

City Briefs

WEATHER

STREAM YEAR
Last year: 11.50 Last year: 13.04
Normal: 12.00

WESTERN OREGON: Variable cloudiness with periods of sunshine and low temperatures of fair today. Partly cloudy Tuesday. Cooler in north and warmer in south today. High 78 to 83 except 88 to 90 in southern interior valleys both days and 80 to 85 along coast, low tonight 52 to 62. Light variable winds along coast.

EASTERN OREGON: Partly cloudy today and Tuesday. Few widely scattered light showers in mountains. Cooler today. High both days 80 to 90; low tonight 55 to 65.

NORTHERN CALIFORNIA: Fair today and Tuesday except night and morning coastal fog and few afternoon thunderstorms over high mountains. Slightly warmer in interior today. Westerly winds of 10 to 15 miles an hour except variable today south of Point Mendocino.

GRANTS PASS AND VICINITY: Generally fair today and Tuesday. Few light showers in higher mountains this afternoon. High today 90. Low tonight 55. High Tuesday 85.

Swim Pictures—Hethley grange will be entertained Wednesday after the regular business meeting at 8 p. m. by a demonstration put on by the young people of respiration methods through the ages. Two short sound films will also be shown on fancy swimming, diving and good water practices.

New Son—Mr. and Mrs. Carl Neely are receiving congratulations on the birth of a baby boy, their second son, Sunday, at Klamath Valley hospital. He has been named Michael David. Grandparents are Mr. and Mrs. J. A. Ustick of 244 Orchard way, and Mr. and Mrs. Dock Neely of Eldorado Springs, Mo.

Midshipman—Jerry A. Dickman, son of Clem M. Duggan of 405 Daly street, Dunsmuir, Calif., has enrolled for the summer indoctrination course at the naval academy, Annapolis, Md., with the class of 1953.

Move To Portland—Cliff Macy, a member of the Columbian Optical company here for the past seven years, has been transferred to the company's Portland office, effective today, Monday. His successor as technician here has not been announced. During their residence here Mr. and Mrs. Macy were identified with various community movements. He was a Boy Scout leader, member of the Lions club and of the Junior chamber of commerce. They reside at 2143 Ogden street.

Small Fires—The city fire department answered a call to Lancaster and Shilley streets at about 9 Saturday night, and put out a grass fire there. Firemen answered another call at 5:12 Sunday afternoon to 318 Old Fort road, and found another grass fire going. Both fires were quelled before any damage was done.

Picnic—A Colorado picnic will be held Sunday, August 7, 1:30 p. m., at Jackson Hot springs. Picnickers are asked to bring their own lunch. Ice cream, coffee and lemonade will be furnished.

Navy Training—Ensign Lucien P. Gault, USNR, brother of A. K. Martin of Wood, Calif., is attached to fighter squadron 113, based at the naval air station, San Diego, Calif.

Women Of Moose—Officials of the Women of the Moose are asked to attend an executive board meeting Monday evening, 8 p. m., in the Moose hall.

Lawn Picnic—Past Matrons club of Aloha chapter, OES, will meet at 12:30 p. m. Wednesday for a covered dish picnic luncheon on the lawn of Mrs. L. K. Phelps home, 1937 Auburn. All past matrons are invited.

Tuesday Visitation—The chamber of commerce industrial tour this week will visit the moulding plant of Klamath Lake Moulding company on Crosby street. The group will meet as usual at 10:25 a. m. at the chamber office and be at the plant at 10:30 where Loren Palmerton will conduct the group on a tour of the industry.

Visit Ports—Ferveio I. Rossetto, fireman, USN, of Weed, Calif., was among the navy men who recently visited ports in the Western Pacific aboard the seaplane tender, USS Gardiners Bay. Crew members were taken on conducted tours and recreation trips to Okinawa, The Philippines, and at Tsingtau and Hong Kong, China.

Potluck Picnic—Klamath Lutheran Ladies Aid will hold a potluck picnic Tuesday at 1 p. m. in the garden of the home of Mrs. Charles Mattox on Merrill road. Coffee and rolls will be furnished by the aid. Those who desire transportation are asked to call Mrs. Irvin Tweed.

Re-opening Date—Interior alterations of the Webber Catering service, 119 S. Fourth have been completed, and the tentative re-opening date set for Friday. The restaurant was closed more than a month ago for the installation of a new floor and other improvements.

Visitors—Visiting here with her parents, Mr. and Mrs. J. L. Dean, is Mrs. George Cornell. She has been visiting for one week and will remain until August 6.

Moose—Balloting will be a feature of the regular business meeting of the Women of the Moose to be held Tuesday at 8 p. m. in the Moose hall.

Returns Home—Roy Lien was moved from Klamath Valley hospital to his home in Lindley heights by Kaiser's ambulance Saturday afternoon. Lien has been in the hospital for several days with a broken ankle suffered in a fall.

Tuesday Meeting—Shasta View Home Economic club will meet Tuesday at 8 p. m. in the home of Mrs. Edith Ward, 2705 Ward lane.

Meeting—The Ladies society, B. of L. S. and E. will meet tonight, Monday, at 7:30 at the home of Mrs. Kathleen Brower.

RUN OVER
ROME, Aug. 1 (AP)—Dino Alfani of Rome achieved a certain distinction. He was run over by an airplane. Dino was sunbathing on a nearby beach yesterday. A small tourist plane landed on the shore and ran over him.

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9:30 to 5:30

at PENNEY'S

Why gasoline costs you less today than it did in '39

Gasoline per gallon†	State and Federal tax per gallon*	Aver. hourly wage‡	Approx. hrs. to earn 10 gallons plus tax
1922 24 ¹⁰ / ₁₀₀ ¢	4 ¹⁰ / ₁₀₀ ¢	.52	5
1939 13 ⁴ / ₁₀₀ ¢	6 ¹⁰ / ₁₀₀ ¢	.63	3
1949 20 ⁴ / ₁₀₀ ¢	6 ¹⁰ / ₁₀₀ ¢	\$1.37	2

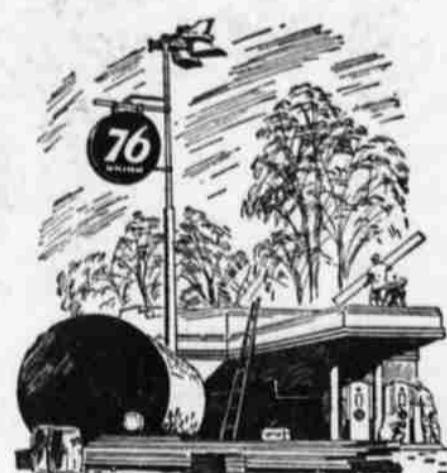
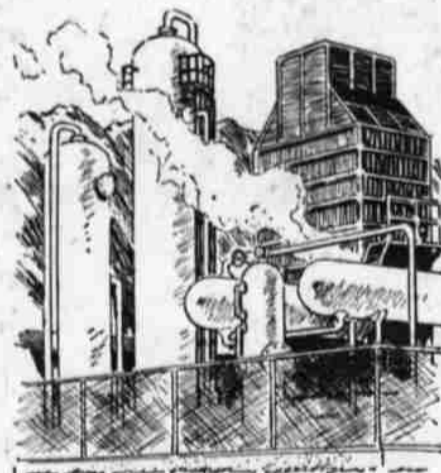
†Average 50 U. S. cities. Includes all taxes except Federal and State highway taxes.
*Average for 48 States.
‡U. S. Bureau of Labor statistics for factory workers.



1. The price of gasoline today is higher than it was in 1939. But it actually costs you less. In 1939, for example, 10 gallons of "regular" gasoline cost the average U. S. factory worker 3 hours' pay. Today, 10 gallons of considerably better "regular" gasoline costs him less than 2 hours' pay.

2. In 1939 one bushel of wheat would buy the average U. S. farmer 3 1/2 gallons of gasoline. Today, one bushel will buy him 7.9 gallons. And what's true of the factory worker and the farmer is true to a large extent of most other gainfully employed people in this country.

3. In other words, the price of gasoline has gone up less than wage rates and less than the price of most other commodities. Consequently, it actually costs you less in "real" dollars than it cost you in '39. What's the reason for this? Are the industry's labor costs down? No. Oil workers are among the highest paid wage earners in the country.



4. Are the industry's raw-material, tax and other "cost-of-doing-business" expenses lower? Quite the contrary. Are the owners taking less profit? No, dividend payments have been running higher, although they average only about 3 1/2% of gross sales and represent a return of 4 1/2% on invested capital. What is the answer then? Simply this: greater efficiency and lower costs through more and better "tools"—refineries, terminals, pipe lines, drilling rigs, etc.

5. Since 1939 the industry has not only plowed back every cent of profits after dividends into enlarged and improved facilities but has borrowed additional money as well—all in order to meet the increased demand for petroleum products and to improve efficiency. In the last 10 years Union Oil—in addition to \$178,000,000 used for replacement—has spent \$80,000,000 on "plant" improvement and expansion.

6. 64% of this came out of profits that were left over during those years after dividends. The rest was borrowed. So oil company profits have a very real bearing on keeping down the cost of gasoline to you. For most profits go right back into improved facilities that mean greater efficiency and lower costs.

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This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.