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WATER-GUARD WANT ADS
BRING RESULTS

Growth of Life Insurance Nearly Doubled Since 1941

By ARTHUR MERIMS
Of The Associated Press
NEW YORK (AP)—Unanimity in the highly competitive insurance business is rare. But on one subject all industry leaders agree—the growing popularity of life insurance protection since World War II has been phenomenal.

Life insurance in force climbed from 122 billion dollars in 1941 to 304 billion at the start of this year, an increase of 194 per cent.

The number of life insurance companies increased by more than 300 in those years to total 800. And more than 24 million new policy holders were added to the lists.

Payments to policy holders and beneficiaries amounted to \$4,540,929,000 in 1953, nearly twice the annual payments in 1941.

The Institute of Life Insurance claims that 70 per cent of all U. S. families own some type of life insurance. Seven per cent of these families put 10 per cent or more of their disposable income into insurance premiums. And in the \$5,000 to \$7,499 income group, 93 per cent are life insurance owners.

Every state reported gains in life insurance ownership since 1941. But in three states—Arizona, New Mexico and Florida—the increases were well over 300 per cent. Smallest percentage increases were in Massachusetts and New York, where insurance in force doubled.

Delaware is the state with the

most life insurance in force per family—\$9,100. Connecticut families average \$8,200 and New Jersey residents rank third with \$8,000. Families in Mississippi have the least amount of life insurance—\$2,400 on the average. Arkansas families are second from the bottom, holding \$2,700 worth.

“While these varying state gains reflect such things as vast movements in population, industrial development and increased income levels, they also demonstrate that families in all sections of the country endeavor to keep their financial protection in line with changing needs and improved living standards,” the institute commented.

Women and children bought a record \$10,300,000 of new life insurance last year, but men were still the chief buyers and owners. Men accounted for 71 per cent of last year's purchases and 78 per cent of insurance in force when 1954 began. This is exclusive of credit life insurance, which guarantees repayment of outstanding loans in case the insured borrower dies, was barely noticeable before World War II. Now it totals \$8,706,000,000.

Procedures Outlined for Sale Of Wheat Under Quota Rule

Oregon wheat growers, regardless of acreage size, share strict responsibilities with warehousemen, feeders and other buyers in meeting the 1954 wheat marketing quota program, reports C. W. Smith, Oregon State College assistant director of extension.

Smith has summarized general provisions of the program as outlined recently in a series of statewide meetings scheduled by Arnold Bodtker, Portland, state administrative officer of the Agricultural Stabilization and Conservation Committee:

1. Before a farmer can sell wheat, he must apply to his local ASC committee for a marketing card. This card serves as proof to the purchaser that the farmer was within acreage allotments, or that he has taken care of excess bushels in a manner prescribed by the ASC committee.
2. If the transaction involves sale of wheat by telephone or telegraph, the farmer also must have a marketing certificate which he forwards to the purchaser. This guarantees the purchaser that the farmer has followed regulations and that there is no penalty against the wheat.
3. If a farmer's acreage of mature wheat exceeds his allocated acreage, he must pay a penalty of \$1.12 per bushel on the excess production.
4. “Excess bushels” are determined by the number of acres above allotment and the normal

per-acre yield of the farm based on the past 10 years.

5. If having an allotment of less than 15 acres, a farmer planted up to, but not to exceed, 15 acres, he will not be subject to penalty. Neither, however, will he be entitled to a price-support loan.

There are several ways of handling excess production in order to qualify for a marketing card:

1. The farmer can pay the \$1.12 per bushel at the county ASC office.
2. He can store the wheat on his farm and put up a bond with the county committee for the amount of the penalty.
3. He can store the wheat in a warehouse and place the signed warehouse receipt in escrow with the county committee.

If a farmer stores his excess on the farm or in a warehouse, it can be held until a later season when his acreage or total production is sufficiently below his allotment to offset the stored excess, or there is no limitation on amount of production. In these cases he will avoid payment of the \$1.12 per bushel penalty.

After excess bushels are taken care of in one of these ways, the farmer is eligible for a marketing card. ASC committeemen and supervisors have nearly completed measuring Oregon wheat fields to determine compliance with allotments. Bodtker says the survey so far shows very few Oregon growers who have excess wheat.

ERNIE PILUSO Proudly Presents
The 4 Famous Women of Song
THE BEN YOST COLLEENS
Stars of Radio — TV — Movies
— ALSO HELD OVER —
BENNY & TOMMY
Winners of Pacific Coast talent contest.

EMERALD EMPIRE Farm News Notes

FRESH CHERRIES are the only Oregon fruit not allowed to be transported into California, the Associated Press reports. Quoting Frank McKennon, chief of the State Department of Agriculture's division of plant industry, the press service credits cherry fruit fly infestation as the cause of the embargo which covers cherries from all but Baker, Coos, Curry, Lake and Malheur counties.

JUNCTION CITY—The Junction City Cannery will begin its bean pack the last of this week or the first of next, depending on the weather, according to Dale Ross, manager. Ross states that crop looks very good this year, although it is too early to give an estimate on this year's cannery pack.

THE INDEX of prices received by Oregon farmers decreased 2 per cent during the month ending June 15, according to the federal crop reporting service. The all-crops index dropped fractionally while the livestock and livestock products index fell about 3 per cent. Compared with June last year, the all-crops index was down 8 per cent, to 197, and the all livestock index down 7 per cent to 252. Throughout the nation, sharp declines in hog prices and lower prices for cattle, commercial vegetables and wheat resulted in a 4 per cent decline between May 15 and June 15 in the general index of prices received by farmers. Cattle prices received at the farm dropped 6 per cent in Oregon during the 30-day period.

INDIVIDUAL turkey nests increase profits through fewer broken and dirty eggs and few broody hens that go hand-in-hand with crowding in community nests, say Oregon State College poultry specialists. Building plans for simple, effective units of five individual nests that will serve 25 hens are shown in extension circular 563, “An Individual Turkey Nest,” just published by the college. An easy-to-build self-closing door overcomes a management problem—only one hen can enter the nest. The door closes when the hen enters and remains open when she leaves. Copies of the circular are available on request from county extension agents or from the Oregon State College clerical exchange.

The Firs Theatre
Sun. Show Starts at 5:00
Ph. 5-7354

Held Over
Keeffe Brandle - Marilyn Erskine
Eddie Cantor Story
TECH-MUSICAL
Jane Powell - Gordon MacRae
3 SAILORS AND A GIRL
TECH-MUSICAL

STARTS THURSDAY

ONLY CINEMASCOPE

COULD HEIGHTEN THE TENSE EXCITEMENT OF THE TWO-YEAR BEST-SELLER SENSATION!

WARNER BROS. PRESENTS WILLIAM A. WELLMAN'S

THE HIGH AND THE MIGHTY

WARNERCOLOR AND STEREOPHONIC SOUND

JOHN WAYNE	CLAIRE TREVOR	LARAIN DAY	ROBERT STACK
JAN STERLING	PHIL HARRIS	ROBERT NEWTON	DAVID BRIAN

Research Work To Aid Forestry

OREGON STATE COLLEGE—The Oregon State College forest experiment station which officially started operation July 1 is expected to supply the answers to some of the tough timber problems of Oregon and the Northwest in years to come.

Eighteen related projects are included in the initial overall program.

More projects will be added in the future to keep abreast of changing conditions and needs of the region's forest industry, according to Paul M. Dunn, OSC forestry dean and station director.

Forest research at OSC dates back to 1927 when the T. J. Starker post farm was established to compare the life of various kinds of posts and preservative treatments. The number and scope of studies have increased in recent years and formation of the experiment station was recommended this year to permit greater expansion and coordination of projects, Dean Dunn said.

The 18 projects now under study include forest regeneration work covering planting survival and development; soils projects such as factors affecting establishment of seedlings on the Tillamook burn; aerial photo studies of Douglas fir bark beetle infection; checks on effectiveness of fire weather stations; control of pine dwarf mistletoe and Phytophthora in Port Orford cedar and Douglas fir; comparison of forestry and pasture uses for Willamette Valley foothill lands; forest taxation; and testing herbicides for control of brush and weed trees.

Several of the current projects are cooperative studies with the state board of forestry. Other cooperating agencies are the U. S. forest service, Oregon forest products laboratory, OSC agricultural experiment station and various public and private forest agencies and companies. Much of the research will be conducted on the 13,500 acres of OSC forest lands.

MOTOR-VU DRIVE-IN THEATRE
ONE MILE EAST OF SPRINGFIELD
PHONE 7-2000

Tuesday - Wednesday - Thursday
Show Starts at Dusk

The year's best seller comes alive on the screen!

20th Century-Fox presents
Olivia de Havilland
in **My Cousin Rachel**
with the exciting new discovery
RICHARD BURTON

ALSO

JOE E. BROWN
SO YOU WON'T TALK?

STARTS THURSDAY

ONLY CINEMASCOPE

COULD HEIGHTEN THE TENSE EXCITEMENT OF THE TWO-YEAR BEST-SELLER SENSATION!

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JOHN WAYNE	CLAIRE TREVOR	LARAIN DAY	ROBERT STACK
JAN STERLING	PHIL HARRIS	ROBERT NEWTON	DAVID BRIAN

First Run Feature Times

TUESDAY
(Subject to change)
McDONALD—Long Walt, 2:50, 6:20, 9:50. Terror St., 1:10, 4:40, 8:10.
REILLY—Francis Joins the Wacs, 1:15, 3:25, 5:40, 7:55, 10:10.
REX—Capt. John Smith and Pocahontas, 1:30, 4:15, 7:35, 10:25. Fighting Lawman, 12:30, 3:25, 6:15, 9:10.

WEDNESDAY
(Subject to change)
McDONALD—Long Walt, 2:50, 6:20, 9:50. Terror St., 1:10, 4:40, 8:10.
REILLY—Black Horse Canyon, 1:15, 4:25, 7:30, 10:40. Play Girl, 3:00, 6:00, 9:10.
REX—Challenge of the Wild, 2:05, 4:35, 7:45, 10:30. Overland Pacific, 12:40, 3:30, 6:20, 9:10.

Price of Fame
YARMOUTH, Me. (AP)—A Rhode Island Red rooster named Gump has paid the supreme penalty for fame. The rooster, owned by Dewey Ringrose, won the super-grand championship at the Boston poultry show. The prize bird caught cold on the way home and died.

North End Theatre
Kiddies Playground
Phone 4-0429
1/2, 9/9 N. 1/2 Mi. No. of Overhead

ENDS TUESDAY
Show Starts at Dusk

She's "Vienna" ... Johnny was her man!

HERBERT J. YATES presents
JOAN CRAWFORD
as the woman who loves
"JOHNNY GUITAR"

ALSO

HERBERT J. YATES presents
THE SUN SHINES BRIGHT
Directed by JOHN FORD
A REPUBLIC PICTURE
WEDNESDAY
"Elephant Walk"
"Sea of Lost Ships"

COLOR CARTOON & NEWS
Your Family Drive-In

HEILIG
Ends Today
DONALD O'CONNOR
"Francis Joins the Wacs"
STARTS WED.

OUTLAW STALLION OR RECKLESS BEAUTY?

BLACK HORSE CANYON
Starring JOEL MCCREA
MARI BLANCHARD
Also On The Same Program
Playgirl
SHELLEY WINTERS - SULLIVAN

LANE
DOORS OPEN AT 6:45
"Phantom of the Rue Morgue"
Also Jane Powell
"3 Sailors and a Girl"

McKENZIE
DOORS OPEN AT 6:45
"BATTLE OF THE ROGUE RIVER"
Also Dan Duryea
"SKY COMMANDO"

CASCADE DRIVE-IN THEATRE
2 Miles East of Spfld.
ENDS TONIGHT
JAN WYMAN
"SO BIG"
Also Betty Davis
"ANOTHER MAN'S Poison"

Register-Guard, Eugene, Ore.
Tues., July 13, 1954 58

The Place to Go!
EVERGREEN THEATRES

McDONALD
Mickey Spillane's
"THE LONG WALT"
"TERROR STREET"
Dan Duryea

REX
Ends Tuesday
"CAPT. JOHN SMITH
AND POCAHONTAS"
"The Fighting Lawman"

WEDNESDAY
VACATION SHOW
Wed. July 14, 10:30 A.M.
"ANNIE GET YOUR GUN"
2 SELECTED SHORTS
Child 25c Adult 50c

THE BIGGEST KIDNAP PLAYLAND IN ANY THEATRE IN AMERICA!
All FREE!
EUGENE DRIVE-IN
Ends Tue. 2 Top Hits

Rob Roy
And
Donovan's Brain
LEW AYERS

KARTEEN KARNIVAL TONITE
WEDNESDAY
SHOW STARTS AT DUSK

HE BLAZED A RECKLESS TRAIL FOR THE IRON HORSE!

RAILS INTO LARAMIE
COLOR BY Technicolor
Starring
JOHN PAYNE MARI BLANCHARD DAN DURYEA
with JOYCE MACKENZIE
BARTON MACLANE

2nd TOP HIT!

THE SUSPENSE SHOCK OF THE YEAR!

BARBARA STANWYCK GEORGE SANDERS GARY MERRILL

WITNESS TO MURDER
2860 WILLAMETTE
EUGENE Phone 4.4152
DRIVE-IN THEATRE
7 day want ads are your best buy

The modern midget of Owens Valley

There's a little old Gold Rush railroad at the eastern foot of the High Sierra. It's part of the Southern Pacific system. It lies between Mount Whitney, highest point in the U. S., and Death Valley, the lowest. It's one of the few surviving narrow-gauge lines left in America, and it's 71 miles long. It's also an important factor in the economy of the area it serves.

Like the rest of Southern Pacific, it's going modern in a big way—with a brand new, made-to-order little Diesel locomotive. This replaces the tiny steam engines which ran the road for years. They're heading for the last roundhouse.

So sometime this fall, the people who live in the area will hear a new sound—the sturdy purr of a small but powerful narrow-gauge Diesel engine, only one-tenth the size of our regular Diesel giants.

This new little locomotive is just a tiny part of Southern Pacific's modernization program. In fact, we've ordered a total of 1,349 Diesel units since the war. That averages about one unit every two days—an investment of almost \$215,000,000 in new engines alone.

Diesels haul trains more smoothly, saving wear and tear on tracks; they can pull heavier loads; and they can make longer runs on less fuel, without stops for watering or servicing.

In short, they help offset increasing operating costs—which, whether you're a passenger, shipper or consumer, eventually benefits you.

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