



They're hooping it up out west! Dorothy Lamour, Dick Powell and Victor Moore are co-starred in the Elsinore theatre's technicolor western musical feature opening on today's program, "Riding High" with Gil Lamb, Cass Daley and Milt Britton and his band. Seven hit tunes, including "You're the Rainbow," beautiful girls, and a rip-roaring plot make this a great fun-film for Salem fans. Co-featured is a thrilling action romance, "Minesweeper" with Richard Arlen, Jean Parker and Russell Hayden. "Upbeat of Music," new March of Time completes the program.



Susan Hayward and Michael O'Shea as Jack London and his wife, Charman, in the thrilling picture-ization of the life of the greatest author-adventurer, "Jack London" starting tomorrow at the Grand theatre.



Dale Evans and George Byron are two of the many radio favorites seen in "Hoosier Holiday," Republic's gay musical that has everything. The second hit is Joan Leslie and Fred Astaire in an exciting new musical comedy, "The Sky's the Limit." Both are showing now at the Hollywood theatre.

Coburn Finds Glamour at 60

Charles Coburn has discovered that glamour begins at 60. It all happened when Coburn, currently appearing in Warner Brothers "Princess O'Rourke," now at the Capitol theatre, received a fan letter from a woman in Ohio who described herself as "fat, fortyish and available." She referred to her screen idol (C. Coburn, that is) as "a glorious Apollo of a man."

widow, and I know you're a widow." Coburn is modest about it, though. "It's not my big brown eyes," he said. "It's just that all the young men are in the army. "By next year at this time, I expect to be playing juvenile leads again."

LAPITOL
WARNER BROS. happy-go-loviest
HIT! HIT! HIT!
SEE IT!
OLIVIA DEHAVILLAND • ROBERT CUMMINGS
JACK CARSON • CHARLES COBURN • WYMAN
Princess O'ROURKE
WILLIS GOLDBECK PRODUCTION
With and Directed by WILLIS GOLDBECK
Companion Attraction

HOLLYWOOD
NOW SHOWING
ASTAIRE
LESLIE
The Sky's the Limit
ROBERT BENCHLEY
FREDDIE SLACK
and his Dick
—Plus Co-Feature—
"HOOSIER HOLIDAY"
George Byron - Dale Evans
SELECTED SHORTS

Hubbs Hunts Road Supplies

Asphalt and road oil supplies for Marion county during the coming summer will hinge on war demands and transportation facilities, reports County Engineer N. C. Hubbs after he and the county court had conferred Friday with road oil dealers in Portland. There definitely will be no asphalt for new construction projects, Hubbs said, but supplies will be available for maintenance patching and resealing work. Oil men emphasized that no light oil for dust laying purposes would be on hand, and probably would not be obtainable until after the war.

Matter of transportation is a big item. Last summer the county used 22 cars and estimates are that about 30 cars will be needed this summer. Availability of cars depends largely on conditions of rail travel pertaining to the movements of troops and supplies.

Beverages Lead Profit Makers Among Light Products in 1942

PHILADELPHIA, Feb. 19.—(AP)—Greatest profits among 261 manufacturers of "light" products such as soft drinks, textiles, shoes, floor coverings, cigarettes and groceries were made by beverage and chewing gum and candy companies in 1942, the first of a series of securities and exchange commission studies of American corporations—listed on US stock exchanges—disclosed today.

Leading the list was the Panama Coca-Cola Bottling company with 134 per cent profit on its investment, after six deductions, the seven-year study of profits and operations among 1106 corporations in 75 industry groups discloses.

The American Chicle company, Hershey Chocolate corporation, Dr. Pepper company and D. L. Clark company reported profits ranging from 24 to 53 per cent.

More than half of America's manufacturers are included in the complete study, to be released within nine weeks.

The task of compiling operational data from 1936 through 1942 was undertaken at the request of the army, navy and war production board price adjustment boards, the treasury, maritime commission and Reconstruction Finance corporation, to form a basis for war contract negotiation.

Annual reports required under the securities exchange act of 1934 and the securities act of 1933 were the source of information on net sales, expenses, maintenance costs, depreciation, amortization, postwar reserves and profits.

Low point in the seven-year period was 1938, the study shows. Profits began dropping late in 1937, frequently were replaced by losses in 1938, and climbed rapidly during 1940 and 1941 to the 1942 boom level.

Profit figures for 1942 among the manufacturers of "light" products disclose:

Eight of 15 non-alcoholic beverage manufacturers showed profits of 40.2 to 134 per cent on investments before tax reductions, with the industry average at 57.2.

Tax reduction cut the average to 27.2 per cent with clear profits to the Coa-Cola Bottling company of New York of 19.3; Coca-Cola Bottling company of St. Louis, 35.6; The Coca-Cola company, 28; Dr. Pepper company, 53; Nehi corporation, 26.2 and Pepsi-Cola company, 53.5.

Two of the 26 breweries showed the only losses listed for 1942, the Standard Brewing company of Scranton's 1.2 per cent profit sank to .2 loss after tax payments and the Wolverine Brewing company reported a 10.5 per cent loss before taxes.

High profit-making breweries were the Fort Pitt Brewing company, Sharpsburg, Pa., 23.5 per cent tax-clear; Peter Fox Brewing company, Chicago, 28.4; and Hyde Park Breweries association, Inc., St. Louis, 27.2.

Among 11 chewing gum and candy companies, the D. L. Clark company, Pittsburgh, reported a 92.9 per cent profit, shrunk by taxes to 29.2; American Chicle, 84.2-25.2; Hershey Chocolate, 49.7-24.0; and Life Savers corporation, Port Chester, NY, 62.8-23.7.

Other high profit percentages for 1942 were reported by: Creameries of America, Inc., Los Angeles, 65.5-20.1; Franklin County (Ky.) Distilling company, Inc., 68.3-32.3; Stokely Brothers & Co., Inc., Indianapolis, 63.7-26.9, and Cream of Wheat corporation, Minneapolis, 56.5-25.6.

The cigarette companies' 1942 tax-clear profit averaged 11.3 per cent; cigars, 7.3; dairy products, 9.9; distilleries, 13.7; floor coverings and miscellaneous textiles, 7.1; food canning and preserving, 10.2; grain mill products, 8; grocery specialties, and miscellaneous food products, 10.4; apparel, 10.8; biscuits and crackers, 8.7; bread and cake, 9.3; breweries, 12.4;

Theatre Chief



V. F. Byrne, above, came to Salem recently as manager of Warner Brothers' two theatres here, the Elsinore and Capital. He has engaged in theatre operation for a number of years; most recently in Las Cruces, NM, and before that in several Colorado cities and in Cheyenne, Wyo. Mr. and Mrs. Byrne and their small daughter are making their home in Salem. He succeeded Carl A. Forter as manager here when Forter became northwest district manager for Warner Brothers theatres.—Kennell-Ellis photo.

Time, Navy, Comedy Bill Offered

With "Riding High," new technicolor musical hit starring Dick Powell, Dorothy Lamour and Victor Moore as it's top attraction, the Elsinore theatre today opens a program of wide interest to Salem moviegoers. Included on the bill is an action story of the men of the navy who keep our convoys going through, titled "Minesweeper." Starred in this thrilling romance of the high seas are Richard Arlen, Jean Parker and Russell Hayden. It's navy blue, through and through!

Short in length but long in entertainment is the newest issue of the March of Time, dealing this time in America's wartime "Upbeat in Music." In this mighty featurette are starred nearly all the celebrities of the music world, from Benny Goodman and Glenn Miller to Deanna Taylor and Sammie Barber. Posthumously appearing is George Gershwin, and, in a leopard-skin robe Duke Ellington!

"Riding High" tells the hilarious story of Victor Moore, a counterfeiter who tries to elude Sheriff Gil Lamb and play cupid to Dottie and Dick Powell at the same time. Dottie has the role of an ex-burglar queen who returns to Arizona because her father has become part owner of a silver mine. Dick is the other owner, but the mine hasn't been able to operate without money. That's where Moore and his counterfeit lettuce come in.

"Riding High" is said to be in the spirit of recent big-time musical comedies such as "Star Spangled Rhythm," "Happy Go Lucky" and the famous "road" pictures which will be welcome news to Salem patrons of the Elsinore.

hosiery, 10; leather tanning, 11.2; meat packing, 8.4; rayon yarn, 8.2; shoes, 8.8; snuff and tobacco products, 9; raw cane sugar, 13.8; textile fabrics, 10.9.

Army Plans To Eliminate ASTP Courses

WASHINGTON, Feb. 19.—(AP)—The army announced plans Friday to eliminate most of its specialized military training program in colleges, and an education leader predicted "a very serious effect" on schools already hard hit by the war.

Some 110,000 specialized training troops will be transferred from college campuses to combat fields, the war department said, because draft boards have failed to meet the army's manpower requirements to the full.

Dr. George F. Zook, president of the American council on education, who made the remark about the seriousness of the action from an educational standpoint, said it would naturally bear hardest on those colleges which have no women students and no navy contracts.

Except for advanced courses in medicine, dentistry and engineering, the entire ASTP (army special training program) will be eliminated.

The decision was reached because the army is 200,000 men short of its goal. The high command wanted 7,700,000 men in uniform by the end of 1943. It got 7,500,000, the war department said.

This shortage immediately raised the prospect for another belt-tightening for the draft boards, re-combing files of deferred and perhaps more emphasis on speedy induction of fathers heretofore deferred for dependency reasons alone—a reason no longer sufficient under draft procedure.

The ASTP was organized by the army December 17, 1942. Soldiers who had gone through basic training and showed special aptitudes in technical subjects were enrolled.

It is planned to remove 110,000 men from the colleges before April 1 and reassign them to combat service, leaving 35,000 stu-



Fighting Michael O'Shea tells the Japs of 1904 a few choice words about freedom of the press in the thrilling film biography, "Jack London," with lovely Susan Hayward as Charman London, now showing at the Grand.

Standley Is Appointed

TURNER — The Turner city council appointed H. R. Peetz to take care of the street lights at the regular session held in the council rooms. Earl Standley is the new councilman selected to replace Forest Bouchie who recently took office as mayor to fill the unexpired term of the late J. S. McKinney.

Recorder C. F. Standley reported that the League of Oregon Cities is forwarding forms for Turner to obtain certain funds from the state. Bills paid included premiums on the recorder and treasurer's bonds and meter equipment and repairs. All members of the council were present for the monthly session.

The latter figure includes 5000 pre-induction students. The 17-year-olds will not be affected.

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FIRST AMERICAN PRISONER OF THE JAPS!
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WILLIAM CONNOR
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THE SHOWING
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THE HOUSE THAT LIFE BUILT
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— CONT. FROM 1 P. M. —
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Heroes OF THE AIR!
DARING FOR LOVE AND COUNTRY!
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PRESTON FOSTER
JOHN SUTON • JACK HOLT

• CO-FEATURE! •
THE LAW RIDES THE RANGE!
John Kimbrough
"Lone Star Ranger"
Cartoon • News

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— CONT. FROM 1 P. M. —
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The Queen of the Ice in a musical as dazzling as her skating!
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