



NO ONE WAS HURT—A Sabre jet burns in the street of densely populated Levittown, N. Y., after exploding 6000 feet in mid-air and crashing into a parked car. The pilot, Capt. T. B. Buechler parachuted to safety. The plane narrowly missed several homes. No one was reported injured.

### Number of Alcoholics in U.S. Set At 4,589,000; 705,000 Women

By DELOS SMITH  
United Press Science Editor

New York—(U.P.)—The freshest and most scientifically tested statistics place the number of alcoholics in the United States at 4,589,000, of whom 705,000 are women.

This amounts to 4,390 alcoholics for each 100,000 of population on a nation-wide basis. But the nation's capital showed a rate of 7,800 per 100,000 population which was the highest on a regional basis.

Of the states, California led all the rest, with a rate of 7,060, followed by Connecticut, Nevada, Delaware, New York, New Jersey, Massachusetts, and Illinois in that order. Only one state had a rate of fewer than 2,000 per 100,000 population—Idaho with 1,770. In ascending order were South Carolina, Alabama, from this least alcoholic state Iowa, Kansas, South Dakota, Utah and Mississippi.

Show Slow Increase  
The new statistics are for the year 1953 and showed only a slight over-all increase from those of the previous year—from 4,380 per 100,000 population to 4,390. This carried further a slow increase in rate that began after 1930 which showed

the lowest recorded, 2,680 per 100,000 population.

The rate for 1910 was 4,990 per 100,000 population.

Those are the statistics—from the Yale University center for the Study of Alcohol. The question is, what is to be made of them? Yale's statistical scientists Mark Keller and Vera Efron, approached this question with extreme caution.

If you took the numbers of alcoholics year by year, you could then say alcoholism was increasing at an enormous rate. But the total population has increased enormously over those years, they pointed out—and so the only meaningful measure

#### Tax Bureau Notified Of Address Change

St. Louis, Mo.—(U.P.)—A taxpayer who wanted to make sure his refund was sent to the right address sent this letter to the Internal Revenue Department:

"I have changed my address since making my return. The change was unexpected. Address my refund to me in care of the State Penitentiary at Jefferson City."

of increase is the rate per 100,000.

Male-Female Ratio  
But one relatively clear statistical demonstration was the ratio of male alcoholics to female alcoholics. In 1933 it was 5.5 males to each female. In 1952 it fore it was 5.5 to one. Indeed, was 5.8 to one, but the year before 1910 the ratio has varied only narrowly—between 6.3 to one in 1915 to 5.3 to one in 1925 and 1930. So there is no relative rise in alcoholism among women.

The statisticians noted strange statistical occurrences in their tabulation of alcoholism by the states, but had no explanation for it. In Arkansas, Maine, and North Dakota the rate approximately doubled between 1940 and 1953. In 1940 these three were among the lowest. And Nevada showed the least increase—a mere two per cent. In 1940 it headed the states; in 1953 it was fourth. But shifts of only a few positions in the rating were "meaningless."

Salem—(U.P.)—American Can Company's top executive on the west coast, Vice President R. C. Stolk, is in Salem to inspect the site for the company's new plant.

### Marilyn Monroe Ends Film Feud

New York—(U.P.)—Actress Marilyn Monroe has ended a one-year feud with Twentieth Century Fox studios and agreed to do four films during the next seven years on a "non-exclusive" basis, it has been announced here.

A public relations spokesman said the blonde star's first picture under the reconciliation pact will be "Bus Stop". Shooting is scheduled to start in Hollywood in February.

"Twentieth Century Fox has Marilyn Monroe Productions for completed arrangements with the non-exclusive services of Miss Monroe for four films to be made during the next seven years," the spokesman said.

Marilyn Monroe Productions was formed by the actress in association with New York photographer Milton Greene after her break with Twentieth Century Fox.

Portland—(U.P.)—The State Game Commission has announced that 225,819 trout and salmon were released from Oregon trout hatcheries during November.

### Stocks in 1955 Followed Typical Bull Market Plan

New York—(U.P.)—Stocks in 1955 followed a typical bull market pattern—a series of advances and declines with each advance reaching a higher level than the preceding high.

Market opinion of 1956 is cautious. The experts are on the fence. They assert they'd be more specific if there were no political factors involved, because they look for a good business year with earnings and dividends high, a possible tax cut, and some easing in money rates.

The factors which brought rallies in 1955 included record production record earnings, record dividends, many mergers, many stock splits, and a new wage spiral which contained the seeds of inflation.

Two Margin Increases  
The intermittent declines were set off by higher money rates, including two margin increases, a Senate "study" of the market, and President Eisenhower's illness.

Throughout most of the year the rise was dominated by the blue chips. There was a broadening out of buying into other sections late in the year.

Activity centered on such issues as Pennsylvania Railroad, New York Central, General Motors,

Chrysler, Curtiss-Wright and U. S. Steel.

Groups in greatest demand included the motors, steels, metals, chemicals, oils, and rails. Aircrafts had a rise, a decline, and another rise. The market sought out atomic issues, shipbuilders with equipment to turn out at-

omic ships, and companies that might make satellites. Tobaccos got over another cancer scare.

At the highs the industrials were at a record top, rails a new 26-year high, and utilities a new 25-year high. Trading was the most active since 1953.

The biggest gain of the year

was made in the period from May 17 to July 6 when the industrial average rose 53.29 points. The biggest decline was made on a single day—Sept. 26, the session after President Eisenhower's illness. That drop—31.89 points—was the widest since Oct. 28, 1929, in the industrials and 11.15 points in rails, a record for that average.

Subsequently the market recovered all the Eisenhower illness loss.

As was the case in 1954, much of the big buying was done by institutions. Small traders, played a part, too, but mostly on the investment side in small amounts of stock.

There was considerable tax selling at the year end, followed by the traditional reinvestment of interest and dividends.

#### Patterson Designates Year of Informed Voter

Salem—(U.P.)—Gov. Paul Patterson has designated 1956 as the "year of the informed voter" and urged all eligible voters in Oregon to register, inform themselves on the candidates and the issues and to vote in all national, state, local and primary elections.

### Quotes From the News

By UNITED PRESS

New York—Prince Rainier III of Monaco on girls, and particularly, actress Grace Kelly:  
"I like girls who look natural. And I will not remain a bachelor all my life."

New York—Singer Julius La Rosa on his engagement to Rosemary "Rory" Meyer, singer Perry Como's secretary:  
"If it was up to me I'd be married tomorrow. But she's more sensible, I guess. She worries about details and that sort of thing."

Montreal—Igor Gouzenko, former cipher clerk who exposed a Soviet spy network in Canada, on the recent destruction by fire of the Russian embassy in Ottawa:  
"From the newspaper reports and photographs it is clear to me that the secret work has been greatly expanded. For instance, in my time there was no radio transmitter in the embassy."

Hong Kong—Air Secretary Donald A. Quarles on the Formosan question:  
"I can't imagine the Reds being so unwise as to try to take Formosa."



### How can a woman make 150 decisions in 17.9 minutes?

Did you know this about yourself? You probably make about 150 buying decisions every time you buy groceries. Yet you spend an average of only 17.9 minutes making all those decisions.

On something so important as your family's food, what gives you the courage to make up your mind so quickly? How can you be so sure you're right?

Isn't it simply that you've learned the basic rule of safe and sound buying: A good brand is your best guarantee.

You feel safe with a good brand. You know the company stands back of it because its reputation is at stake. You know, in fact, that you are right.

No matter what you want to buy, the more good brands you know the smarter you can buy. Get to know them in this newspaper. They'll help you cut buying mistakes, get more for your money.

BRAND NAMES FOUNDATION  
Incorporated  
A Non-Profit Educational Foundation  
37 West 57th St., New York 19, N.Y.

A GOOD BRAND IS YOUR BEST GUARANTEE

MEDFORD MAIL TRIBUNE

LUMAN'S
LUMAN'S

# HAMS

# SAUSAGE

# Spare Riblets

Picnic Style  
Ready to Eat

PURE PORK

FROM YOUNG PORK—FINE FOR BARBECUING

lb. 29<sup>c</sup>

3 lbs. \$1<sup>00</sup>

3 lbs. \$1<sup>00</sup>

3 lbs. \$1<sup>00</sup>

**Strawberry Preserves**

STANDBY

12-ounce Jar . . . 3 for 79c

20-ounce Jar . . . . . 49c

**FLAPJACK FLOUR**

ALBER'S

2½-pound Size 33c

4-lb. Bag 49c • 10-lb. Bag 98c

V-8 Vegetable Juice 46-ounce Can 3 for \$1<sup>00</sup>

Lumber Jack Syrup . . 5 lb. tin 69<sup>c</sup>

Minute Rice Makes 12 to 15 Servings 15 oz. pkg. 29<sup>c</sup>

Giant Size Borene . . . package 59<sup>c</sup>

Spuds U.S. No. 1 10 lbs. 39<sup>c</sup>

Store Hours—8 a.m. to 7 p.m.

Saturday—8 a.m. to 8 p.m.

Sunday—9 a.m. to 7 p.m.

# LUMAN'S

Independently Owned . . . Independently Operated

4th & Front