

The Sentinel

A Weekly Newspaper With Plenty of Backbone

A first-class publication entered at Cottage Grove, Ore., as second-class matter
Elbert Bede and Elbert Smith Publishers
Elbert Bede, Editor
Business Office, 26 South Fifth Street

SUBSCRIPTION RATES
One year, \$1.50; Six months, \$1.00;
Three months, 40¢; Single copies, 5¢
No subscriptions listed for less than 40¢

ADVERTISING RATES
Display, 25¢ an inch; reading notices 5¢ a line; surrounded ads, 50¢ an inch; classified ads, 1¢ a word. Special discounts on contracts. Cards of thanks and resolutions, 6¢ a line.

LEGAL RATES
5¢ a line for single insertion; 3¢ a line for subsequent insertions up to and including a total of four insertions; 5¢ a line flat for all notices running five insertions to 10 insertions; 4¢ a line flat for notices running over 10 insertions.

National Editorial Association
Oregon State Editorial Association
Willamette Valley Editorial Association
Lane County Editorial Association
THURSDAY, AUGUST 16, 1917



'Tis the star-spangled banner,
Oh! long may it wave
O'er the land of the free
And the home of the brave.

IT TAKES TWO TO COOPERATE.

The Bend Bulletin uses the recent invitation extended country editors to banquet with Portland wholesalers, manufacturers and jobbers as the basis for a rather clever editorial calling the attention of Portland interests to the fact that, although they are making almost daily requests for free space in the country papers, they offer nothing in the way of paid advertising.

One of the things that is the matter with Oregon is the fact that so many Oregonians buy eastern-made goods seemingly in preference to Oregon-made goods. The aid of the newspapers is desired in counteracting this. The newspapers are always asked to do their share—and a little more—when it comes to boosting for home trade, but the newspapers are going to adopt a new slogan, "The newspapers help those who help themselves." In fact, the newspapers have practically adopted that slogan already. The adoption of that slogan means that they will at all times stand ready to help the manufacturers and merchants in boosting for home trade, but they are not going to spend their time and money in boosting the game of someone who hasn't gumption enough to do a little boosting for himself. With manufacturers and merchants doing their part, the newspapers will be found leading the fight.

It used to strike us as funny that the retail merchants who are always after the newspapers to boost for home trade are not consistent enough to take their own medicine by buying home-made, Oregon-made goods when able to get them. As far as the manufacturer is concerned this is as bad as if the ultimate consumer bought direct from the eastern catalog house.

When we found that our merchants carried Royal baking powder, National biscuits, Hart Schaffner & Marx clothing, Ostermoor mattresses, Rexall remedies, Heinz's 57 varieties, Chase & Sanborn's coffee, 3 in 1 oil, Dutch cleanser, Ivory soap, Nabisco wafers, Barrington Hall coffee, Burpee's seeds, Campbell's soups and a few hundred other eastern-made articles, we used to ask ourselves why in the name of common sense did merchants carry these articles if like goods of as good quality were made at home.

Until we asked a few questions we thought the merchants were entirely at fault, but we have since found that

they carry eastern-made goods because their customers demand them. Dealers haven't the time to argue, or don't care to risk offending the customer by trying to get him or her to try an Oregon-made article in place of an eastern-made, so they carry the things their customers ask for.

The customer has seen the names of these eastern-made goods in display type so often and the names have become so impressed upon his mind that he asks for these brands without hardly knowing why.

There is one solution for this problem, and the eastern manufacturer who ships his goods from the Mississippi river and Atlantic seaboard and sells them in competition with Oregon-made goods has shown us one of the most important things to do. It is to so impress upon the buyer the name of Oregon-made goods that he will ask for them just as he now asks for Royal baking powder, Nabisco wafers, National biscuits or other nationally advertised articles. Then the merchant won't have to carry eastern-made goods to satisfy his customers.

And it isn't going to do any good to sit around and go to sleep theorizing about these things the way we have done in the past. While we are sleeping someone at Cottage Grove may read a magazine, or a Portland paper, or The Cottage Grove Sentinel. A display line catches his eye. The next day he buys a Kirschbaum suit, because that is what the display line told him to buy. Of course he could get better clothes made of Oregon wool, but he has never seen a display line in The Cottage Grove Sentinel that would lead him to believe that woolen goods were even made in Oregon, consequently the money spent for that suit goes to pay laborers who spend all their money on the other side of the continent.

Oregon manufacturers have got to meet eastern alertness with equal alertness. They have got to turn indifference towards Oregon-made goods into a demand for them.

With Oregon manufacturers spending enough money with the newspapers to show their good intentions the cooperation of the newspapers could be secured and the two united would make an irresistible force that would make the eastern manufacturer sit up and take notice and put the eastern catalog in the gutter only to be used as a warning to future generations.

The newspapers are always ready to cooperate. All they want is someone to cooperate with. They cannot cooperate alone.

WEALTH MUST DO ITS DUTY.

There are three things which the government must have with which to win the war. They are men, money and supplies.

Under the conscription act there will be no trouble about getting the men. Every man, rich or poor, high or low, must do his duty. In this war wealth cannot buy immunity from service.

There will be no difficulty about supplies. Many manufacturers have offered their products to the government at prices to be fixed by the government. Even if they did not make that offer, the government could compel them to accept those terms or take over the plants. The same is true concerning food supplies. War necessity makes its own laws.

The other item so vital to the prosecution of the war—wealth—is more elusive. So far as we know it has never been subjected to conscription; neither has it been necessary to compel money to serve its country.

But the fact that it has never been necessary to compel money to do its duty is no certain sign that it may not be necessary to do so. This war is the most expensive in history and in order to win we must finance not only our selves, but also assist our allies.

And money is the easiest thing we can give. It will be the least missed after the war. It is also immediately available for service—needing no training or preparation to bring it to maximum efficiency.

The probabilities are that there will be no difficulty about getting sufficient money to finance the war, but if there

WHAT'S LEFT

Beginning on Saturday Morning August 18th

SALE

Continuing for 2 Weeks or Balance of August

Now for the final clean-up—the sale you've perhaps been waiting for. "What's left" of our fine summer stocks after one of the biggest selling seasons we have ever enjoyed will be offered at last notch prices to effect a speedy clearance. Quick action prices in order. Be sure to come early.

Final Price Reduction

Choice of 50¢ and 60¢ wash hats for women and children	35¢
Elbow length silk gloves, double finger tips, shown in colors; a pair	39¢
Women's chamoinette wash gloves, choice the pair	18¢ and 37¢
Women's \$1.25 sport shirts now	75¢
Women's \$1.50 sport shirts now	\$1.19

WHAT'S LEFT SALE OF WASH GOODS

Desirable wash goods—all that's left must go. And this means a wash goods opportunity such as women find but ONCE a season. Special tables have been arranged for the display on east balcony to make selection as easy as possible. Here are the sale prices for wash fabrics which formerly sold at 15c to 65c a yard.

Choice now, the yard, 9c, 11c, 13c, 17c, 21c, 37c, 43c

WHAT'S LEFT SALE OF MIDDIES AND WAISTS

All very desirable styles; low neck and washable materials. The sizes are quite complete.

YOUR CHOICE IN MIDDIES

Former 65c values now	39¢
Former \$1.00 values now	69¢
Former \$1.25 values now	89¢
Former \$1.50 values now	\$1.19

YOUR CHOICE IN WAISTS

Former 65c values now	35¢
Former \$1.00 values now	65¢
Former \$1.25 values now	85¢
Former \$1.50 and \$1.75 values now	\$1.19

WHAT'S LEFT SALE OF WHITE SHOES, LOW SHOES AND SANDALS

About 100 pairs of high grade pumps, sandals, and summer shoes for men, women and children will be sacrificed in this sale. The whole family can be outfitted with next summer's footwear at small cost. Here are the savings.

One lot girls' shoes in black and tan, choice a pair	\$1.89
One lot men's oxfords, choice a pair	\$1.98
One lot girls' sandals, white and tan, choice a pair	\$1.19
One lot women's sandals, white and tan, choice pair	\$1.69
One lot children's sandals, black and tan, choice pair	98c

What's Left Sale of Gingham Dresses for Misses, Women and Children

75 dresses—all that remain from our fine summer stock—at every price. Some are slightly soiled—others that arrived late are as fresh and new as you expect at the season's beginning.

75c values now on sale, each	59¢	\$1.35 values now on sale, each	98¢
\$1.00 values now on sale, each	79¢	\$1.50 values now on sale, each	\$1.19
\$1.25 values now on sale, each	93¢	\$1.75 values now on sale, each	\$1.39

Umphrey & Mackin

THE QUALITY STORE—GOOD SERVICE

REMEMBER NOT HALF OF THE GOOD VALUES ARE QUOTED IN THIS ADVERTISEMENT.

FIRST SHOWING OF NEW FALL STREET HATS FOR WOMEN HERE THIS WEEK.

should be, the government has already indicated that it will force money to do its duty by methods as effective as those used to raise an army of men.

Wealth is going to do its duty. It will be compelled to do its duty. The war revenue bill—which plans heavy taxes upon profits—is an indication of that fact.

Conscript wealth, if necessary. Let it not be said that wealth was shown any favors in a war for humanity and human liberty—in a war in which millions of our young men are asked to give what wealth cannot replace—are asked to make sacrifices greater than any wealth can possibly make.

MUST KEEP ITS PROMISE.

The attention of the highway commission should be called to a promise made during the campaign—that if satisfactory bids could not be obtained upon road work the work would be done by the state itself. There is already some rumbling about contracts let at what seem like trust figures. It is not the amount of money we spend on roads that counts—it is the amount of road we get for our money that we are interested in. We look to the commission to keep its promise—and it will be called strictly to account for any extravagance in the expenditure of the large sum of money which has been provided for road work. We want good roads but we do not want them paved with silver dollars.

THE GOVERNORSHIP.

Interest is being taken rather early in the gubernatorial fight which takes place next year. Already many candidates are being groomed, and it is our

opinion that the winner is already among those named. If the cards remain the way they now lay that winner is more than likely to be Gus C. Moser, of Portland. In considering his candidacy it must be remembered that he was second in the race three years ago, at which time there were three candidates from Multnomah county. Had there been but one candidate from that county he would now be governor. So far there is but one candidate from Multnomah, and if that condition continues Moser would have a lead-pipe cinch. Under less favorable circumstances he would be able to win. He would make a real governor, and there will have to be some radical changes in the present situation to defeat him.

today's paper, et al: Just one glance at the upper extremity of the flagstaff on the city hall, also the high school, should compel thoughts somewhat too vigorous for expression in polite society. Are we coming or going? W. O. WILSON.

Family Seashore Resort

People seeking rest and quiet recreation will find them at

Newport Beaches

Good hotels, cottages and tents provide pleasant abiding places for summer guests. Surf bathing, boating, fishing and hunting.

Week End Fares

Are on sale Saturdays and Sundays, limited for return on the following Monday. Season tickets on sale daily.

Ask your local agent for tickets and descriptive booklet
John M. Scott, General Passenger Agent
Portland, Oregon

Southern Pacific Lines

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Kryptok Glasses The Invisible Bifocal

If you wear glasses—or need to wear glasses—ask us about KRYPTOKS.

KRYPTOK glasses are for everyone who needs double vision lenses. They enable you to see both near and far objects CLEARLY—without removing or changing your glasses from morning to night.

KRYPTOKS (pronounced Criptocks) are the ONLY double vision glasses with clear, smooth, even surfaces—free from seams or humps.

The old Bifocal
With the disfiguring seam or shoulder.

The KRYPTOK Bifocal
With clear smooth even surfaces.

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