

MEXICAN PROBLEM DOMINANT SUBJECT

Protection for American Life
and Property Overshadows
All Other Issues.

Washington.—The problem of securing protection for American life and property in Mexico, revived by the Santa Ysabel murders, is expected by congressional leaders to be a dominant subject in the proceedings of both houses. Issues arising from the European war have been completely overshadowed by it and conservation bills and other important legislative measures under consideration are not drawing the attention that would ordinarily be given them.

There is sure to be more of the fervid discussion of the Mexican problem that enlivened sessions of the past week. Members of the house and senate are unanimous in their insistence that the bandits be punished, but the majority oppose any step that would result in intervention, which might mean destruction of the de facto government of the United States and the Pan-American nations led in establishing.

Discussion of the Mexican problem on the floor of the senate and house is expected to arise from consideration of various intervention resolutions. Senator Gore, of Oklahoma, democrat, is considering submitting a resolution to direct the use of American armed forces as aids to the Carranza forces in protecting American citizens in a neutral zone in Mexico. Legislation in congress is progressing slowly, none of the supply bills being anywhere near ready for discussion.

Carranza Renews Assurances.
General Carranza renewed his assurances to the United States that he would make every effort to punish those responsible for the murders of American mining men near Santa Ysabel.

A dispatch from Consul Silliman to the state department dated at Queretaro said Carranza had personally assured Mr. Silliman, in reply to the department's demand that the murderers be run down, that he "had issued orders for the immediate pursuit, capture and punishment of those responsible for the atrocity."

Simultaneously, in a dispatch to Eliseo Arredondo, his ambassador designate here, General Carranza announced that he was about to issue a decree permitting any citizen of Mexican nationality to shoot the bandits "without any formality."

Mineral Bill Passed by House.
The mineral and leasing bill, affecting all of the 700,000,000 acres of public land in continental United States and Alaska, has passed the house. Protection for California oil promoters whose claims were affected by the withdrawal of public lands under the Taft administration is one of the prominent features. It now goes to the senate.

The measure would lease public mineral lands on a royalty basis. Proper safeguards, its sponsors insist, have been established to prevent corporations from acquiring any vast quantities.

Control of the leases would rest with the secretary of the interior and the proceeds would be equally divided between the federal government and states in which the lands lie. Federal moneys would be used for reclamation purposes.

Wilson Asks Funds to Pay Indemnity.
President Wilson has asked congress to appropriate \$41,030 for indemnities to Greece, Austria-Hungary and Turkey on account of injuries to their subjects in the South Omaha riots on February 21, 1909. He and Secretary Lansing joined in asking the appropriation "as an act of grace and without reference to the liability of the United States." The amounts recommended are \$40,000 to the government of Greece, \$800 to Austria-Hungary and \$230 to Turkey.

The riots grew out of the shooting of Policeman Edward Lowry, February 19, 1909, by John Masourides, a Greek whom the officer had arrested.

Would Create Naval Reserve.
Senator Tillman, chairman of the naval affairs committee, introduced a bill to create a United States naval reserve, officers of which would not be above grade of lieutenant commander. Enlistment would be open to any eligible American and for a term of four years, and in time of war officers and men would receive the same pay as the regular navy.

Big Naval Corps Asked.
Immediate action by congress to authorize an increase in the corps of midshipmen at Annapolis is urged by Secretary Daniels in a letter to Chairman Padgett, of the house naval committee.

The letter says that if a full number of vacancies be made available for appointments by members of congress before March, the academy will be able to handle a much larger class next year.

DR. CECILE S. GREIL



Photo by American Press Association.
Dr. Cecile S. Greil, an American survivor of the Ancona, sunk by an Austrian submarine, who recently arrived home.

WOOLMEN TO FIGHT HOMESTEAD BILL

Salt Lake City, Utah.—Delegates to the National Wool Growers' association convention raised a fund of more than \$6000 in cash on the floor of the convention in 20 minutes to maintain a lobby at Washington against the 640-acre homestead bill, now under debate in congress.

Resolutions adopted ask congress to amend existing tariff laws on sugar, meats, wool and other products through a non-partisan tariff commission. The department of agriculture is urged to require that all imports of wool and other animal products from countries where the foot and mouth and other animal diseases prevail be sterilized or excluded and similar action by the various states is requested.

Ex-Governor Gooding, of Idaho, was named as chairman of the lobby committee and other members will be named later.

\$350,000,000 IN MERGERS

Proposed Capital is \$200,000,000 And \$150,000,000, Respectively.

Chicago.—Announcement of the formation of two great corporations—one a steel merger, with \$200,000,000 capital, and the other an oil combine, capitalized at about \$150,000,000—are expected this week.

In the steel deal, which is believed to involve the consolidation of the Youngstown Sheet & Tube company and the Cambria and Lackawanna Steel companies, the Replogle syndicate and the Drexel firm, of Philadelphia, are back of the new enterprise, and National City Bank of New York interests are associated with the negotiations.

In the oil deal bankers are working with Pacific Coast oil men in bringing about the merger. In the proposed combination of Mexican and California oil properties by banking interests, the names of the Associated Oil company and Union Oil company have figured conspicuously.

Money Traced to German Attache.

London.—The British foreign office has turned over to the American embassy, for transmission to Washington, full copies of the correspondence in the possession of Captain Franz von Papen, the recalled German attache, when Captain von Papen reached Falmouth on his way to Germany. Letters and entries show payments of large sums, some for secret service work, others to men in the United States who have been charged with conspiracy to violate neutrality in the United States.

THE MARKETS.

Portland.

Wheat—Club, \$1.03; bluestem \$1.07; red Russian, 98c; forty-fold, \$1.04; red five, 98c.
Hay—Eastern Oregon timothy, \$17.50; alfalfa, \$19.
Butter—Creamery, 29c.
Eggs—Ranch, 33c.
Wool—Eastern Oregon, 25c; valley, 26c.
Hops—1915 crop, 9@11c per lb.

Seattle.

Wheat—Bluestem, \$1.07; club \$1.01; red Russian, 98c; forty-fold, \$1.03; red five, 99c.
Barley—\$27.50 per ton.
Hay—Timothy, \$18 per ton; alfalfa, \$19 per ton.
Butter—Creamery, 29c.
Eggs—33c.

Give the Boy of the Country Town a Chance to Develop a Future for Himself at Home

What is the matter with the business man in the smaller towns of this country? Why is it that he is everlasting asleep?

The Country Merchant represents the very best development in American manhood. He is healthy, strong and unusually intellectual, but he simply will not get out of the rut made in the road of his kind of trade, by the footsteps of his predecessors.

Here is the whole story in a nut shell; contrast the following examples: On one hand we have the present prosperous condition of the country, originating in extraordinary good crops. We never had better. Then there must be demand. An over-supply without a market is almost as bad for the farmer as no crops at all. The demand, as well as the price, were never better than at present.

Next comes the wage earner. His condition is undeniably better than it has been for years. Because the vast sums of money that must change hands during the next year, to gather and transport the immense crops, the laborer's services will be well paid for. Money sent to the farmer from the purchasers in the east will be used for improved equipment. Old farming implements will be discarded and replaced by new. The harvesting machinery business is a good barometer indicating this condition.

Now comes the Country Merchant, the Doctor, the Lawyer, Hotel Man, etc., and the Amusement Man. Their share of the harvest depends entirely upon their ability to keep abreast with rapidly changing conditions. The Merchant in the rural districts, who imagines that he can handle his business on the same slipshod plan as that employed by his predecessors forty years ago, is badly mistaken. He has new conditions to face, new forces to contend with, almost unsurmountable obstacles to overcome. These, like Banquo's ghost, will not down. They come one after another, thick and fast.

First of all, there is the bugaboo of the Mail Order House in the big cities, next is the Parcel Post, then comes the Interurban Car, the Automobile and Good Roads. Rapid and easy methods of transportation makes it comparatively easy for the farmer to get to the large cities and entirely overlook the dealer in the smaller place.

The Merchant, Hotel or Amusement Man in one of these smaller places is quite likely to see customers pass his door en route to the city, if he is willing to rest content with the methods employed by his predecessors. Some are equal to the emergency and promptly lay plans to get their share of the prevailing good times. Others do not.

Now then, here is what we have as a remedy for the disease:

Meet city competition with the City Man's methods of getting business.

A country town which has no pastimes, no athletic sports or no places of amusement that are clean and wholesome, is not likely to be attractive to the farmer and his help, therefore:

The Country Merchant and Amusement Man have one common interest, and that is, make a trade center; get the people to come to town, amuse and hold them; secure the trade of the surrounding country and prevent its going to the larger cities. That is the first proposition. Everybody is agreed on that score.

How do the big stores in the city get the orders of the country trade?

First, by full page display ads. in the big daily papers. These are almost a complete catalog of each of the varied departments of the entire store. Think of a daily issue of a well illustrated catalog with catchy descriptions and skillfully phrased talk about cut prices, spread out daily before 75,000 to 200,000 women, who have money to spend and who need the goods. There can be but one result, which means a sale.

Then again, these same big stores all have their mail order departments, through which catalogs are mailed in great quantities to the farmers and residents of the smaller towns. How long could these big stores exist if they did not use these advertising pullers to draw trade.

The answer is self-evident. Their expenses would eat them up and put them out of business inside of ten months.

Suppose for example, five of the big department stores of Chicago should adopt the method of the average country merchant, cut off their advertising in the daily papers, discontinue soliciting orders by mail, refuse to send out samples and all of the proprietors should sit quietly down and wait for customers to happen along, as is usually done in the country store. Can anyone doubt the result? Contrast the difference between the two methods and the remedy is as plain as the sun in the sky.

Of course, the answer is, that the small store in the country town cannot afford high priced advertisements, costing \$5,000 to \$10,000 per day, neither can he afford to issue a catalog or have a mail order department. That's perfectly true and nobody will try to dispute it, but he has his local newspaper and its working force at his disposal, and its the greatest and best working force in this entire world.

Let us repeat that country newspapers, if properly used, are positively the best advertising mediums in the world for the money.

Mr. Merchant, just store this thought under your hat—every country town that has a daily or weekly newspaper is missing harvest if its merchants do not make it their mail order catalog. Every inch of it should be used. It is a gold mine. Mind you, it should be the cut price catalog, with a good illustration and catchy description of every article of merchandise carried in stock in your town, no matter whether it be a package of onion seed, a gas engine, hay scale or a flannel shirt, and every article shown should be quoted at a fair price that compares favorably with the prices in the advertisements of the city concerns.

There is not a country town in America where three or four pages of this class of advertising would not boom the local trade and put the city stores out of business, as far as orders from that locality are concerned. Their advertisements should resemble a catalog, not bill poster's efforts. Every Merchant should make it a point to advertise his goods and prices, instead of his name.

The country editor should remember that Publicity advertising makes politicians, but Result advertising is the only kind which sells goods and is the best calculated to pull in orders, and should educate his clients into that form as rapidly as possible.

Here is where you get into the firing line,

Mr. Amusement Man, Mr. Billiard Man, Mr. Barber, Mr. Doctor, Mr. Plumber, Mr. Lawyer, Mr. Real Estate, Mr. Hotel Man, and many others who get the benefit of improved conditions and who will otherwise die of rot. You have no catalog to publish and your little display advertisement used in the plan herein suggested, would be of little value towards promoting the general welfare by pulling the country orders to town, therefore, you should share in some other way. Yours should be the part of the booster.

Get together and put your shoulders to the wheel. Improve your street lighting; encourage life in the town by promoting amusements. Some towns make the mistake of suppressing them. Remember that idle minds create indolence, the plague before which empires fall. Avoid the fallacy of all talk about patronizing home industry. Let it be known that you are a lot of good fellows with the latch string on the outside, who fight to the last ditch in politics, but welcome the competition of the world in cheap prices, qualities and in everlasting hustle, enterprise and go-ahead progressiveness, and you can bid defiance to the bugaboo of the Parcel Post and the threatened invasion of the big store monopoly of the great cities.

Do it now. Start the weekly catalog in the very next issue of your local paper and keep it up until every item of merchandise in your town is listed for the inspection of the buyers of the county. Your share of the present prosperity will follow just as sure as the light follows the sun.

The Interurban Car, the Automobile and Good Roads for rapid transit to the larger towns are here to stay. So is the Parcel Post. Get ready and meet it. Take advantage of it to reach your trade, and increased business will follow!

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TALES OF THE

MANY MATTS

Any item in the thereof is paid a pliance with the

COURTESIES A

The nicest courts your guests is to mentioned in The nicest courtesy you friends is to let the visits through a n-Sentinel. The nic can show the edito the office a comp any news item whi

Acetylene Lig for S

Second Hand— Goes at 1

WYNNE

To forcibly remind feed the birds, Fra nailed up placards a bearing the legend, "Mrs. Alma Sears returned Saturday fr Mount View.

You can do very 1 nowadays. There are rules, however. Try 23. at a cent a word.

Mr. and Mrs. Vern ton and Wm. Chapman here for the Felix Curr day.

Jim Durham has r severe attack of the g

Specia Sugar

10
Per C

KERR &

Who will be the ne U. S.? Not Wilson, not Bryan, not Henry Ford wish to nominate the Ho Pens from Colorado. Th richest, sweetest, most delicious canned sugar i ket. Cost no more th at DesLarzes Bros., M cery.

The Cottage Grove practicing diligently, is on a concert in the near

E. M. Thurber was i day and left from there Calif., on business.

Miss Neita Hazelton day from an extended v DuPont stumping po Swengel Hardware Co.

Why Mallor

are the best—they do the severest rain stor of the best material shape and made in the

Powell & The Golden Rule

W. A. Williams of Po candidate-at-large for d national republican conv the city Wednesday on has a large acquaintance i state and is a good mixe G. H. Brainard announ taken over the interest c rison in the firm of Br rison.

Curran Cooley, agent f Fire Relief Association of Phone 15F4.

Mrs. Mary E. Mosby of daughter of Mrs. Lou E. ing here and has had 1 on The Sentinel subscript

Roy Smith has recove recent attack of chicken

Van Allison has recove recent attack of the grip.

Pure Milk and DELIVERED IN BC

6c
F. B. VAN NORT
PHONE 17-F13
Patrons welcome at a