Heppner Gazette Times, Thursday, June 14, 1951

Traffic Accidents In Oregon Show Definite Upsurge Past Month

Oregon traffic deaths continued to gain last month as May accidents took 38 lives compared to 31 in May a year ago, Secretary of State Earl T. Newbry reported today. ies wherever possible. The May death count, which

might go still higher if late fatality reports are received, brings death toll for the year the to 142. This is 23 per cent greater 18 percent increase in 1950 and is than the 116 fatalities recorded at the same time in 1950. to date.

Average death increase thruout the nation is about 10 percent Still facing the state's motor-

Thursday-Friday-Saturday, June 14-15-16

WATCH THE BIRDIE

Red Skelton clicks with the chicks Arlene

Dahl and Ann Miller. Great fun from a

-PLUS

Strange Gamble

Hopalong Cassidy Western

ROYAL WEDDING

Jane Powell, Fred Astaire as Broadway's

Color by Technicolor - nine big songhits

inculding "How Could You Believe Me?"

show stopping dance sequences like Astaire's "Dancing on the Ceiling" num-

ber - the whole thing is an entertainment

delight! (Recipient of Parents' Magazine

Award as outstanding famiy entertain-

AT WAR WITH THE ARMY

Tues.-Wed.-Thurs., June 19-20-21

famous brother-and-sister song-and-dance team; Peter Lawford, Sarah Churchill, Keenan Wynn, Albert

double exposure to the dark room!

Sunday-Monday, June 17-18

Sharp

ment).

ists is the Fourth of July holiday Newbry said. The secretary said traffic and and the peak of the summer travel, Newbry said. Oregon's worst highway officials in most states traffic-killing month on record are becoming increasingly concame in August of last year when cerned as the month-by-month 59 persons died, most of them in death gain gives no sign of taopen-highway accidents outside pering off. Oregon police agenthe limits of towns or cities. cies and courts, he said, are be-

ing requested to help stem the rise by stepping up their activit-CASH IN CHRISTMAS CARDS-Easy to sell, gorgeous 21-card assortments pay you 50c on \$1 State records show that Oregon, sales. Embossed name-imprints after cutting back fatalities to a 50 for \$1.25. Big line. Imprinted four-year low in 1949, suffered an stationary, napkins, others, fast friendly service. Free samples, taking even higher losses in 1951 assortment on approval. STYL-ART, 1717 W 9th, Dept. 166-D,

Los Angeles.

STAR Z REPORTER

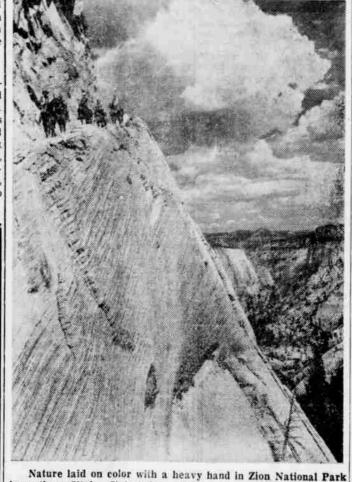
It had to happen! We have been hoping to avoid an increase in admission prices in spite of all operational expenses continually climbing but bang! Up went our rent and that was the straw that broke the camel's back. The new prices will be: _ ADULTS: Est. Price 58c. Fed. Tax 12c. TOTAL. 70c: STUDENTS: Est. Price, 38c. Fed. Tax 12c. Total 50c. CHILDREN: Est. Price 17c; Fed. Tax. 3c. Total 20c.

ALL CHILDREN OCCUPYING SEATS MUST BUY TICKETS

vacation!

Sunday shows continuous from 1 p. m. Phone 1472 for starting time of the dif-ferent shows. All programs except Sunday start at 7:30 p.m. Box Office open every evening until 9:00.

Spectacular Summer Scenery



in southern Utah. It took her millions of years but the sight to summer visitors is worth the seeing. Carved almost a half mile deep in the vari-colored sandstone by the Virgin River, the canyon exhibits some of the greatest natural stone monuments in the world. On the floor of the canyon is Zion Lodge with comfortable accommodations, which can be reached easily from Cedar City where busses meet Union Pacific air-conditioned trains. -UNION PACIFIC RAILROAD PHOTO

NOTICE

following purchase.

Gilliam & Bisbee

John Barrymore Jr., Chill Wills, Lois Butler, John Archer in an outstanding saga of the old frontier; filmed in Technicolor, with sweeping backgrounds, unusual dialog and high calibre perform-ances. ____PLUS____ ances.

Dean Martin, Jerry Lewis, the great com-

edy team that's the sensation of all show

business! It's a good thing the army was

never like this! One of the most mirthful

highspots of this hilarious picture is an

impersonation of Crosby and Fitzgerald in "Going My Way". Also **CRUISE SHIP**, one of the This is America series that

will make you want to get going on that

Friday-Saturday, June 22-23-If it's ac-

HIGH LONESOME

tion you want, come and get it!

Hills of Oklahoma

Rex Allen, Elizabeth Risdon, Elizabeth Frazer, Roscoe Ates, Fuzzy Knight, **Robert Karnes**

That new cowboy sensation in brand new western thrills.

for the church summer school. The Crawford and Dunham To our friends and customers:families spent the week-end at S & H green stamps will be gi-Seaside, stopping in Portland ven on accounts only when Friday morning for the Rose Festival parade, Mrs. Emma Evans, with whom the visitors had a short chat Sunday morning, sent Rev. Elvon Tull drove to Cove her greetings to her many friends onday to help other clergymen in Heppner. She was looking for of the Eastern Oregon district of ward to a visit from her son the Episcopal church get the Howard and family this week-buildings and grounds in shape end.

BE RUINED? Hail comes so quickly and with such finality

WILL YOUR CROP

DANCE

Lexington Grange Hall

SATURDAY, JUNE 16

Music by

TONY WHITMAN

Admission: \$1.00 each until 10:30;

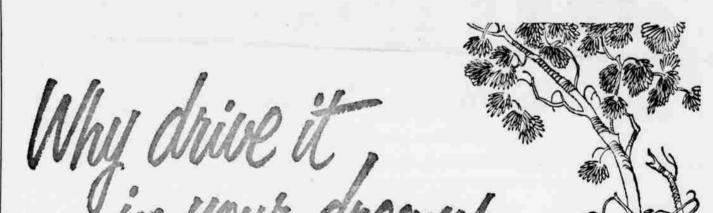
\$1.25 thereafter, tax included.

SUPPER WILL BE SERVED

.. Play the game safe .. INSURE NOW! Hail Insurance costs surprisingly little.

> Phone us. 152

TURNER, VAN MARTER & CO.



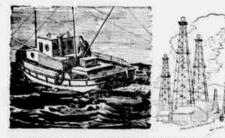
"What's this 'integration' they're attacking you for?"



One of the complaints that a certain minority in this country is now making about big companies Page 3

like Standard Oil Company of California is that they practice "integration". This word is made to sound so evil that you may wonder what it means as it's used in this case.

The fact is that integration is common in American businesses both large and small. They use it as a natural part of their system of increasing efficiency, cutting costs and improving products. Integration doesn't make a good company bad. To understand integration at a glance, look at this parallel:





A fisherman takes his boat onto the ocean and makes his catch. Standard discovers oil and brings it up out of the ground. If both then sell to somebody else-the fisherman to a buyer at wharfside, and Standard to a buyer at the well-there's no integration. Suppose each takes the next step ...

When the fisherman cleans his own fish, he has become an integrated business, So, too, Standard. Like him, we work to put the product into the form you want. We refine the crude oil we produce-turn it into gasoline, lubricants, chemicals. This is the practice of integration.



If the fisherman now carries his cleaned catch to the market-place, he is further integrated, for he is now also in the transportation business ... as is Standard when we operate our own pipelines and tankers to carry oil from well to refinery, or refined products to areas where they'll be used.

And if the fisherman then sells his product through a store of his own, he completes his integration. Standard does it, too, through Companyowned stations (about 1 in 7 stations where Chevron gasolines are sold). Integration helps

companies do better for you and the nation.

I'd Like to Know ... Many people write to Standard asking pertinent questions about the Company. We answer all letters individually, but some points seem of general interest. We take this way of discussing them for everyone. If you have a question, we urge you to write in care of: "T'D LIKE TO KNOW," 225 Bush Street, San Francisco 20.

STANDARD OIL COMPANY OF CALIFORNIA · plans ahead to serve you better



when you can drive it home today!

FOR A

"TEST DRIVE"

Here's the convertible you've dreamed about . . . a smart, sleek, snappy convertible with quickon-the-draw V-8 power. And it rides silky smooth ... with Ford's new Automatic Ride Control poch-poohing the bumps. Stops are super-smooth, super-simple, too, with weatherproofed King-Size brakes.



And it's easier to own than you've ever dreamed possible. Imagine! A V-8 for hundreds less than most sixes . . . A V-8 that keeps on saving, with its Automatic Mileage Maker squeezing all the power out of every drop of gasl Yes, this Ford beauty's your best buy at any price!

t extra cost. Fordomotic available on V.S's enh YOU CAN'T BUY BETTER THAN and trim subject to change without notice.

Rosewall Motor Company

get a Ford convertible with just the drive you prefer

Fordomatic*, Overdrive*, or Conventional drive.

It . . . and you'll want to own It. And you can