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Making More Sales

Charles M. Edwards Jr., dean of the school of retailing, New York University, delivered an address before the Oregon Retail Distributors institute at the University of Oregon on May 11. The address has been published in the Oregon Business Review. Because the address contains some timely tips on advertising, we are passing that portion on to our readers with the hope that the tips will produce better advertising and better merchandising. We quote:

"When you as retailers awaken (I am tempted to say finally awaken) to the true importance of the selling function, you should then take several steps to increase the effectiveness of your selling efforts through advertising, display, and personal salesmanship. Let's look briefly at ten resolutions that you need urgently to make and to observe in 1953:

Resolution 1—Use your advertising to buy customers before you can expect customers to buy your merchandise.

Resolution 2—Put real news in your advertising or don't put your advertising in the news.

Resolution 3—Do in your advertising what customers want in order to induce customers to do what you want.

Resolution 4—Make your advertising work harder by working harder to make your advertising.

Resolution 5—Take display out of the window-dressing class if you wish display to do more than "window dressing."

Resolution 6—Capitalize on your point-of-sale audience in order to "make capital" at your point of sale.

Resolution 7—Apply successful techniques in display to win success with display.

Resolution 8—Devote as much attention to your sales force as you devote to sales figures.

Resolution 9—Assign to somebody—not to everybody—the responsibility and the authority for supervision of your sales force.

Resolution 10—Reduce your selling expenses through constructive training, not through constrictive slashing.

Resolution 1—Use your advertising to buy customers before you can expect customers to buy your merchandise.

If you are determined to derive fullest benefit from your advertising in 1953 (or in any other year), you first must determine to take a different attitude towards advertising. Many of you, apparently, look upon advertising as a necessary evil. You view it as a profit-consuming expense, which you must hold to minimum levels. As long as you take such a viewpoint, you can never expect from advertising anything but minimum returns.

The only way to derive full benefit from advertising is to recognize that it is a necessary investment for business success. In future years it may even prove for many of you a necessary investment for business survival. As additional customers become essential, additional advertising becomes indispensable. As with any other investment, your objective should be not to spend as little as is possible. Instead you should resolve to invest as much as is profitable.

Through a favorable location you carry your store to the people. Through well-planned, well-prepared advertising you must bring people to your store. Literally, through advertising you must reach out to buy customers before you can expect customers to buy your merchandise!"

Give 'Em a Break

(Tip on Safety From a Neighboring Paper)

Fond hopes of parents are wrapped in their children as they go off to school day after day. Perhaps the town's banker, a famous research scientist, a noted lawyer is in the making. Who knows for sure?

Then, one day, tragic news shatters all such dreams. The child has been cut down by a speeding driver who couldn't stop in time. Or the youngster was run over by a careless motorist who didn't allow for the unexpected thing a child might do while playing or riding a bicycle.

The extent of these street and highway tragedies snuffing out the lives of promising boys and girls of school age or younger, or inflicting injuries that may cripple them permanently, is something every driver should know and always keep in his heart.

In a single year approximately 4,300 school children under 15 are killed and 215,000 injured.

Well over half of them die and an even greater proportion are hurt when struck by drivers who should be fully prepared for sudden emergencies when children are in the streets.

The burden of caution rests squarely upon the shoulders of a driver who is approaching any child or group of children on a street or highway. Children's actions are never predictable, although we have been able to train them in the ways of safety with some success.

Usually it is when a driver is going too fast to stop safely or thinking of other things rather than the very important job of driving properly, that he kills or injures one or more children of tender years.

The protection of police or adult crossing guards at school intersections has helped greatly in keeping accidents at these places to a minimum. School boy safety patrols have also helped. Most drivers obey the signals of these protectors of children and respect the ever-present need for alertness and slower driving in speed zones near school or play areas, or making a full stop when children are leaving or boarding a school bus.

But even more than that is needed. To all drivers we commend the plea "Always give the kids a break"

Irresponsible People

We have with us a lot of good substantial people, who feel some moral responsibility and we have some who unhesitatingly litter the highways and roads with garbage, tin cans, beer bottles and most anything they want to get rid of if they can get rid of it while nobody is looking. We have been told that some people classed as respectable will litter the roadside and river bank with trash and garbage as long as they can do it without being caught. They even drop a sack of cats or kittens occasionally.

The river bank through town has been pretty well littered with garbage from time to time. Instead of making an effort to beautify the river, which could be a real asset, we have people too lazy to go to the garbage dump.

Laws prohibit this carelessness. More people ought to feel the effect of them.

UP, OR DOWN?



Sound Economy Essential

The United States can help its allies in the struggle against world Communism only if we ourselves remain economically strong. The bankrupt aiding the bankrupt would be as ineffective as the blind leading the blind.

That is why both Houses of Congress voted for big cuts in the funds for foreign aid. We can help our allies most by gradual reduction of trade barriers. Our allies can help themselves most by improving their selling methods and competing vigorously in the American market.

As a creditor nation, the United States must be ready to admit foreign goods to close the dollar gap and to improve the access of foreign producers to American markets.

Timetable Shows Tax Takes Tops

If you're a clockwatcher, here's something to think about when you make your periodic check on the company's Big Ben.

For the first two hours and 34 minutes of your working day, you're working for Uncle Sam's tax collector. For almost all the rest of the morning, your laboring time and the money you earn is earmarked for the clothing store, the gas station, the doctor and the dentist.

From 11:55 a.m. to noon you're working for yourself... so you can buy toothpaste.

At 1 p.m. you come back from lunch to start working for the grocer, the television dealer and the landlord. The last 14 minutes of the day you're on your own again... working for cigarette money.

This information comes from the Northwest Research Council of the National Association of Manufacturers. This organization has determined how the average worker earning \$4,500 a year spends his money and how long he has to work to earn it.

Broken down to the minute, here's what your eight hour day looks like:

8 a.m.-10:34 Taxes. The \$1,440 you earn during this period (in a year's time) goes for federal, state and local taxes—direct and indirect. This includes the excise taxes on such "luxuries" as electric light globes, women's handbags and luggage. Once an incidental item, taxes now top the family budget.

10:34-11:05 Clothing. For this item, you work 31 minutes a day and spend \$296.82. This is over 6% of your income.

11:05-11:41 Transportation. Getting around the town, going to work and a trip now and then costs you \$336.60 a year. To earn this you work 36 minutes a day—over 7% of your time.

11:41-11:55 Medical Care. For this item you work 14 minutes a day so you will have the \$143.82 a year it costs you. This 14 minutes represents 3% of your time at work.

11:55-12 noon Personal Care. For toilet articles and incidentals you pay out \$64.26 a year, work 5 minutes a day to get it.

1 p.m.-2:41 Food. A big item in the family budget, you work one hour and 41 minutes a day to feed the family. That is \$909.06 a year. You devote 21% of your working day to earn it. Next to taxes, it's the biggest item on the budget.

2:41-3:00 Reading and Recreation. For books, magazines and television, you work 19 minutes each day. This is 4% of your working day and \$173.24 out of your annual salary.

3:00-4:46 Housing. To keep a roof over your head, you work one hour and 46 minutes every day—22% of the working day. This budget item costs you \$979.20 a year.

4:46-5:00 Other Goods and Services. Liquor, tobacco and other incidentals take 3% of your income. This is \$153 a year, and to accumulate it, you devote 14 minutes a day.

If you would like to have a few dollars to put in the bank, some budget cutting has to take place somewhere.

NAM suggests that the budget cutting take place in the federal government so Uncle Sam's tax bite will be less.

Then, points out the NAM, you could be working for yourself when you come back from the 10 o'clock morning coffee break.

Is Youth Living in Rosy Haze?

"Rose colored glasses." That has always been either a kindly or satirical expression used to describe the condition of people that just don't seem to see the bad side of life or that live in a dream world.

It, or its equivalent, is used all over the world, but there is only one place that it is truly applicable to a whole country full of people. That place is the United States! But Americans look on both sides of life, they have just as many hardships as anyone, and they are down-to-earth. Americans aren't living in a dream world. This is your reaction.

You are right. But take another look at this country. What you see is youth, great, great groups of youth. And youth's attitude is optimism—that optimism is "seeing the world through rose colored glasses," because it is seeing things as they are not at present. Optimism is seeing how much better things are going to be, it is seeing the future as always better. Why does America's youth have this attitude in general? No one can answer the question completely and altogether correctly; but take a look at our history economically, artistically, any way you please, and you can gather a fragment of the answer. Why shouldn't they be optimistic.

This "colored glasses" attitude isn't just something an individual is born with, it is, instead, developed thru a process of learning that merely involves living in a country where constant progress is an everyday thing, and Cinderellas are born every day.

From the very birth of the U. S., despite drastic depres-

sions, unbelievably low periods, wars and severe growing pains, youth has always been able to see a little of the inevitable silver lining on that dark cloud. That bright lining seems to get brighter each time; therefore, we always know that this attitude is justified.

Any teen-ager in the world can sit and dream for hours of the marvelous things he will do, the great riches he will have, the prestige or fame, or of the profession he has chosen and what satisfaction it is going to bring. But where else in the world may his dreams so readily come true. Where else may he be so sure that his dreams will become a reality if his effort is great and sincere enough, and he deserves them. That is the reason why America's youth seems to have a rosy haze in front of them—because something better is always close by, and they can reach out and take it for their own and make it better and better.

(By Sandra Sue Carlson)

chamber chatter

Edited weekly by the Cottage Grove Chamber of Commerce

Our first thought to express in this, the first writing in the column donated to us by the Sentinel, is our appreciation to them. This donation, representing dollar cost in labor and materials, is far greater than one would realize, but shows the Publisher's interest in community affairs and its development. At current advertising rates, which are reasonable, the space alone is worth \$676.00 yearly. This is mentioned only to show the extent of their generosity and interest, and better to make us realize its worth.

No doubt they feel as other businessmen here, that if our united efforts eventually result in making Cottage Grove a better business town, and a better place to live, they will eventually get back their investment with perhaps a profit in money and in living enjoyment. It will be our constant endeavor to make these investments in the future of Cottage Grove pay off.

It is also noted that the Sentinel gives much unpaid space in the form of publicity and news items to community development of all kinds. If others of us show as much substantial interest, our goals should be easy to reach.

Aside from this interest shown, the Sentinel is rated one of the best country weeklies in this and surrounding states, and surely deserves our support as an advertising medium.

A good Chamber of Commerce reflects the character and thinking of men from all its varied businesses. Contrary to popular opinion, it is not and cannot be of one opinion. Its members are of different religions, races and creeds with widely different ideas, thoughts and interests. Many subjects are highly controversial within its ranks. The miracle is that once the majority embarks on a definite program for business and community betterment, its various individual and personal opinions are subdued, and they are united for the common good.

In our work here, difference in opinions are bound to come. They cannot be avoided. One member may want to make our neighboring cities our suburbs. Another would have us be their suburbs. One man may be satisfied with Cottage Grove as it is, and another want it to take its place in the sun and be all that its resources and ingenuity may entitle it to. Only on one point do we all agree. All would like it to be a still better place to live and enjoy life, to see it cleaned up and beautified and civic pride further awakened. So this should be a FIRST with us now.

Criticism, if constructive or made by people whose everyday actions are proof of their true interest in our affairs, is highly desired. The other kind does not aid. Proof of benefits by unity action in business or community affairs, whether made under the name of Chamber of Commerce or just plain "boosters," is seen in many cities and states the nation over. One example of this case to name is that 1953 is Cottage Grove's 100th anniversary—while it is only the 53rd anniversary of our great neighbor city, Eugene. The boosters evidently settled there in greater numbers.

Governor Patterson's visit with us this week should spur further interest in the developing of our recreation area, already being soundly organized. It behooves us all to show him a warm welcome on his mission. This is a development that will surely bear fruit. A picture of this section now hardly be recognizable ten years later. Oregon is a great recreational state in the making, and we have a very desirable part of the best of it at our very door.

The possibility of locating the Boy Scout five-county area permanent campsite in this section received attention this week, your Manager visiting the area headquarters where desired information relative was secured. If located with us it would probably mean 10,000 or more boys and their parents visiting the camp each year. Anyone having any suggestions on a campsite will please contact us.

Your South Lane County Fair is scheduled for next week and promises to be the biggest and best in its 20-year-history. It is amazing what the Fair Board is doing with meager funds, having to use makeshift quarters and inconveniencing people both in and out of the city. Surely, another year a permanent and suitable Fair site and quarters can be provided so that this beneficial event can be given the free development it deserves.

Your Manager was invited to a meeting of the Hebron Grange Saturday night by Master Patten where he was well received and had a very enjoyable time. This is a fine bunch of people and as deeply interested in community development as we. Being around Cottage Grove lake, they are very interested in the recreational program. Your Manager got acquainted and during his visit received many constructive suggestions and ideas.

"Cottage Grove Hour," donated by KSGA Radio in the same manner the Sentinel donated us this column, will be gotten underway as soon as it can be organized. It is our intention to only use a few minutes of this for strictly Chamber of Commerce affairs and devote the balance of the time to community announcements and entertainment by community talent. There is much local talent available, and our program will help develop more, that our people will like and appreciate perhaps more than phonograph records. It is now a matter of staffing and developing the program and getting it going. A musical number was heard out at Hebron Grange the other night that would make good listening on anyone's radio.

In the two weeks here your Manager has met in their places of business only about half of our 225 members. This is being done at odd times, whenever possible, and will be continued until all are seen. This is a very enjoyable experience and is surprising in that there is so much offered cooperation "To do things with" available and ready. If this spirit continues we will be hard to head.

(Confidentially, your Manager got quite a bit of kidding after last week's meeting, relative to his remarks about "Other people milking Cottage Grove's cow, because we did not know how our selves." But that is all right and he still contends that "we must learn to milk our own cow.")

Beef Likely To Stay On Plentiful Rating

Beef will be on the plentiful list for the next three or four years if marketings of cattle repeat past trends, says Ed Coles, Oregon State college extension livestock marketing specialist.

A study of trends shows large supplies of beef follow periods of increasing cattle numbers, Coles explains. Cattle have been increasing in record numbers since 1949 and reached an all time high January 1 this year.

The specialist further explains that cattle are only a potential supply of beef—it's the rate at which cattle are slaughtered that determines beef supply. So far this year, the rate of slaughter has been 30 percent above a year ago. If the present rate continues, the turning point in cattle numbers could be marked this year.

Economy is a distributive virtue, and consists not in saving but in selection. Parsimony requires no judgment. Economy is a distributive virtue, and consists not in saving but in selection. Parsimony requires no judgment.

Letters to the Editor

Dear Editor:

Would like space in your paper to publicly thank the men who came out B. B. Route and redecorated our roadside scenery so beautifully with lovely curly brown leaves here and there on the trees. I know they will still look lovely even when these same brown leaves fall off and leave from one to a dozen bare branches on each tree. I have heard that the reason trees turn red in the fall is because they are blushing to think their limbs will soon be bare. Well, these poor limbs won't get a chance to blush for they are "burned up" now thinking of the men who ruined their beauty.

I'm sure there are many more like me who think the bushes and trees along the road made this a beautiful drive. Tourists always admire our scenery they say and the tourist business is supposed to be one of Oregon's greatest businesses. What tourist is going to be interested in driving along a road where the trees have been about one-fourth killed?

I take it for granted these men were supposed to spray the blackberry vines but if so they should have their glasses changed. I could point out great bunches of berry vines they never touched at all and some of them have grown out almost to the road. But they seemed to be able to hit most of the trees just fine. They sprayed some of the trees that were clear across the ditch and up on a bank several feet high but still they couldn't see the berry vines right beside the blacktop. Maybe these men were too high-toned for this sort of work and kept their noses up in the air and couldn't see what was under foot. Everytime we drive past these poor scarred trees I'd like to have my foot on someone's nose.

I see they weren't a bit stingy with their beautiful handwork as they have been out west of town too. The roadside there looks beautiful just as it does on B. B. Route. I'm sure all tourists who drive around on our sidewalks will go home with glowing accounts of Oregon's beauty.

Of course I'm just a dumb farmer's wife, (or should that read a farmer's dumb wife), but I would think that if the county road men insist on ruining all our natural roadside beauty why they should chop all the trees down and burn them next winter and then when the trees start to grow next spring then come and spray them. That way the roadside wouldn't be lined with mute testimony of man's stupidity.

Mrs. George Quimby

1ST POSTMASTER RECALLED

TO THE EDITOR: In your recent issue, in an item listing Cottage Grove's postmasters, doubt was expressed as to whether the first one was Price or Pierce. Some may remember, kindly or otherwise, that I was editor of the Sentinel for 25 years. In a scrap book of "Pioneer Footprints," which appeared in the Sentinel, I find the statement several times repeated that Pierce was the name. In one issue his picture was printed, but I have been unable to locate a clipping.

The post office was named, as you relate, because the post office, north and east of the present community of Creswell, was located in a cottage in a grove. Back in 1857, when Pierce was post master, there were no communities such as we know them today. Each post office served a large area of sparsely settled country, the post office moving with post master, rather than having any permanent location. While the several post masters who followed Pierce did not have cottages in groves, the name was maintained by the post office department.

In my scrap book I also find that there are Cottage Groves in Wisconsin, Tennessee, Alabama and Indiana, and a street by that name in Chicago, all named for

the same reason that your community received its name.

I find another interesting item in my scrap book. It is a clipping from the Sentinel of September 26, 1935, which tells that several years before that date the first letter ever to be delivered by air was dropped from a plane as it passed over Cottage Grove. The letter, which had been weighted, was picked up, mailed and reached its addressee in Wyoming.

Elbert Bede, Portland, Oregon.

Heart Attack Fatal To Mrs. Merl King

Merl P. King, aged 52 years, succumbed to a heart attack at her home, 307 North Ninth street, Saturday night, August 15, 1953. She was born at Cottage Grove on June 1, 1901, the daughter of Robert and Mary J. Phillips. She was married in Eugene on December 19, 1919, to Carl J. King, who survives her. With the exception of some 10 years spent in other Oregon cities, Mrs. King spent her entire life in Cottage Grove. For the past several years, she had managed the local Greyhound Bus Depot. Mrs. King was a member of the Episcopal church and the Order of Eastern Star.

Surviving are her husband, Carl J. King, in the Veterans Hospital at Vancouver, Wash.; three daughters: Mrs. Jean Mumaw and Mrs. Virginia Kelly of Eugene, and Mrs. Joan Dunn of Reedsport; six grandchildren and her mother, Mrs. Mary J. Phillips of Eugene.

Funeral services were held at Mills Mortuary at 10:30 a.m., Wednesday, August 19, with the Rev. Evan Williams officiating. Vault interment in the local Masonic cemetery.

Hugh Nelson

Funeral services for Hugh Nelson, Drain, were held at the Assembly of God church at Drain, Sunday, August 16, at 2:30 p.m., with Mills Funeral Service of Drain in charge. The body of Mr. Nelson was sent via Flying Tiger Airlines from Portland to Buffalo, N. Y., for interment. The Rev. W. R. Munger officiated at the Drain service.

Mr. Nelson, assistant custodian at the Drain grade school, passed away at the home of his son, Andrew, on Hayhurst road west of Drain, on Thursday, August 13, 1953, at the age of 63 years. He was born in Scotland February 28, 1890, and was married to Elizabeth Strange in County Antrim, Ireland. The couple came to the United States in 1913 and became American citizens. Mrs. Nelson preceded him in death in 1945. Mr. Nelson came to Drain to make his home two years ago.

Surviving are four sons: Alexander and Thomas, both in New York, John in Massachusetts and Andrew of Drain; one daughter, Mary Patterson of Buffalo; 12 grandchildren and one sister, Mary Nelson, also of Buffalo, N. Y.

Good Driver Gets \$1000 in Prizes

Seattle's search for a safe driver paid off Tuesday in the person of George Trembley, son of Mrs. Trembley of Cottage Grove and son-in-law of Mr. and Mrs. F. B. Strausen, Blackbutte route. Trembley observed all the rules of safe driving while a camera followed him to verify his good driving. Trembley was not aware he had been followed for at least a dozen blocks while he performed his letter-perfect driving. Trembley's good driving paid off with \$1000 worth of prizes.

The safe driving program is sponsored by the Seattle-King County Safety Council, Tacoma Police Department and merchants interested in cutting the accident rate on the highways.

Spend not, where you may save; spare not, where you must spend. Proverb.

Save this good news—Phone Jack

ANNOUNCING

Lower Fire Insurance Rates

for

Approved Cottage Grove and Vicinity

HOMES AND FARM BUILDINGS

A NEW, Lower Rate*, non-assessable, standard form Fire Insurance policy is now offered owners of approved city homes and farm buildings by

BUTTEVILLE INSURANCE COMPANY

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*Ask for the rate on your home or farm buildings. Write or call me collect. No obligation. You'll be surprised how much you save.