

# CAR WRECKS, FIRES

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crash east of city; voters approve \$116,000 school bonds for new Greenwood School and modernization of Riveria; Marvin "Red" Childers named wagonmaster; research firm picks Pondosa as geographical center of United States.

May—Pondosa goes on auction block; Grandpappy "protects" geographic center from "invasion"; Elgin celebrates Indian Valley Centennial Days; Veda Cousins resigns as County School Superintendent a term 10 years; Elmer R. Swait, La Grande, sought on \$745 embezzlement charge; Big Creek and Telocaset Railroad abandoned.

June—Dr. Lee C. Johnson named to State Library Board by Gov. Hatfield; Ella Mae Denton selected Eastern Oregon Livestock Show queen; Patrick W. Wolfe, 7, Enterprises, killed in car-bike collision; Mt. Emily Lumber Co. merges with Boise Cascade; William Mynatte, 13, eludes Aberdeen police at local cafe; Sharon Noyes represents area as Miss Union County at Miss Oregon Pageant; Oregon Newspaper Publishers Association holds annual spring meeting in La Grande; Pondosa reduced to ruins by fire; Honore Snodgrass replaces Fred

Wagon Train visits La Grande; Emerald Gatewood "Walks the Line" through city; Celia Coquillette named Elgin Stampede queen; Gov. Mark Hatfield praises local National Guard unit, initiated as member of the Blue Mountain Boys; voters reject school reorganization; city's new fire engine arrives; world premiere of "Ten Thousand Miles" by John De Merchant; Lyle Flick pilots B-25 crop duster in crash at Municipal Airport—no one hurt; city dump spreads flames over 30 acres near city.

August—Michael Lynch, 17, dies in car crash; La Grande residents report experiences in Yellowstone earthquake; Lawrence Patrick

O'Rourke, killed in car-bike collision at Wallawa; two prisoners in Union County jail; captured last; Fred Young resigns as city manager; enters insurance business; "Doctor in Buckskin Clad" written by Al Kaiser for presentation in La Grande and Independence on Centennial Celebration theme; flames consume 400 acres of forest land near Upper Perry.

September — Lantz Wayne Trump, 19, Enterprise, killed in car wreck; Eugene D. Wilson, 19, La Grande, killed in auto accident; smelter FFA livesock judging tops state fair competition for trip to Kansas City; Wbur Osterloh named county school superintendent; Billy Hindman picked Union County Conservation Man of Year; two Portland youths sentenced for

burglary of \$7,400 from Harry Shaw residence; David Schaad wins state fair home and school a ship; Union County Fair entry at state fair wins competition for best booth; Soroptomists hold Northwest confab here; State Board of Aeronautics rejects airport site for sewage lagoons.

Hunting Fatalities  
October—Thomas Leeds Bailey, 17, Island City, dies of shotgun blast wound; James Schilling, 80, killed in hunting accident; Ross J. Chamberlain, 15, North Powder, fatally wounded in hunting mishap; Chuck Gavin honored for work in county livestock production; Chief of Police Oliver E. Reeves named to board of directors of Oregon Association of Chiefs of Police; Gail Fisher Haines, elected EOC homecoming queen; Sheila Stine, 15, and Russell Theodore Kennedy Jr., 19, die of carbon monoxide poisoning in tragedy at Elgin; Sen. Richard Neuberger addresses Rotary Club; John Alex Shaw named Union County Cattleman of the Year.

November—Sen. John Kennedy visits in La Grande; voters reject sewage bond issue; Ted Sidor honored by Oregon Weed Conference for barberry bush eradication program in county; La Grande loses commercial airline service; Jean Wick wins trip to Chicago in national 4-H competition; Dave Slaughter picked new city manager.

December—Billy Hindman named Oregon Conservation Man of the Year; farm income drop noted for 10th straight year; Union County Agriculture Stabilization and Conservation office honored by state department for excellence; Father Crotty elevated to Monsignor by Pope John.

Iran's Shah Takes New Bride, Worries Over Border Problems  
By PHIL NEWCOM  
UPI Staff Writer  
Iran's Shah Mohammad Reza Pahlavi took to himself a bride last week, but the ceremony scarcely had been completed before he had to turn again to the grim realities of Iran's existence. The latest emergency arises from neighboring Iraq's sudden move to reclaim a three-mile stretch of Shait al Arab waters ceded to Iran in 1937.

These are waters used both by Iran to ship their oil to the Persian Gulf, and in Iran there is a fear that this is a Soviet-inspired incident to stir up conflict between the two countries. Both sides have reinforced their troop strength along their joint border, and Iranian Persian Gulf units have been alerted. There also have been some unconfirmed reports of exchanges of gunfire.

Undoubtedly, the Shah brought both this emergency and the Soviet Union's unrelenting propaganda attacks against Iran forcibly to President Eisenhower's attention during the latter's stop-over in Teheran last week.

Occupies Strategic Position  
Iran, one of the West's staunchest allies in the Middle East, also occupies one of the Middle East's most strategic positions. Historically, she is at a crossroad trod by conquerors for thousands of years.

Today, she bars Russia's way to the Persian Gulf. In the Middle East, there are many, including Westerners, who believe the greatest Communist danger lies not in West Berlin or in Europe but rather in the Middle East.

In 1946, the then Soviet Foreign Minister V. M. Molotov candidly described the "area south of Baku and Raku in the general direction of the Persian Gulf" as the center of Soviet aspirations.

Today, the Shah sees a Soviet-built air force expanding in neighboring Afghanistan and a Soviet-supplied army in Iraq.

To the north, Soviet radios open educational program and said that special cancer films may be obtained by contacting her committee or Mrs. W. E. Wilkins.

Mrs. Osterholme said that dressings and patient equipment are available for use by cancer patients by contacting her committee or the EOC campus.

January Survey Set By County Cancer Society  
Plans have been mapped for a January survey by the Union County American Cancer Society, according to Mrs. Fred Otten, chairman.

Meeting at Mrs. Otten's home were county unit chairmen and Mrs. Wilbur J. Fallon, executive director of the Oregon division and Leo D. Green, field representative for this district.

Reports were given by Mrs. Chris Johnson, North Powder; Mrs. Dale Vauht, Elgin; and Mrs. G. Osterholme, Eastern Oregon College. Mrs. Ray Baum directs the work of the county committees.

Mrs. Vaught reported on the

only invite revolt against him. This year the Shah renounced a 1921 treaty with Russia and signed a defense pact with the United States. The Russians, however, have declared still in existence the pact which permits Russian troops to enter Iran if Iran herself is unable to prevent the establishment of foreign bases on her soil.

Red Russia Continues  
Thus Russia continues to hold over Iran's head the threat that on one legal pretext or another, Soviet troops might plunge across Iran's exposed northern border.

Over a period of eight years, Iran received in the neighborhood of 500 million dollars in U.S. aid and loans, but it is upon the basis of these usurious pressures that she now asks more.—mod-

ern jets and other improved military equipment. To top it all, the Shah also has troubles at home. Communism as such has no mass appeal for the Iranian people, but they grow restless under an archaic system of government, and projects to reclaim vast areas of arid land and to distribute land to the landless cannot move fast enough for them.

DENIES BLESSED EVENT  
NEW YORK (UPI)—Marilyn Monroe denied reluctantly Wednesday a report she was going to have a baby. "I wish it were true," the blonde actress said. She is the wife of playwright Arthur Miller and has suffered two miscarriages in their 3½ year marriage.

Uncle Sam Will Take Bigger Bite From Pay Checks In '60  
WASHINGTON (UPI)—Starting Friday, Uncle Sam will take more from your pay check for social security taxes.

The 20 per cent hike, which will be felt by virtually every worker and employer in the nation, is designed to bring the government an additional two billion dollars a year in revenue.

It will be the fourth increase in social security taxes in the last six years. The present law calls for three more increases spread over the next nine years.

Higher taxes are needed to cover the swelling costs of the program, which now provides monthly benefit checks to 13,400,000 persons.

Employers Also Affected  
Beginning Friday, wage and salary employees will pay social security taxes amounting to 3 per cent of the \$4,000 in annual earnings. That compares with 2½ per cent this year.

If you make \$4,000 or more, your tax next year will total \$144—an increase of \$24 over this year, and \$19.50 more than the tax was in 1958.

Employers will be affected, too, since they must match the contribution of each employee to the system.

Self-employed persons won't be hit until they file their tax returns in April, 1961. They will pay 4½ per cent of their first

\$4,000 in 1960 earnings, compared with 3 this year. Their maximum tax will climb from \$109 this year to \$216.

Congress May Act  
The program covers all workers except federal employees who have their own retirement systems, some state and local government workers, self-employed doctors, and irregularly employed domestic help and farm hands.

By 1969, under the present schedule, the tax rate will be 4½ per cent of the first \$4,000 in annual earnings to be paid by employees and employers, and 6 per cent on the self-employed.

There's a good chance that Congress will act in the meantime to step up the tax rate however.

Indications are the lawmakers will do something to liberalize the program next year, just as they have in each of the past five election years—boosting the tax schedule to meet the added cost.

POPULAR PAMPHLET  
WASHINGTON (UPI)—The U.S. Information Agency says "atomic power for peace" is its most popular overseas pamphlet. The agency, reviewing its pamphlet activity in 80 countries during 1959, said Wednesday that next on the popularity list is "facts about the U.S."



## YEAR'S WORST TRAFFIC ACCIDENT

One of state's worst automobile accidents of the year occurred just east of La Grande April when three men died in the wreckage of their late model auto. Killed in the tragic mishap were Lawrence William Wilson, Frederick Allen Leslie and Wesley Ernest Andrews. Fatal wreck victims for both Union and Wallawa Counties totaled 13 to help set a new Oregon record this year in number of persons killed on the highways. (The state record was set today, the last day of the year.) (Observer Photo By Joe Diehl)

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# There's A BIG Difference In Coverage

"The trade of advertising is so near perfection, that it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question to these masters of the public ear, whether they do not play too wantonly with our passions." Dr. Sam Johnson

The success of the system of capitalism is based on mass production with mass consumption of goods. Advertising is the catalyst which makes the end-product satisfactory.

Since there is a great deal of competition these days in selling of goods, competition of advertising media for the advertising dollar gets sharper by the day. As competition increases so do professional morals lapse

or disappear altogether and a wayward medium will claim merits for itself that have little or no basis in fact.

The terrific struggle to survive has put some media so far beyond the pale that advertising industries have formed governing bodies to establish rules of conduct and ethics and to organize governing bodies to see that the ethics are adhered to.

Probably the most reliable of these bodies is that which was formed for newspapers. It is the Audit Bureau of Circulations. When a member paper claims a certain "ABC" circulation figure it indicates that the auditors from the head office in Chicago arrived at this figure after auditing the circulation books of the paper—and represents only the PAID figure for a given period.

The auditing is usually done by a different man each year. He is impartial and thorough. The figure he arrives at is accurate. His thoroughness makes it impossible to claim readers that do not exist.

Just as there are different qualities of coverage designed to protect and beautify the female human body so, also, are there different types of coverage of advertising media designed to render sales to the retailer.

Paid circulation, attested to by the ABC, is the true measure of worth of an advertising medium... it is the "Mink coat" type of coverage in contradistinction to the common rabbit "Fur" which is so often passed off as the real thing.

Paid circulation leaves a stimulating impression. It is read because it's paid for; it's paid for because it's wanted; it is wanted because it's enjoyed. It is a winning combination and requires no lugubrious claims, tricks or quizz contests to penetrate the average, human mind.

Member of the Audit Bureau of Circulation

