

Local and Personal

To Hold Sale — Alpha Rho chapter, Beta Sigma Phi, has planned a rummage sale for Friday and Saturday, Nov. 5 and 6, at 123 West Main st. Sale hours will be from 8:30 a.m. to 4 p.m.

To Seminar — Arnold M. Depner, a chiropractor with offices in the Fluhrer building, will leave tomorrow morning for San Francisco where he will attend a seminar on chiropractic. His office will be closed until he returns Nov. 10.

Return — Mrs. Martin Westvong, 119 Lincoln st., and Mrs. Hans Edwardsen, 211 Summit ave., returned Monday from a 10-day trip to Seattle, Mt. Vernon, Wash., and Portland, where they visited relatives and friends.

New Policy — A new policy on prices for Skateway has been announced by Mrs. Faye Pence and her son, Gene Pence, who operate the rink. Mrs. Pence states that on Wednesday nights girls will be allowed to skate without charge, and that prices have been lowered.

Denver Mercy Flight — The Stinson air ambulance plane operated by Mercy Flights, Inc., of Medford, returned last night from Denver where it had been on a two-day trip to take Gladys Hickson, Lakeview, there for a broken hip. Harvey Brandau was pilot on the 2,000-mile round trip.

Accident Correction — A report showed today that the car operated by Kenneth Pearl Lamb, route 1, box 305, Central Point, was parked on Riverside ave. when struck by a moving vehicle operated by Christopher Norbraten, Camp White, in an accident Monday. No citations were issued, police said. A prior story implied that the Lamb vehicle was moving at the time of the collision.

In Honolulu — Mrs. Roxford R. Fowlkes and daughter, Roxanne, 7, arrived Oct. 15 at the Honolulu international airport where they met Fowlkes, a warrant officer stationed there with the 25th Army infantry division, according to an Army release. Mrs. Fowlkes is the former Miss Lillian R. Pyeatt, daughter of Mr. and Mrs. E. D. Pyeatt, 333 East Jackson st., and until leaving for Honolulu recently she and the daughter were making their homes with the Pyeatts.

Locally Owned
Ashland, Ore.

Lithia
DRIVE-IN
THEATRE

2 1/2 mi. North of ASHLAND
TONITE! SHOW AT 7
GAY...FESTIVE!

Sombrero
MONTALBAN - PER ANGELI
VITTORIO GASSMAN - GEORGE SANDERS
TOMAS DE CARLO

THE LIGHT TOUCH
STEWART GRANGER - ANGELI - SANDERS
COLOR CARTOON

SKATING Wednesday Night, Friday Night, and Sunday Afternoon 2 to 4:30
● **DOUBLE SESSION FRIDAY NIGHT** ●
Clamp On Skates 25c to Children Under 12. Parents Invited FREE To Watch... Hat Check FREE for Skaters
ROGUE VALLEY BALLROOM

Go to bed here
wake up there

Our overnight train is the safe, comfortable and time-saving way between southern Oregon cities and Portland. Leave at night; be there the next morning. Take your choice of comfortable Pullman berths or compartments. Or ride at very low cost in chair cars equipped with adjustable, deep-cushioned chairs. A lounge car provides easy chairs, magazines, snack meal service of coffee, sandwiches, soft drinks, etc.

GOING SOUTH? S.P.-chartered bus between here and Dunsmuir connects daily with the famous streamliner Shasta Daylight, giving fast, comfortable trip between here and San Francisco.

Southern Pacific

F. G. Morris, Agent
Phone 2-2846

Has Surgery — T. O. Davis, route 2, box 656, Central Point, is a surgery patient at Osteopathic hospital, attendants said today.

Hospitalized — Clarence Pankey, 321 Apple st., was admitted about 4 a.m., today at Sacred Heart hospital where he is a surgery patient, attendants reported.

Driver Cited — Lucille Flora Falkenhagen, 42, of 1086 Spring st., was cited by city police early today for driving under the influence of intoxicating liquor. She was released on \$100 bail, police said.

Smorgasbord — Women of the Zion Lutheran church plan a smorgasbord for members and friends, Friday, Nov. 12. Reservations for the event should be made by Nov. 8 by telephoning 2-4205. Tickets also will be available after services at the church Sunday, Nov. 7. Officers pointed out. Serving will be from 5 to 7:30 p.m.

Assigned — A/3c Robert S. Goldsmith, son of Mr. and Mrs. H. C. Goldsmith, 150 Ross lane, is assigned to the Amarillo Air Force base in Texas as a student of medium jet bombers, according to an Air Force release. He was transferred there from Lackland Air Force base. He attended Medford High school.

At Community — Reported today at Community hospital are Mrs. Walter P. Phillips, Central Point, a medical patient; Mrs. Charles Harris, Central Point, who is there for surgery; and Maureen Donaldson, 8, of 236 North Oakdale ave., and Ronnie Taylor, 3 1/2, Gold Hill, who underwent tonsillectomies there.

At Sacred Heart — Mrs. Raymond Clark, 128 Willamette st.; Walter Charley, Central Point; and Perry Lovelle, Route 1, Central Point, are listed as medical patients today at Sacred Heart hospital. Surgery patients reported there are Mark Glover, 3, son of Mr. and Mrs. Francis Glover, Gold Hill; and Mrs. Ernest Allen, Ashland.

On Board — John McCamant, a son of the Rev. and Mrs. Thomas McCamant, 300 Oakwood dr., is a senior student member of the board for the Carleton college "Lend a Hand" drive being conducted at the college Nov. 9 through 16, according to a college release. The drive is an annual event and all the charities to which students would be asked to contribute during the year are grouped into one drive.

At Tri-State — Lee D. Marsen, son of L. H. Marsen, Gold Hill, is a student in the department of civil engineering at Tri-State college, Angola, Ind., according to a release from the college. He has been honored at the college by selection as a Tri-State student director. The office is one of distinction and prestige in the honorary group, and the directors are affiliated with the office of the dean of students and are organized to be of service at the various college functions. Membership is achieved only by selection based on scholastic achievement, leadership, cooperation, dependability and willingness to serve.



CROSSING OFF ANOTHER on list of "ten most wanted men," FBI announces arrest of Clifford M. Hanson, 31, in Los Angeles, accused of slaying wife in Alhambra, Cal. With him when captured was studio dancer Jacqueline Vay, 29. (International)

New Jersey Man Determines Records Put in Juke Boxes

Newark, N. J. — (U.P.) — Next time you play your favorite record in the juke box, give a thought to the man who may have put it there.

D. M. Steinberg is not a composer, not a music publisher. He is not a disk jockey, and he can't even carry a tune. But he determines what platters will be placed in some 100,000 juke boxes throughout the nation.

Steinberg is executive director of the Music Guild of America. Every Tuesday night he mails from his office here the lineups of records that find their way into the juke boxes. It is known as the "Hit Parade Program Service" and was launched five years ago by Steinberg.

Given What They Want
The secret of his success lies in the fact that he gives juke box customers just what they want. And he has his own foolproof method of sampling the nation's taste in popular music. It is called a "prevue testing survey."

Every week new records arrive in Steinberg's office here and his staff promptly ships them to 25 "juke box testing locations" scattered in metropolitan areas throughout the country.

Each selection has a meter that registers the number of times a platter is played. At the end of each week, Steinberg's testers send him those figures.

Steinberg analyzes the figures and from them makes out the printed list of songs which go to Guild clients and then directly into the juke boxes.

"My system has taken the guess work out of juke boxes," he said. "When a juke box operator puts a record into his machines now, he knows they won't just gather dust."

Steinberg said most juke box distributing firms change their records every week, substituting for old ones the new ones gaining in popularity. The latest trend in popular music, for example, seems to favor strictly instrumental selections over vocals, he said.

Cost Greatly Increased
Steinberg, who also is executive director of the Music Guild of New Jersey, representing 68 firms in North Jersey, pointed out that economic pressures and intense competition have great-

Chimney Blaze — Firemen reported no damage from a flue fire about 5 p.m. yesterday at the Donald E. Tackley residence, 822 Park st.

At Convention — Bill Gitzen, Medford veterinarian, has returned from Portland where he attended an annual convention of the Oregon State Veterinary Medical association, Oct. 30.

Woman Injured — Mrs. Matilda Cooper, 79, Weed, Calif., was treated and released about 6 p.m., Tuesday, for minor injuries suffered when the car she was driving swerved into another car near Central Point according to a report by Medford Ambulance service attendants who took her to the hospital.

NCE Meeting — The Rev. Elmer Hiebert, Salem, a member of the state National Child Evangelism committee, will be in Medford Friday, Nov. 5, as main speaker for an evening session of the NCE to be held at the First Baptist church. The local group will hold an all-day meeting that day in observance of NCE week Nov. 1 through 7. The Friday session will open at 10:30 a.m. at the Girls Community club and continue through 4 p.m. A sack lunch will be served, and drink and dessert will be furnished. Child care will be provided at the church. At 6:15 p.m. that day a banquet is planned at the church to be followed by the evening session.

TURKEY DINNER

GRIFFIN CREEK GRANGE HALL

Sunday, November 7
12:30 to 4:30 P.M.

Adults \$1.25
Children under 12 — 75c

Taft's Son Wins Representative Bid

Cincinnati — (U.P.) — Robert A. Taft Jr., today made his first step to follow the political path of his father a brilliant one.

The young attorney in his first bid for public office topped the veteran state legislators as he won election as a state representative.

Returns from 600 of the 1102 polling places in Hamilton county showed Taft with 66,287 votes. Taft is the son of the late Mr. Republican, Sen. Robert A. Taft of Cincinnati.

Vermont Trying To Lure Tourists

Montpelier, Vt. — (U.P.) — Vermonters are trying a new angle aimed at selling the state's industrial opportunities to tourists and vacationists.

Directed by the Vermont Development commission, the campaign includes gimmicks from display cards for restaurant tables to personal calls on visitors.

The New England council said that "with careful screening of prospects it can result in new industries for the state, as has been found out in Michigan, where a similar program has been operating for several years."

The conservatory in San Francisco's Golden Gate Park, a glass building the length of a city block, houses many rare plants.

Masquerade Dance ROXY ANN GRANGE

SATURDAY NIGHT
NOV. 6 — 8 P.M.

Bring Box Lunch for two, to be sold for \$1.00
Unmasking at 10:30
Prizes for best and most original costume
Public cordially invited

RUMMAGE SALE THURSDAY

November 4th

From 9 A.M. to 5 P.M.
In the former

WAINSCOTT'S BUILDING
Corner E. Main and Riverside

Sponsored by
Col. Sargent Auxiliary
United Spanish War Veterans

Chin Up Club's 4th Annual HOBBY SHOW & SALE

WITH COOKED FOOD SALE

EAGLES HALL

217 W. Main St.

Friday
1 P.M. to 9 P.M.

Saturday
10 A.M. to 9 P.M.

THE NEW CRATERIAN

From MARBLE PALACE to TEEMING JUNGLE!

... All India rocked with the violence of the great rebellion!

BENGAL BRIGADE
COLOR BY Technicolor

STARRING **ROCK HUDSON · ARLENE DAHL**
CO-STARRING **URSULA THIESS**
— TORIN THATCHER · ARNOLD MOSS · DANIEL O'HERLIHY

"FOOTBALL HEADLINERS" GREAT PLAYS FROM GREAT GAMES
COLOR CARTOON — LATE NEWS — SHORTS

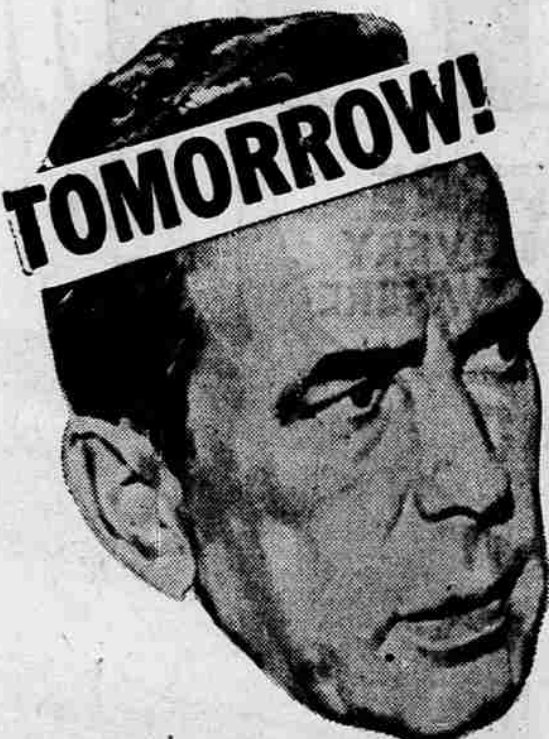
Wednesday, November 3, 1954

MEDFORD (OREGON) MAIL TRIBUNE—ELEVEN

IN CINEMASCOPE Last Day "Woman's World" Last Day

HOLLY

THESE FOUR ACADEMY AWARD WINNERS WILL BRING YOU YOUR MOST WONDERFUL EXPERIENCE!



HUMPHREY BOGART
"The African Queen" Academy Award winner... as the "big wheel"!



AUDREY HEPBURN

"Roman Holiday" Academy Award winner... as the chauffeur's daughter!



WILLIAM HOLDEN

"Stalag 17" Academy Award winner... as the playboy!

in **Sabrina**
... the chauffeur's daughter who learned her stuff in Paris!
Produced and Directed by **BILLY WILDER**
Academy Award winner who brought you "The Lost Weekend" and "Stalag 17."

GATES OPEN 6:30 P. M.

STARLITE
SO. PACIFIC HIGHWAY

Tonite!
A LUSTY, WORTHFUL GIRL-STEALING MUSICAL!

SEVEN BRIDES FOR SEVEN BROTHERS

Color by ANSCO
JANE POWELL · HOWARD KEEL
JEFF RICHARDS · RUS TAMBLIN · TOMMY RALL
PLUS
SPACE VIKINGS ROCKET INTO THE FUTURE

RIDERS TO THE STARS
COLOR
WILLIAM LUNDIGAN · CARLSON
DAWN ADDAMS · HERBERT MARSHALL · NYER

VARSAITY
ASHLAND
"Curtain At Eight-Thirty"
Italy's Greatest Actress Anna Magnani
in **BELLISSIMA**
Doors Open 7:30 P.M.
Shows Start 8:30 P.M.

TONITE!
DOORS OPEN 6:30
SHOW AT 7:00