

# How to Fight Mail Order House

By T. G. Dunicliff, Dixon, Calif.

THE mail order business makes the country town merchant fight for his life. It is at the same time the editor's opportunity to stimulate advertising. He should show his merchants that only by adopting the methods and aggressiveness of the city dealer can they succeed in holding their field. Through his catalog and the daily paper the city merchant carries his price and description to the prospective buyer. The country merchant should do likewise. One of our local dealers told me that a man came into his store and said: "I have just received one of those little wagons which I sent away for; I did not know that you sold it, and for less than what I paid." This gave me a chance to point out that just there was one of the troubles—he was not letting the buyers know what he carried and the price. Until the country dealer makes it impossible for people to say, "Why, I didn't know you carried it!" he cannot conscientiously "holer" against the mail order house.

Like charity and love, the rural merchant must begin his campaign at home; stocks of goods bought in quantity lots and bills discounted; goods well displayed; windows trimmed neatly and often; live, polite clerks; no longer time than thirty days without interest; prompt delivery; prices low as is commensurate with reasonable profits. Like many a country editor, the average country merchant would find a course in special training beneficial.

Merchants should have a local organization, a district organization, a state organization, and in time I think they will devise some central buying agency which will do away with a lot of traveling men, the expenses being too much of a handicap in competing with the mail order house.

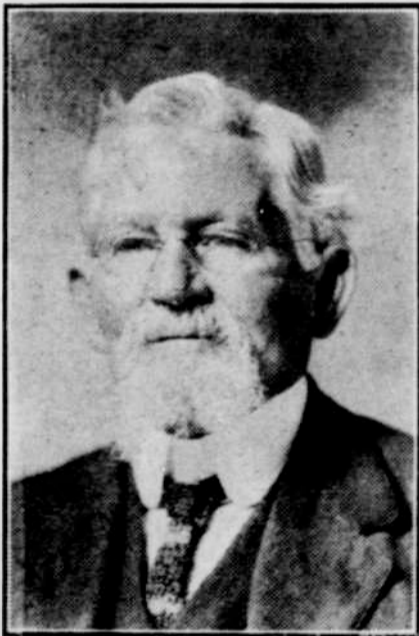
Then there is the "glad hand." If you cannot hunt for a man's heart while reaching for his pocketbook you don't deserve his patronage, in spite of the fact that the mail order house gets along without doing this. The "home town" must be something more than a trading post. Schools, churches, lodges and clubs, amusement places, bands and sports must be encouraged. The higher these features are developed the less will the people like themselves to the cities. That is why Dixon has bought a city park large enough for a race track, ball grounds and picnics, with a city-owned dance pavilion. Band concerts are played every Saturday evening through the summer, followed by strictly regulated dances. Arrangements are about to be made to hold a few market days through the year, a special day when a free auctioneer will be provided for the farmers; merchants will give special knock-down prices on no more than three or four articles in each store, with free tickets to the picture show for the women and children.

The commercial club of Dixon has bought space in the Tribune to run special heart-to-heart talks each week, inviting buyers to contribute their arguments.

But whatever may be said and done in educating the buyer to the trade-at-home idea, it gets right back to this: that above all else the dealers' prices must be right and he must carry them to every buyer in his field, and the home paper—if it is not afflicted with the hook worm—is the one best missionary—a weekly catalog against which the mail order catalog will have difficulty in competing.

I find that the average merchant in California towns, especially in the northern part, does not study advertising enough. There are too many announcements like "John Jones, dealer in general merchandise." It has no pull. An ad without a brief description of articles, price, and a cut or two—which the wholesaler or jobber will generally furnish—is not the best kind of business getter.

# Society



(Photo by Armstrong)  
Ves Veatch  
Who celebrates eighty-fourth birthday.

The Constellation Club met Thursday afternoon with Mrs. K. K. Mills and Mrs. H. A. Miller. The social session was held with Mrs. Mills and was spent with fancy work and in conversation and music. The luncheon was served at the Miller home, which was decorated with lilies and ferns. The menu was gotten up in unique form and was as follows: Hot biscuits in the shape of stars, salad, preserves, coffee and cake. The place cards were little nests made of moss. In the nests were little cardboard chickens on which were written the names. Underneath the nests were five eggs in colors to represent the

points of the star. About 35 members were present.

A birthday party was given Saturday evening at the Miss Esther Silsby home in honor of Geo. Kerr. A three-course dinner was served, in which were combined all the delicacies of the season. On the place cards were quotations for the guests to read or questions for the guests to answer. At each place was an envelope containing a little paper hat for the guests to wear. The guests were Rev. MacLeod, Mrs. Chas. Adams, Mrs. Burkholder, Mrs. and Mrs. H. A. Miller, Mr. and Mrs. Geo. Kerr.

The Social Twelve Club meets tomorrow with Mrs. L. S. Hill.

The Emanon Club meets tomorrow afternoon with Mrs. Stanley Martin.

Members of the junior department of the Methodist Sunday School and their mothers will be given an Easter party Saturday afternoon under the supervision of Mrs. James Wright and Misses Jessie McCord and Joyce Teeters.

The eighth consecutive birthday party in honor of Ves Veatch was held Saturday evening at the home of his son, S. C. Veatch. It was his eighty-fourth anniversary. The guests were dressed in hard times and old fashioned costumes and the ludicrous wardrobe of some caused much amusement. The supper was also a hard times one, old tin cans being used in serving coffee. Mr. Veatch had thought that his birthday occurred the day before and felt quite badly when the expected guests did not arrive as per their annual custom. Their arrival the next day was a pleasant surprise. The guests were Mr. and Mrs. M. M. Wheeler, Mr. and Mrs. W. E. Doward, Mr. and Mrs. Ed. Ashby, Mr. and Mrs. C. O. Willis, Mr. and Mrs. A. W. Hemenway, Mr. and

## 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 authentic, unbiased information about any section of the great Pacific continent, 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

Mrs. P. H. Magee and son, Mr. and Mrs. P. F. McFarland, Mr. and Mrs. G. W. McFarland and daughter, Mrs. O. Dobberstein and son, Mrs. C. A. McFarland and son, Miss Susie Kemp, Perry Ritchie and Mr. Lawson.

The girl clerks of the city held their regular monthly banquet Monday night at the Elite. After the banquet they attended the show.

Mrs. Job's class and the Mizpah class of the Presbyterian Church and a number of guests were entertained at the A. C. Kinter home last night. The guests came dressed or wearing something to represent a book. The punch which had been provided for the refreshments and had been left on the back porch was stolen by some practical joker.

### FADS AND FANCIES.

**Kitchen Kinks.**  
Bread should not be put into a too hot oven; it should not brown for the first ten minutes, and only gradually afterward.

When citron has become hard heat it in the oven for a few minutes and it can then be easily cut.

Turnips, carrots, parsnips and similar roots may be kept fresh and plump by being put in boxes filled with earth or sand and placed on the cellar floor.

Curdled salad dressing or custard need not be wasted, as it may be restored to a creamy state by using an egg beater and beating the mixture for a few minutes.

To peel tomatoes without scalding them, which many cooks think injures the finest flavor, go over the entire tomato with the dull edge of a silver knife. They peel then as easily as if hot water had been used.

**Household Helps.**  
Garments which have been stained with vaseline should be soaked in kerosene before water or soap touches them. Vegetable and animal oils and fats, such as olive oil, butter and other products known as grease, yield to soap and water. If the spot is large and the fabric heavy, it may be removed by the application of heat and absorbent. Put blotting or wrapping paper over and under the spot, and press a warm iron over it. As heat will change many colors, one should work cautiously, holding the iron above the goods until the effect is noted. Any kind of coarse meal will absorb grease.

**Hints on Hosiery.**  
When buying hose, if you get the cheaper silk or lisle hose in the dark gray shade they will look just like more expensive grades of real silk hose when worn with black footwear.

**Household Hints.**  
Sometimes the catch of a hose support refuses to stay fastened and continually slips out and loosens its hold, to the great discomfort of the wearer. I have discovered an infallible remedy for this trouble. With a rather coarse thread, No. 26 or 40, button hole around the lower part of the clasp. The small amount of time required to do this is amply repaid in the absolute freedom from further inconvenience by reason of the refractory clasp.

Should you be so unfortunate as to get machine oil on your sewing, either silk, woolen or cotton material, sprinkle the spot very freely with talcum powder, roll up and put away until the next day. Shake out the powder and behold, the oil goes with it.

## HOUSEHOLD GOODS AT BIG SACRIFICE

The complete furniture and household effects of my five room home must be sold at great sacrifice. Everything is of excellent quality, but quality does not serve to regulate price in this case. Included in the effects are: two complete bed room suites—Ostermoor mattresses, two full-sized dressers, princess dressing table, library table, dining set—high grade leather seat chairs—chairs, rockers and fancy chairs, rugs, range, heater, cooking utensils galore, some dishes, etc., etc. This buy is one you cannot afford to pass up. The price asked will surprise you if you have ever bought a stick of furniture. See me today.

## J. W. GRANT

Sentinel Office Cottage Grove

Here is a woman who tells her method in settling children's "fusses." "There is one infallible way I have of settling children's disputes that have reached the acute stage where punishment must be meted out. Simply this: punish each child and all alike. Merely say (what ever your private opinion) that you cannot decide the merits of the case on conflicting testimony, but that contending and fighting for any cause whatever are wrong and create inharmonious and bad feeling. Therefore all must be punished equally. This plan works automatically to end tattling and fault finding, and there is no object in fixing the blame when no satisfaction is gained by complaining, and on the contrary punishment falls on the just and unjust alike because all are quarreling, peace and harmony become the self interest of all and are rarely or never broken again.—New York Sun.

To keep any chocolate dessert, icing, candy or beverage from being too "sickly sweet," add a pinch of salt.

Few housekeepers are familiar with the many uses of turpentine. A few drops added to the water in which clothes are boiled will help to whiten them.

When clothespins come home from the housefurnishing store scrub them in clean soapuds, then boil them for five minutes and let them dry on a board, and they will last much longer.

Even the price of brooms has soared; a broom will last much longer if the following treatment is applied: Put the broom in a pail, pour boiling water on it until the pail is full, and let it remain until the water is cold. Then hang it up by the handle to dry. Sew a piece of muslin securely around it six inches from the bottom.

Save stale bread and prepare your own crumbs to be used in breading food for frying. There are two methods of doing this. Crumbs for scallops and dishes on gratin should be grated and stale (not dry) bread used; these crumbs should be fluffy.

**Paper Clothes the Latest.**  
In this age of paper and sanitation, did it ever occur to you how very desirable paper underclothing might prove? The suggestion now comes as the latest idea of sanitation experts for the congress of sanitation. At the congress, after dwelling upon the subject of paper cups and plates, napkins and tablecloths, a noted hygienist astonished the assembly by suggesting that paper underclothing be used as a further step in sanitation, as it could be destroyed after once using, and would not be much more expensive than ordinary cotton underwear at present laundry rates.

Paper yarn is something new, but is being heard from in several textile lines. It is even being made to withstand laundering, and is almost as strong as ordinary textiles, made to withstand tubbing. A cheap grade of the paper yarn would be suitable for paper underclothing, this expert explained, as it could be thrown away after once using without economy qualms.

### TESTED RECIPES.

**Mexican Tamales.**  
Hull ripe corn by placing it in a vessel with a little lime, and water to cover. Set over the fire and boil until the corn begins to peel. When it is cool rub between the hands to remove the hulls. Rinse in several waters, and with a sharp knife pick the little black points out of each grain. Leave it soaking in water out in the open air all night. (This process is said to whiten the corn.) The next day grind the corn in a mortar. For five and one-half pounds of prepared corn take one cup of water and one-half ounce of salt. Beat and mix well with the hands, adding gradually one pound of melted lard. Continue to mold and beat until a small ball of the dough will float on water. Have ready some dried corn husks, which have been well washed and cut about eight inches long. Arrange three or four of these husks so that they will overlap; spread a spoonful of the dough, evenly, over the center, add some guiso (stuffing), shape in the form of a roll, and tie the ends securely. Steam three or four hours.

**Eggs in Green Peppers.**  
Cut large green peppers in two lengthwise. Remove the seeds and wash in salted water. Drain. Place a little minced ham and breadcrumbs, which have been moistened with cream, in each pepper. Break an egg carefully on top, season lightly with salt and pepper and bake until the whites are set. Serve on rounds of bread lightly browned in butter.

### CHURCH NEWS

[Every religious organization is invited to use this column for announcement of its services and other news. Contributors are requested to omit exhortations 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, "The New Awakening"; evening, "Lights and Shadows."

**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.

**EASTER SUNDAY.**  
7:00 a. m. Holy Communion; Choral anthem, "Jesus Christ is Risen Today" (Wilde); solo, "To the Holy Savior's Tomb" (Dressler).  
9:45. Sunday School.  
11:00. Service with sermon. Theme, "The Fact of the Resurrection"; anthem, "Glorious Easter Dawn" (Lowden); solo, "They Come to the Sepulcher" (Solly T. Edwin).  
3:00. Baptismal service.  
6:45. Union meeting of Chapters Nos. 1 and 2 of the Epworth League. Topic, "The Promise of Immortality"; leaders, Miss Lola Wilson and J. T. Hooper.  
7:30. Sacred Cantata, "The Beautiful City," given by the pastor and thirty young women in costume.

**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.

**CHRISTIAN CHURCH**  
Rev. T. R. 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, Easter Sunday, "Risen With Christ." In the evening a program will be rendered by the Bible School.

**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.

## CLOVER THE CROP FOR GROVE COUNTRY

O. A. C. Agronomy Expert Says That Clover Is One Way of Spelling Prosperity to Farmers of Famous, Fertile, Fruitful Willamette.

GROWS WHERE "KNOW IT ALLS" SAY IT WON'T.

Thousands of Acres of Valley Farms Already Raising It With Great Profit and With Best Results as a Soil Stimulator and Invigorator.

(Continued from first page)

plowed as early as possible and kept mulched until the time of seeding, which is about May 1 to May 10. The mulching is accomplished with a spike-tooth harrow or with a disc harrow and will save moisture and kill weeds before the clover is seeded. The seed bed should be in fine condition, well leveled and compact enough so that the drill does not sink in very much. The clover seed should be sown about the date indicated, using a drill which will deposit the seed in the ground at a depth not exceeding one inch. If the surface soil is dry, it may be advisable to roll the soil lightly after seeding.

"Of the methods suited to Western Oregon conditions, I think the first, the third and the fifth are the best.

"The clover seed should always be tested at the seed testing laboratory previous to seeding. Ask for both a purity and germination test."

Clover is already being grown successfully by a number of the farmers of the Cottage Grove country and it has proved fully as successful as Mr. Seuder claims.

**Humorist's Idea of Fire Fighting.**  
The fire department is a large band of fireproof gentlemen who are called "salamanders," according to E. H. Griffith, in the Cleveland Leader. When armed with high-pressure atomizers which throw about an acre of Lake Erie every other minute, they can make almost any blaze lose its desire for life and lie right down and die.

These "salamanders" are employed by the city to keep the taxpayer and his property from going up in smoke. For this small service they receive a wage which, if the fireman does not spend more than ten cents a week, enables him to hoard enough to have a fine casket and thirteen hacks at the finish.

Firemen are both born and made, the best type of "salamanders" being produced by the combination. About seven of every eleven small boys are afflicted with a burning yearning to be firemen when they grow up. Six of these seven are disillusioned about the fireman business before they vote. The seventh, having spent the greater portion of his waking life loitering about fire stations, is now ready to realize his childhood ambition.

Before he can think of risking his life for sixty or seventy dollars a month he must undergo an examination and prove to have the physical perfections of Sandow, Adonis, Apollo and Jim Thorpe. Once the doctors are satisfied he could have made good as a matinee idol or \$1500 a week lifting weights on the vaudeville stage, the applicant is permitted to have a "balloon dream" of himself rescuing 400 pound ladies from fourth-story windows.

He is then put on a diet of asbestos until he is absolutely fireproof. If he survives two years' service as a cadet he is considered a regular fireman. By this time he has an unquenchable hatred of fire and will eat it if given half a chance.

The fire department has much apparatus, the most important article of which is Chief Wallace. The chief has a strong voice and has been known to blow out a fire while merely addressing his men. When not engaged in making fire wish it had never started, the fire department constitutes a jury in criticism of every topic, current and otherwise, under the sun.

The first thing to be done in case of fire is to discover it. This is usually done by a night watchman or an innocent passerby. He at once turns in an alarm and shifts the responsibility to the fire department. No matter what a fireman is doing when he hears the bell, he quits it and goes to the fire. If he is in bed he frequently does not bother to awake, but leaps from his dreams and slides down a brass pole, landing on his apparatus. He dresses on the way to the fire. Dressing on a rapidly moving hook and ladder truck in a snowstorm is said to require utter indifference to the laws of gravity, and a strong constitution. Once at the fire, the firemen play a

game, the object of which is to see who can hurl the most water in the shortest time. If the flames appear to be winning the firemen lose their temper and cheat the fire by chopping down the building.

Sometimes there is an alarm without a fire. This is called a false alarm, a wild goose chase and a nuisance. Sometimes the fire is out before the department arrives, but it is against the rules for the department to arrive before the fire starts.

## Safety

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A Directory of each City, Town and Village, giving descriptive sketch of each place, location, population, telegraph, shipping and banking points; also Classified Directory, compiled by business and profession.  
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After you have read this copy of The Sentinel, pass it along to a neighbor, if you have one who doesn't take the paper and you don't wish to keep it for reference.

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**HEARD IN COURT**  
How Bad Back Strong—Kiddie

All over Cottage Grove, Don's Kidney Pills are being sold. They are telling about backs made sound. Lieve the testimony people. They tell you who are suffering, if you feel aches, if you feel pain, or passages are painful, color, use Don's Kidney Pills that has helped friends and neighbors. Don's a chance you. Mrs. M. K. Kellie, Cottage Grove, says: "I had a complaint came on me, much annoyance, I never would help me until Don's Kidney Pills came in every way. Once in awhile I am from kidney complaint. Price 50c at all drug stores. Ask for a kidney Kidney Pills—the Kellieback had. Props., Buffalo, N. Y."

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Without health, possible; without regular bowel movement, no health. Why do you open and risk? You don't have to. King's New Life morning you will feel movement and helps your appetite one tonight.

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