

Umpqua School Assn. Meets

By MRS. GEORGE MUNSON

The Umpqua School Assn. held its first meeting of this school year Friday evening at the Community Hall.

There was a good turnout of parents and friends. The business meeting was conducted by vice-president Kathryn Roadman, due to the illness of the president, Mrs. Flo Rippstein was appointed to the chairmanship of the Annual Carnival, and Mrs. Coffey vice chairman. The mothers of the 8th graders were the hostesses of the evening and served refreshments. They were the Mesdames Judd, Munson, Crane and Christman.

Committee Meets

The Carnival Committee met at Umpqua School Wednesday evening to finish plans for the annual Halloween party. Mrs. Flo Rippstein is the chairman. Those present were Roberta Coffey, Melba Germond, Mrs. Dahack, Sally Amerson and Mrs. Rippstein. The carnival is a project of the School Assn. each year and every one is asked to help.

The Umpqua Sunday School held a Rally Day program last Sunday. Eight children graduated and the program was directed by Myrtle Thennes. The Rev. Arthur Kestrup was the guest speaker. After the services every one attended a green corn roast at the Thennes Ranch on the river. A potluck dinner was served with the corn and about 30 people enjoyed the afternoon.

Umpqua School Honor Students

By MRS. GEORGE MUNSON

Children of the upper grades of the Umpqua School watched their teacher, Genevieve Murphy post the names of those who made the honor roll this month. Honor roll students were David Crane, Marietta Munson, Joanne Roadman, Norma Peery, Gerry Brown, Lynn Leonard, Marlene Jennie, Deniece Meyers, Joyce Rippstein and Barbara Mohr.

Dinner Guests

Mr. and Mrs. L. K. Gibson and children, David, Nancy and Tamara, of Camas Valley were dinner guests at the home of Mr. and Mrs. Stanley Long on Monday.

Mrs. Bessie Edwards was hostess at a dinner party on Sunday, at her home on Joelson Road, near Umpqua. Present were Mr. and Mrs. Cummings and children, Mr. and Mrs. Jean Edwards and children, Mr. and Mrs. E. Holland and son, Mr. and Mrs. R. Frisbie and Bessie Edwards.

Nellie Meyers, Evelyn Richardson and Mrs. Joyce Meyers were guests at the Bill Long Ranch on Sunday. Mrs. Nellie Meyers has returned to her home in Roseburg after closing her cafe at Winchester for the winter months.

Mrs. Della Wise of Yoncalla is a houseguest of the John Bacon home at Umpqua. Mr. and Mrs. Bacon drove to Yoncalla on Sunday and Mrs. Wise returned with them. Mrs. Bacon and Mrs. Wise were school friends.

House Guests

Mr. and Mrs. Wayne Pressnall of Walnut Creek, Calif., are house guests at the Bob Mode Ranch near Umpqua. They will spend their vacation here looking over this part of Oregon, in view of locating permanently here. Mrs. Pressnall, the former Hazel Maupin, is a sister of Mrs. Bob Mode.

Mr. and Mrs. Carl and family, and Mrs. Emily Ohman, were dinner guests at the home of Mr. and Mrs. W. G. Long on Sunday. Mrs. Ohman is a sister of Long.

A note of interest was received by Mrs. Amy Wandell concerning her relatives. She is a great-grandmother. Her daughter, Mrs. Roger Bell, who lives in Springfield, had a birthday celebration on Sept. 22, and she has a granddaughter with a birthday the same day and also a grandson, the same day and a great-grand son on the 5th.

THIRD ANNUAL FEEDER AND STOCKER SALE

Sponsored by Linn & Benton County Livestock Associations

Brahs Auction Yard
Corvallis, Ore.

1 Mi. South on 99W
WED., OCT. 13

Sale Starts 10 A.M.
500 HEAD

★Weaner Steer Calves
★Weaner Heifer Calves
★Bred Heifers
★Yearling Steers
★Open Yearling Heifers

SPECIAL ATTRACTION
20 HEAD SERVICE AGE REGISTERED BULLS
HEREFORDS—ANGUS
POLLED HEREFORDS

AUCTIONEERS:
Ellis White, Ontario
Bruce Brahs, Corvallis
For Further Information
Write P. O. Box 372
Corvallis, Ore.
Commercial Cattle Sorted
October 12
Registered Bulls Sifted
October 12
Sale Headquarters
Benton Hotel, Corvallis

1954 Record Setting Year In Automobile Production, Amount Spent On Highway

By Harry Elliott News Service
This is a record year as revealed by the Automobile Manufacturers Assn. in its newest fact book.
By the time the year is over

Well-Child Clinic In Elkton Oct. 12

By MRS. C. W. HENDERER
The well-child conference conducted by the Oregon State Board of Health was held Tuesday from 1 to 3 p.m. at the Elkton Christian Church.

Weekend Guests

Mr. and Mrs. Robert Stevenson of Dallas were weekend guests at the Norman Weatherly home. Bernie Slagle of Corvallis spent last weekend at the home of M. and Mrs. C. G. Henderer.

Mrs. Norman Weatherly was reported quite ill this week with the flu.

Mr. and Mrs. Darrell Swearingen and infant son moved last week into their new home.

Mrs. Gerald Patch spent most of last week in Toledo, Wash., visiting at the home of her sister and family.

Miss Mary Ann Weatherly of Portland and Mrs. and Mrs. Wendel Weatherly and family of Eugene were weekend guests at the parental Floyd Weatherly home.

Mrs. JoAnn Riley and daughter of Winston visited last week at the Gilbert Binder home.

Mrs. Gertrude Compton and Mrs. Connie Ryan drove their cars to the coast early Tuesday to pick huckleberries. The following passengers also picked berries: Ina Henderer, Mickey Hubbard, Abbie Crisman, Fannie Clemon, Melvina Wodell and Mary Beckley. The group enjoyed a picnic lunch along the coast.

Mr. and Mrs. Ted Thompson and family of Grants Pass and Mr. and Mrs. Elva Hubbard and family of Cottage Grove were weekend guests at the home of Mr. and Mrs. Ariel Hubbard.

The Christian Church held its monthly meeting and potluck lunch last Sunday following the morning services. A large group enjoyed the potluck lunch. During the business meeting it was voted to install a new oil furnace to replace the wood furnace now in use.



COLUMBUS — "Great Admiral of the Ocean Sea, Viceroy and Governor of the Indies." From an engraving of an original picture in the possession of the Columbus family.

more than \$6 billion will have been spent on the nation's streets and highways; the total number of motor vehicles registered in the United States will exceed 58 million (48 million passenger cars and 10 million trucks and buses) and gasoline consumption will be well over 42 billion gallons.

Latest estimates of world motor vehicle registrations show the U.S. has three-fourths of all passenger cars and almost half of all trucks in the world.

New "Do It Yourself" Kit

A small touch-up paint applicator which looks and operates like a fountain pen is offered by MoPar Parts Division of Chrysler Corp. Instead of a pen point there's a tiny brush and at the opposite end a supply of paint for touching up nicks and scratches on car finishes. The applicator comes in every color used in the Chrysler line of cars.

Braking Action Varies

Tests conducted by the Bureau of Public Roads, reported by the California Automobile Association, reveal that theoretical stopping distances established mathematically are not always in line with actuality. The tests also showed wide variations in drivers' reaction time. Some drivers take as little as .4 of a second to get the brakes on while others take as much as 1.7 seconds.

In one series of tests, using the same driver and the same automobile, stopping distances at the same speed varied as much as 10 per cent at moderate speeds and almost 30 per cent at high speeds.

Don't over-estimate the stopping power of your brakes! Tubeless Tires Standard. Tubeless tires will be standard equipment on many 1955 automobiles. B. F. Goodrich Company's

new "Safetyliner," which sells for the same price as a standard tire and tube combination, has a patented inner liner that is part of the tire itself and which, the company says, changes dangerous blow-outs to "slow-outs" which permit the driver to bring his car to a safe stop.

The tire is available in both black and white sidewalls in all popular passenger car size, and will also be marketed as a replacement tire.

Expresses Optimism

While on a tour of GM's European installations, President Harlow H. Curtice expressed a confident view of the long-range future of American economy, justified, he said, by such factors as a growing population, rising standard of living and advances in technology that "are being made at a rate never before approached in the world's history."

Speaking of the automobile industry as a whole, Curtice said, "This should be the industry's third best year." For his own company he predicted "1954 will not be far from the high level achieved in 1953," despite a decline in defense deliveries. He also praised the new productive vitality in European countries.

How Typical Are You?

How many miles a year do you drive your car? The typical car in America travels 9,340 miles yearly, according to the Automobile Manufacturers Association. The typical car in metropolitan areas has 41,000 miles on its speedometer; the average farmer has 800 more on his.

Detroit Notes

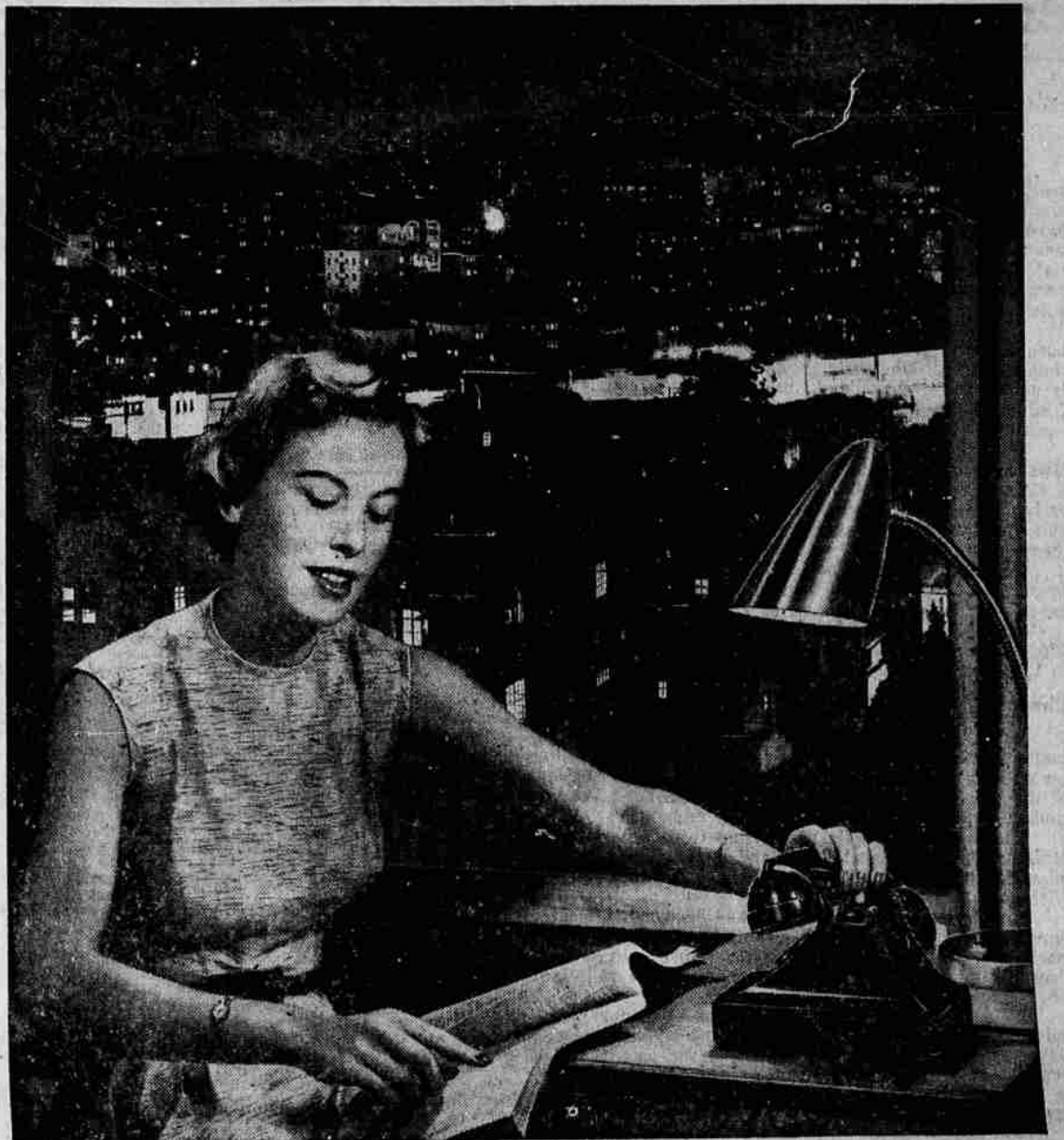
Production is gaining, with Pontiac and Chevrolet going into new model production and Chrysler turning out 1955 models at a progressively faster rate. September closed with about 275,761 passenger cars and 68,101 trucks pro-

duced. This was a better record than predicted. — Ford was leading car producer last month. Buick, Oldsmobile and Chevrolet followed, in that order. — Inventories of out-going models are at their lowest level in years, according to AUTOMOTIVE NEWS' check of top-level management personnel.

Dealers as well as manufacturers are expressing satisfaction with the cleanup situation. — Chevrolet continues in top position on new-car registration lists, with Ford in second spot. — Chrysler's five lines will have tubeless tires as standard equipment at no extra cost to the motorist. — Railway Express Agency, Inc., has

ordered 500 trucks from Ford and the entire number will be built in two days at the Highland Park, Mich., plant. The specially-designed bodies will be supplied by private body-builders. — Used-car prices which rose in September are showing a decline this month.

SPECIAL DELIVERY
SANTA MONICA, Calif. — When elevators in his building stopped because of power failure, a quick-witted attorney, mindful of a court appointment, his legal papers seven stories above him and his aversion for walking, made a phone call to his secretary. Then he stepped out on the street. His secretary tossed out a bundle of papers. Off to court he went.



Your telephone book puts your town in your hands—Little wonder your directory is among the best-read books in town. For it puts your city at your fingertips, with the names, addresses and telephone numbers of the homes and businesses in your community. It's quite a job, of course, to edit and publish such a "best-seller." With so many people having telephones—and the number growing

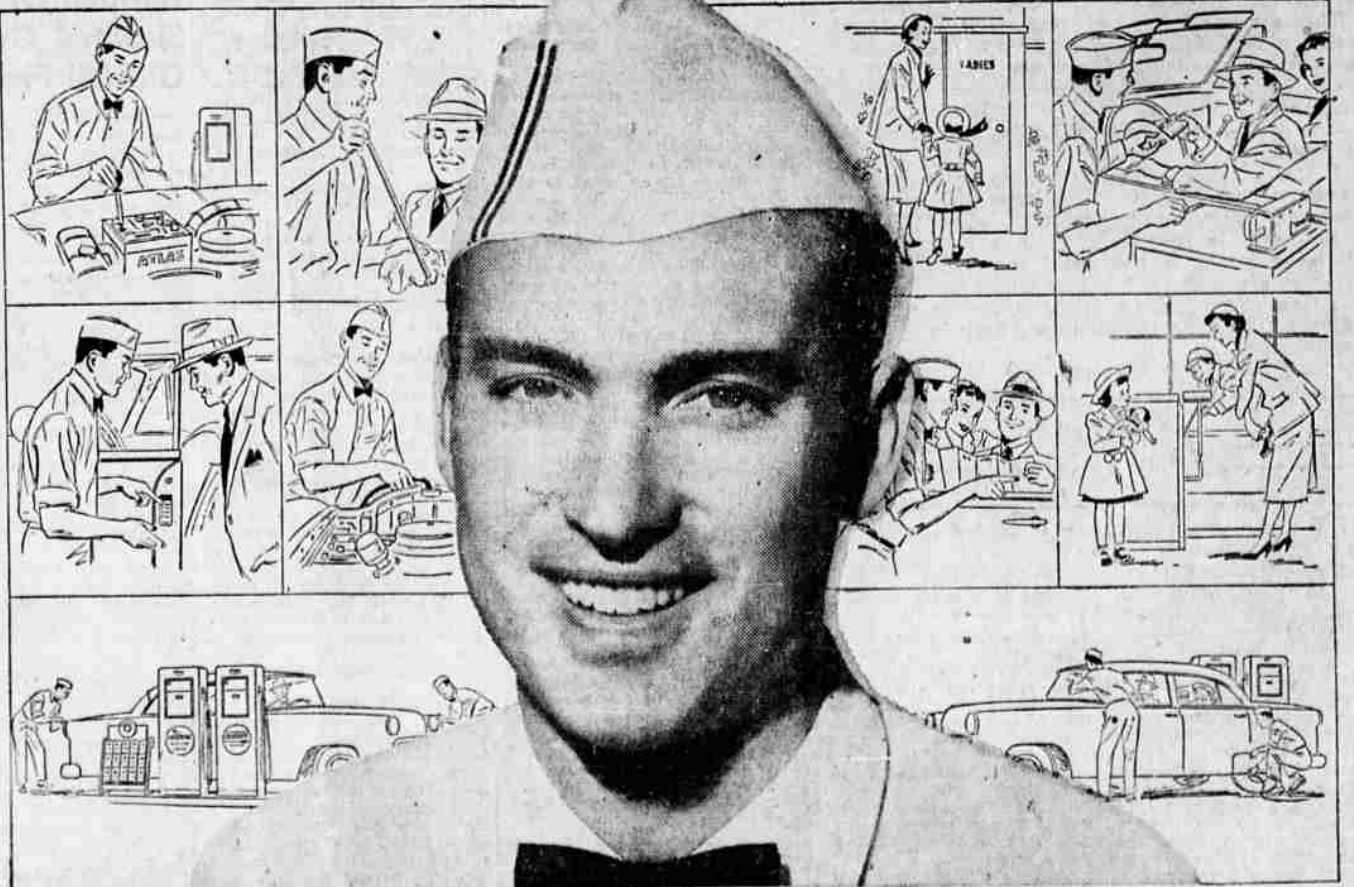
all the time—space is always an item. And to make the book as compact as possible, we use thin—but tough—paper, space-saving abbreviations and specially designed, easy-to-read type. Such efficiencies also cut printing costs, help hold down the price of your service. For, as we work to make your telephone more useful, we work also to keep the prices you pay for it easy on your budget.

PACIFIC TELEPHONE
WORKS TO MAKE
YOUR TELEPHONE
A BIGGER VALUE
EVERY DAY

Competition...it leads to the world's best service



The world's first service station was opened by Standard Oil Company of California in Seattle, Washington, in 1907, two years after cars came to the Pacific Coast. Pioneer motorists, tired of wrestling 5-gallon cans to fill their tanks, flocked to this convenient gasoline station. Other suppliers saw the point... service stations soon sprang up all over and the competition to serve you better began.



Look how it is today! Here are just a few of the services you now find at Independent Chevron Stations and Standard Stations. We originated many of them in competing with hundreds of other companies for your business. This competition that has brought you more convenient motoring has grown with

the West. Since 1907, we've seen the total number of Western gas stations grow from our lone Seattle pioneer to 26,000 today. For us it has meant working harder each year to merit your business...investing \$275 million in 1954 alone to find new oil and improve our refinery output...spending more than \$35 million in the last

5 years for research and technical services to bring better products to motorists, industry and farms. Since this is Oil Progress Week, we'd like to remind you that this competition which sparks oil progress brings you more miles-per-gallon of gas, lubricants that lengthen your car's life—and the world's best service.

75 years of planning ahead to serve you better **STANDARD OIL COMPANY OF CALIFORNIA**