

Liquor Board Changes Its Advertising Rules

Recent amendments by the Oregon Liquor Control Commission to its advertising regulations now allow advertising of wine for use in recipes, permit erected glassware as product identification in premises where only one brand of draft beer is sold, and provide that reference to price and use of liquor as a gift must be secondary to the principal theme of an advertisement.

Amendments also allow a licensee to publicize his trade name on match books, napkins and coasters, but prohibit reference to alcoholic liquor on such items.

The amended regulation, which becomes effective July 17, also states that exterior signs advertising malt beverages now may not extend more than eight inches from the wall of the premises.

Although advertisements containing recipes incorporating use of wine are now permitted, recipe advertising of distilled spirits such as whiskey is banned.

Licensees who sell one brand of beer at draft may, with the written consent of the commission, use glasses bearing the name of

the beer on draft. Such glasses may be used only for draft beer, and must be purchased without financial assistance from the malt beverage wholesaler or supplier.

Use of the word "gift" and reference to price are allowed only when secondary to the primary theme of an advertisement. The commission emphasizes that the regulation still prohibits use of the name of Christmas, Easter, Thanksgiving day, Mother's day, Father's day, Memorial day or Armistice day, or use of any character, such as Santa Claus, etc., that is associated with any of these days.

Malt beverage signs displayed on the exterior of the premises may not be more than 500 square inches in area, nor extend more than eight inches from the wall. The regulation still allows use of one interior sign which may be visible from outside the premises, or two such signs if no exterior sign is used. There is no limit on the number of interior signs which are not visible from the exterior of the premises.

GEN. KUTER CALLS ON RHEE
SEUL—Gen. Lawrence S. Kuter, Far East Air Forces commander, arrived today on his first trip to Korea. Kuter, who became FEAF commander about a month ago, made a courtesy call on President Syngman Rhee.

Southpaw Lino Donoso, now with Pittsburgh, had a 19-8 record with Hollywood in 1954 and was named rookie of the year in the Pacific Coast League.

Woodburn Drive-In

Wed., Thurs., Fri., Sat.
In Technicolor
"HANGMAN'S KNOT"
Randolph Scott
—Plus—
"SINGIN' IN THE CORN"
Judy Canova
(Children under 12 Free)

HOLLYWOOD

IT ALL HAPPENED HERE IN OREGON!

Connects in the past scenes to silence... Steel pictures stand up in line of their lines... Even police that don't hold the serial details...

GANG-BUSTERS

THE FACTUAL STORY OF PUBLIC ENEMY NO. 4
Created by PHILIPS H. LORD
Produced by William J. Fox, William H. Fox, Directed by Bill Fox

Color Co-Hit—"FIVE GUNS WEST" John Lund Dorothy Malone

SUBPOENAED



Financier Louis E. Wolfson, shown in his car in Washington after his arrival by train from the west coast for questioning about the eleven day old transit strike in the nation's capital. Wolfson, chairman of the board of the strike-bound Capital Transit Co., will go before the Senate Subcommittee in answer to a subpoena served on him in Los Angeles. (UP Telephoto)

Mr. and Mrs. Harris Assigned, Woodburn

Rev. Sidney E. Harris and Mrs. Harris, of 315 Broadway are Goodwill Industries' new Woodburn representatives; it was announced today by Marion C. Smith, Goodwill's executive director.

Rev. and Mrs. Harris succeed Mrs. Gelta Mae Connell, who is giving up her Goodwill post because of the press of other duties. Mrs. Connell, who has worked for Goodwill Industries in Woodburn for several years, will continue her interest and support of the great humane rehabilitation program in a less active status.

Persons wishing to contribute discarded articles of clothing, furniture, electric appliances and all household wares should telephone the Harris residence.

Mr. Harris is a native of London, England. He came to the United States in 1914 to prepare for the ministry. His wife, Maud Harris, was born in Dublin but they met and were married in Wisconsin by Rev. Harris' brother, also a minister. He is a retired Presbyterian minister, educated theologically at McCormick Presbyterian Seminary in Chicago.

Master Plan to Be Used In Development of Mall

Development of a master plan for the Capitol Mall was accepted as an absolute need by members of the State Board of Control and the Capitol Planning Commission at a joint meeting Tuesday, but no definite procedural method of going about to obtain it could be agreed upon.

Governor Paul L. Patterson came up with an idea, adopted by unanimous vote of all attending, of calling in professional people to advise on the subject.

The governor will request the Oregon and Southwest chapters of the American Institute of Architects and the Oregon State Landscaping Society to each designate three representatives to confer with members of the two boards sometime in the next two months when an effort will be made to decide on how to proceed.

The 1955 Legislature appropriated \$50,000 to the Board of Control with instructions that the Capitol Planning Commission proceed with selection of an architect to lay out the future development of the mall and a landscape architect to plan the landscaping for the mall area.

Dean Sidney W. Little of University of Oregon, a member of the Capitol Planning Commission, said what was needed was a definite plan for the development of the mall for the next 25, 50 or even 100 years.

"If buildings are spotted here and there without any planning the mall will be doomed to mediocrity," Dean Little said.

Dean Little voiced strong opposition to the building of a plaster east model of the mall area. "That would be just wasting money that will be needed for other things," he said. "A modest model showing the planned development of the mall beyond the present Highway Building would suffice," he declared.

In its annual report the Planning Commission had recommended several methods of approaching the planning for the future development of the mall. One was a competition among architects similar to the one held for the present state Capitol. Milton Meyers, commission member, said he favored restricting any such competition to Oregon architects, while State Treasurer Sig Unander favored throwing the competition open to architects throughout the nation.

Robert W. Sawyer, chairman of the commission, expressed opposition to any competition, declaring that it would take a good part of the \$50,000 appropriation draw-

Sale to Minors Main Offense

Sale or service of alcoholic beverages to minors remains the greatest single offense of licensees of the Oregon Liquor Control Commission, according to an OLCC survey of liquor law violations since the first of the year.

From January through June, 29 grocery stores and similar package store outlets and 37 taverns sold alcoholic beverages to minors. In addition, 25 licensees were charged by the commission with allowing minors to consume alcoholic beverages or loiter on the premises.

These figures are compiled from a review of 246 hearings conducted by the commission during the first six months of the year. The commission's penalties included letters of warning, suspensions and cancellations of license privileges.

Although the liquor commission by law cannot penalize minors, its inspectors have authority to arrest them for further disposition by the courts, and in nearly every case in which a licensee or service permittee has been charged with sale or service to a minor, arrests of minors have been made, the commission reports. A check of 45 violations considered during the

three months ending June 30 reveals that minors were arrested in 41 instances, with a total of 81 minors arrested for the 41 cases.

Delta Gamma Tops in Academics

Delta Gamma sorority topped all living organizations on Willamette University campus in academic points earned during the spring semester, reports President G. Herbert Smith.

Delta Gamma's grade point average was 3.1086 as compared with 3.0833 by Beta Theta Pi fraternity which finished second.

Averages of other women's groups included: Phi Beta Phi, 3.0135; Alpha Chi Omega, 2.9832; Chi Omega, 2.7776; Lausanne hall,

2.7691; YWCA, 2.6668; University House, 2.5333.
Men's groups: Sigma Alpha Epsilon, 2.7641; Beta Phi Hall, 2.7374; Sigma Chi, 2.7082; Phi Delta Theta, 2.6818; Bishop House, 2.4962.

OUTDOORS UNDER THE STARS

On World's Largest Portable Ice Rink!

PORTLAND MEADOWS

JULY 19 THRU 26
Nightly at 8:30

HOLIDAY ON ICE OF 1955

All Seats Reserved
\$3.00 \$2.50 \$2.00
\$1.50 \$1.00
INCLUDING TAX

FOR BEST SEATS ORDER BY MAIL NOW

Just send check or money order with stamped self-addressed envelope and date desired to: HOLIDAY ON ICE, c/o J. K. GILL Co., 408 S.W. 5th, Portland 4, Oregon. MAKE CHECKS PAYABLE TO: HOLIDAY ON ICE.

BOX OFFICE OPEN
JULY 5 at J. K. GILL CO.

"HOLIDAY ON ICE"
Produced by Holiday On Ice Shows, Inc.

Portland Show Sponsored by OREGON JOURNAL

West Oregon Mills Shy Logs

CORVALLIS (U)—Most Oregon mills continue short of logs, says the weekly farm forest products review of Oregon State College, because of dirt roads. It says rains have come just often enough to slow down the log hauling.

Willamette Valley mills priced No. 2 second growth Douglas fir sawlogs at mostly \$45 to \$50 a thousand in the past week, the report says. No. 3s were \$5 to \$10 lower.

Peelers sold to a high of \$105 a thousand and some down to \$80. Unpeeled logs for pulp brought \$17 a cord at Oregon City and \$15 at St. Helens for most varieties.

Dry cascara bark was 18 cents a pound. Swardfern was 23 cents a bunch. At Coos Bay, huckleberry brush was 30 cents a bunch and salal was 25 cents.

FRANCE SIGNS TREATY

PARIS (U)—The French National Assembly ratified the Austrian independence treaty Tuesday by a unanimous vote. No opposition was voice in the brief debate. The treaty now goes to the Senate.

DANCE! TONIGHT! CRYSTAL GARDENS!

Big Crowds! Good Music!

Drawing \$
from the \$
Treasure \$
Chest Each
Wed. and Sat.

Ask For Your Free Prize Ticket

THRILLCADE

STAND-ALONE
SPEED
THRILL

MOVIE STUNTSMEN • BAKED DEVIL CLOWNS
POLO CHAMPIONS • SPEEDWAY STARS
OTHERS WHO DEFT DEATH TO LIVE!

SALEM HOLLYWOOD BOWL

FRIDAY
NITE
8:15 P. M.

JULY 15

SHOE SALE!

FINAL REDUCTIONS

Hurry! These won't last long! Stock up now for vacation savings with these nationally famous summer casuals and dress shoes.

- Laird Schober
- Kickerinos
- Raffia
- Colella
- Sbicca
- And Others

5.55

Value to 16.95

HANDBAGS
50% OFF

NYLONS 79c
Nationally Famous Kayser's
Values to 1.65

RAEMAR'S

466 STATE ST. OPEN FRIDAY NIGHTS 'TIL 9

Tonight These 4 Theatres Are Giving Away a Free Season Pass. You Do Not Have to Be Present to Win It. But, If You Are Present And Your Name is Called, You Will Receive, As a Bonus for Being Here...

ELSinORE

Richard Widmark — Lauren Bacall — Charles Boyer
"THE COBWEB"
Also—John Ireland in "GLASS TOMB"

STARTS TOMORROW!
—Please Come Early For Best Seats!

Marilyn MONROE
Tom EWELL

From the Stage Riot that had Broadway howling for three hilarious years!

The Seven Year Itch

COLOR by De Luxe

CINEMASCOPE

EVLYN KEYES • SONNY TUFTS • ROBERT STRAUSS
OSCAR HOMOLKA • MARGUERITE CHAPMAN
VICTOR MOORE

ADDED
A Visit to a Modern Old West Celebration!
"FRONTIER DAYS"
—PLUS—
"FLY TO FISH"
Also Cinemascope Cartoon—"IGLOO FOR TWO"

GRAND STARTS TONITE!

Doors Open 6:15 P. M.—Regular Prices

RUN FOR COVER

VistaVision And Technicolor

JAMES CAGNEY • VIVECA LINDFORS • JOHN DEREK

Also—The Supreme Excitement Of Our Time

THIS ISLAND EARTH

Color by TECHNICOLOR
JIM MORROW • FAITH DOMERGUE

CAPITOL STARTS TODAY!

They Rock The Navy Right Off Its "Base"!

MAN THE LAFF-RAFTS
"THEY'RE SINKING THE FLEET WITH FUN!"

Francis in the Navy

when that Talking Mule replaces the Admiral and Donald follows the lure of the Waves!

DONALD O'CONNOR
MARTHA HYER
RICHARD ERDMAN • JIM BACKUS
MYRNA HANSEN
"FRANCIS" is Talking Mule!

PLUS: Story Of The Great Mountain Wars!

The great mountain wars... The West's last lawless years!

THE MAN FROM BITTER RIDGE

LEX BARKER • MARA CORDAY

North Salem DRIVE-IN THEATRE

2 MILES NORTH ON HIGHWAY 99

Enjoy The Comforts Of The Drive-In Tonight

Two Top Hits! Complete Playground For The Kids!

Gates Open 7:15—Show At Dusk

Now! Two Technicolor Hits

KIRK DOUGLAS • JEAN CRAIN • CLAIRE TREVOR

—IN—

"MAN WITHOUT A STAR"

—PLUS—

They Are Mad For Each Other And Singing Their Hearts Out For You!

DORIS DAY • FRANK SINATRA

—IN—

"YOUNG AT HEART"