

MOVIE INDUSTRY LAYS PLANS FOR GREATEST YEAR

September 1st will sound the opening gun in one of the strongest advertising campaigns ever used nationally to acquaint the public with a new product. It is the film industry's nationwide campaign to prove that 1938-39 will be motion pictures' greatest year.

Producers, exhibitors and distributors have joined together for a common cause and are utilizing every branch of the business in the campaign. Producers are marshaling their greatest stars, millions of dollars worth of story properties, close to \$50,000,000 worth of production to insure the success of the plan.

Leaders of the industry are imbued with optimism for the success of the plan and have further pointed out that success of the combined efforts of everyone connected with the industry is bound to be reflected in benefits to the country at large, leading to an upswing in business, creating new jobs, and placing money in general circulation.

Ninety-four productions from the feature offerings of nine leading movie companies for August, September and October are listed in the first announcement ever issued from the industry at large.

Already, many of the films are being shown in theaters of the country. The entire list, it is felt by the film people, will be as outstanding in success and quality as such pre-releases as "The Crowded Hours," "Alexander's Rag Time Band," "Marie Antoinette," "Mother Carey's Chickens," "Letter of Introduction," "The Texans," "Barefoot Boy," "Algers" and "Four Daughters."

There will be 22 comedy dramas, 17 comedies, 13 crime stories, 7 musicals, 5 mysteries, 5 spectacle dramas, 4 melodramas, 4 westerns, 4 dramas with music, 4 action dramas, and 3 family pictures.

PORTLAND, Ore., Aug. 30.—(AP)—Don Ayres, 23, of Ridgefield, Wash., was critically injured last night when his automobile collided with a streetcar at North Argyle street and Denver avenue.

OFTEN we refer to this Company as "we." Do we mean certain holes in the ground, refineries, pipe-lines, accounting systems? No more than you mean a combination of arms, legs, and digestive apparatus when you say "I."

We on the inside recognize in the Company a real and tangible personality which insists on honest goods for the customer . . . on friendly as well as fair treatment for every employee . . . on strict observance of voluntary curtailment agreements beneficial to the public . . . on helping, wherever we do business, in promoting community welfare.

You say of a friend you know inside out that he does things in his fashion because he's built that way. So it is with us. Like everybody else, this Company is in business to make a living. But its methods of making a living—and all its activities as a citizen—are dictated by the very human need for self-respect and the regard of those who know it well.

Standard Oil Company of California

Society and Clubs

By Clara Mary Davis

Julie Ann Abraham Bride of Mr. Porter At Sunday Ceremony

At a beautiful ceremony held at the country home of her parents in Portland, Miss Julie Ann Abraham, daughter of Mr. and Mrs. F. A. Abraham, became the bride of E. H. Porter, Jr., son of Dr. and Mrs. E. H. Porter of this city, last Sunday afternoon at 2:30 o'clock.

Before an improvised altar banked with pink and white gladioli the couple spoke their vows with the Rev. Mr. D. Dorris of the Presbyterian church officiating.

The bride, given in marriage by her mother, was lovely in her mother's wedding gown of white net with lace trim, a coronet of white ivory brought from China by her father, encircled her head and a white finger tip veil of net completed the exquisite bridal ensemble.

The bride's only attendant was her sister, Miss Frances Abraham. She wore a pink net gown and carried pink roses and bouquets.

John Conner, long time friend of the bridegroom, acted as best man. Mrs. Abraham was dressed in a floor length gown of pale blue with duobonnet accessories. Mrs. Porter, the bridegroom's mother, wore an ensemble of black and white.

Following the wedding service to which thirty guests were bidden, a reception was held at the Abraham's home. Mrs. Porter and the bride's grandmother, Mrs. James Thompson, presided at the tea table.

Among out-of-town guests attending the wedding were Mrs. E. H. Porter, Sr., Berte Porter Hampton, the bridegroom's sister, and little Miss Patty Hampton, niece of Mr. Porter. Mr. and Mrs. Frank Green from Astoria and Mrs. Robert Porter from Klamath Falls.

Immediately following the wedding service, the couple received a lengthy cablegram from the bride's father, F. A. Abraham who is at present in the Orient, giving them his blessing and best wishes.

The couple departed after the reception for a wedding trip to be spent at the Abraham's summer home on the Washington coast, Oceanside. Following a sojourn there they will go to Eugene and will later leave by motorcar for the east, their destination to be Ohio State College in Columbus where Mr. Porter will be an associate professor of psychology.

The bride attended schools in Portland and graduated from the University of Oregon last year. Mr. Porter is a graduate of Medford high school and of the University of Oregon, class of 1935. Since completing his college course, Mr. Porter has been working toward master degrees while teaching at the University. He recently received his Masters degrees in Education and psychology.

C. E. Gates Have House Guests

Recent arrivals in Medford and house guests at the C. E. Gates home on Queen Ann avenue include Mrs. Gates, two sisters, Mrs. George W. Cann of Logansport, Ind., and Mrs. George W. Reddick of Los Angeles. George Gates Jr., also is host to a house guest, George Reeva of Sacramento, a former Medford resident and school mate of George Jr.

Mrs. John Conner Visits Parents

Mrs. John S. Conner and small daughter, Stephanie of Clatskanie, Ore., are house guests in this city of Mrs. Conner's parents, Mr. and Mrs. E. J. Smith at their Hillcrest road residence. Mrs. Conner will be remembered in Medford as the former Janet Wray Smith. She will visit here for several days before returning north to her home.

House Guest At Pritchett Home

Mr. and Mrs. Charles J. Pritchett have as their house guest at their King street home, Mrs. Pritchett's sister, Miss Matilda Iverson who will spend a fortnight here. Mrs. Pritchett recently returned from the home of her parents, Mr. and Mrs. I. P. Iverson in Healdsburg, Cal., where she had visited a month, and her sister accompanied her home. Miss Iverson is a mathematical instructor in the high school at Healdsburg. She will be feted at a number of social affairs during her stay here. The Pritchetts are expecting other house guests over Labor Day from Eureka, Cal., and plan a trip to Portland thereafter.

Tacoma Guest Visits Here

Arriving here recently on United Airliner plane from Tacoma, Wash. was Miss Evelyn Bridgman. The Washington resident is a house guest in Medford of Miss Bette Flynn, at her home on South Holly street. She will spend a week visiting. During her stay, Miss Bridgman will be the inspiration for several social events. She will be a guest at an affair to be given Thursday evening by Beta Sigma Phi.

California Visiting Here Mr. and Mrs. David Farley and family, David Jr., Thelma and Jane of Alameda, Cal., were Sunday guests in this city of Mr. and Mrs. Arthur B. Myers at their home on West Second street. Following a brief visit here, the Californians went on to Astoria to see relatives after which they were to proceed on to Alameda.

Miss Emily Brown's Betrothal Made Known At Luncheon

Mr. and Mrs. Walter Frazer Brown have announced the engagement of their daughter, Miss Emily Frazer Brown, to Mr. Robert Leonard McClure of Chicago. The revelation was made at a luncheon which Mrs. Brown gave today in the garden at their home on West Eleventh street. Eighteen guests were present at the delightful affair. Guests were aware of the betrothal upon opening individual place cards of silver seedling bells and pink bows, names of the couple were engraved in gold lettering with marriage date revealed therein.

Miss Brown, well known in Medford, is a graduate of Medford high school and of Willamette University. The past several years she has traveled extensively. Mr. McClure is a graduate of Duke University, North Carolina and since his graduation has been associated with the American Can company in Chicago. The wedding will be an event of October 14th in this city.

Peters-McKinney Wedding Rites Florence Event

Of interest in Medford is the recent marriage at Florence, Oregon of Miss Dorothy Milcent Peters, daughter of Mr. and Mrs. S. A. Peters, Jr., formerly of Ashland but more recently of Gardiner, to Mr. Stanley McKinney, son of Mr. and Mrs. John McKinney of Medford. The couple were united in marriage Saturday evening, August 13. The Rev. Mr. Webber read the ring service of the church.

The bride was attractive in a light blue crepe afternoon dress, with dark blue accessories. She carried a nosegay of pastel shaded sweet peas. Mrs. McKinney attended Ashland's grade and Junior high school, later graduating from University eighth school in Eugene. She attended the University of Oregon where she was affiliated with Chi Omega sorority. Mr. McKinney was graduated from Medford high school and later attended California State college at Fresno. He was outstanding in athletic events and a football player of note.

Mr. and Mrs. McKinney are residing in this city at 244 South Grapa street. The newly wedded couple were guests last week-end of the bride's grandparents, Mr. and Mrs. S. A. Peters Sr., Ashland and Mr. and Mrs. H. O. Butterfield of Hatt Dam, accompanied by Mrs. McKinney's mother, Mrs. S. A. Peters Jr., and her brother, Dick Peters.

Royal Neighbors To Convene Soon

Royal Neighbors will convene Thursday evening at 7:30 o'clock for a regular business session at the K. P. hall. Visitors are always invited to participate in the meetings.

Calendar

Tuesday 7:30 p. m.—Art association, home Mrs. K. N. Anthony, 528 South Ivy street.

Wednesday 2:00 p. m.—Executive meeting of Federated missionary council, South Methodist church.

COLD STORAGE PLANT FOR APPLIGATE AREA

A modern cold storage plant is being installed by Trowbridge & Flynn Electric Co. at the home of Mrs. H. M. Truax of Applegate. Chief purpose of the plant is to aid families of the community in keeping a supply of palatable foodstuffs at economical price. The plant will have individual lockers, making possible a great variety of fresh meats, vegetables and fruits at all seasons. Beef and mutton can be stored for a year if desired, vegetables, fresh pork and fruits six months; fish, four months, and fowls as long as a year and a half.

The plant, to be known as the "Applegate Cold Storage Plant" is located near Applegate bridge at the junction of the Applegate and Thompson creek highways. It is being rushed to completion and is expected to start operation by September 5.

Weather Northern California: Partly cloudy tonight and Wednesday with local thunderstorms over mountains and foothills, morning fogs on the coast; cooler in west central portion Wednesday; moderate northwest wind off the coast.

Oregon: Partly cloudy tonight and Wednesday, with local thunderstorms over mountains Wednesday; warmer in interior of southwest and north-east portions tonight; gentle changeable wind off the coast.

Use Mail Tribune Want Ads.

MODERN WOMEN Need Not Suffer monthly pain and delay due to cold, nervous strain, exposure or similar causes. SIBU will be a guest at an affair to be given Thursday evening by Beta Sigma Phi.

CHICHESTER'S PILLS THE DIAMOND BRAND

C. L. Perkins DOCTOR OF OPTOMETRY Phone 212, 135 S. Central Ave Medford, Ore.

Hollywood Starlet Examines Non-Skid Tread Design on New Goodrich Tire



The revolutionary non-skid design on the new automobile tire recently announced by the B. F. Goodrich company is examined by Lynn Roberts, now being featured in "The Lone Ranger" and other films. This new design is the "life saver" tread, developed after more than two years of research and engineering to give traction and braking demanded by modern motoring conditions. According to the manufacturer the new product will stop a car on a wet pavement faster than any tire yet developed.

The tire has been enjoying unusual sales success here, according to Cliff Wheelock, of the Lewis Super-Service station, local Goodrich dealer.

PEAR HARVEST AT PEAK NEXT WEEK

The pear harvest of the Rogue river valley will reach its peak next week with picking and packing of D'Anjou and Bosc. Harvesting of these two winter varieties started this week in some smaller orchards.

Packers report this week will see the clean-up of the Bartlett crop. There has been a lull in packing house operation the past four days. It is now estimated by packers that between 35 and 40 per cent of the Bartlett crop, estimated at 15,000 tons, has been sold to canneries, at prices ranging from \$15 to \$17.50 a ton.

Pear Markets Yesterday

NEW YORK, Aug. 29.—(AP)—(U.S. Dept. Agr.)—Pears, 61 cars arrived, 35 California, 2 Oregon, one Washington unloaded, 39 on track, market stronger. Oregon Bartletts 670 boxes extra fancy, 1.50-2.00 average \$1.71.

CHICAGO, Aug. 29.—(AP)—(U.S. Dept. Agr.)—Pears 28, California, 32 on track, California Bartletts 6584 boxes \$1.45-\$2.15, average \$1.78. Name Longview Mayor LONGVIEW, Aug. 30.—(AP)—G. C. Tibbitts, veteran Longview city councilman, was elected mayor at a session of the council last night to fill the vacancy created by the death of Mayor John P. Bell last week.

MORE PROMINENTS COMING TO MEET

The list of prominent men in aviation who will appear on the program of the Northwest Aviation Planning council to be held here September 16 and 17 continues to grow.

A. H. Banwell, program chairman, received word today that William Miller, representing the Piper Aircraft corporation of Lock Haven, Pa., would definitely be a speaker on the afternoon of September 16. His subject will be "Non-Airline Planes," which should prove extremely interesting to private fliers. Notice of Mr. Miller's plans to attend the council was contained in a letter from W. T. Piper, Jr., assistant-treasurer of the corporation.

Congressman Clarence P. Lea of Santa Rosa, Cal., wired Mr. Banwell today stating that he would send definite word Thursday regarding his attendance. Congressman Lea is co-sponsor of the McCarron-Lea bill. He is tentatively slated to address the September 16 luncheon.

ETHEL WYNN'S Beauty Salon MEDFORD, OREGON ECONOMY SPECIAL Permanent Wave \$1.69 Call 1478 For Appointment

THE CLOUDED MOON By MAX SALT MARSH STARTING TOMORROW, AUG. 31 in the MAIL TRIBUNE

PRO GRIDDERS FAVORED TO CAPTURE RUBBER IN SERIES WITH ALL-STARS

CHICAGO, Aug. 30.—(AP)—The professional football champion Washington Redskins will pit an eleven averaging 208 pounds against Bo McMillin's "pore 'n' all stars" at Soldier field tomorrow night. A crowd of 80,000 is expected. Headed by 260 pound Turk Edwards, captain and all-National league tackle, that is the weight of the team. Coach Ray Flaherty has selected to start the fifth annual charity game, Vic Markov, former University of Washington tackle, captain the collegians. The weight advantage (the average weight of the college all stars named in a nation wide poll to start the game is only 195), plus Sammy Baugh's passing, and the added experience of the professionals made them the favorite to break the series tie. The collegians and pros each own one triumph. Two games have ended in deadlocks. Never in the series has either team been able to score more than seven points, but either side may erase that mark tomorrow. The Redskins boast of the finest passing team in the professional league and its 1937 title attests to its scoring ability. The All-Stars, too, are confident of their offense and in the passing of Colorado's Whitmer White, Purdue's Cecil Label and Arkansas' Jack Robbins.

DOZEN YOUTHS GIVEN COURT REPRIMAND SWIMMING TRESPASS

Three youths, nearing their majority, and nine boys, ranging from 10 to 15 years, have been given reprimands in justice and juvenile court for trespassing on Lee Phipps' cornfield, on McAndrews road. Besides trespassing while swimming in an irrigation ditch pool, the swimmers are alleged to have taken the Phipps' roasting ears, and fed them to a horse. They also forced the horse to do a "diving act," and experienced great difficulty in getting the animal out of the steep banked pool. Besides the protests of Phipps and the irrigation district, a father protested two small boys had been given severe duckings. The sheriff said trespass notices "were torn down almost as fast as they were nailed up," and the fence suffered. The three youths hailed into justice court, promised they would report the next day, but failed to do so. Deputy Sheriff Grenbrenner then went and got them. After talks with Justice of the Peace Coleman and County Judge Day, the swimmers were discharged, upon promises to find another swimming hole.

Schilling Pepper Full, Rich Flavor Schilling Pepper gives you the utmost in fine flavor and strength. It brings out the delicious flavors in meats, vegetables and sauces—adds zest to any meal. Schilling Spices have been the standard of comparison for 57 years!

The Beer That Made Milwaukee Famous It had to be good! The thousands of people who come to Milwaukee every year know that they haven't really seen the city until they've visited the great Schlitz Brewery, home of The Beer That Made Milwaukee Famous. In the massive Schlitz Guest Register are names of visitors from all over the earth, drawn to this particular spot by their affection for Schlitz. No city is prouder of its chief product than Milwaukee is of Schlitz, the beer that made it famous. You, too, are cordially invited to visit Schlitz, whenever you are in Milwaukee.

This is a bottle of SCHLITZ. It is a man's drink, that everybody enjoys. It has a character and personality exactly suited to your taste. For almost a century, it has been America's most imitated beer—yet today as always, millions look only to Schlitz for that famous flavor. If you like the best things in life, you have a natural taste for Schlitz. Smooth...Pale...Dry taste today ...and you'll prefer SCHLITZ always!