

The Star Chief Custom Catalina for 1954



Queen of the highways, the Pontiac Star Chief Custom Catalina is bigger, longer, more beautiful. On a new 124-inch wheelbase and eleven inches longer overall, the Star Chief Custom Catalina has new performance with the increased horsepower eight-cylinder

engine and Dual-Range Hydra-Matic, new bright color combinations and new lovely top grain leather or leather-and-nylon interiors. Pontiac in 1954 also offers a Custom and a Deluxe Catalina in the 124-inch wheelbase Catalina series with its distinctive styling.

Christmas

FOR MANY ON YOUR LIST, HERE'S THE ANSWER—

THE FINEST BOX OF CHOCOLATES IN THE WORLD

It wouldn't be Christmas without...

Whitman's CHOCOLATES

1 lb. 2.25
2 lbs. 4.50

Whitman's

Humphreys Drug Company
THE REXALL STORE

Christmas Treasures
to charm and delight

Norah's has 'HER' Gift
A GRAND COLLECTION OF COSTUME JEWELRY

---HANDBAGS
A beautiful assortment of gift handbags that she will love to receive. In smart leathers and corde, and again this year, Whitling and Davis tarnish-free mesh evening bags.

—Scarfs, Silks and Chiffons
—Handmade Handkerchiefs
—Dressy Dresses
—Party Formals
—Jantzen Sweaters
—Munsingwear Hosiery

NORAH'S

Children's Nylon and Fancy Cotton DRESSES Toddler to Size 14

4-H CLUB NEWS

GOOD LITTLE WORKERS MEET

The Good Little Workers sewing club had its second meeting of the season at Ann Baker's house on December 5, 1953. Five members were present and one absent.

Leann Padberg gave a demonstration on how to sew on buttons. Linda Heimbigner gave a demonstration on how to shrink material. These demonstrations were given to be sure that we remembered how we had learned to do these things last year.

Each of us practiced sewing straight lines on paper without having thread in the sewing machine. We also sewed square corners using cloth and thread in the machine.

We decided to have our meetings once every three weeks. Our next meeting will probably be Jan. 9, 1954. It will be in Heppner. Mrs. Casswell will take us

through Penney's store to show us what kinds of materials, threads, and needles to select.

This will be a very important meeting to us all, and so Mrs. Casswell has requested us to bring our mothers with us.

Our local club leader will soon send cards to each member telling more about this meeting.

Ann served cookies and punch to us after our club meeting.

News Reporter
Linda Heimbigner

PHOTO CLUB MEETS

The Heppner high school Photo club held a business meeting on Dec. 14 at which time plans were laid for the coming year. Members also received instructions in the use of the school's new movie camera, lights and light meter. Several pictures were taken with the new camera. Mr. Mitchell showed the members some of the fine points of film developing and E. J. Dobbie, the class instructor showed slides he had taken of the Pendleton Round-Up.

Refreshments were served the group by Diane Grant and Darlene Connor.

The next meeting of the club the last date when new members may join, will be held Jan. 11.

Penlands Entertain Staff With Dinner

Mr. and Mrs. Robert Penland entertained at their home Monday evening with a buffet supper.

Christmas decorations were used throughout the rooms and each guest received a small yuletide favor.

Guests present were Mr. and Mrs. Art Brownlow, Mr. and Mrs. Ray Smith, Mr. and Mrs. Tom Wilson, Mr. and Mrs. William Labhart and Neal Penland.

Brownlow, Smith, Mrs. Wilson and Mrs. Labhart are members of the Gazette Times staff.

Market Services Take More of Food Dollar; Farmers Realize Less

More services are being performed than ever before in the marketing of food products, say extension service economists at Oregon State college. As a result a growing share of the consumer's food dollar is going into marketing charges.

More and better packaging, washing, selection, mixing, pre-cooking, and preparing of products for the American table are a continuing trend which partial-

ly explains a widening spread between farm prices and retail costs of food, say the economists.

They point out the farmer's share of the consumer's dollar this year will amount to 45 cents—2 cents less than in 1952. This is the lowest since 1941.

Several reasons are given by the economists for the increased demand for marketing services. One of the most important is the mounting number of women, especially married women, now employed outside the home. The families of working women tend to buy more partially prepared and wholly prepared foods, and eat more meals in restaurants.

Both these practices increase marketing charges and reduce the proportion of the consumer's dollar that goes to the farmer. Other long-term trends that effect the spread between farm prices and retail prices, according to the economists, are geographic specialization farm production and more people in urban centers. Transportation costs are increased as more people live further away from the areas in which their food is produced.

Another factor cited by the economists is that people have more money to spend, and are spending more. They not only eat more food but are willing to pay for the kind of services that improve the quality and attractiveness of food they buy or save their time in preparing it.

Mrs. Grace Nickerson left this week for Eugene where she will visit at the home of her son, Mr. and Mrs. Francis Nickerson, over the holidays.

Easter's Grill

—FEATURES—

Chinese Dishes

EACH WEDNESDAY

—TRY THEM SOON!

PREPARED BY

M. C. Stonehocker and Tom Kinoshita

DON'T BUY ANYTHING UNTIL SATURDAY AFTERNOON!

PUBLIC AUCTION

AT HERMISTON

OVER 40 USED CARS AND TRUCKS ORDERED TO BE SOLD

2 HOURS STARTING 2:00 P. M.

1 Afternoon Only - Sat., Dec. 19

FREE

CARS!

D & D Sales Co
San Francisco
Vern Sheets
Sales Director
Kenny Gorham
Auctioneer

FREE

Demonstration Before Auction

An Accurate Description Will Be Given on Every Car and Truck

—STOCK EXAMPLES—

1951 Plymouth 4-Door
1951 Ford 2-Door
1950 Ford
1949 Chevrolet 2-Door
1947 Pontiac
1948 Ford
1949 Ford 1/2-Ton
1946 Ford
1952 Ford 1 1/2-Ton
1950 MERC
1939 Olds
1951 Ford Convertible
1949 Ford Club Coupe
1941 Ford 2-Door

FREE DOOR PRIZES

Trades Accepted
Terms Available
A Deposit Will Hold Any Car Or Truck 5 Days

Mr. Rohrman Sez:

Folks, we are at your mercy—every car must be sold and you are the winner—Just don't buy anything until Saturday afternoon at 2 p. m.

You Set The Price!

Rohrman Motor Co.

2 Hours Only—"YOUR FORD DEALER"—2 Hours Only

HERMISTON, OREGON

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