

Library Tribute to Readers—This toy barn, built by the staff of the Hanover, Pa., public library, bears the names of 854 boys and girls in the Vacation Reading club.

### THE MORE SELECTIVE AUDIENCE

## People Over 30 Described As Forgotten by the Movies

Hollywood (U.P.)—Maxwell Shane, producer, says the movie business will boom when it rediscovers its forgotten man, the customer over 30.

"People over 30 are finding it more comfortable to sit home in the evening instead of going to a movie scaled to a 15-year-old," Shane said when he returned from a study tour of 24 states.

"They are the customers the movies are losing, and the ones we have to re-establish in the movie-going habit."

Shane has just started a new contract at 20th Century - Fox where he hopes to make movies for the 30-and-over customers.

"I don't believe the old chestnut that people prefer a certain quality of film because they go see them," he added. "Maybe it's just that there are no better pictures to go to."

The movie industry can stop worrying about customers under 30, Shane believes. He said he found they'll go to movies anyway, no matter what's playing.

"Children go to pictures no matter what the show is," he said. "They just go to pictures. They like the cowboy pictures, of course, but the fact is they'll go to anything that's playing on the Saturday matinee."

"When they're a little older, they go to pictures largely as a social function. They go with their gangs or their school club. Hollywood can't lose them."

Shane's next classification of movie-goers is the older juvenile-young adult age.

"They're having dates, and they go to movies because it's a relatively inexpensive place to take a girl, and a dark place to hold her hand."

But the folks who are making the dent in the box office returns are the ones over 30 who won't go out to a show unless they're pretty sure it's a good one.

"They are more selective be-



Paris Fashions for Men—A model displays a brown and yellow checked jacket with dark brown flannel trousers, while his companion wears a corduroy ensemble at an exhibition of men's fashions, one of the first of its kind in Paris.

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**MAKE 'EM ACT FUNNY FOR YOU!**

Six funny Walt Disney characters—Goofy, Minnie Mouse, Donald Duck, Pluto, Mickey Mouse and Funny Bunny. 4 to 5 inches, full color! Collect all six!

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## Food Index Down 3 Cents

New York, Nov. 3 (U.P.)—The Dun & Bradstreet wholesale food index dropped three cents today to \$5.69, recovering part of the 14-cent advance registered last week.

Last week's sharp advance was the largest since July 13, 1948. Previously, the index had shown a fairly steady decline from \$5.85 on Sept. 13 to \$5.57 on Oct. 11.

Of the 31 foods used in compiling the index, only six showed an advance this week. The index is the total of the price per pound of foods in general use.

The sharp rise in the price of coffee in the past week served to limit the decline.

Hog prices declined to the lowest level since the removal of OPA controls in 1946.

In all, the prices of 14 foods declined. They were: Flour, wheat, corn, rye, ham, bellies, lard, sugar, cottonseed oil, beans, steers, hogs, lambs, and butter.

The six foods which advanced were oats, barley, coffee, cocoa, eggs and potatoes. Eleven held unchanged. They were beef, cheese, tea, peas, peanuts, rice, molasses, currents, prunes, milk and raisins.

### Dakotans Are Guests

Unionvale—Mrs. Earl Brown and son, Dennis Lee Brown, of Wood, S.D. are guests of her brother and sister-in-law, Mr. and Mrs. Lyle Burnham and family. They came by train. Honoring Mrs. Brown a family gathering was held at Newport Sunday. Attending were Mr. and Mrs. Lyle Burnham and their guests, Mrs. Brown and son, Mr. and Mrs. L. C. Burnham, her parents, Mr. and Mrs. Chester Burnham and family, her brother, Mr. and Mrs. Eldon Baker, her sister.

### Annexation Wins

Roseburg, Nov. 3 (U.P.)—Two suburban areas cast a decisive vote in favor of annexation by the city, in a special election here Tuesday. An election will be held later for city residents to vote on accepting the large West Roseburg area and Miller's addition—Sleepy Hollow tract at the south end of the city. The vote in West Roseburg yesterday was 257-179 and in the smaller area, 59-55.

Open-faced bean and bacon sandwiches make a filling luncheon dish. Top split toasted hamburger rolls with the hot beans and the bacon and garnish with small sweet gherkins, tomato or onion slices, and salad greens.

### Dayton Lions Club Has Holiday Party

Dayton—A Halloween party, sponsored by the Dayton Lions club, was held at the Riverwood County club. The members and their ladies came in costume and all in masks. Prizes were awarded to Mrs. Keith Coburn, James Penland, and Mr. and Mrs. J. S. Imhah for best costumes. There were about 40 present. Clare Heider was the chairman of the affair.

### Classmates Invited For Halloween Party

Lyons—A Halloween party was given at the Burl Smith home with the hostess, Donna Diane, for a group of classmates. Those attending were Cecil Bassett, Pauline Bridges, Pauline Schiewek, Cheita Lande, Jean Walker, Richard Porter, Jack Porter, James Courtney, Richard Baltzer, Lois Roberts, Almeta Coffman, Donald Olmstead, Leland Humphreys, Betty Nydigger, David Neal, Shirley Wagner, Billie Wilson, Jean Pietrok, Nova Ann Gerath, Laura Karr, Carroll Kuiken, Genevieve Porter. Games and refreshments furnished the entertainment with accordion playing by Cecil Bassett while the group all sang.

### Recall Demanded—Dr. Ervin Munk, Czech consul-general in New York, pauses on stairs of Czech consulate after U.S. department announcement demanded his immediate withdrawal from the U.S. Unofficially the action was described as retaliation for recent Czech ouster of two U.S. diplomats from Prague. (Acme Telephoto.)



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## Berserk Filipino Kills 4 Persons

Santa Rosa, Cal., Nov. 3 (U.P.)—A Filipino ranchhand went berserk and killed four persons, including his former sweetheart, before officers captured him as he tried to flee in his car.

Capital Journal, Salem, Ore., Thursday, Nov. 3, 1949—29

Henry Pio, 37, used a repeating shotgun in the killings. "I don't know what I do—maybe I shoot some others," he told officers who forced his car to the curb and took him to Sonoma county jail an hour after the shootings.

Those killed were: Mrs. Louise Howard, 27, who had lived with Pio until recently, deputies said.

Her husband of one week, Clyde, 23.

Her sister, Mrs. Maria Silva. Mrs. Silva's brother, Tony Abaya, 40.

The killings, authorities said, apparently stemmed from an argument that occurred when Mrs. Howard refused to return to Pio after she was released from a hospital recently.

# VISTA MARKET

## Sharp Food Buys

For Sharper Fall Appetites!

We don't make much money but we sure have a lot of fun. All of our customers seem so happy and pleasant and we try to be pleasant as well as to give the very best values we can find, and sell them at just a teeny-weeny profit — and I guess that's why everybody's so happy.

### JUST A FEW OF THIS WEEK'S MANY VALUES

Krispy Crackers 2-lb. box	45c	CATSUP Heinz	14 oz. bottle 25c
Cheese Swift's American 2-lb. box	79c	MUSTARD Prepared—Best Foods	10c Jar
Mayonnaise Kraft's, pint	37c	SWEET PICKLES Rosedale	2 1/2 Jar 35c
Salad Dressing Tang Quart	49c	GREEN OLIVES World Over	3 oz. 23c
Chocolate Drops Sunshine 1 lb.	39c		



Gerber's Strained or Chopped	3 cans 23c
Pabulum 18 oz. pkg.	45c
Oatmeal Gerber's, pkg.	17c
Formulac Infant Food can	23c



Corn Oreg. Finest—Whole Kernel or Cream Style, No. 303 can	16c
Peas Mission, No. 306 can	10c
Beans Jack and the Bean Stalk Pic. can	15c
Beets Del Monte Diced 302 can	2 for 25c

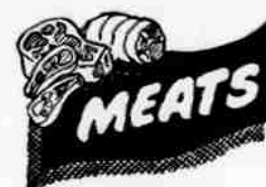


TEA BAGS Folger's, Black	16 bags 15c
GREEN TEA Tree	1/4 lb. 33c
INSTANT COFFEE Chase & Sanborn	12 oz. jar 99c



BLEACH White Rose	1/4 gal. 23c
SANI-FLUSH Large can	23c
BON AMI Powdered	2 cans 23c

ALL BRAN Kellogg's 1 lb. pkg.	23c	Salt Mortons Plain or Iod., pkg.	9c
SYRUP Lumberjack, 5 lb. pail	75c	Peanut Butter Hoody's 2 lb. jar	69c
Pancake Flour Jamima 2 1/2 lb. pkg.	31c	Fril-lets 1 lb. pkg.	29c
Corn Soya Kellogg's 2 pkgs.	29c	Honey 5 lb. pail	89c



GRADE GOOD ROUND STEAK	79c lb.
BEEF ROAST BLADE CUT	49c lb.
SWIFT'S ORIOLE Bacon lb.	59c
MILD CHEDDAR Cheese lb.	55c



GRAPE-FRUIT Texas Pink 6 for	59c
SQUASH Hubbard Marblehead	1 lb. 2c
YAMS 2 lbs.	19c
CARROTS BAGAS TURNIPS	1 lb. 5c

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