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**"BOOST YOUR TOWN — IT BOOSTS YOU"**  
Cottage Grove Business and Professional Women's club will celebrate National Business Women's Week October 9 to 16 carrying through the theme of "Boost Your Town—It Boosts You."

The local business women's club has carried on this national slogan in the past through its many activities. Recently club members served the community by canvassing for the Lane County Chest drive. The group started the ball rolling for the local hospital and have contributed sizeable amounts to the fund. These women have always been interested in public affairs, participating actively in civic projects, the latest of which is making plans for a proposed youth center building. They have sponsored a Girl Scout troop every year and given a scholarship to a high school girl for college work. Also, they have reached out during the last year to organize new clubs in Drain and Yoncalla.

A project that is still in the beginning stages was suggested by the national slogan of "Boost Your Town—It Boosts You." The BFW club members would like to see a campaign carried through that would help to beautify the city we live in by encouraging property owners to clean up eyesores and make Cottage Grove beautiful in its natural setting. A nucleus group has been appointed to advertise National Business Women's week and plans are made to go further in interesting citizens in a real face lifting campaign. It has even been suggested that a contest for "before and after" improvements be held by the club with prizes for winners.

President Truman in endorsing celebration of the week said, "I am happy to give my wholehearted support to the theme chosen this year by the National Federation of Business and Professional Women's clubs for its observance of National Business Women's week. Democracy, like charity, begins at home and you are emphasizing this fact in stressing good works on the community level."

"When we speak of the American way of life, we are summing up the manner in which Americans live in cities and towns all over this land of ours. To make democracy work nationally, we must make it work in our communities. To raise the living standards of America, we must raise the living standards at the crossroads of America. To assure nation-wide prosperity, we must see prosperous times for the small farmer, the village milliner, the corner grocer and the neighborhood shop operator."

"Because of the present pre-eminence of our country in international affairs, it is more than ever necessary that our economy remain healthy and prosperous and that our democracy retain its vigor. We need have no fear of losing that world position, with all that it means for lasting peace and widespread human freedoms, so long as the informed women of America are prepared to take up the cudgels for our way of life in the communities of the nation. The members of your affiliated clubs can be counted on to do their part."

**FIRE PREVENTION WEEK**  
During the next twenty-four hours, the chances are that fire will take 30 lives—and destroy \$2,000,000 worth of property. And this will happen during every ensuing day and night, if fire waste continues at the present rate.

That is why public officials and civic groups in some 10,000 communities are now organizing in preparation for the 1949 Fire Prevention Week observance, which will take place from October 9 to 15.

Fire Prevention Week has been an annual event since 1920, when President Wilson issued the first Presidential proclamation authorizing it. It has only one purpose—to show us the simple precautions that will prevent most fires. To achieve that goal, thousands of experts, contribute freely of their knowledge, time and energy. Nothing is left undone that might serve the cause. Practically every American, unless he be a hermit in the hills, has the chance to gain knowledge that may save his life, his home, his job.

However, this fine work is of small value without public cooperation. The experts are ready to teach us, but they cannot make us learn unless we wish to. They are offering an opportunity—and it is up to us to take it.

The point is plain and simple. Listen, read, and learn during the week—and put into constant practice what you learn. If we do that, fire's horrible and unnecessary harvest of death and destruction will be sharply reduced.

**PRICES AREN'T STATIC**  
A large number of surveys of the current business situation have been made. All of them arrive at pretty much the same conclusions. Purchasing power in the hands of the public is very high. Individual savings, in bank accounts, government bonds and other assets, total a tremendous figure. And where business has slackened, it is largely due to the fact that many consumers, encouraged by the price decreases that have so far taken place, are deferring purchasing in the hope that more and sharper drops will occur in the near future.

This, of course, is anyone's prerogative. But the consensus seems to be that new price declines, if any, will be very moderate indeed. There are good reasons for believing that to be so. First of all, the basic costs of carrying on business—wages, taxes, rents, transportation, raw materials, and so on—are going to remain high.

Secondly, competition guarantees that most goods are now being sold at as low a price as possible. The consumer can see this best on the retail level. Stores of every kind—the chains, the independents, the specialty shops—are doubling and redoubling their selling efforts. They know that most buyers are primarily interested in two things—quality and price. So the heaviest emphasis is placed on offering better goods for less money.

The price level is never static. It is intensely responsive to the supply and demand situation at any given moment, and it varies accordingly. However, now that the shortages are over and there is an abundance of goods of all kinds, the consumer can be certain that his dollar is going as far as the conditions of the time permit.

**WHERE NOTHING IS WASTED**

When a meat animal goes to market, what happens? The obvious answer is that it becomes steak and chops, roasts and hamburger, bacon and ham, and other succulent cuts of meat that eventually wind up on our dining tables. The primary reason for the existence of the meat packing industry is to perform the vital service of converting meat on the hoof into meat ready for the consumer, and to move it to the centers of demand.

But that isn't all of the answer. There is an old saying that the packers make use of everything but the squeal, and that is almost literally true. It would require pages to list the by-products of packing.

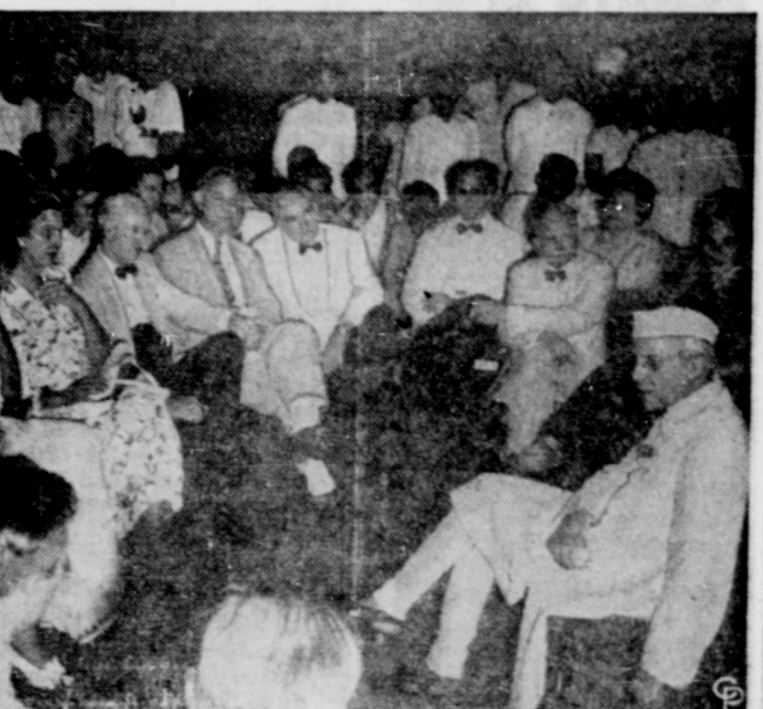
As an example, it takes the hides from about 10,000 meat animals to produce shoe leather for a town the size of Kokomo, Indiana, with its population of 33,795. It takes pancreas glands from 1500 cattle or 7500 hogs to produce one single ounce of

**He'll Be Back for More Later!** by Ding Darling



Give Him a Little Time and the Socialist Fox Will Get the Rest, Too

**NEHRU FETES U.S. FORUM MEMBERS**



UPON THEIR ARRIVAL in New Delhi, India, members of a globe-straddling American radio forum are honored at a reception given by Prime Minister Jawaharlal Nehru (right). Nehru, who is expected to be a guest of the U. S. soon, is shown giving answers to questions. (International)

**THE "COPPER" HEAD**



insulin. That is the only source of insulin—and insulin is the only known treatment for diabetes.

A particularly dramatic example is a new hormone for which great hopes are held in the treatment of arthritis and kindred ills. This is produced from the pituitary glands of hogs—and it takes the glands of 25,000 of the animals to make one ounce!

The by-products of packing are an integral part of a great business. When those meat animals go to market, nothing is wasted. Everything is put to good use.

**THE ELECTRIC AGE**

October 21st will mark the 70th anniversary of Edison's invention of the incandescent lamp—the discovery which made possible the creation of the electric industry, and which has touched, in one way or another, the life of almost everyone.

The story of that industry is a testimonial to the spirit, the courage, and the will to achieve of free men working under a free enterprise system in a free nation. When the lamp was first shown, the vast majority of people regarded it as an amusing novelty and little more. Most doubted if it would ever lead to anything important. Few were willing to put up money to get the industry going.

On this 70th anniversary, by contrast, we find ourselves in the electric age. The power industry is engaged in a multi-billion dollar expansion program which is the largest in its history. Practically every American home has electric lights, radios, refrigerators, and a long list of other items which are operated by the invisible "juice" that comes out of a wall plug. Soon almost all American farms will either be using central station power, or will have it available. And, in industry, dependable power service is as vital as is the blood stream to a living being.

Our leadership in electrification is unquestioned. American power production in the year which ended this September was more than the entire world production in 1929. We generate five times as much electricity as the next ranking nation, Russia.

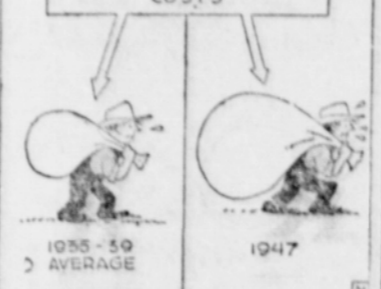
Free enterprise did all this—not government, not dictators. It gives us the finest electric service on earth for about a third as much as we spend for tobacco. The record speaks for itself—and it is just beginning.

**Farm Production Costs**

Farm production costs have nearly tripled since the pre-war years (1927-34), according to U. S. department of agriculture statistics. These costs totaled 14.9 billion dollars in 1947, compared with 3.2 billion before World War II's outbreak. Farm wages are now three and a half times the 1935-39 average.

Meanwhile, farm prices have slumped and many economists expect a further easing in months ahead. Corn and wheat are already 25 to 40 per cent under their early 1948 peaks.

Farmers can best meet the impact of higher production costs and lower prices by good soil management.



ment that steps up crop producing efficiency and lowers output costs per unit.

Good soil management involves no magic or mystery. It simply means playing fair with the soil by returning organic matter and plant nutrients used up by constant crop production. Organic matter can be restored by growing deep-rooted legumes such as alfalfa or sweet clover in the rotation and plowing them under for green manure.

When the soil is restocked with organic matter and plant food you will get higher yields and you will cut your production costs.

**Household Hint**

If you wash a garment of rayon sharkskin, roll it in a terry towel immediately after washing. In one hour it will have reached the perfect stage of dampness for perfect ironing. Iron with a warm—not a hot—iron.

Three masked bandits, who robbed a bank in Duesseldorf, Germany, of \$16,500 stopped long enough to give water to a clerk who fainted at the sight of their guns.

**Fear Red Uprising**



OBSERVERS fear Helsinki (1), capital of Finland, will be next in the Communist-led strike offensive against the nation's industrial life. Following bloodshed between striking lumberjacks and police in Kemil (2), armed troops were sent there from Oulu (3), where they had been alerted for signs of trouble. Other troops were sent to Hangoe (4), which had been crippled by a wide dock strike. (Central Press)

**Tells Britain**



Sir Stafford Cripps

SPEAKING over the radio from London, Sir Stafford Cripps, Britain's Chancellor of the Exchequer, announces the devaluation of the pound sterling from \$4.03 to a new low of \$2.50. Many other nations immediately cut their own currencies. (International Radiophoto)



**Selection of Feeds Vital in Stock Health**

**Ration Must Be Adequate in Minerals, Vitamins**

What you feed your livestock today will determine the profit you make tomorrow, for experts are agreed that keeping livestock healthy is a profitable job—and to do that, care must be observed in choosing livestock feed.

Feeding livestock on a ration deficient in minerals, vitamins, proteins and carbohydrates, as well as fats, often leads to nutritional diseases. Lack of any of the common or trace minerals in home grown feeds may be and often is, responsible for terrific livestock, feed, labor and investment losses.

The problem of supplying minerals in their right proportions is only a part of the compounding of a product that will solve the livestock man's problems. First, no matter how good the ingredients that go into the making up of a feed, if livestock refuse to eat it the feed is useless so far as benefiting the animal is concerned.

In recent years much has been discovered about livestock diseases due to dietary influences. In this connection, the U. S. department of agriculture says: "Whenever a vital function . . . is interrupted owing to continued failure of the diet to supply sufficient quantities of essential nutrients, or to the inability of the body to utilize these nutrients, the so-called nutritional diseases develop."

**Grand Champ**



Grand champion of the 49th International Live Stock exposition at Chicago was "Old Gold," a 1,200-pound Black Angus Junior, shown with C. E. Yoder (left) of Muscatine, Iowa, the owner. In the center is Henry Marshall, president of the exposition, and at right is A. D. Weber of Kansas state college, the judge who picked the winner.

Sell it through the classifieds. — The Sentinel —

**Treasury Secretary Opens New Skyscraper**



BOSTON—Tallest building on eastern seaboard between New York and Canada, John Hancock Mutual Life Insurance Company's new 26-story home office building was opened officially with Secretary of the Treasury John W. Snyder, inset, as principal speaker. This is first photo of recently completed structure minus scaffolding.

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