

The Cottage Grove Sentinel

COTTAGE GROVE, LANE COUNTY, OREGON

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Traffic Division Urges Safe Driving

Return of spring-like weather, even though it may be temporary, brought an appeal Friday from state traffic safety officials who said Oregon drivers need to be doubly alert and cautious in the weeks ahead.

Failure to do so, division men said, may mean several disastrous week ends such as occurred in late February when at least 12 people died.

"There is no excuse for this highway slaughter," safety men said, "but part of the heavy toll can be attributed to drivers who let good weather lure them into relaxing caution and driving at speeds still too fast for highway conditions."

The division also stressed need for renewed alertness in cities where more and more children will be playing in or near streets. Drivers should decrease speeds near schools and residential districts immediately, safety men said.

Common sense precautions can prevent most early spring accidents, the division said.

Ore. Leads Nation In Reforestation Of State Forests

SALEM, OREGON (Special)—In the reforestation of denuded state forest lands, Oregon led the nation for the second consecutive year with a total of 11,909 acres either aerially seeded or hand planted. The figures were taken from the annual Forest and Shelterbelt Planting report prepared by the U.S. Forest Service for the period July 1, 1952—June 30, 1953.

In a summary of all acres planted by states, both public and private projects, Oregon ranked eighth in the nation with 34,000 acres reforested. Louisiana with 78,000 acres was first, followed by Florida with 68,000 acres and Mississippi with 63,000 acres. A total of 13,252 acres were planted by private industry in Oregon during the same period.

Largest share of the reforestation on state forests took place on the vast Tillamook burn which has been the major target for Oregon's self-sponsored ten million dollar rehabilitation program. In second place was New York with 5,844 acres of state forests reforested.

Research Major Factor

Major factor in placing Oregon at the head of the list was the research initiated in field techniques of aerial seeding during 1943 through 1949 by the state board of forestry which successfully demonstrated that direct seeding from the air was cheap and efficient. By using helicopters, reforestation costs are approximately one-third that of expensive hand planting, thereby permitting large areas to be reforested that would otherwise have to be left because of the costly hand planting charges.

Prepare Report

The nation-wide planting report was compiled from figures submitted by the state foresters of the 48 states and the U.S. Forest Service.

George Spaur, state forester, announced the report indicated that the planting rate is the highest in U.S. forestry. A total of 715,548 acres of both private, state and federal forest lands were planted in the country during the period of July 1, 1952—June 30, 1953.

The Steins

There's a wonderful family called Stein—
There's Gert, and there's Epp, and there's Ein;
Gert's poems are bunk,
Epp's statues are junk,
And no one can understand Ein.
—Anon. The Steins



SIX-YEAR-OLD MELVIN BUSH, son of Mr. and Mrs. Bruce M. Bush of 354 Monroe of Cottage Grove, is one of 31 children receiving help at the Crippled Children's Hospital at Eugene. Melvin is a victim of cerebral palsy, and this is his fourth year at the school. He lives in a foster home in Eugene. Helmet he wears is for protection against falls. The Eugene school is supported by individual contributions and by the sale of Easter Seals and Easter Lilies. Helping Melvin is school physical therapist Miss Marcelle Montgomery.

Industry Leader Says 1954 Is Year To Strengthen, Rebuild Selling Power

BALTIMORE—The crucial task facing business in 1954 is the strengthening and rebuilding of American selling power, warns Ed C. Quinn, president, Chrysler Division, Chrysler Corporation.

Speaking before the Advertising Club of Baltimore, recently, Quinn pointed out that 1954 has been widely billed as a competitive year, but, he said, to be realistic business men must realize that to be a good year it must be a selling year.

"This is something I believe needs to be discussed seriously, sincerely and often during the next few months," Quinn said. "I think it is important because it has a lot to do with whether we use the year 1954 to strengthen our way of doing things in America or let it weaken us. Believe me, we do have a choice and fortunately, the choice is ours, not the choice of somebody else."

"We should choose to use the competitive situation as a whetstone to sharpen our selling ability instead of allowing it to blunt and damage it."

Lots of Needs
Quinn said statistics show that 1954 has a lot of needs to fill but it seems equally true that the big question this year will not be can people buy but, rather, can business persuade them to buy.

"My conviction is that the first step—the starting point—in building greater sales power is in advertising," Quinn said. "We know this job carries with it a lot of responsibility. We know that one of the vital ways to keep America going ahead is to make 1954 a selling year. This means the advertising profession has an urgent job of leadership to perform."

The job of business is to keep moving more and better things into the hands of more people, Quinn said, pointing out that in the face of a tightening market and more pronounced competition, that movement is bound to become more difficult to maintain.

"In 1954 we'll need every good

merchant, every good source of sales power we can find," Quinn said. "That means we must help the shaky ones to get tougher, and the strong ones to become even more effective. It's one sure way we can help American enterprise to keep going up under its own power instead of going into a tail spin when the business starts to get a little rough."

One of advertising's major contributions in 1954 can be to lead the way in presenting a true mirror of the benefits available from the new good things waiting to be bought, said Quinn.

To do this advertising people must learn more than ever about the product and its use, what people like most about it, and what previous objections to the product have been overcome in the new model.

"Customer's Viewpoint"

"Industry and advertising must develop even greater adroitness in presenting the product from the customer's viewpoint," Quinn said, "by determining and putting to greater use the appeals that will be most effective in influencing people in favor of the project."

He appealed for an increase in believability and persuasiveness of sales and advertising appeals. Such advertising must be built around such basic virtues as honesty, sound thinking and sincere conviction, he urged.

"This year, more than ever, we need sales help from advertising in getting action," Quinn said. "That takes more than just quantities of impressions and spectacular efforts to attract attention. We need 'starters,' not just 'stoppers'."

Confidence in our strength, in our ability to keep on making progress, to continue to maintain and still improve the highest standard of living in the world is the key to continued business success, Quinn declared.

Confidence Strongest Force
"Confidence is one of the strongest forces we know about," Quinn said. "Yet confidence is actually nothing more than a state of mind. And that's good because we can do something about that."

He said that as realists, business people must look at both sides of the picture. If the concentration in on the negatives business is bound to get shaky and lose strength. But if business men must spend most of their time looking in the other direction, they gain the lift and strength that comes from confidence, he added.

"If we want progress we have to be confident," he warned. "By spreading confidence in 1954 we will be helping to free up buying, by bringing otherwise reluctant purchasers into the market. We will be keeping sales curves from slumping, helping to maintain strong and healthy distribution channels for our 1954 output."

"Our greatest job right now is to build up and spread the feeling of confidence wherever and whenever we can. We do that by our decisions, by our actions and even by our day-to-day conversations. We do it by pushing forward instead of pulling back in an increasingly competitive market. We do it by sharpening every ability we have to meet whatever new demands and overcome whatever obstacles block our path."

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7 New Cubs Join Pack 18 March 26

Cub Scout Pack 18 met at the Methodist Church for a sports festival last Friday. Awards were made to Cubs, and seven new Cubs were initiated and given Bobcat pins by committeeman Olie Farman, assistant cubmaster Nelson Zeller and cubmaster Norman Richards.

Cubs receiving awards were Harold Thies, gold arrow on Lion badge; Douglas Johnson, Bear badge; Ronnie Anderson, Wolf badge and gold arrow.

Boys receiving arrows on Wolf badges were: Bill Farman, one gold and one silver; Don Fitzgerald, one silver and Denner Bars; Larry Hibbard, one silver; Gary Deremer, one gold and one silver; Keith Wolfard, one gold and one silver; and Larry Radtke, one gold.

Year pins were awarded Randall Ellsworth, 2-year pin, and Richard Groat, 1-year pin.

New Cubs in Pack 18 are Jack Miller, Mike Merriek, Bill Boslaugh, Alan Richards, Ernest Matthews, Lon Guggisberg and Joe Bricher.

After the awards and balloon races, sack races and boxing, refreshments were served to those present by the den mothers.

Closed Season On Fire April 1

SALEM, OREGON — Closed season on the use of fire on 25 million acres of private and public forest lands will commence April 1, the state board of forestry announced today.

Beginning April 1, the state board of forestry reported, it will be unlawful to burn debris, grass or stubble within one-eighth of a mile of forest land without first securing a written permit from the local forest ranger or warden. Dates for the closed season extend from April 1 through December 31. If fire weather conditions warrant, the governor may advance the opening date to February 1 or terminate the closed season prior to December 31.

The opening date of April 1 authorized by the new law replaces the old act which established May 15 as the opening date of the closed season unless moved up by proclamation by the governor.

Loggers and sawmill operators were cautioned to have all fire fighting equipment in readiness as required by the forest law not later than April 1. Official inspections will be made by field personnel beginning on that date, forestry officials advised.

The state board urged continued public vigilance in the woods during 1954 when using fire or power-driven equipment. Fire prevention is a big part of the forest protection program, they said, and reported that continued reduction of man-caused fires would not only serve to keep Oregon green but would save hundreds of thousands of dollars in fire fighting costs and valuable, growing timber.

NEWS & NOTES

By Vinal Jr. and Russ

The desire to see a job through is a commendable trait. Some folks, however, take the dim view that the stick-to-it-iveness which sometimes drives a determined person to success in the face of staggering odds is a slowly, but surely, disappearing quality with the modern generation. These pessimistic souls can take heart, however, at the singular fortitude displayed by a New York gentleman, named Ed Cantine, who has proved that all is not lost; that determination — the old college spirit, so to speak — still flourishes on the Western continent.

It seems that during a recent 92 mile river motorboat race this man's boat lost two needle valves, suffered a broken throttle and ran out of gas. To add to his misery, he lost his helmet and discovered that his crew pit was elsewhere on the river when needed. Undaunted, he jumped out of the boat and, while swimming, towed it across the finish line.

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CHEESE	Velveeta	2 lbs. 89c
MILK	Nestle's Tall	2 for 25c
CRISCO	3-lb. tin	79c
OLEO	Holiday Brand	2 lbs. 43c

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