

APPLY GOLDEN RULE IN PUBLICITY

Meier & Frank Manager Gives Ten Tests to Determine Whether Ad. Has Essential Qualities

ONTO others as you would have others do unto you, was the maxim laid down to the advertising class at the university by R. D. Carpenter, merchandise manager of the Meier and Frank Company of Portland, probably the largest department store in the Northwest.

"It has not been so very long since it was frequently stated that 'Honesty is the best policy,'" he said. The business man of today who talks about honesty in connection with policy is a fool or a knave, as a modern business recognizes that honesty is a prime essential to success. You cannot subtract from it nor add to it, whether it be policy or not. No institution is big enough or strong enough to disregard absolute sincerity and the performance of a genuine service to the community in which it is doing business.

"Let me drive home for your perpetual retention this one fact: We must have in modern business a militant righteousness. We must grapple with wrong wherever found, for modern business has substituted for the Roman maxim of old, 'Let the buyer beware,' that doctrine worthy of acceptance by all religious faiths, the golden rule, 'Do unto others as you would have others do unto you.'"

After talking on the essentials to good advertising, stating that a store's advertising must reflect the character and individuality of the store, must be timely, consistent, etc., he prescribed the following ten tests in order to determine whether an advertisement has the essential qualities:

Is your advertisement institutional? Is your copy natural? Is it specific? Is it timely? Is it pertinent? Is it consistent? Is it persistent? Is it authoritative? Is it plausible? Is it sincere?

Society

The Emanon Club met with Mrs. Roy Short last Wednesday. The afternoon was a busy and enjoyable one. Delicious refreshments were served in two courses. Guests were Mrs. Lynch and Mrs. Chas. Beals. Members present were Mrs. C. E. Umphrey, Mrs. Sam Mackin, Mrs. Nelson Durham, Mrs. Geo. Scott, Mrs. Chas. Reider, Mrs. Frank Knox, Mrs. Van Allison, and Mrs. Elbert Bede. The next meeting will be held with Mrs. C. E. Umphrey.

The members of the Woman's Relief Corps pleasantly surprised Mr. and Mrs. Joe Miller Friday at their home on Sixth Street. A very enjoyable afternoon was spent and delicious refreshments served. Those present were Mrs. Hamloth, Mrs. Rohde, Mrs. Tompkins, Mrs. Bohm, Mrs. Graber, and Mrs. Fahrwald.

The Social Twelve Club met Thursday afternoon at the home of Mrs. Bee Larch. The afternoon was spent with fancy work, after which refreshments of ice cream and cake were served. The days of meeting of the club have been changed to Fridays for the summer season.

Mrs. Ida Vetch entertained at dinner Sunday in honor of the fifteenth birthday anniversary of her nephew, Dale S. Vetch. Guests present were Mr. and Mrs. I. H. Vetch and son and Miss Beneeta Teeters.

The freshman and sophomore classes of the high school held a basket social Monday night in the old high school assembly room. The baskets were auctioned off and brought good prices.

The Ladies' Aid of the Baptist Church held a silver tea at the Wallace Beaver home Friday. Mrs. J. B. Phelps was guest of honor.

The Constellation Club will meet Thursday at Masonic Hall with Mrs. Burkholder and Mrs. Lurch as hostesses.

The Rebekah Social Club will meet at the home of Mrs. C. W. Caldwell Friday afternoon.

FADS AND FANCIES.

Seven Frying Don'ts.
Don't put in the article to be fried till the fat is still and a faint smoke rises from the pan.
Don't put too many pieces of bacon, or of whatever is being fried, into the pan at the same time.
Don't forget to reheat the fat before putting each lot of food into the pan. If you do, your food will not fry crisp.
Don't use fat when it has been buried at a previous cooking.
Don't forget to drain everything carefully after lifting it out of the pan.
Don't allow fried food to get chilled before serving it up.
Don't forget to wash all pans before putting them away.

If you have misgivings as to the tenderness of steak, place it on a board and with a wooden mallet or potato masher pound it vigorously on both sides. Then place it on a plate and rub a little vinegar into it. Vinegar will soften the fiber of the hardest meat and at the same time improve the flavor.

It is often very hard to get the top out of the milk bottle without a deluge. The next time it sticks use the point of a can opener for the purpose; a large pin is also effective.

Marvels can be done with the old portieres, couch and table covers by dyeing them a new shade.

One yard of sheeting will make a pair of pillow cases and will cost much less than pillow tubing.

Lemons and cranberries will keep fresh indefinitely if covered with cold water and then put in a cool place. The water should be changed every second day.

When laundering tan stockings, linen-colored clothes or khaki suits, if a little brown dye is added to the rinsing

water instead of bluing they will retain their color.
One ten-cent package of any reliable dye dissolved in boiling water and bottled will last a long time, as only a little is used each time.

Saturate two strips of cloth with kerosene, each strip about the length of the sweeper and about two inches wide. Place one in each of the dust boxes and you will have a dustless carpet sweeper.

Save all bits of meat, put them in a jar in the refrigerator, and from these bits you can make croquettes.

CHURCH NEWS

There will be German Lutheran services in the Presbyterian Church Sunday at 3:30 o'clock. All Germans are invited.

METHODIST EPISCOPAL
Horace N. Aldrich, Pastor
Morning theme, "The blight of Jealousy"; evening, "The baccalaureate sermon for the graduating class of the high school will be preached by Rev. D. A. MacLeod.
Epworth League devotional meeting; topic, "Are the Children in Our Town Getting a Fair Chance—Physically, Mentally, Morally?" Leader, A. J. Armstrong. Chapter No. 2 is invited to be the guests of Chapter No. 1 for this meeting.
Thursday at 8:00, prayer meeting; Every Sunday: Sunday School at 9:45; S. L. Mackin, superintendent. Graded lessons. Mrs. Maude Wright, superintendent primary department. Junior Epworth League at 3:00, Mrs. Helen Aldrich, superintendent. Epworth League at 7:00, Dr. Richard McCargar, president. Chapter No. 2 at 7:00, Fred. Aldrich, president. Class meeting at 12:15. Services with sermon at 11:00 and 8:00.

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 8:00. Bible study Wednesday evening.
Service 11:00 a. m. Subject, "Faith and Fidelity." Sunday evening, baccalaureate address at the M. E. Church.

CHRISTIAN CHURCH
Rev. T. B. McDonald, Pastor.
Services next Sunday as follows: Bible School at 9:45; morning services at 11; Christian Endeavor at 7:00; evening service at 8:00.
Prayer meeting each Thursday evening at 7:30; Ladies' Aid Wednesday afternoons.
All not worshipping elsewhere cordially invited to attend.
Subject of morning sermon: "The Joy of Temptation." There will be no evening service on account of the baccalaureate sermon at the M. E. Church.

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.

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.

It's surprising how much news The Sentinel gets when there are so many who know news that they do not tell.

Calling Cards—The Sentinel office.

ADDED HOMESTEAD RIGHT IS EXTENDED

Claimant Must Still Hold and Occupy Land but Residence May Be by Agent or Tenant.

Instructions have been sent by Land Commissioner Tallman to all registers and receivers of local land offices interpreting the provisions of the Sinnott bill, enacted into law on March 3 last, which provides in brief that homesteaders who have made final proof and still own their land may make an additional entry sufficient to bring the entire holding up to 320 acres, provided the land entered in each instance has been designated for entry under the enlarged homestead act. Heretofore, the right of additional entry was given only to those homesteaders who had not made final proof. The instructions in part read as follows:

"The act confers the right of entry only upon one who still owns and occupies the land first entered; it is not required that the claimant be residing on said tract, and the occupancy thereof may be by agent or through a tenant.

"The law requires that the additional entry shall be contiguous to the land first entered and this condition would not be fulfilled by the fact that they corner on each other.

"The claimant, under this new law, is allowed credit for residence on the original tract and cannot in any event, be required to show residence continued for a greater period than is prescribed by section 2291 of the revised statutes. In other words, if the proof on the original entry has been accepted as sufficient under either the five-year or the three-year homestead act, no further residence is needed; but if the proof was by commutation, claimant must show such further residence, before or after the date of the additional entry, as will make up the aggregate required by the provisions of the act of June 6, 1912.

"The law requiring cultivation, with reference to additional entries made before submission of proofs on the original, has no application to the entries allowed under this act. The claimant is required to show cultivation of the additional tract itself to the extent and for the period required by the act of June 6, 1912, that is, one-sixteenth of its area during the second year of entry, and one-eighth during the third and until submission of proof, which must occur within five years after the date of the additional entry."

There are thousands of homesteaders in the West desiring to avail themselves of the right of additional entry, to bring their total holdings up to 320 acres, but they have been held back until this time because of the delay in issuing instructions to local land officers. The Sinnott act is not applicable to land that has been designated for entry under the 320-acre homestead act, and a settler on land not so designated is not entitled to make an additional entry under this law.

The Test of Newspaper Advertising.
It is announced from New York sources that the Belgian relief fund in that field has passed the million dollar mark. It is the fact that this achievement in philanthropy is due first and foremost to newspaper advertising. Most of that money has been directly contributed to collection centers designated by the newspapers, and the method of contribution and the amounts contributed in specific instances indicate that the giving was in response to newspaper urging. For example, it is of record that the lowest contribution, one cent, was made by a Chinese laundryman, who said that he saw in the newspapers that that amount would be received.

Here is another instance covering larger contributions, yet evidently those made by people of moderate means. By a certain committee there was simultaneous insertion of an advertisement with coupon attachment in three big New York dailies. In less than a week more than \$25,000 was collected, all of which was traceable to those coupon advertisements.

It was not only by the direct appeal in paid advertisements that the newspapers helped in this splendid work; nor was it in New York nor yet the Eastern papers alone that helped to swell the financial result for the relief of the suffering Belgians. The case of Belgium was exploited as a stupendous human interest story the country over; and relief was vastly the more generously afforded on that account. The American newspaper never did better work in the cause of humanity; it never better demonstrated the value of the publicity which it gives.—Oregon Journal.

Real Estate Transfers.
Margaret L. Vetch at al to John F. Spray—Tract Tp. 20 S., R. 3 W., \$1.
W. P. Prophet et ux to Frank J. Helliwell—Lots in Cedar Park, \$10.
Frank J. Helliwell et ux to John F. Spray—Lots in Cedar Park, \$10.
S. C. Swagerty et al to John F. Spray et ux—Lots in Cedar Park, \$1.
Leon C. Arne et al to Rufus C. Arne—Undivided one-third interest in lot, block 1, James Henry McFarland first addition to Cottage Grove, \$10.
Rufus C. Arne, administrator, to Leon C. Arne et al—Lot 4 block 1, James Henry McFarland first addition to Cottage Grove, \$692.55.
J. Hardy Crowe et ux to Lane County—1.335 acres in section 7, tp. 20 S., R. 4 W., \$290.
Ambrose L. Woodard et ux to T. W. DeLong et ux—Tract in secs. 4 and 5, tp. 21 S., R. 3 W., \$2763.
Jesse G. Hodges et ux to Ambrose L. Woodard—Tract in secs. 4 and 5, tp. 21 S., R. 3 W., \$2700.
Rollin Woolley et ux to A. L. Woodard—Lots 5 and 6, block 2, James Henry McFarland first addition to Cottage Grove, \$1.
John W. Palen et ux to Leon DesLarzes—West half of 2, block 1, D. G. McFarland's second addition to Cottage Grove, \$400.
Ambrose L. Woodard et ux to Lawrence K. Phelps—Lots 9 and 10, block 2, Manitou Park, \$300.

You'll be surprised at the things you do not know that appear in The Sentinel every week. apr7tf

C. G. LOSES FAST GAME AT ROSEBURG

Baker Lines Out Home Run; Medley Twirls Sphere and Does Not Give Base on Balls.

The Roseburg News contains the following account of the base ball game there Sunday:

Big league, is the way the ball fans characterized the game of yesterday between the Roseburg regulars and the strong team from Cottage Grove. And it took ten innings to decide the contest at that. The visitors were able to make a run in the second inning and this led them to be able to maintain until the fifth, when Roseburg tied the score. In the eighth Roseburg managed to put another man across the plate, but by timely hitting in the ninth Cottage Grove tied the score and then the crowd went wild. Roseburg was unable to do anything in her half of the ninth and Busch, who had relieved Matthews in the eighth inning, held the visitors at his mercy and they were retired in one-two-three order.

When the Roseburg boys came to bat in the tenth inning a crowd of rooters in one corner of the stand began to boost with the result that when Jimmie Goodman came to bat he landed safely on the ball, and knocked out a grounder which went through the center fielder's feet and the winning score was made.

The game abounded in fast and clever fielding and the pitchers did wonderful work, Baker and Matthews both striking out 11 men, and Busch, in the three innings he pitched, fanned four men. During the entire game, Medley did not give a base on balls and allowed but six hits, three of these being two-base hits. Baker, the fast center fielder of the visitors, connected safely in the second inning for a home run, this being the only one made during the game.

The visitors made more errors than did the home boys, they being credited with six to Roseburg's three. None of these figured in the making of any runs, however.

The Cottage Grove players were: Brund, rf; Atkinson, lf; Collins, 3b; Marksbury, 1b; Baker, cf; Garroute, 2b; Smith, c; Medley, p; McCargar, ss.

ReX Theater Reopens.
The Rex Theater, which recently suffered from fire, was reopened last night. The operating room, which was destroyed, has been entirely remodeled, lined with sheet iron and made fire proof. Other improvements have been made and more modern machinery installed.

Is Oregon Tax Mad?
A recent issue of The Tax Liberator contained the following interesting comment upon taxes in Oregon:
"Is Oregon tax mad? In only nine years taxes in Lane County increased 370 per cent. In Douglas County they increased 243 per cent and in Umatilla County 239 per cent. In fifteen years taxes in Ohio increased 142 per cent and the taxpayers of Ohio rose up in arms and enacted a drastic tax limitation law limiting the annual tax levy to 10 mills. What would the taxpayers in Ohio think if they lived in North Bend, Oregon, where the tax levy is 65 mills for the current year?"

A Marvelous Impersonator

Two years ago Miss Marietta La Dell, the Canadian girl humorist, made western Chautauquas and her success was complete. The same bureau has been able to engage her for the present season, and she will be here two



MARIETTA LA DELL.
days, when people may become well acquainted with her to their mutual pleasure. Miss La Dell is the cleverest child impersonator who has ever visited the west. Here is a tip: Ask her to imitate the baby three months old. This takes about five minutes, and in sounds, gestures and all she simply changes herself for that time from a woman to a wee bundle of humanity.

The Chautauqua will always endure because it is in the blood of the American people.—William M. Ladd.

Can your town be really up to date without a Chautauqua?

Time's Changes.
Jones—Cheer up! There's a silver lining in every cloud. Broker—Yes, but the time has gone by when one could mortgage a cloud, capitalize the water, grab the lining and stand from under.—Chicago News.

Sitting Cross Legged.
The next time you ride in a street car notice the number of people who sit cross legged. It has been estimated that four-fifths of them do. Probably you do. A prominent London physician has investigated the habit, and his advice is, "Don't sit cross legged." He states that the prime objection to the habit is that the return flow of blood is stopped at the knees, the result being that the veins in the leg swell up. As all of the weight is thrown to one side of the body under the leg, it is likely to go to sleep. The body should be equally balanced. Much crossing of the legs is also dangerous in that it is likely to cause lopsidedness. The limbs should be allowed to rest easily, so that the flow of blood is natural and the body equally balanced.—American Boy.

Smyrna's Figs.
Most of the 20,000,000 pounds of figs imported into this country annually come from a strip of land near Smyrna about ninety miles long and less than one mile wide, this being the world's chief dried fig district.

Summons for Publication in Foreclosure of Tax Lien.
In the Circuit Court of the State of Oregon for Lane County.
Fingal Hinds, Plaintiff, vs. Addison L. Holmes and Alvin Brewer, Defendants.

To Addison L. Holmes and Alvin Brewer, the above named defendants: In the Name of the State of Oregon: You are hereby notified that Fingal Hinds, the holder of Certificate of Delinquency numbered 186 issued on the 4th day of October, 1910, by the Tax Collector of the County of Lane, State of Oregon, for the amount of Two and 10/100 (\$2.10) Dollars, the same being the amount then due and delinquent for taxes for the year 1909 together with penalty, interest and costs thereon upon the real property assessed to you, of which you are the owner as appears of record, situated in said County and State, and particularly bounded and described as follows, to-wit: Beginning in Section 29 Twp. 20 South Range 3 West, 15 feet West of the Southeast corner of D. L. C. No. 59 run East 18.067 Chains, North 3.321 Chains, East 18.067 Chains, and South 3.321 Chains to place of beginning in Lane County, Oregon.

You are further notified that said Fingal Hinds has paid taxes on said premises for prior or subsequent years with the rate of interest on said amounts as follows:

Year's Tax	Date Paid	Tax Receipt No.	Amount	Rate of Interest
1908	March 15, 1909	6994	\$1.80	15
1910	March 15, 1911	13833	2.40	15
1911	March 15, 1912	8681	3.45	15
1912	March 15, 1913	8476	2.55	15
1913	March 31, 1914	15073	3.00	15

Said Addison L. Holmes as the owner of the legal title of the above described property as the same appears of record, and each of the other persons above named are hereby further notified that Fingal Hinds will apply to the Circuit Court of the County and State aforesaid for a decree foreclosing the lien against the property above described, and mentioned in said certificate. And you are hereby summoned to appear within sixty days after the first publication of this summons exclusive of the day of said first publication, and defend this action or pay the amount due as above shown together with costs and accrued interest and in case of your failure to do so, a decree will be rendered foreclosing the lien of said taxes and costs against the land and premises above named.

This summons is published by order of the Honorable G. F. Skipworth, Judge of the Circuit Court of the State of Oregon for the County of Lane, and said order was made and dated this 18th day of May, 1915, and the date of the first publication of this summons is the 19th day of May, 1915.

All process and papers in this proceeding may be served upon the undersigned residing within the State of Oregon, at the address hereafter mentioned.

J. M. DEVERES,
Attorney for the Plaintiff.
Address: Eugene, Or. May 19 July 14

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

COMMENCEMENT PROGRAM IS COMPLETE

The program for commencement week of the Cottage Grove High School is complete and is as follows:

Thursday, May 20—Senior play.
Sunday, May 23—Class sermon by Rev. MacLeod at Methodist Church.
Wednesday, May 26—Class Day.
Friday, May 28—Commencement.
The Class Day program is as follows: High School Orchestra.
Duet—Blanche Lizar and Marion Hooper.
Class prophecy—Hattie Landoss.
Class poem—Arlie Langdon.
Class will—Myrtle Wicheer and Estelle Brewer.
Class history—Norval Powell.
High School Quartet.
Solo—Ethel Bartels.
Duet—Isabel Boldon and Genevieve Jury.
The complete program for Commencement Day is as follows:
Address—Herman Edwards.
Duet—Mae Armstrong and Jessie Smith.
Violin solo—Perry Crandall.
Solo—Warren Edwards.
Valedictory—Mae Armstrong.
Address—President Kerr of O. A. C.
Presentation of diplomas—Mr. Dunton.
Prayer—Rev. Aldrich.

Blank notes and receipts for sale at The Sentinel office. apr7tf

EFFECT OF GREAT KIDNEY REMEDY IS SOON REALIZED

I feel it my duty to let you know what Swamp-Root did for me. I was bothered with my back for over twenty years and at times I could hardly get out of bed. I read your advertisement and decided to try Swamp-Root. Used five bottles and it has been five years since I used it, and I have never been bothered a day since I took the last bottle of it. I am thoroughly convinced that Dr. Kilmer's Swamp-Root cured me and would recommend it to others suffering as I did.

My husband was troubled with kidney and bladder troubles and he took your Swamp-Root and it cured him. This was about five years ago.

You may publish this letter if you choose.
Very truly yours,
MRS. MATTIE CAMFIELD.
R. F. D. No. 3 Globeville, Mich.
Subscribed and sworn to before me this 13th day of July, 1909.
Arvin W. Myers,
Notary Public,
for Van Duren Co., Mich.

Letter to Dr. Kilmer & Co., Binghamton, N. Y.

Prove What Swamp-Root Will Do for You.
Send ten cents to Dr. Kilmer & Co., Binghamton, N. Y., for a sample size bottle. It will convince anyone. You will also receive a book of valuable information, telling about the kidneys and bladder. When writing, be sure and mention the Cottage Grove Weekly Sentinel. Regular fifty-cent and one-dollar size bottles for sale at all drug stores. may29-16-23

Cottage Grove Transfer

HARREL & COMPTON

We solicit a share of your patronage. We do all kinds of **Hauling and Heavy Dray Work** **PIANO MOVING A SPECIALTY.**

Office: Elite Confectionery, Phone 72 Auto Dray for Quick Delivery

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**

SPRIGGS BROTHERS

BLACKSMITHS

IRON OR WOOD. REPAIRING OF ALL KINDS IN **First Class Work Guaranteed.** **Sixth and Washington Phone 40**



IRON OR WOOD. REPAIRING OF ALL KINDS IN First Class Work Guaranteed. Sixth and Washington Phone 40

YOU
Cottage Grove the Impo
Perfect heal gan of the bod tions properly. Perfect heal the kidneys a Thousands t ney Pills hav weak kidneys. What this many cases o proof of its me Read the fo gratefully gi locality:
Mrs. Rhoda St., Corvallis, a bad shape fr ankles were sw back ached. I were to blame I was advised Pills, I did. I recommended. good.
Price 50c at ask for a kid Kidney Pills— son had. Post Buffalo, N. Y.
Information
Into Corri
A. E. CIA Room Eu
BUI
PLANS SH
S. L.
Flynn Syst 43 So COTTAGE G
WHOLE FA Mr. E. W writes: "Our Pine-Tar-Hone your family ha it is the baby. Pine-Tar-Hone, hold remedy— Pine-Tar-Hone of the Throat Gorms, and al your druggist. Electric Bit!
PROFE
R. MCCA
Neuralgia relie phication. Re block south of Phone 131J
Practices in a
H ATTO NO1 Bader Build C
J. S. MEDLI Special Atten Cor OFFICE: V
A ATTO
Phone 118
Phone, 47 Office H DR.
Osteopathic Chronic an Modern E X-R COTTAGE GR
J. E. YOUNG ATTO Office Cottage Grove
DR. A.
OVER FIRS Co
E. R. Assayer, C Custom Assay
Prices: Gold, \$1 \$1.25; Coppe and Mailing envelo erence: Jos 201-203 Hall B