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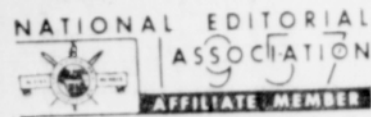
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Advertising Benefits You

"Advertising Benefits You" is the theme of Advertising Week, being observed nationally February 10-16 under the auspices of the Advertising Association of the West and the Advertising Federation of America.

Advertising gives six specific benefits to the public. The objective of Advertising Week is to help the public understand the services rendered it through advertising.

The six benefits are:

1. Advertising helps you buy wisely. It informs you about products, their relative quality, their relative advantages and their prices. It enables you to do comparison shopping without leaving your home.
2. Advertising helps you buy for less. Because advertising creates mass markets and spurs competition, it helps to keep prices down.
3. Advertising promotes higher living standards. By creating mass markets, advertising helps to create more jobs. By informing you of product availabilities within the range of your pocketbook, it contributes to your comfort and convenience.
4. Advertising saves your time. By enabling you to decide ahead of time what you want, advertising saves you countless hours of looking through stores.
5. Advertising gives you important information. New products, inventions and developments in all fields are called to your attention through advertising. It tells you how to meet threats to your health and property. Advertising is also a powerful factor in disseminating vital defense information, building morale and stimulating mass action for the public welfare.
6. Advertising supports your information media. Most of the costs of newspapers and magazines and all of the costs of radio and television are met by advertising revenues. The American public is the best informed public in the world, and advertising pays most of the bill for this.

The American economy is based on the mass consumption of the mass production of an ever increasing number of products and services. Advertising is the bridge between the producer and consumer, making a vital contribution to each.

Do 18-year-olds Really Want to Vote?

Now that the matter of lowering the voting age threatens to become an issue at Salem, a lot of people will be wondering if lowering the voting age to 18 is really a wise move, since the young folks can't seem to agree among themselves, if such a law would be in the public interest. It seems to us that a good deal more than passing consideration should be given an issue of this sort before adding another law to the statute books.

From what we know of the issue the opinion among the young folks themselves is almost equally divided as to whether lowering the age of voting is in the best interests of the state in general. While a lot of young people might take the added responsibilities of citizenship seriously, there are so many interests to claim the attention of the modern young man or woman that politics might have to take a back seat so far as intelligent voting is concerned.

The youngsters might be the first to admit a candidate would not always be judged in the light of the fitness of the candidate, but on his or her looks and popularity appeal. For instance, it might be rather difficult to beat a candidate like Elvis Presley and his sideburns, regardless of whether or not the candidate was best suited for the office.

Politics is a pretty dry subject, even to the adults, as proved by televising the political conventions last fall. Whether or not political issues could be made interesting enough to command an intelligent vote would be a good question, which has not been answered yet. This is not related to the argument that if a young man is old enough for military service, he is old enough to vote, which is the principal argument for lowering the voting age.

Problems Increase With High Living

It was J. Edgar Hoover, head of the FBI, who said the other day there had been about a fifty percent increase in juvenile crimes since 1953. It seems there is a direct relation between increasing our standard of living and juvenile misbehavior. By this we mean that from all appearances, the better off we are and the more we increase our standard of living, the more likely junior is of becoming a problem and perhaps a breaker of the law.

One remedy advocated by Mr. Hoover is to quit trying to coddle junior when he gets into trouble and apply more of the standard remedies used on adults, perhaps even to publicizing the nature of the crime. It seems that a good many of the would-be law breakers are intelligent enough to realize that because of his age, if he gets into trouble, the law will go easy with him because the administrators of the law are afraid that if they are too severe on him, they are likely to make a habitual criminal out of him.

There are other remedies which might fit in nicely also and among these is the idea of giving the youngster more responsibility in relation to earning a living and sharing in the home duties essential to the proper bringing up of every family.

Still another remedy is the organization of better Sunday schools, better recreational facilities and the proper training and interest of the adult in sharing civic responsibilities in good civic programs. All of these remedies are perhaps more or less trite for those who have assumed, or are willing to assume, more responsibility in training programs, still we cannot afford to throw up our hands and quit, especially with juvenile problems on the increase.

Same Old Problem

The complexion of the Oregon house of representatives may have changed, but we still have the same financial problems facing the state, which seem to grow more pressing as the years go by and this is how to raise money. Now that the sales tax suggestion has been laid to rest by the house for another two years, we can look for a state property tax or the retention of a high state income tax.

Some how or some how else the remedies suggested for solving the state financial ills during the last campaign have lost their appeal.



To the Editor:
 The South Lane 4-H Leaders association members wish to express their gratitude to you for your interest in our activities and for your kindness in the publicity you have given us in the Sentinel. We know that the space permitted us has brought 4-H club work to the attention of the readers of the paper and we feel that it is such a worthwhile activity we want everyone to know the good it gives our youth.

Very sincerely,
 South Lane 4-H Leaders Association,
 Jeanne Morton,
 Secretary.

James R. Lemon Drowns in Bathtub After Heart Attack

James Riley (Jim) Lemon passed away at his home, 435 South River Road, sometime Friday at the age of 76. The elderly man was found Saturday dead in his water-filled bathtub, where he apparently had fallen following a heart attack.

Neighbors, who were unable to get an answer from Mr. Lemon when they knocked at the door, called police, who broke into the house and found him dead. Deputy Coroner Robert Mills conducted an autopsy and death was attributed to drowning. Lemon was said to have been fixing a plugged-up drain in the bathtub when he suffered the heart attack and fell into the tub.

Mr. Lemon was born November 8, 1880, in Oregon and had lived all of his life in the Cottage Grove area. He married Abbie Valentine in Cottage Grove in 1908. She preceded him in death in 1950. Survivors are one stepson, Eddie Valentine of Gold Beach, and two brothers, George Crawford of Cottage Grove and Frank Crawford of Coburg.

Funeral services were held at Mills Mortuary Tuesday at 1:30 p.m. with Mr. Hubert Prather officiating. Vault interment was in the IOOF cemetery.

Myra E. Hedrick

Funeral services were held Wednesday, February 13, 1957, at 2 p.m. at Mills Mortuary of Dr. J. W. Miller, 1000 Main St., for Myra Elizabeth Hedrick, who died at her home at Dr. J. W. Miller, 1000 Main St., on February 9, 1957, at the age of 83. She was born Myra Wagner May 23, 1873, at Oakland, Ore., and had lived her entire life at Dr. J. W. Miller, 1000 Main St., and vicinity. On February 13, 1895, she was married at Dr. J. W. Miller, 1000 Main St., to John Hedrick, who preceded her in death in 1937.

Surviving are one sister, Miss Emma Wagner of Dr. J. W. Miller, 1000 Main St., and several nieces and nephews. The Rev. C. E. Echlin officiated at the funeral services. Vault interment was in the old Dr. J. W. Miller cemetery.

Henry David Miller

Henry Miller, a former Dorena resident, but lately of Grants Pass, died in Cottage Grove hospital Monday, February 11, 1957, at the age of 68. He was born in Minneapolis, Minn., November 28, 1888, and moved to California in 1906, where he was married to Lillie Ballew at Dorris, Calif., in June, 1914. She preceded him in death in 1919. Mr. Miller came to Dorena in 1945 and was employed as watchman in the woods.

WASHINGTON AND "SMALL BUSINESS"

With Chairman Wright Patman of House Small Business Committee determined to give wide publicity, cooperative advertising allowances will figure extensively in news.

Federal Trade Commission is taking action against large food chain operations. It has solicited and received substantial cooperative advertising allowances from competitors.

Government C. W. Harder also seeks to include further charge firms did not spend all cooperative advertising money received for advertising, but diverted it for other purposes. It is alleged firm received \$216,770 from 278 suppliers; only used fraction for advertising.

This situation is not particularly new. Ten years ago when Justice Dept. won both civil and criminal anti-trust actions against nation's largest chain, evidence showed in just one year a profit of a million dollars was made on cooperative advertising funds collected, but not used.

Briefly, cooperative advertising works like this: A packer or manufacturer will allow the retailer to spend a certain percentage of his purchases, for example 5%, or else a flat per case allowance such as 25 cents per case, to be spent in advertising the brand in the retailer's own local level advertising. Theoretically, the retailer presents to the manufacturer proof of advertising and other evidence to substantiate the allowance.

It has long been recognized even this system discriminates against National Federation of Independent Business.

THAT'S A FACT

SNOW BOUND
 15 KEEPS THE SCOTCH WHISKY NEW ENGLAND BREWERS WINTERS EARLY SETTLERS IMPROVED SNOW SCOPES MADE OUT OF HUGE BEARD KETTLES TIED TO THEIR BELT!

INTERESTING STORY

CHEESE STORY
 EATING OUT OF CANNY BILLS IN A NAVAL ENGAGEMENT. JOHN JOSE LOADED HIS MOUNTAIN CHARGES AND FIRED ON THE ENEMY. HE WON A PRIZE FOR HIS BRAVERY AND WAS AWARDED A MEDAL OF HONOR.

INVEST IN U.S. SAVINGS BONDS

THEY'RE THE BEST-GUARANTEED SECURITIES IN THE WORLD. REVENUE THIS—EACH U.S. SAVINGS BOND YOU PURCHASE PAYS IN 40,000,000 AMERICANS! YOU OWE IT TO YOURSELF AND YOUR FAMILY TO START SAVING NOW!

Mary A. Isham, 72, Dies From Burns Received at Home

Mrs. Mary Alice Isham of 1630 South 10th street, a resident of Cottage Grove for 30 years, passed away February 8, 1957, at a Eugene hospital. She had suffered severe burns clothing caught earlier when her clothing caught fire as she was getting warm at her home. She was 72 years old.

Mrs. Isham was born Mary Alice Beck August 12, 1884, at Topeka, Kan. She was married there July 8, 1908 to John Isham. He passed away in 1942. The family came to Oregon from Ponca City, Okla. The deceased was a member of Jehovah's witnesses, and a Gold Star mother.

Survivors are one son, Albert M. Isham, Cottage Grove, and two daughters, Mrs. Gladys Miller, Cottage Grove, and Mrs. Izola Bish, Eugene; seven grandchildren, one great-grandchild, and one brother, Roy Beck of Corvallis. One son, Orville, a chief petty officer on the USS Arizona, was killed in the bombing at Pearl Harbor.

Mr. Harold Sherred officiated at funeral services at Mills Mortuary Monday, February 11, 1957, at 10 a.m. Burial was in the IOOF cemetery.

A. L. Woodard

(Continued from Page 1)
 at Harmon, Ill., to Ella Jane Young, who passed away in 1937.

Although he had a wife and seven children to support, he enrolled in Wheaton college, Wheaton, Ill., which he attended for five years. He was for many years active in the Church of Christ and was known as an informed student of the Bible. After the death of his first wife he was married to Ida Winifred of Roseburg, who survives him.

Living descendants of the aged man total 110. They include seven children, 33 grandchildren, 65 great-grandchildren, and five great-great-grandchildren. One grandson, Wayne McCall, died last fall of fatal burns received in the gas company explosion and fire.

Nine children born to the Woodards were: Martha B. Horton (deceased); John F., Oscar R., Mrs. Charles (Susie) Wood, Walter A., Albert, Arthur Robert (deceased in infancy), Mrs. John (Ruth) McCall, and Mrs. Albert (Juliet) Hull. All of the living children reside in Cottage Grove.

Funeral services were held Monday, February 11, 1957, at 1:30 p.m. from Mills Mortuary with interment in the IOOF cemetery. Mr. Hubert Prather officiated.

Grandchildren coming to attend the funeral were: Mr. Woodard, Mrs. Marguerite (Carlie) Roehl, San Francisco; Chester Horton, Portland; Richard Horton, Seattle; Mr. and Mrs. Wendell Carlie, Winston; Mr. and Mrs. Kenneth Carlie, Empire; Mr. and Mrs. Ed McCall, Sutherland; Mr. and Mrs. Albert McCall, Rohnerville, Calif.; Mr. and Mrs. Milo McCall, Springfield; Harry McCall, Medford; Mr. and Mrs. Robert Woodard, Roseburg; also great-grandchildren, Mrs. Dean Higginbotham, Grants Pass; Den-Higginbotham, Grants Pass; Mr. and Mrs. Viola Waterman, Mrs. Rose Bileu, Mrs. Will Carlie, all of Myrtle Point and Mrs. Lillie Heron, Coos Bay.

Eight grandsons, Steve Woodard, Arthur Carlie and Ronald Hull, all of Cottage Grove, Richard Horton, Robert Woodard, Ed McCall, Albert McCall, and Kenneth Carlie, served as pallbearers.

4th Set of Twins Born in Hospital Since Holidays

The 4th set of twins since the Christmas holidays have been born at the Cottage Grove hospital, all of which shows a community does not have to import people to grow. Twin sons were born to Mr. and Mrs. Keith R. Lucas of Yoncalla on February 6. The new arrivals were named Garth and Reno.

Malocclusion May Have Emotional And Social Effects

One of the worst results of so-called crooked teeth is the impact of ridicule upon a child who may be taunted by his playmates or the psychological stress borne by a teen-ager who is miserably self-conscious about appearance.

In addition to emotional and social factors, teeth in improper alignment, dentists call it malocclusion, present other problems.

Malocclusion may cause facial deformities. It may interfere with proper eating habits, causing malnutrition. The teeth may be especially susceptible to dental decay because their position makes it difficult to clean them properly. And malocclusion may lead to diseases of the gums later in life.

Dentists agree generally on the major causes of irregular teeth. There is evidence that heredity may play a part. Another cause is persistent thumb-sucking beyond the age of about five, and other habits that put abnormal pressure on the teeth and jaws.

Still another cause is premature loss of first teeth or too long retention of first teeth.

Studies indicate that about one-fifth of U. S. children have serious malocclusion. The condition develops most commonly during the time when a child is losing his first teeth and when his second teeth are appearing.

The development of badly positioned teeth may often be prevented by periodic dental care.

For example, if a first tooth is lost too soon, the dentist can insert a space maintainer, if necessary, so there will be space for the permanent tooth to come in at the right place.

If special corrective treatment is needed, the dentist may refer the patient to an orthodontist.

To sum up, the means are at hand to cut down drastically on the enormous rate at which dental disorders are developing. The most practical approach to the problem is through the child. The youngster who starts out with proper dental health habits has an excellent chance to reach adulthood with sound teeth.

Mildew, Mustiness Remedies Given

If mildew is your household's bugaboo, make use of the chemical, calcium chloride, to take up excess moisture, suggests Mrs. W. E. Riley, extension agent in home economics. An open container of solid chloride in a closed closet will absorb moisture and banish the musty odor.

Or if your basement is damp and musty, sprinkle chloride of lime over the basement floor. Leave it there until all mustiness disappears, then sweep up the chemical, scrub and dry the floor.

The chloride of lime serves both as deodorant and disinfectant. Cotton articles such as shower curtains and awnings can be mildew-resistant through a simple treatment using soap and calcium chloride. And you can protect leather by sponging it with 1 percent solution of para-nitrophenol in alcohol. Even paint can be made mildew-resistant by replacing 20 per cent or more of the regular pigment with zinc oxide. Further information on prevention of mildew may be had on request of a copy of "Home Methods in Preventing and Removing Mildew" from Lane County Extension Service, 1170 Pearl street. The phone is DI 5-8418.

The heart and blood vessel diseases are the nation's No. 1 public health enemy, says the Oregon Heart Assn., which is conducting the 1957 Heart Fund drive here.

"You get a good deal in the Guard"

Join Your Local Unit of the
AIR NATIONAL GUARD
 America's Citizen-Soldiers

Keep the children happy!

Keep the children in the house!

YES—Select a game for the children or the whole family to enjoy—we have a very large and exciting selection to choose from at

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Portland Becomes Major Coffee Import Port in NW

By Alfred L. Lomax
 Professor of Business Administration, U. of O.

Recent statistical releases reveal Portland's position as the leading coffee import port in the Pacific Northwest, and third among Pacific Coast ports, Portland is outranked by San Francisco and Los Angeles in that order. Of the total coffee imports of the three major Northwest ports, 61.9 per cent came through the Oregon port.

Clearances of this commodity through the Oregon Customs District for the calendar year 1955 totaled 18,436 short tons valued at approximately \$18 million, compared to the 1954 tonnage and value of 12,850 and \$16 million. This upward surge in value made coffee the most important foreign import of the port; coffee was responsible for approximately 36 per cent of the Portland value of merchandise imports by vessel. Of the 18 exporting countries which originate this trade, South American states are the most prolific contributors—being responsible for slightly more than 56 per cent of the Portland imports of this commodity. Brazil leads at 6,267 tons followed by Colombia with 3,051 tons. Smaller amounts came from Ecuador, Peru, and Venezuela. Middle America, next in importance, with Guatemala, Salvador and Nicaragua the largest exporters, provided approximately 32 per cent of the product brought into Portland during 1955. Other contributors were Mexico, Costa Rica, Honduras, and British West Indies. In the Western Hemisphere, African sources included Belgian Congo, Ethiopia, and Tanganyika.

Mounting coffee imports into this fast-growing port are accounted for by the city's strategic geographic position as a distribution center in a swelling population area, with attractive out-bound and in-bound freight rates. The three Pacific Northwest states of Oregon, Washington, and Idaho, as well as Montana and parts of Utah, are readily reached by both rail and truck, while Alaska can be serviced by direct steamship line to the principal ports.

Seven coffee roasting companies are now located in Portland, including the new J. A. Folger & Co. plant with its 20 million pounds a year capacity. This is the first such major installation north of San Francisco, the leading coffee port on the coast. Folger is now credited with approximately 54 per cent of the total coffee imports of the port. Smaller operators selling out of Portland in the regional market of the Northwest are Boyd, Delancey Tea & Coffee, Dwight Edwards (Safe-way Stores), McCormick, Tucker, Emrich, and Wadhams. (From Oregon Business Review).

What the best and wisest parent wants for his own child that must the community want for all its children.—John Dewey.

A TRIBUTE TO OUR BOY SCOUTS

When Lord Robert Baden-Powell, the Englishman, conceived the idea of the Boy Scouts and later our own American, Dan Beard, furthered and promoted the idea here, neither, we suspect, ever dreamed what world wide fountains of youth he was putting in action! Today the Boy Scouts are the flower of young manhood in every quarter of the globe. Their deeds are legion. Their clean, manly characters shine forth from their scrubbed faces and the trim uniforms they wear. How very proud we fathers and mothers of Boy Scouts should be! Their merit badges are a symbol of sincerity, eagerness to serve and pride in their organization. God bless them all. They'll be leaders tomorrow!

Sponsored in the Public Interest by
Varley's Rexall Drug
 6th & Main Phone 82

We Salute Our Town!

1957 Rodent Control Notices Mailed Out

Notice of the 1957 rodent control contest has been mailed to all 4-H club leaders in Lane County, according to J. R. Gorton, extension agent in youth work. A year-around contest, it is sponsored by the Lane County agricultural council, Fair association, Granges, Extension Service, and the Eugene rodent control officer.

All boys and girls between the ages of 9 and 18 are eligible to compete. Membership in the 4-H club is not necessary. But all youth who wish to compete for prizes in the contest must obtain copies of contest rules and enter their names at the Lane County Extension office, 1170 Pearl st.

Awards which will be presented at the Lane County 4-H Club Fair will include a grand prize merchandise certificate for \$25, certificates for \$3 to individuals scoring 37,500 points and certificates for \$3 to individuals scoring 27,500 points. Each 4-H club accumulating a score of 100,000 points or more will receive one \$15 scholarship to the 1958 Lane County 4-H club camp.

"FEET FIRST"
 By Ed Hoover
 Watch this space every week.

The U. S. Shoe industry leaves no stone unturned to give you the best. You go into a shoe store and you can often get a selection of as many as six or eight different widths in any given size of one style shoe. In the best shoe stores of Europe, the most you can get is two widths, but more usually one width.

American-made shoes are the most precisely fitted shoes in the world. That applies even to the lowest priced shoes. Americans insist on good-fitted shoes, and the shoe industry goes all-out to meet that demand with precision lasts and sizes. What's more, the great majority of salesmen in our shoe stores are trained and conscientious fitters. Many stores won't sell you a pair of shoes unless they have the right size and last.

But even so, you may say, aren't our shoes high priced? Well, perhaps everything these days seems high priced. But here are some things about shoe prices that may amaze you. American-made shoes are priced lower than the shoes of just about any other nation in the world. A pair of \$10 leather shoes made in the U.S. will sell for \$15 to \$35 in Europe; \$30 in India; \$25 in South America, and \$100 in Russia.

Hoover's Shoe Store
 532 Main St.
 Cottage Grove, Oregon