

The Cottage Grove Sentinel

THURSDAY, JANUARY 3, 1957

COTTAGE GROVE, LAKE COUNTY, OREGON

NUMBER 21

Union Oil Company Abandons Billboard Advertising for Weekly Newspaper Adv.

Union Oil Company of California, one of the nation's largest advertising, has cancelled all billboard advertising and will increase substantially its newspaper advertising in both dailies and selected weeklies, according to Reese H. Taylor, chairman of the board.

Among the weekly newspapers selected to carry Union Oil's advertising in 1957 is the Sentinel. "Two factors were of primary concern to Union Oil in reaching the decision to abandon billboard advertising," explained Mr. Taylor.

"First is the traffic hazard which a great many experts have indicated billboards tend to increase.

"Second is an apparent and growing resentment on the part of many people and residential communities to obscuring the beauty of our natural landscape with this type of advertising.

"As a company serving the motoring needs of the general public, it simply did not make good sense for Union Oil to continue to use an advertising medium which is apparently becoming offensive to many of our customers and prospects and which, in the opinion of some experts, represents a hazard to them.

"Therefore we cancelled all billboard advertising. The money we have been spending annually for this type of outdoor advertising will now be used to increase our newspaper advertising campaigns."

In another unprecedented policy move, Mr. Taylor revealed Union Oil's plan for 1957 included use of an impressive list of over 400 selected weekly newspapers in the seven western states.

"We are initiating this test campaign in the weeklies because we believe such newspapers in the West are thoroughly read and are an effective medium to reach a large portion of the motoring public.

"Use of weekly newspapers is as marked a change in Union's advertising policy as is the decision

Archie E. Walker Family Reunion Holiday Event

By Mrs. Esther Trunnell
Phone 17F11

LATHAM—One of the many family gatherings held over the Christmas holidays was that at the A. E. Walker home. Mr. and Mrs. Wayne Walker and four children of Eureka, Calif., were home for four days. Mr. and Mrs. Eldon Walker and three children of Prineville stayed for a longer visit. A daughter, Mrs. Ben Campbell, with her husband and two children of Creswell were there also. David Walker stays at home. Those who did not return for Christmas were Wendell Walker of Greenwich, Conn., and Mrs. M. L. (Audrey) Skoglie of Chico, Calif. A brother of Mrs. Walker, Ralph Koene, with his wife and daughter of Springfield, joined the group also.

Mr. and Mrs. Clint Spriggs spent Christmas with their son Wendell, his wife and three children in Eugene. Mr. and Mrs. Harold Spriggs and four children of Cottage Grove also were present.

Christmas day guests at the Murray Trunnell home were her daughter, Mrs. Myron Wicks, with her husband and daughter Joyce. Another daughter of the Wicks', Mrs. William McClellan, her husband and a sister of the latter, Elaine McClellan of Portland were present also. A number of others called during the day.

Frank VanNortwick and Mr. and Mrs. John Trunnell spent Christmas at the Roy Trunnell home.

Mr. and Mrs. Verl Thompson and family visited during the holidays at the home of his sister,

Archie E. Walker.



INTERNATIONAL RELATIONS LEAGUE members pause for a picture during a meeting held to make plans for their clothing drive for Hungarian Relief.

Delight Valley 4-H Club to Meet 5th At Chapman Home

By Mrs. Roy Stone
Phone 1H061

DELIGHT VALLEY—Hill and Dale Ranchers will hold a meeting at the Larry Chapman home on Sears Road Saturday afternoon, January 5.

The Christmas program of Walker Union church was held December 23. Treats and a gift exchange completed the evening.

Christmas dinner guests at the E. G. Sherrill home were Mr. and Mrs. Otto Tank of Cottage Grove, Robert Tank of Monmouth, Mrs. Lochie Hill, Mrs. Maybelle Robinson, John Robinson Jr., Sherry, Dorothy and Robbie Robinson, Jean Ellen and Carrie Lou Sherrill.

Guests at the Roy Stone home last week were Mr. and Mrs. Walden Jenkins, Gail, Richard and Mark and Miss Elaine O'Brien of Indio, California.

Mr. and Mrs. William Bostick and Alan returned home Saturday from Grants Pass, where they had spent several days visiting relatives.

Mr. and Mrs. E. G. Sherrill, Jean Ellen and Carrie Lou were dinner guests Sunday at the John Robinson home.

Roy Stone and Roy Lee spent Sunday fishing on the Umpqua River.

Grade school pupils returned to their classes on Wednesday, January 2. No school will be held on Wednesday, January 9, as the teachers will attend a meeting in Cottage Grove.

Mr. and Mrs. Delayne Hollis of Sutherlin spent Christmas with their parents, Mr. and Mrs. Floyd Way and Mr. and Mrs. R. P. Augenstein.

Among those who have been vacationing in southern California are Mr. and Mrs. R. C. Oster and family and Mr. and Mrs. Edwin Zinkler and children.

The 4-H office in Eugene is collecting Queen Bess silverware coupons for the 4-H girls to use for demonstrations, dinners, and gatherings. They will accept contributions and give them to the extension agent, Mrs. Robert Westrup.

24% of OSC Men Students Married

OREGON STATE COLLEGE—Twenty-four percent of the men students and 7 percent of the women at Oregon State college are married this year, according to reports compiled by the deans of men and women.

Some 1200 married men are enrolled this year and 135 married women.

The figures are slightly above a year ago and are approaching the record highs of the years immediately after World War II. In 1948, 29 percent of the men—most of them veterans—and 8 percent of the women were married.

Since 1948, the number of married men students has never dropped below 20 percent. In 1938, by contrast, the figures were about 6 percent for the men and 2 percent for the women. All totals include graduate students.



Contributed As a Public Service by
Mayflower Insurance Ex.
C. C. Morelock Ins. Agency
810 Main St. Phone 1040
Affiliated with
Wilson Real Estate

Clothing, Money Asked by Students For Relief Project

Clothes for Hungarians, a relief program, is being sponsored locally by the International Relations League at Cottage Grove High school in cooperation with the American Friends Service Committee.

In their drive to collect warm clothing or money to help Hungarian refugees in Austria, students are asking the cooperation of local organizations and townspeople. Winter clothing that is clean and good for at least six months wear can be sent to the school with any student or delivered to Room 3. A telephone message to the school will result in a pick-up of donations. Money will be used to ship the bundles of clothing.

Articles needed are: Underwear, coats, trousers, socks, jackets, suits, dresses, warm blouses, skirts, and low heeled, serviceable shoes. Clothing for men and children is especially in demand at present.

The American Friends Service Committee aiding this drive first organized by people of the Quaker faith. Now volunteer workers are of all faiths. No salary, other than board and room, is paid to the workers.

Miss Elaine Roddy, Cottage Grove High school teacher, has worked with this group for two summers. Last year she was sent to the island of Cephalonia off the coast of Greece to help the people of a small village dig ditches for water pipelines to replace those destroyed in the 1954 earthquake.

The drive at the high school will continue through Friday, January 11. Clothing will be taken to the game room where it will be packed by students for delivery to San Francisco. Miss Lois Rice is adviser of the local International Relations League.

Marines to Send 8th Platoon To San Diego Jan. 17

On the 17th of January, 1957, the Marine Corps will send the 8th Oregon Beaver Platoon to San Diego, Calif., for training. The Oregon Beaver Platoon will be made up of a select group of young men from Oregon between the ages of 17 to 26. Enlistments will be accepted for two, three, and four years, also young men may enlist for aviation duty only. The Marine Corps is now offering over 470 trades from aviation electronics to diesel mechanics. This gives a young man a chance to serve on land, at sea or in the air, or in one of the U.S. Embassies or State Departments throughout the world.

Young men who wish to represent the State of Oregon should contact S. Sgt. Juul for an appointment to the Oregon Beaver Platoon.

The Marine Recruiting office is in the Post Office Bldg. in Eugene and will be open from 9 a.m. to 5 p.m.

Parents and young men who are interested in the military obligations confronting today's youth are encouraged to stop in and receive information without obligation.



DON'T MISS THIS ONE

Doris Singleton, in "Affair in Reno," is truly exciting. Don't miss it. And don't miss getting acquainted with Hollywood Special Formula Bread. It, too, is exciting...to listless appetites. A secret blend of 16 choice grain and vegetable flours, this royal loaf is a masterpiece of fine flavor. Insist on the genuine.

★ Only about 46 calories in an 18-gram slice.

FREE! Hollywood Diet and Calorie Guide. Write to Eleanor Day, 100 W. Monroe Street, Chicago 3, Illinois.



Two kinds: LIGHT and DARK
The Bread for Modern Menus
Hollywood
Special Formula BREAD

WOLFARD'S YOUR FRIENDLY FOOD STORE

637 MAIN ST. COTTAGE GROVE PHONE 53

To you all our sincere thanks for your patronage this past year and Best Wishes for a Happy, Prosperous New Year!

JEWEL	Shortening	69¢
	3-lb. Can	
FLOUR	Fisher's Blend	79¢
	10 lbs.	
MILK	Finer	49¢
	Tall 4 Cans	
TANG	Dressing	49¢
	Quarts	

BANANAS	CARROTS	POTATOES
A Winter Favorite	Fine Quality Cello	U.S. No. 2
2 pounds 29¢	2 for 19¢	50 lbs. 98¢

PEAS	Overlook	10¢
	No. 303 Can	
CORN	Dundee	49¢
	Cream 4 303 Cans	
BEANS	Otterbrook	10¢
	No. 303 Can	
TOMATO	Sauce	39¢
	Dundee 6 For	
SURF	or Breeze	69¢
	Giant Pkg.	

SUNSHINE SODA CRACKERS	2 lbs. 53¢
FLAV-R-PAC PEAS Taste Like Fresh	6 Pkgs. \$1.00
FLAV-R-PAC CORN Fresh Frozen	6 Pkgs. \$1.00
FLAV-R-PAC STRAWBERRIES 10-oz.	5 Pkgs. \$1.00

KELLY'S MKT.

The Best In Meats

Rib Steaks	From Good Beef	69¢
	Lb.	
Sausage	Country Style Pork	29¢
	Lb.	
Wieners	Nebergall's Skinless	39¢
	Lb.	



Is Your Car SMOKING TOO MUCH? DRINKING TOO MUCH? LOAFING TOO MUCH?

We Can Stop All This

Let our mechanics check
Thermostats
Radiators
Points and Plugs
Battery
Lights
Brakes

TOWING SERVICE

Gene's Auto Service

234 South 10th

Phone 158-R
19-21-23

What's Your Heat Problem

DO YOU WANT AN

1. OIL HEAT
2. ELECTRIC HEAT
3. HOT WATER

What ever your problem, see CLIFF and GEORGE for a FREE estimate.

Install now—NO MONEY DOWN and 36 MONTHS TO PAY on Improvement Loans.

We Install — We Service — We Guarantee.

CLIFF and GEORGE
(We Hurry)

Roberts & Drury

9th and Gibbs

Phone 444