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Not A Bad Word

"Spread", it seems, has become a bad word in the minds of some people. The word describes the price difference between what producers are paid for raw materials—and what consumers must pay at retail for finished, ready-to-use products. "Spread" would not seem a bad word if there were a better understanding of what its significance is.

A spokesman for a grocery manufacturers association has said: "Without spread not only manufacturers and distributors but farmers as well would be out of business. Our bread would be wheat on a Kansas farm; our cheese and butter would be milk in a pail in Wisconsin; and our breakfast juice would be on the trees in a Florida or California orange grove. Without spread there would be no food business as we know it. The food business would consist of local farmers selling directly to local consumers."

This is true of all business—clothing, appliances, household wares, drugs, and everything else. Someone has to take the raw materials, transform them into articles people need and want, and offer them for sale. That's where spread comes in.

There is complaint because in many cases the spread is larger than it used to be. This overlooks the fact that people want, demand and get infinitely greater convenience in the form of processed foods and in other ways—and to "build-in" that convenience takes much labor and costs a lot of money. The fact that all production and retail businesses are intensely competitive guarantees that the spread will be as low as possible.

For instance in the days of grandfather, the way some foods were handled would be considered highly unsanitary today. In the case of the cracker barrel, the manner in which butter and other perishable produce was displayed. These items might be considerably cheaper, but certainly not a bargain at any price.

When preparing many items for sale employ a large number of people and adds to our national labor force. It's getting to be quite an industry in our state, but it adds to the cost of the goods sold.

Business Failures

A well known economist recently made this prediction: "Look for the failure of many small businesses in the year ahead. This will not be the result of international unrest but a local condition that persists in the American enterprise."

Marketing special reports an average net mortality of 54.7 percent for small business ventures during a five year period. Marketing special said "Our basic problem is not to make big business smaller, but to make small business bigger. We can not do this by restraining growth through regulation. This is the underlying concept of the plan of the American Business system."

In this connection we might also mention that every business house closes in the community, every resident of that community is adversely affected, even though the business might be a competitor of yours and even though you may have never been a merchant. Property values are affected, the economic well-being of the town.

It's a short sighted satisfaction when adverse conditions force the retirement of any industry or business and one says "Well maybe they had it coming."

Progress

Progress is not automatic; the world grows better because we wish that it should and take the right steps to make it better. If things are ever to move forward, some man must be willing to take the first steps and assume the risks." —Jane Addams.

MAIL BUSINESS

By WILSON HARDER

It is beyond the province of this column to even attempt to predict who will win the election in the November election. It seems reasonable to predict that one prediction has been made now.

The prediction is this. Whoever wins, one of the two major parties will be overthrown by the other.

Chapman Anderson, former head of the Independent Business League, is the president of the administration of the S. W. Harder Co. and has been set for repeal of the income tax. There is an opinion that seems to be gaining strength that is promoting the same objective.

It is a movement, which would be whipped up by the many into a prairie fire. Any prairie fire undoubtably destroys. It also destroys.

Don Reed (N.Y.) is in the forefront of those who feel that some action must be taken. He senses that a rebellion is being built up and is trying to very distressing tax situation, unless present inequities are remedied.

There is also another interest in the current situation. Since the Federal Reserve Bank has been a part of the money market, there is a general feeling that the collectors of the income tax are doing their best to perpetuate the job. The big question is whether the job can ever be made responsible on the back of the money market.

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the need of government for money, and he expresses possibility a national sales tax would be substituted. Not only does he feel this would be bad, but the nation's independent businessmen, voting through the National Federation of Independent Business, have taken the stand such a tax set-up would be unwise.

But likewise, these same businessmen have voted in favor of a tax modification that would prevent taxes from strangling young business enterprises.

In the recent session of Congress bills which would remedy this situation were introduced by Rep. Frank Thompson, Rep. Wright Patman, Sen. John Sparkman, and others.

The entire problem is perhaps best summed up by Rep. Thompson, who in commenting on the measure he introduced, says "This would greatly aid the small businessman, who faces increasingly severe competition from the large corporations. This is particularly true because of the fact that the small corporations are almost totally dependent on year-to-year profits for expansion and research."

Due to provisions of the present tax laws, many mergers have been made necessary and profitable. For example, it is possible for a huge corporation faced with a heavy tax, to escape a big share of this tax by absorbing a smaller firm which has been showing losses and this has built up a tax credit.

While thousands of words could be written on how present tax laws harm the free enterprise system, one simple fact seems to stand out clearly. Unless responsible leaders in the next Congress take action to remedy the situation, irresponsible leadership is quite apt, with the support of masses of people, to take action that would be most unwise as is feared by Rep. Reed.



THE G-4 INTERTYPE on which heads, display ads and some straight matter are set at the Sentinel office fascinated the boys of Creswell high school's journalism class. Here they are grouped about the machine, which is operated by Al Shofstall. The usual newspaper composing room trick of handing out hot metal slugs freshly cast by the machine was played on them. At the rear is the paper's straight-matter machine, another Intertype, which is operated by Oriana Roles. In the foreground is the hand-operated proof-press on which proofs to be read for errors are "pulled." Its own ink roller hangs above.

Election Story

(Continued from Page One)

State Treas.	1,880
Unander, R	1,885
Smith, D	1,895
Attorney General	2,202
Thornton, D	1,498
Francis, R	
State Representative	1,834
L. L. Stewart, R	1,702
Cook, D	1,875
Eymann, D	1,949
Hill, R	1,644
Johnson, R	1,544
Paddock, D	1,839
Schrenk, R	1,504
Skellton, D	1,997
Stadler, D	2,169
County Clerk	
Chase, R	1,615
Anderson, D	1,724
Co. Commissioner	1,675
Petersen, R	1,857
McPherson, D	1,857
County Sheriff	
Pryor, D	1,787
Elder, R	1,768
Judge Circuit Court	
Woodruff, D	1,172
Woodrich, D	1,297
Supl. Schools	
Woodie, D	1,683
Seofield, D	1,548
Measures:	
To Declare Emergency	1,602
Against	2,572
Authorize State to accept gifts	2,541
For	866
Against	1,855
To Raise officers salaries:	1,562
For	2,330
Co. Coroner qualifications:	916
For	1,445
To raise legislators salaries:	2,068
For	1,403
Against	2,314
Cigarette tax:	
For	2,167
Against	1,386
To prohibit fishing south of Columbia	
For	
Against	

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Own Furniture Gives Children Sense of Belonging



A few pieces of homemade furniture scaled-to-size for the youngest member of the family will give him a real sense of "belonging," says Mrs. W. E. (Nancy) Riley, Lane extension agent in home economics. And wise parents thinking ahead to Christmas will wish to order a copy of the booklet, "Homemade Furniture for Children," available from the Lane County Extension Service office, 1170 Pearl street, or by calling DI 5-8418.

"A wardrobe of his own and a toy chest will teach a youngster to care for his belongings quicker than any amount of talking or coaxing," she said. "Given the chance, children love to play their part in the home and will take pride in caring for their belongings and themselves."

Because children "will not be little for long," Mrs. Riley suggests that parents improvise with furniture already on hand or exert their "do-it-yourself" skills with hammer and saw and plywood to make economical pieces. The booklet presents specifications for construction of 30 pieces of furniture for work and play, dressing and storage, including chest of drawers, tables, desks, bookshelves, easels, work benches, chairs, toy chests, cradle, window seat, clothes tree, closets, and beds.

One of the Navy's newest planes is the Seamaster. This four-jet flying boat is in the 600 miles per hour class and is "the fastest low altitude attack aircraft in existence today," according to the Chief of Naval Operations.

John L. Gamble

John L. Gamble of 555 North River Road, Cottage Grove, passed away at the local hospital Wednesday, October 31, 1956, following a long illness. He was 66 years of age.

Mr. Gamble was born near Fargo, N. D., August 9, 1890. He was married to Josephine Gagner in 1928 at Bismark, N. D., and they came to Cottage Grove in 1942. They have made their home here ever since.

He was a member of the Methodist church. Besides his wife he is survived by four sons and four daughters: Myron of California, Mrs. James Ray of Roseburg, Edith Rarrick, Yvonne, Grace Roger, Robert, and Joseph Gamble, all of Cottage Grove.

Funeral services were at Smith

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Belko Cuts Duck Cage Squad to 17

UNIVERSITY OF OREGON, Eugene (Special) — Coach Steve Belko trimmed his University of Oregon cage prospects down to a "workable" 17 here this week following his Ducks second straight full court scrimmage.

After two full weeks of drills, the squad consists of six lettermen, five holdover non-lettermen, five junior college transfers and one member of last year's freshman club. Belko rated his club's progress after two weeks as "good" and was reemphasized with the fact that "Oregon is going to have to juggle personnel in order to compensate for the height factor."

In referring to the "height factor" Belko was hitting at what appears to be the Ducks big weakness for the 1956-57 campaign, lack of rebound strength. Letterman Hal Duffy, 6-6, and holdovers Paul Tuchardt, 6-6, and Eli Morgan, 6-5 are the extent of Oregon's potential rebound strength, with some possible help from 6-7 Charlie Franklin and 6-4 Bill Moore.

Franklin, the surprise sophomore last year, is the only starter left from last year's squad. Lost by graduation were center Max Anderson, forward Ray Bell, guard Jerry Ross, with guard Phil McHugh out for football. At the best McHugh will not be available for practice until December. Oregon opens the season against Portland university December 7.

Tuchardt, bothered last season by a bad shoulder, was a reserve non-letterman and the 6-5 Morgan was held from competition. Duffy, working behind 6-7 Anderson, started twice late in the season.

Letterman Ed Hingham, in and out last year at both guard and forward, looked good in a Thursday scrimmage session hitting well from out front and inside on hooks. He is 6-2 and Belko plans to use him both at guard and forward.

Chinook Salmon Spawning Ended

Close to 13,000,000 spring and fall Chinook salmon eggs have been collected at 12 Fish Commission of Oregon hatcheries this fall, according to Irvine French, fish commission director of fish culture.

Approximately 4,100,000 fall Chinook eggs, the highest total for a single station, were taken at the Bonneville salmon hatchery. The second highest egg-take was on the Middle Willamette river where 2,500,000 spring Chinook salmon eggs were collected for rearing at the Oakridge salmon hatchery.

Chinook salmon spawning operations have been completed at most fish commission hatcheries, French stated. Spawning of silver salmon is just getting underway and should be in full swing in the next few weeks.

French cited several fingerling fish liberations made during September. Close to 600,000 steelhead, raised at the Marion Forks hatchery, were released into the North Santiam river. Young silver salmon releases of 215,000 in the Alsea river, 44,000 in the Sandy river, and 41,000 fish in the Nehalem river were also made by the fish commission last month.

Two other lettermen are guards Wimp Hastings, a junior who worked into several ballgames late in the season, and senior Johnny Lundell.

Belko rates his Ducks a long ways from Coast conference title potential. The new Webfoot cage boss figures his club to be scrappy and determined. He plans to work from a variation of the double post, same offense which boosted Belko's Idaho State clubs into four NCAA regional playoffs in six years.

QUICK RESULTS FROM THE SENTINEL WANT ADS

A Tribute To Election Day!

In the blessed Home of the Free and the Land of the Brave, it is still our privilege to vote for the man or woman of our choice. No machine guns. No threats. No techniques of terror. This is your own United States. It's Election Day and it is your patriotic duty to get out and vote! Whatever your political affiliations or favorites, give your support to the nominees you think will serve our community best. Consider their qualifications, their trustworthiness, their past records. Then put "X's" after their names and thus show your convictions. Rain or shine, be a Voter. It's the American thing to do!

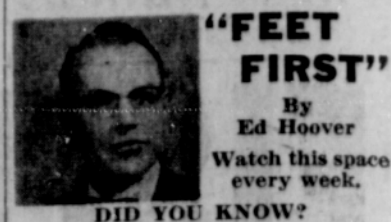
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We Salute Our Town!

Flying high and shooting true, the crack shot fighter squadron team (VF-112) stationed at the Naval Air station, Miramar, Calif., won the title of "The Navy's finest aerial gunners" in the first Navy Fleet Air Gunnery Meet. Miramar's VF-112 topped the five other teams at both 15,000 and 25,000 feet to win the Earle Trophy, which will be presented annually to the winner of the Fleet Gunnery Meet.

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"FEET FIRST"

By Ed Hoover
Watch this space every week.

DID YOU KNOW?
For many psychological reasons, buying a new pair of shoes represents to most people a lot more than just replacing a pair of worn-out shoes. In fact, except for children and some adults who are especially hard on shoes or whose work keeps them on their feet a great deal, it is difficult these days to wear out shoes.

Psychologists say the clothes we wear express our personality, and this is true. Apparently, some of our inner feelings and deepest thoughts have an outlet in the clothes we buy.

There is the man, for example, who bought a new pair of shoes every month for many years. The youngest in a family of nine who were left fatherless early in life and suffered the worst poverty imaginable, this man never had worn a pair of new shoes until he was 18. All those years he wore hand-me-downs, often including his sisters' oxfords! Even when he had accumulated more shoes than he was likely to wear out in a lifetime, he still could not resist the impulse to buy still another pair.

Another man never was happy unless the new shoes he just had bought squeaked with every step. For him the squeak meant not only new leather but the best leather, and he wanted everyone to know he could afford not only new shoes but the best in new shoes.

But if clothes express personality, they also have an effect on our personality. I notice that when a woman comes in to buy casual or sport-type shoes she usually is relaxed and informal, easy to talk with. The same woman is a totally different person when she is trying on a pair of dress shoes. Then she's reserved, almost withdrawn, often never even speaks. So please folks, shop in your casual shoes and let's have fun.

Different colors affect us in different ways, too. One lady told me, "I don't like blue because I think it's a weak color, and I feel weak whenever I wear anything blue. But—green makes me feel gay, exciting." I never knew until that moment why practically every pair of shoes this woman owns are green.

Hoover's
Shoe Store

532 Main St.
Cottage Grove, Oregon

THE MIGHTY CHRYSLER '57



It's the world's most modern motor car!

Here is the glamorous new 1957 Chrysler... magnificent climax of The Forward Look's Flight-Sweep styling and the dynamic engineering leadership which has so long distinguished Chrysler cars. Everything in it is new!

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NEW TORQUE-LITE TRANSMISSION! Chrysler's pushbutton operated Torque-Lite transmission combines the smoothness of operation for which Chrysler has always been famous with eager new getaway and safer passing power when you want it.

NEW TORSION-AIR RIDE! Embracing entirely new principles of automotive suspension, new Torsion-Air is a

blueprint of advanced engineering. It eliminates front end coil springs and substitutes the greater, smoother resilience of torque rods.

MOST POWERFUL OF ENGINES! You may never need all of it... but it's there as a reserve if you ever do. Up to a thundering 325 horsepower in the Chrysler New Yorker. In performance, too, this is truly the Mighty Chrysler.

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