

# Cottage Grove Sentinel

COTTAGE GROVE, LANE COUNTY, OREGON THURSDAY, APRIL 13, 1950 NUMBER 36

## Jean Porter New Personality to Be Seen in Food World

A new personality—Jean Porter—has just appeared in the food world, to help win more consumer friends for C and H Cane Sugar. "Jean Porter" is the pen-name chosen for the Director of the company's newly-formed C and H Homemakers' Bureau.

Officials of C and H feel that a personal, woman-to-woman contact between the housewife and Jean Porter carries more consumer appeal than the impersonal contact with a corporation. They point out that the success of this plan enjoyed by many other major food companies today promises equal success for Jean Porter in winning more consumer friends for the popular C and H cane sugar products.

To familiarize the public with its new representative, C and H will soon place "Jean Porter" recipes on each carton of cane sugar that leaves the plant. The signature will be reproduced millions upon millions of times during the year. Likewise, it will be used on all C and H booklets, recipe folders and other promotional material. Thus, Jean Porter will become a well-known name in a multitude of the nation's households.

The popular "Sugar Scoop" ads in Western Family, Family Circle and Sunset will retain their original name and format, but will be personalized by the signature of Jean Porter.

Every recipe created by the C and H Homemakers' Bureau will go under the Jean Porter by-line. In addition, all correspondence handled by the Bureau will now be answered on Jean Porter stationery, with a personal Jean Porter signature.

Since most of this correspondence offers practical help to the consumer in the form of cooking and baking recipes and advice and information on up-to-date home canning methods, Jean Porter is slated to win much good will for herself, her company and the unexcelled cane sugar product she represents.

It is better to suffer wrong than to do it, and happier to be sometimes cheated than not to trust. —Samuel Johnson

### THRIFT-WISE

FOR YOUR EVERYDAY NEEDS

- Toiletries
- Tobaccos
- Gifts
- Candies
- Stationery
- School Supplies

**HERB ADAMS**  
605 Main Ph. 325-J

### —CHICKS—

New Hampshires \$14.00 per 100

**CRESWELL HATCHERY**  
Phone 1F2 Creswell, Oregon 32-tfex

GET YOUR **CAR** INTO THE SWING

LET US GIVE IT OUR **Expert Careful Service**

**McCoy Motors**  
6th & Washington Phone 64

## Sod Waterways Control Erosion

Sod waterways are proving to be one of the most effective means of controlling gully and erosion in Lane County.

During the past few years extensive gully erosion has taken place on many of Lane County farms and the damage has been the heaviest on river bottom lands where late high waters flood through adjoining swales and carry off the unprotected soil. Some of the river bottom land probably should never have been taken out of sod but in many cases a well-shaped sod waterway to allow excess water to go through the low swales on a farm will protect the farm from gully and cutting erosion.

Sod waterways can also be used effectively on other lands. Excess run-off from hill lands that causes erosion can be controlled by waterways.

Schrenk explains that the Agricultural Conservation Program in Lane County has a 1950 practice which provides assistance to aid farmers in establishing these needed waterways. Financial assistance is available for both routine shaping and seeding and where excessive dirt moving is necessary. To qualify for assistance, the proposed waterway project must be signed up in the local PMA office, Public Market Building, Eugene, Oregon.

At the time of sign up, specific seeding, fertilizing and shaping recommendations may be obtained. Technical help is also available for those projects which require surveying or engineering advice in setting up the project.

Sod waterway seedlings shall be in accordance with recommendation of the Extension Service and shall be at the rate of at least 20 pounds per acre and shall contain not less than 50 per cent of adapted sod-forming perennial grasses. The remainder shall be other perennial grasses and adapted legumes.

The waterway must be sufficiently wide at all points to carry maximum run-off.

The seeding of the waterway is a part of the practice and no payment will be approved until the sodway has been completely established.

A nitrogen or mixed nitrogen fertilizer must be used to insure establishment of the waterway. The Extension Service recommends the application of 40 pounds actual nitrogen per acre to the waterway at seeding time. Whenever possible the waterway should be irrigated the first year to assure a good stand and good growth by late fall. Seeding recommendations vary with type of soil and location of the waterway.

Sod waterways on irrigated land must be shaped and seeded by July 1, 1950. Sod waterways on non-irrigated land must be shaped and seeded by May 15, 1950, except in special cases where it is impossible to shape the sodway by this date because of moisture conditions.

Schrenk urges all operators who plan or who need sod waterways to sign up the proposed projects as soon as possible. Prior field inspection by the field supervisor is necessary so two weeks should be allowed between time of sign-up and actual shaping and seeding of waterway. Additional information on sod waterways can be obtained at the Lane County PMA office, Public Market Building, Eugene, Oregon.

A childlike trust of heart, that can take a hand, and wondering, walk in paths unknown and strange, is the prime requisite of all religion. —James Martineau

## SET FOR U. S. SAVINGS BOND DRIVE



**EIGHTEEN-YEAR-OLD** Lois McCullough unveils a copy of the Liberty Bell at a national conference in Washington of the nation's U. S. Savings Bond volunteers for the bond campaign, May 15 through July 4. Each of the 48 bell replicas will be assigned to a State. (International)

## Mt. States Power Co. Plans to Spend \$84,000 in '50

Additions to equipment and new construction in the Cottage Grove and Creswell areas by Mountain States Power will require an investment in excess of \$84,000.00 in 1950, according to power company manager Floyd Hilliker.

Included in this budget is an amount of \$33,200.00 to be used in the construction of new distribution lines, while \$23,000.00 has been allocated for the replacement and enlargement of existing equipment.

Mr. Hilliker said that, despite the large substitution program completed by Mountain States in Cottage Grove last year, an additional \$8,000.00 has been "ear-marked" this year for the construction of a new 300 KVA-24KV substation and voltage regulator at Creswell. Most of the work on the substation has already been completed and early this spring crews will complete "stringing" new copper primary wire through the main streets of Creswell.

In Cottage Grove work will be completed on a new 2500 KVA 20.8-24 KV substation which was started toward the close of last year. Mr. Hilliker explained that \$20,000.00 was carried over from the 1949 construction budget to provide for the completion of this project.

**SOCIAL SECURITY MAN AT CITY HALL APRIL 17**  
Lane County residents desiring social security information may see a representative of the Eugene Social Security office here on Monday, April 17, 1950 at the City hall, Council Chambers from 10:30 a.m. to noon.

It is advisable for those covered by the Social Security Act to inquire about benefits when they reach 65. In some cases, benefits have been lost because workers did not know their rights under the old-age and survivors insurance program.

QUICK RESULTS FROM WANT ADS

Look to your State Farm Agent... before you Leap into a new car deal!

Of course you want that new car just as soon as it's available. And you'll want to save every dollar you possibly can. The State Farm Mutual Automobile Insurance Company is ready NOW to extend to you the savings benefits of

**THE STATE FARM BANK PLAN**  
Before you finance a new car, simply do these three commonsense things that are the basic steps in the State Farm Bank Plan:

1. Secure a loan through your friendly, hometown bank at low, reasonable rates.
2. Then pay cash for your next car. No "investigation" or other charges.
3. Finally—and mighty important, too—compare insurance! Compare State Farm's premium cost, coverages and service before you sign any car-financing deal.

**BEFORE YOU BUY A CAR—talk over STATE FARM'S BANK PLAN with me**

Bob Bander - 31 N. 6th - Ph. 100

STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY

**Bing Crosby and Bob Hope**  
**WELCOME BACK BASEBALL**  
for **WHEATIES** 'Breakfast of Champions'

"BIG LEAGUE BASEBALL STARTS APRIL 18TH"  
The bases are loaded at SWARTZ & WOLFARD'S — in every department you'll find big-league values galore. Make a hit at home plate with a delicious meal — Fill your entire order here where "the bases are full of bargains."

### Welcome Back Values

IT'S NEW! IT'S GOOD!

**Green Spot Orange** 46 oz. tin 33c

**Corn** Whole Kernel 3 Sisters No. 2 tins 10c

**Peas** Picnic Tins Smith Brand 3/25c

**Tomatoes** 2 1/2 tin Mission Brand 2/35c

**Tomatoes** Solid Pack Spencer 2 1/2 tin 19c

**Tomato Juice** Standby 46 oz. 25c

**Better Fruit Pies**  
Quick 'n Easy  
WITH **Crustquick** 19c  
Pie Crust Mix  
Hunt's No. 2 **BOYSENBERRIES** 25c

**OH BOY!** **STRAWBERRY SHORTCAKE**  
the Good Old Fashioned Way  
Quick 'n Easy with **Bisquick** Lg. Pkg. 39c

**Frozen Foods** **Flavor-Pac**

- Strawberries . . . . . 39c
- Succotash . . . . . 29c
- Spinach . . . . . 29c
- Corn . . . . . 28c
- Ice Cream Red Rose Quart 39c
- Ice Cream Pies — Dixie Cups
- Chinese Food — Fryers

**Ritz** 33c  
l.g. pkg.  
(with coupon inside worth 10c on purchase of Nabisco Shredded Wheat)

**Durkee's WHIPPED SALAD DRESSING** Pint 33c  
ASK US FOR YOUR DURKEE BLANK AND SAVE 25!

**SMITH BRAND**

- Blackeye Peas
- Spaghetti
- Pork and Beans
- Butter Beans
- Kidney Beans
- Macaroni

Any of Above Varieties Your Choice 10c

**Durkee's MAYONNAISE** Pint 43c  
ASK US FOR YOUR DURKEE BLANK AND SAVE 25!

**Self-Service Produce**

- Fresh **Asparagus** . 2 lb. 29c
- Fancy **Tomatoes** . . lb. 19c
- Strawberry Red **Rhubarb** . . 2 lb. 29c
- Large Navel **Oranges** . . doz. 59c

**Breakfast Foods**

**FRESH EGGS** Grade A Large Dozen 39c

*Eat a Better Breakfast Every Morning*

**WHEATIES** 15c **KIX** 15c **Cheerios** 15c

**Canned Goods** **EAT FRUIT FOR BREAKFAST!**

- Grapefruit** H. House No. 2 25c
- Citrus Salad** H. House No. 2 27c
- Orange Juice** 46 oz. H. House 39c
- Italian Prunes** Cello 2 lb. 29c

**Quality Meats**

**KELLY'S MARKET**  
THE BEST IN MEATS

- Fresh **GROUND BEEF** Always Good Special This Weekend **lb. 45c**
- Morrell's **JOWL BACON** Dependable Quality 19c lb.
- Fancy **SLICED BACON** Armour's Banner Brand 49c lb.
- Blue Bird **FRANKFURTERS** The Best in Flavor 29c lb.
- Standing **RIB ROAST** Quality Beef Well Trimmed 75c lb.
- Blue Bird **PURE LARD** The Best for Pies 2 lb. pkg. 29c

Get those Tender-Grown FRYERS at Kelly's Market prepared daily in our own market and packaged Pan-ready to insure absolute freshness. Try them this week end or any day next week. Notice the difference. Also STEWING HENS — ROASTING HENS — FRYING RABBITS

**Our Poultry and Rabbits ARE NOT Frozen.**

**SWARTZ AND WOLFARD**  
**FRIENDLY FOOD SERVICE**  
637 MAIN ST. - COTTAGE GROVE - PHONE 53