleven Perfect Out of Thirteen Participating—Sensitivity Perfect in Grove Schools.

(Continued from first page)

Armstrong, Mary Benson, Violet Crowe, Grace Harding, Clara Milne, Geo. McQueen, Earl Prophet, Carrin Purvance, Wilber Spray, Ray McCargar, Gladys Hays, Hildred Hall, Glen Hickey, Rose Forester, Lola Walker, Silvia Veneth, Fred Schneider, Bethel Gowdy, Ethel Rodgers, Bennie Herring, Clifford Shortridge, Ellen Shortridge, Gladys Banton, Olive Shortridge, Garland Banton, Lois Small, Hene Wills, Eunice Baughman, Edna Shortridge, Leonard Whiteman, Avanelle Whitlock, Chlo Whiteley, Albert Reed, Mary Simmons, Theodore Sturtevant, Jessie Simmons, Crystal Reed, Adelle Gildberg, Faye Whiteley, George Simmons, Bennie Price, Arma VanSchoiack, Floyd Melin, Rosa Taylor, Jane Taylor, Lester Swaggart, Galley Roberts, Orpha Hooker, Velma Salice, Cathlene McKeaynolds, Clara Chapman, Kenneth McKeaynolds, Louisa Mostichetti, Julia Turner, Lyle Scott, Florence Curtis, Chas. Canfield, Virgie

—, Helen Williams, Lloyd Arington.

Increased investment in live stock and machinery, tools and more produce held for sale, amounted to \$1073, but this was partially offset by the cash decrease of \$763. The farm indebtedness was also reduced by \$253, thus making a total increase in net worth to the farm business of \$563. The inventory values covered all depreciations and increases in values, so that this \$563 was net increase in the value of the farm investment. It means that this sum was saved from the year's business after all farm expenses had been paid, including interest on borrowed money and all living expenses. The amount of cash at the end of the year, \$133, proved to be no indication of the success of the year's business.

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### NEWSPAPERS ARE AGAIN UPHELD

Court Decision Says Periodicals Must Be Paid For if Accepted.

Judge George Thomas of Columbus, O., recently decided that if a man accepted a newspaper that has been sent him he must pay for it.

The decision was rendered in the case brought by the Columbus Telegram against a man for \$2.35. The Telegram had been sent to the man's home, and he had accepted the paper. When called upon to pay for it he refused, and suit was brought. When Judge Thomas had heard the evidence he instructed the jury to bring in a verdict for the Telegram.

Judge Thomas rules that the old common law principle that what a man received and used he was bound to pay for applied to this instance.

### A Traveesty on Justice.

Medford Mail-Tribune: The popular myth that courts exist for the administration of justice, law for the protection of society and peace and officers for the enforcement of the law, received a tremendous jolt when Loris Martin was acquitted by a jury of his "peers" of the murder of Game Warden A. S. Hubbard.

The verdict is a travesty on justice. It is a reward of honor for a premeditated and often-threatened murder of a faithful, fearless officer in the discharge of his duty by a notorious law-breaker. It is no longer a crime to slay a man in Jackson County. It is open season on game wardens.

Like the Kentucky moonshiner, the Oregon poacher holds as his inalienable right to conduct his operations in defiance of the law. As the moonshiner who slays an officer becomes a hero in his native mountains, so has the murderous Jackson County poacher been crowned with a tinzel grape-pateder wreath.

The trial itself deserves to be staged as a scene in "Puddin'-Head Wilson." The disreputable old courthouse, crowded with friends of the prisoner, swept by manly hysteria for the accused; the sheriff's office, sworn to uphold the law, actively aiding in its nullification as star witness for the law's transgressor; the clever, carefully prepared defense with its black thread of his inimitable buffoonery; the unflinching support by the court of the contentions of the defense—all these and many more incidents helped transform a tragedy into a farce, to the shame of Jackson County.

State Game Warden Finley is right in refusing to appoint a successor to Martin's victim. Why risk another life in enforcing laws when the law itself affords no protection to the law enforcer? The Martin verdict has made a joke of justice, shattered the game code and disgraced Jackson County. It is an outrage.

Loris Martin goes forth a free man, receiving congratulations for breaking the commandment of the Lord and the laws of man, but all the acquittals in the world will not wipe from his soul the scarlet stain of the blood he has shed—a damned spot that will not cleanse.

Potatoes in Place of Bread.

If wheat remains at its present high figure or continues to rise in price, and if there is a corresponding increase in the price of bread, scientists in the department suggest that the ordinary household will find it advantageous to eat more potatoes and less bread. With potatoes at 60 cents a bushel ten cents' worth, or ten pounds, will give the consumer a little more actual nourishment than two one-pound loaves of bread at five cents each. The protein and fat are present in appreciably larger amounts in the bread, but the potatoes will be found to furnish more carbohydrates and more heat units.

Carbohydrates (starch) contribute greatly to the energy value of any diet, and since potatoes are rich in these families that wish to expend their money to the best advantage are recommended to consider whether they cannot make a more extended use of food. They are easy to cook and when prepared in different ways can be made to lend variety to the winter diet when green vegetables are hard to obtain. Like other foods relatively rich in carbohydrates, however, potatoes should be eaten with foods correspondingly rich in protein, such as milk, meat, eggs, etc., and with foods like butter, cream, and meat fat to supply the fat that the body needs.

Under normal conditions in Europe and America the potato ranks next to bread as a carbohydrate food. If prices change sufficiently to make it desirable from a financial point of view, there is no scientific reason why potatoes should not be substituted to a great extent for bread. In addition the potato, like many fruits and vegetables, helps to neutralize the acid condition in the body. This is another reason why it should be eaten in combination with meat, fish and other animal foods.

### Twenty-eight to One.

The Daily Astorian: Here is a simple statement worthy of serious consideration. The Panama railroad has only one stockholder—the United States government. The railroads operating in the United States are owned by hundreds of thousands of citizens, who hold their stocks and bonds. The Panama railroad in the last fiscal year received more than \$2.77 for each ton of mail carried one mile. This is shown by figures in its annual report. The postoffice department has estimated that the railroads in the United States received approximately ten cents for each ton of mail carried a mile. The rate paid the government-owned Panama railroad for carrying the mails is therefore about twenty-eight times as great as the average rate paid the privately-owned railroads of the United States. Why?

### LORANE

(Special to The Sentinel)  
March 23.—Mrs. Martin Foster was in Cottage Grove last week.

The farmers are all very busy getting in their grain.

Oral Crowe has been building a garage the past week.  
Roy Beebe was in Drain the first of the week.  
Mr. Nightingale has been very sick the past week.  
Rev. F. W. Snyder preached at Sikh Creek Sunday morning.  
A. A. Reid and family spent Sunday at the home of F. F. Fox.

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