

HOODOO SHIP MAKES MONEY

The Old Alcoa Has More Than Paid Her Purchase Price.

San Francisco.—The old Alcoa, formerly hoodoo freighter of the former Pacific Mail, has blossomed out as a real war baby.

This steamer, which in times of peace used to be tied up in the lower bay with cold boilers for long periods, has earned \$300,000 that was paid for her when she was rechristened the California. Also she has earned \$90,000 more.

Furthermore, the California—nee Alcoa—has now been chartered to a powder company at \$1,700 a day, or \$15,000 a month, or \$612,000 a year, or more than twice as much as her owners paid for her.

It is stipulated in this last charter that she shall ply only between neutral ports, which is taken to mean that she will become a nitrate carrier between South America and the Du Pont powder mills in the United States.

KISS FOR A JUDGE.

Carpenter's Daughter Gave Him a Good Smack in Open Court.

Pittsburgh.—Congratulations showered on Judge James McF. Carpenter when he took his place on the bench of the common pleas court recently did not make nearly so great an impression on the throng of well wishers as a resounding kiss implanted fairly and squarely on the jurist's lips.

Judge Carpenter, who was elected last November for a full term of ten years, had been sworn in and had stepped down to shake hands with the politicians in the courtroom. As he left the bench his daughter, Miss Alice Lazear Carpenter, stepped up, threw her arms around his neck and kissed him.

"Oh, I'm so proud!" Miss Carpenter exclaimed as the judge disentangled himself.

"Eh, umph! And so am I," her father replied, as he reached for a dozen hands stretched in his direction.

BREAKING RECORDS IN SALMON EGG TAKING

Hope This Year's Fish Run In Puget Sound Will Increase.

Olympia, Wash.—All the salmon egg taking records of this state were smashed this year as the result of the enormous number of eggs obtained from the Columbia river and the Grays harbor districts, according to State Fish Commissioner L. H. Darwin.

Unprecedented November storms and high water were handicaps, but on the Columbia river the state procured more than 45,000,000 salmon eggs. On Grays harbor, where the Chichalls hatchery last year took 22,501,000 eggs, there have been procured this year to date 44,000,000 eggs, and all are now in the hatcheries.

The three large salmon hatcheries on Puget sound are busy taking eggs, and it is expected the records will be broken in this district, or close to 50,000,000 eggs procured.

It is expected that the hatcheries this winter will have 150,000,000 salmon eggs to care for, and the number of young fry will be the largest ever nurtured in the state's history.

The entire product of the hatcheries this winter will be released in Puget sound next fall. By so doing it is hoped to increase the run of salmon there in spite of the heavy increase of salmon taken in recent years.

TO TAP GILA'S UNDERFLOW.

Dry River Bed Will Be Made to Yield Water For Irrigation.

Palomas, Ariz.—S. H. Woodruff of Los Angeles and associates plan to utilize the underflow of the Gila river, near here, for the reclamation by irrigation of a big tract of land.

A number of caissons will be sunk in the dry bed of the river to the water level, and large pumps will be installed to lift the water to the surface and deliver it into the irrigation ditches. The pumps will be operated by electricity.

Formal application for the withdrawal from public entry of 14,000 acres that are embraced in the proposed irrigation scheme has been filed in the United States land office here by the state land commission, as required by the Carey act.

PRIZES RING FROM FRONT.

Made by German Soldier and In Possession of Los Angeles Girl.

Los Angeles, Cal.—A ring fashioned from aluminum obtained from a projectile, which has for a setting a replica of the German iron cross, is the valued possession of a talented Los Angeles girl.

It was made by a German soldier while at the front in southern Poland. The possessor of the ring is Miss Mary Goodrich Read, who has spent several years abroad, in Belgium, Germany and other countries, studying.

Miss Read recently returned to this country, bringing with her the finger ornament.

College Romance Revived.

Marysville, O.—A romance dating back to college days at Ohio Wesleyan university culminated recently when Miss Alice M. Goode, aged forty-three, of Cincinnati, was married to James W. Magruder, forty-five years old, of Mechanicsburg. They will take up their residence at Mechanicsburg.

SWORDS OF JAPAN.

Religious Rites In Their Making and a Final Blessing.

That the Japanese are past masters in the art of sword making is proved by the splendid weapons, equal to those of Toledo and Damascus, which they turn out. The actual methods of sword making in Japan are jealously guarded, an extraordinary feature of the industry being the religious ceremony which accompanies every process of their manufacture. The walls of every sword making shop in Japan will be found to be covered with allegorical representations of the sword makers and the chief goddess of the Shintos.

Evil spirits are kept away by charms consisting of bits of paper and wisps of straw, while, should any woman enter the shop, disaster would certainly come to the swords that are being made and to their wielders. Consequently women are absolutely debarred from entering business as sword makers, while not only is prayer offered up before the work begins, but various religious rites peculiar to the Japanese are performed in order that the swords, when finally completed, may be said to have been well and truly made.

Even the final processes of polishing and sharpening are characterized by certain religious ceremonies, and finally the weapons are offered, one by one, to the sword god to be blessed. This ceremony consists in placing the swords in front of the goddess of the Shintos on the wall, with an offering of sake, rice and sweetmeats, after which prayer scrolls are read and blessing upon the work is invoked.—Pearson's Weekly.

KEEP IN HARNESS.

Why It Is Dangerous to Retire From Active Work.

In Farm and Fireside Dr. David E. Spahr gives some advice to workers who are planning to retire from their callings and enjoy a peaceful old age.

"The abrupt change from an active member of the producing class to an idle member of the consuming class," he says, "is too much for a man who is facing the setting sun. And just here is the excuse and reason for this article. I want to sound a note of warning to those contemplating such a move—'Safety first.'"

"For a man in declining life whose arteries are already beginning to harden from indulging in rich and stimulating food the change should be made gradually, allowing his system to accustom itself gradually to the changed conditions. A lessened amount of rich and stimulating food should be indulged in. Regular hours must be maintained, regular exercises that will bring into play and actively all the different muscles of the body in order to insure the elimination of the waste products of the body.

"A sedentary life, inactive and purposeless, with nothing to live for, no object in view but to live and eat and wait and waste away, with a lessened income and greater expense, with more and greater demand upon the purse strings—how great the temptation to become restless, nervous and irritable."

Tires Must Be Matched.

The Scientific American calls attention to a common cause of rear axle troubles, the same being the variation in diameter of different makes of tires. Though these are theoretically 34 by 4 inches, in practice they vary as much as half an inch and sometimes even more. Some of the results of the use of odd tires are oil leaking from the rear axle case and the brake drum of the wheel with the smaller tire, difficulties in steering and tires wearing unevenly. The moral, of course, is that tires of the same type and make should be used on wheels of the same axle.

Hugo and His Disciple.

A young man, an admirer of the great poet, attended one of Victor Hugo's receptions, became engaged in argument and lost his temper. Hugo solemnly rebuked him, and he subsided. Presently the guests retired. One of them, however, had forgotten his umbrella and returned to get it. Looking through an open door from the vestibule, he perceived the young man on his knees before the poet, sobbing out his apologies for his disrespect, while Victor Hugo, with almost regal dignity, extended his hand to him and bade him rise.

R. L. Stevenson and Women.

It may perhaps be recalled that it was to the late Dr. Trudeau that Stevenson once admitted that he felt he had been rash when he promised a lady over the dinner table that he would put a real woman into his next book. "I've often wondered, Stevenson," said the doctor, "but never thought to ask, why do you never put a real woman in a story?" "Good heavens, Trudeau," was the reply, "when I have tried I find she talks like a grenadier!"—Westminster Gazette.

Only a Poser.

"He isn't a true Bohemian," said the poet. "He's a poseur."

"How do you know?" asked the artist.

"Huh!" snorted the poet, with fine scorn. "I don't believe he owes a cent in the world!"—Dallas News.

What They All Hope.

"I understand your daughter is learning to cook."

"Yes, she's learning, but she says she hopes it will be a trade she'll never have to work at."—Detroit Free Press.

Suburban Life.

"We are just like one big family in our suburb."

"Is the scrapping that bad?"—Pittsburgh Post.

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 Banco'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 in 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! Copyright 1913 by F. J. Milnes.

TALES

MANY

Any it thereof pliance

COUR

The ni your ge mentione nicest of friends i visits the Sentinel can abo the off any new

The H Vac

Meets ev acting ho tion is d and light Let us d

WYN

Represent panies, Des ers for eve Mrs. Ge proved and the house. Mr. and George vis Sunday. Young m private fra Mrs. Jac Crosswell T day.

Sale

TH New Gi eries, ne Statione

Mrs. Joh Star durin her husban CONCERT will give t Monday eve sonic temp Constellation 15c. See p Geo. Bill from Euge with Wm. port all the Silk creek.

We have

LADI

Pumps metal, l to-date bility. Dunn misses.

Powe

The

Mrs. Jean operation a covering ni Portland Brund & C The fran week for the mill. Harris B gene visite E. Gray. The me enough to opportunity

Disston

Alex F Saddle l

profit to hi advertising tive enthus Mr. O'C city yester Mrs. B. and Mrs. B W. A. Hem last Wedne Wanted—bring boxe Friday night refreshment

Pure

DEL

F. B

Patron