

HEMMILA TELLS ROTARY CLUB OF CINEMA INDUSTRY

The average weekly attendance at theaters in the United States is 95 million people, Eino Hemmilla, manager of the George A. Hunt Theaters, told the Medford Rotary club Tuesday in an address at the Hotel Medford luncheon meeting. Hemmilla told of the scope of the billion dollar cinema industry, with its 18,000 theaters, nearly 12,000,000 seats and staggering payrolls.

The moving picture business actually had its birth 87 years ago, when Leland Stanford, California's famous sportsman and railway magnate, assigned a photographer to set up a row of cameras to photograph a racing horse in action. William Friese-Greene's invention of taking pictures on celluloid in England in 1889, and Thomas Edison's kineoscope of 1891 have a prominent place in the early development of the industry.

Early Growth Told
In reviewing the early history of the rapid growth of the motion picture business, Hemmilla recalled the early Vitaphone sound-on-disc method of making sound pictures, followed by Fox Movietone's sound-on-film method, which was generally accepted by the industry in 1929.

Activities of the so-called "major" producers comprising the eight largest companies, and the many "independent" producers were outlined. Hollywood companies alone have an invested capital of \$126,500,000 in studios, employ 30,000 people, have a payroll of 187,000,000, and 1943 production costs amounting to more than a quarter million dollars.

The second major phase of the motion picture industry covers the worldwide distribution of the pictures turned out by producing companies. Since the birth of the "movies" to Jan. 1, 1944, nearly 46,000 pictures and short subjects were distributed. The 11 distributors in the U. S. employ 14,000 people and maintain exchange centers in major cities. These exchanges handle 27,000 miles of film footage daily, enough each day to more than encircle the earth. Oregon's 250 theaters are served by such an exchange in Portland.

Pay Huge Tax
Film exhibitors, whose gross business annually exceeds \$1,500,000,000, will pay admission taxes estimated at nearly \$375,000,000 this year, Hemmilla told Rotarians. The average length of feature pictures is approximately 8,000 feet and consumes 88 running minutes. Sixty-five per cent of the nation's theaters show double bills.

Problems of exhibitors in buying films and the increasing cost of the product of the industry were cited by Mr. Hemmilla, and the procedure of renting films from distributors was outlined. Restricted output of films has complicated the task of buying for independent exhibitors.

The contribution of the war activities committee of the motion picture industry to the general war effort was pointed out with pride by Mr. Hemmilla. More than 22,000 16 mm. prints of current features and short subjects have been distributed to the fighting forces throughout the world without cost.

In co-operation with the office of war information 126 different short subjects have been released and shown throughout the nation. The industry's record for co-operation in metal, paper and tin drives has been outstanding, collections totaling more than \$23,000,000 have been taken for worthy war activities and in various war bond campaigns the theaters have sold more than

\$22,000,000 in bonds—the greatest record of any single industry.

MUD IS TERRIFIC ON EUROPE FRONT WRITES TEDRICK

Writing "that good old sticky mud at home is like pavement compared to this," Sgt. Gene W. Tedrick commented in a recent letter on battle conditions in the European theater.

"Things are still the same over here," he wrote. "Rain, cold and mud. Believe me, the mud is terrific. That good old sticky mud at home is like pavement compared to this. I'll sure be glad when summer comes again, even though it means the Heine's planes will be in the air again. But on the other hand, our planes will be there, too."

"Well maybe someday this mess will be over and there will be happiness on this old world of ours again. I've seen enough death and bloodshed to last me three lifetimes. Its a pretty sad mess, if you ask me."

"One doesn't realize what its all about until you see dead men lying all over the ground and smell the smell of a battlefield. If some of the people who are holding up production and striking could smell this stench of death for one hour and go back to work, we would have enough material to end this war very shortly. I've been smelling and seeing it for six months now and a lot of Joes have for a lot longer. They would not slow down production or ask for more pay, if they were home."

Sgt. Tedrick closed by writing that "it finally dawns on me what a beautiful country we have and what a perfect setup for a government. I hope someday to be able to come back to it all." Sgt. Tedrick, recently promoted to technical sergeant, is the son of Mr. and Mrs. C. C. Tedrick of route 4.

A news release from the European theater of operations received today states that Sgt. Tedrick has been awarded the Combat Infantryman's badge "for exemplary conduct in action against the enemy."

YMCA Camera Club Slates Meeting To Discuss Activities

A meeting of the Y. M. C. A. Camera club will be held at the "Y," located upstairs in the Masonic building, Friday night beginning at 7:30 o'clock. Main activity of the club is construction of a darkroom which will include facilities for developing, printing and enlarging various types of film.

Monthly contests are planned with prize-winning prints to be displayed at the Y. M. C. A.

The club's darkroom is now being equipped with basic equipment where members will be able to learn the fundamentals of photographic work.

If sufficient film can be secured in face of the shortage a small studio will be set up for use in indoor photography.

New members who are interested in photography are urged to attend Friday's meeting.

P.-T. A. Activities

Roosevelt P.T. A. Roosevelt Parent-Teacher association will meet Friday of this week in room 11 of the school at 2:30 p. m. Speaker for the afternoon will be Ben Schmidt, secretary of the Medford Y. M. C. A.

Closing time for Classified Ads 9 a. m. — Too Late to Classify 12:30 p. m.

AT PENNEY'S All The Time in 45... DEPEND ON PENNEY'S!

To mothers, wives, and sweethearts doing their part in the war To help assure the victory our men are fighting for, We pledge again in '45, for this, your Penney store, The service and the value you expect of us—and more!

For Quick Clear-away REDUCED

Soft Woolen WINTER COATS Two Price Groups \$15 \$20

Every coat reduced for this January Coat Clearaway! Free-swinging Chesterfields, classic boy coats and slimly fitted designs that will be a constant joy over suits or dresses from now through Spring. Softly detailed with rounded lapels, hand-picked edges, black velvet trimming.



Long Sleeve SLACK SUITS REDUCED! 11.77

Smartly tailored two-piece slacks suits in rich rayon gabardines and cavalry twills—a real buy on our best slacks suits. Sizes 12 to 20. Penney's Second Floor

Crib Blankets 49c

Pink and blue receiving baby blankets in soft downy nap cottons, full size—30 by 40 inches. Penney's Second Floor

Boys' Shorts 39c

Boys' cotton broadcloth shorts in sizes from 6 to 16. Cotton knit athletic undershirts 35c! Penney's Main Floor

WOMEN'S LEATHER JACKETS 9.90

The real sportswomen's jacket—Soft, pliable Capekin leather—Large roomy pockets, belted style. Repriced from our top quality leather coats. Penney's Second Floor

Bright New PAJAMAS 2.49

Just unpacked—women's two-piece cotton print pajamas. Cleverly styled. Size 34 to 40. Penney's Main Floor

Rayon Pajamas 3.98

Arrived too late for Christmas—Beautiful rayon print pajamas! Smartly styled. Sizes 34 to 40. Penney's Main Floor

Rayon Vests 49c

Women's built-up shoulder style rayon knit vests now in all sizes—34 to 50—Outsized 69c! Penney's Main Floor

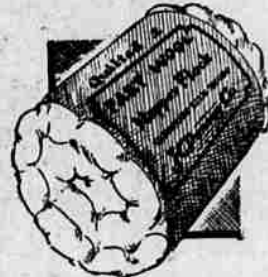
White Cotton Sheet BLANKETS 1.19

These will provide an extra layer of warmth next to you in deep winter weather. Stitched edges resist strain. 70 by 95 inches. Penney's Balcony



PART WOOL BATTS 1.79

Large, fluffy 3-pound, 1/4-wool batts—quilted and ready for that comforter. Full size 72x90 inches. Penney's Balcony



Fluffy BED PILLOWS 1.98

Stuffed to the brim with soft, clean, sanitary feathers, a grand household value! Size 21 by 27 inches. Penney's Balcony



4 OZ. KNITTING YARN 69c

100% wool worsted yarn in a large 4-ounce skein. All colors, brand new shipment. Penney's Balcony

MEN'S 1/2 WOOL UNIONS 3.98

Men's warm winter union suits, long legs and sleeves. Size 38 to 46. Penney's Main Floor

MEN'S WORK SUITS 3.69

Men's brown and blue striped Palmer suiting—one-piece overall work suits. Size 38 to 46. Penney's Main Floor

36 in. OUTING FLANNEL 25c

36-inch soft downy nap outing flannel that you have been waiting for—white only! Penney's Balcony

HUNDREDS of NEW SKIRTS

Rayons, Woolens, Solid Colors, Bright Plaids

BOX PLEATED SKIRTS 3.98

Wool and warm mixtures. A practical base for your blouse or sweater outfits. Pleated or gored for action!

PASTEL WOOLEN SKIRTS 4.98

Kick-pleats, 32-gored skirts in a wide variety of colors, and styles. Soft Pacific woolens. Select yours today.

Bright Plaids 6.90

Rich Scottish plaids in 100% wool fabrics, smart styles. Add some color to your wardrobe with one of these top notch styled skirts. Penney's Second Floor



NEW 45 GAUGE — Duration

Sheer Hosiery 86c

Practical, pretty all 'round hose will give you trim-and-long service! Full-fashioned for shapely, smooth fit... reinforced for extra long wear!

EXTRA LONG HOSIERY 86c

A brand new shipment of sheer, full fashioned rayon hose for the women who like and need extra long hose. Rich colors—size 8 1/2 to 10 1/2.

42 GAUGE SLEEK RAYONS 75c

For service, for appearance—You just can't beat these trim neat fitting, full fashioned rayon hose—new complete stock of sizes and colors. Penney's Main Floor



Crisp New Cotton HOUSE FROCKS 1.98

About the house—easy to put on button-down-the-fronts. Pretty!

Down in the dumps—any one of these bright little frocks! Try them! In sizes 12 to 20, and 34 to 40.

MEN'S SPORT COATS 12.75

New Herringbone tweed sport coats and solid color in tan and blue—new arrivals. Size 36 to 42. Penney's Main Floor



MEN'S SPORT SHIRTS 2.98

Deeptone fabrics and lighter shades with a thought toward spring! Shirred back for ease in the golf swing! Buttons in matching colors—Smart!

FOR DRESS — FOR PLAY 2.98

Imagine having a whole wardrobe of gay casuals that you can work in, play in, without spending a single precious shoe coupon! Play shoes galore, including bow pumps, ghillie ties and leisure-loving sandals. All cool-as-a-breeze with sturdy fabric uppers and laminated soles! In daintily bright colors!

LEATHER HOUSE SLIPPERS 2.19

Women's soft black leather house slippers with medium and low heels, leather soles—Boudoir styled, size 3 to 8. No shoe stamp required! Penney's Main Floor

Smart Footwork at PENNEY'S

NON-RATIONED SHOES



Save Your Shoe Stamp

Fluhrer's
Friday and Saturday Special
DANISH HONEY BRAID
SOMETHING NEW! COFFEE CAKE 25c ea.
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For Enriched Bread and Cakes