

Oregon Chest Support Asked By Fifteen Agencies, With Total Fixed Goal Of \$466,658

Editor's Note: This is the second of two articles explaining how the 1949 Oregon Chest quota was determined.

Fifteen agencies of the Oregon Chest are asking for support from Oregon citizens this year. Of the total state goal of \$466,658, Douglas county is being asked for \$7,638.

This money is to be raised through the Douglas County Community Chest, which is planning to conduct its annual fund appeal in conjunction with the Roseburg Community Chest.

Roseburg is to raise the major share of the Oregon Chest quota for Douglas county, while other communities will raise their proportionate share of the goal as they have in past years.

Agencies of the Oregon Chest are divided into two groups. The child caring agencies, Mental Health Association, and Oregon Prison Association, which have a total state quota of \$426,626; and the YMCA armed services and youth and government programs, and campaign administrative expenses of the Oregon Chest, to receive a total of \$40,032.

Quotas Are Listed
Child caring agencies and their respective quotas include: Albertina Kerr homes, \$97,000; Boys' and Girls' Aid society, \$96,000; Catholic Charities Children's bureau, \$34,500; Christie Home for Girls, \$13,000; Our Lady of Providence nursery, \$33,500; St. Mary's Home for Boys, \$3,800; St. Rose Industrial school, \$8,000; Children's Farm home, \$25,000; Salvation Army White Shield home, \$30,400; Volunteers of America Mother's and Children's home, \$8,000; Waverly Baby home, \$39,000.

Other agencies include: Mental Health Association of Oregon, \$16,500; Oregon Prison Association, \$9,500; armed services program, YMCA, \$7,500; youth and government program, YMCA, \$1,900.

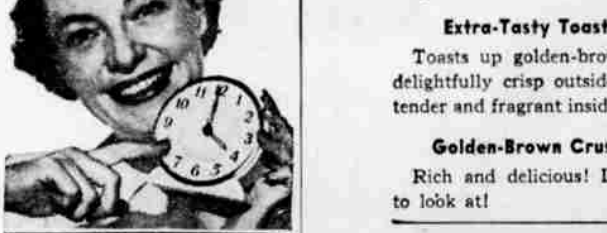
Every campaign of this sort must allow a "safety factor," that is, the sights must be aimed slightly higher than the actual goal. For the Oregon Chest this year, the safety factor is \$12,708 and the expenses of the campaign and administration are set at \$30,350.

In addition to these amounts for agencies of the Oregon Chest, local Community Chest groups must raise additional sums for their own local agencies, such as the Boy Scouts, Salvation Army, Young Men's Christian Association, and the Camp Fire Girls.

The Oregon Chest quota for each county was determined by a number of factors, including payrolls, bank deposits, effective buying income, retail sales esti-

Veterans Hope To Cut Cost Of Building Homes
DENVER — (AP) — Twenty war veterans think they've figured out a way to beat the bugaboo of high construction costs.

They've formed a corporation and bought a block of land. Plans were drawn for brick homes with two or three bedrooms. C. B. Messenger, head of the vets' group, believes the houses will average \$8,000 each to build. Moving-in day is some time next spring, the veterans hope.



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Mr. Mitchell of 305 100th Bldg., Eugene, is a member of J. N. Taft & Associates of Portland who have been serving the hard of hearing since 1934.

Fresh Batteries for All Aids

Oregon Man Loses \$2,640 When He Starts On Trip

PENDLETON, Sept. 27. — (AP) — Six hundred and forty dollars short, Alonzo Consler of Sandy, Ore., left here Monday by car for Kansas City, Kan., a pretty thoroughly worried man.

He started from Sandy Saturday, planning to spend the fall and winter in the midwest city. He got as far as Emigrant hill, a few miles east of Pendleton, when he discovered his billfold missing—and it contained \$640 in cash and a bank draft on the Clackamas county bank at Sandy for \$2,000.

Consler retraced his route as far as Blalock, Ore., where he first got out of the car, but he reported to city police yesterday he had found no trace of the wallet. Meanwhile he phoned the bank to stop payment on the draft.

A freight train crew had seen the car a little earlier, and dropped a note to the railroad operator at Canby mentioning the danger. The operator notified State Police, but by the time they got there, the crash had

Motorist Who Stopped Traffic Seriously Hurt

PORTLAND — (AP) — A motorist who stopped his car, without lights, in the middle of the Pacific highway and sat there for a while was critically injured Saturday.

A truck and trailer smashed into the parked car in the darkness, and critically injured James Vestal Blewett, 28, Portland. The car was stopped at the Barlow-Monitor crossing, about 400 feet from a curve.

already occurred. Another motorist, too, tried to warn of the danger. He passed the car, and was looking for a telephone to call police when he saw the collision in his rear view mirror.

Blewett, who was taken to an Oregon City hospital, was unconscious, and could not be questioned as to why he had stopped his car in mid-highway.

Driver Survives Plunge Of Auto Down Mt. Sexton

GRANTS PASS, Sept. 27. — (AP) — Ralph Stuart Johnson, 4735 11th street, Seattle, rode his careening automobile down a 200-foot cliff near the peak of Mt. Sexton Saturday.

The car was demolished but Johnson came out alive. He is in Josephine general hospital here suffering from multiple lacerations, bruises and shock.

The attending physician said today his condition is good.

Often an itching scalp can be relieved by rubbing it briskly with a piece of cotton that has been wet with witch hazel.

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Tues., Sept. 27, 1949—The News-Review, Roseburg, Ore.

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Wholesome, right-from-the-oven flavor that youngsters love!
- Silky-Smooth Texture**
See how much easier it is to spread with butter and jam!
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Mmm, how tender and rich! And our bread keeps that way longer, too!
- Extra-Tasty Toast**
Toasts up golden-brown... delightfully crisp outside... tender and fragrant inside!
- Golden-Brown Crust**
Rich and delicious! Lovely to look at!



NUTRITION CLASS STUDENTS LEARN ABOUT FOOD VALUES OF ENRICHED BREAD...

Modern teachers of nutrition stress the importance of enriched bread as one of the best, low-cost, body-building foods your grocer sells. Buy Davidson's Sunbeam today, and avail yourself of these four valuable food essentials:

- 1. Carbohydrates** — leading source of energy for active work and play and maintenance of all body functions.
- 2. Proteins** — needed to build and repair body tissues.
- 3. B Vitamins** — for healthy nerves and tissues and normal growth.
- 4. Iron** — for rich, red blood. In addition to all these important nutrients, teachers of nutrition point out that bread is one of the most economical foods. There is no waste, either in preparation for the table or in utilization by the body.

DAVIDSON'S SUNBEAM ENERGY-RICH KEY FOOD FOR YOUNGSTERS

Survey Shows That 3 Out of 5 Children Are Poorly Fed



TEACHERS FIND BRIGHTEST CHILDREN USUALLY BEST-FED CHILDREN

Over a period of years, many teachers have observed that the best students seem to be those who enjoy a properly balanced diet.

Countless studies by doctors, psychologists and child specialists indicate that this is true. And common sense tells us that children whose good health comes from proper

nourishment are more likely to be alert, energetic and interested in their lessons.

Be sure your youngsters have the advantage of nourishing, well-balanced meals each day. Give them plenty of

our wholesome, enriched bread. Serve it at every meal and provide a generous supply for between-meals snacks. Then you'll be sure your boys and girls are getting enough energy foods!

COMPARE FOR FRESHNESS

More children are attending our American elementary schools this year than ever before. The millions of babies who made up the high birth rate of the war years are now old enough to go to school.

School authorities stress the importance of proper diet to a child's success. This applies not only to studies but to the youngster's ability to get along well with his classmates and teachers. A boy or girl whose diet lacks some essential food element is not likely to have enough energy or interest for school activities.

SUNBEAM FOR ENERGY
A survey made in one state showed that three out of five school children were not eating a balanced diet. Most of these children may have been eating sufficient food, but not enough of the right kind of food. To make sure your meals are balanced, always serve Davidson's Sunbeam.

COMPARE SUNBEAM TODAY
Your children need energy-rich foods like Davidson's delicious bread to keep them strong and healthy. And they'll love its appetizing, oven-fresh flavor!

SUNBEAM VITAMINS LABORATORY TESTED
The vitamins and minerals added to Davidson's Sunbeam bread through enrichment are prepared by strict laboratory standards.

Aim Is Better Health
Nutrition surveys give us dramatic proof of the importance of bread enrichment as a public health measure.

The Davidson Bakery makes certain that an abundance of carbohydrates, proteins, B vitamins and iron are added to every loaf of Sunbeam bread.

Each tempting loaf of Sunbeam bread is enriched with vitamins and iron to meet high government standards.

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Compare Davidson's Sunbeam Bread for flavor, freshness and nutrition with the finest you've ever eaten. Our policy of constant product improvement enables us confidently to predict that you'll agree Sunbeam Bread is "Bread At Its Best!"

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