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**NEWS OF OUR
 MEN AND WOMEN
 IN UNIFORM**

Word has been received here
 by Mrs. Helen Becker that her
 husband has been advanced in
 rank to technical sergeant fourth
 grade and is now stationed at
 Camp Forrest, Tenn., with Com-
 pany B 240th Engineers Combat
 Battalion.

Mr. and Mrs. A. J. Crocker
 have received word from their
 son, Arthur, of the U. S. army air
 forces, that he has been trans-
 ferred from Miami Beach, Fla.,
 to Columbus, Ohio, where he is
 now enrolled as an aviation stu-
 dent at the Columbus Capital col-
 lege.

Sergeant Edward T. Bryant,
 son of Mrs. Neta M. Bryant, Rose-
 burg, has been assigned to a
 specialist training course in the
 quartermaster school at Camp
 Lee, Va., where he was trained
 for special work in the supply
 department. He has been in ser-
 vice since Aug. 25, 1942. He will
 complete the course to which he
 has been assigned on Nov. 13.

Mr. and Mrs. F. R. Brown of
 Camas Valley have received
 word that their son, Private Mar-
 cus W. Brown, now stationed in
 San Diego, Calif., has been
 awarded the expert rifleman
 medal. He is serving in a search-
 light company. A brother, Private
 Howard L. Brown, is in service
 with the marines at Dutch Har-
 bor, Alaska.

Robert C. Chisr of Roseburg,
 who has been on active duty in
 the South Pacific, is among a
 group of Oregon men recently re-
 turned to the mainland for hospi-
 talization, according to word re-
 ceived here today. He now is a
 patient at McCloskey General
 hospital at Temple, Texas.

According to word received
 here by Mrs. W. C. Printz, her
 son, Harold Printz, is now re-
 ceiving treatment at the govern-
 ment hospital in Panama, having
 suffered an attack of malaria.
 He is a corporal in the U. S.
 army forces stationed there.

DIAL LOG
 Just as we sat down here to
 tell you all about the good shows
 coming tonight and Thursday,
 who should pop out of this air,
 both literally and figuratively,
 but Sheela Carter. So we don't
 know what we're talking about.
 After this any time we tell you
 something will or will not be on
 the air, you'll know we have our
 fingers crossed. Reminds us of

MORE LAFFS THAN EVER!
GRACIE FIELDS'
Victory Show
 6:15 P.M.
 MONDAY THRU FRIDAY
KRRR
 DON LEE MUTUAL
 1490 ON YOUR DIAL

NEW ADVERTISING ART

EDITORIAL

By Charles V. Stanton

A NEW style in advertising is rapidly coming into popular use as a result of the war and promises to become increasingly important in the post war period. It might best be called public relations advertising and is adaptable either for the small retail business or the biggest corporation.

In public relations advertising, the advertiser takes the general public into his confidence in connection with problems, policies, methods, etc., giving the readers an inside picture which, if properly presented, is effective in obtaining tolerance of conditions which might otherwise result in criticism, acceptance of changes to substitute merchandise and a greater feeling of confidence in the merchant, firm or corporation sponsoring the advertising campaign.

An outstanding illustration of the rapidly developing art of public relations advertising is the nation-wide presentation of its labor problem made a few months ago by the Montgomery Ward company. A court case was tried before the bar of public opinion by the use of widespread newspaper advertising. As a result of its presentation the advertiser had a great deal of public sympathy in a labor decision it held to be unfair.

A somewhat similar case is now being aired affecting the Montgomery Ward company, J. C. Penney company and seven other large chain organizations dealing with low-priced merchandise. These firms have been charged with violation of an OPA order providing that retailers cannot increase prices on old lines or add new and higher priced lines. It is quite obvious that these chain stores, which have made specialties of low-priced wearing apparel for women and children, cannot continue those lines when the commodities are no longer manufactured. The retailer who has sold higher priced merchandise is not affected. He can simply move into the higher brackets where merchandise is obtainable, but the prohibition on adding new and higher priced lines is held by the chains to be discriminatory.

The public relations advertising, however, is not confined to disputes. The Gilmore Oil company, for instance, is undertaking advertising on behalf of small business. A series of current advertisements is devoted to the "Fifth Freedom" (Freedom of Enterprise).

"Have you noted that a great deal of business advertising these days is almost editorial in character?" it asks. "Business men have come to realize that while they worked producing and selling goods, too many people got to thinking that all goods and services in the so-called American Way of Life were simply Heaven-sent to them because they were Americans, or were living in America. So Business now has the public relations job on its hands of reminding the people that it was Business which created the American Way, and is itself the American Way."

The Richfield Oil corporation has taken another slant with its public relations advertising. Announcing completion of a new aviation gasoline plant, it is emphasizing the importance of that plant to the war effort. "Workers are inclined to take more interest in a job when they know that others are interested and when they know that others are aware of the tremendous contribution to the war effort such project will make," the company states in explaining its campaign.

Public relations advertising promises to play an increasingly important part in our lives. It offers an opportunity for closer relationship between labor and management through open discussion of purposes. It affords the local merchant a means of personal contact with the trade. Honest, truthful public relations advertising provides a powerful weapon in overcoming insidious plots for restraint of free enterprise—a weapon which can be used effectively in the fight to preserve true democracy.

the old story about women having such clean minds they change them so often but the network has any of the gals liked that we've ever met. Ah, well, it's all in a day's work. Anyway, tonight you'll get Soldiers With Wings at 6:30, Take a Card at 8 and Bulldog Drummond at 8:30. Thursday will be a great day for the juniors because there's R. H. S. on the Air at 10:30 in the morning and Junior Jamboree at 5 in the afternoon. An other new thirty-minute program we'd like to call to your attention comes at 4:30. The title, "Human Adventure," doesn't sound too interesting but we're pretty sure you'll like the stories and discussions. This Thursday brings Your Date With Fort Lewis at 7:30, and from 8:15 until the news at 9 three good orchestras are scheduled fifteen minutes of each replacing the Forum. One other bit of information be-

Apply Early For '44 Motor Vehicle Registration, Urge

Early applications for 1944 Oregon motor vehicle registrations are urged by Secretary of State Farrell, who declares that his office will be able to render better service to car owners if the applications start coming in early. "Difficulty of obtaining expert-ized help to handle the 1944 motor vehicle registration business will result in a jam in the office if thousands of car owners wait till the last minute to apply for licenses," Farrell pointed out.

As a means of reminding motorists of the need to apply for new registrations, letters will be sent all registered vehicle owners in this state this fall. Included in the letter will be a form that may be used to apply for the 1944 registration. Or the car owner may use the reverse side of his registration card as an application form.

Owners whose cars now are registered in Oregon will receive a windshield sticker which will validate the license plates, now attached to their cars, Farrell said. No new plates will be issued except to owners who have not previously registered their cars in Oregon. These new residents will receive a set of 1942 license plates together with the windshield sticker.

All persons who have moved to Oregon and are engaged in gainful occupation here are required to obtain 1944 registrations for their cars.

fore we leave you for the day, this Friday morning will mark the last appearance of Study Valley Folks. Next week they will be replaced by Dr. Talbot's Bible Institute for today, so long

KRRR
 Mutual Broadcasting System,
 1490 Kilocycles.

BEST BETS FOR TODAY

6:30—Soldiers With Wings.
 8:00—Take a Card.
 8:30—Bulldog Drummond.
THURSDAY
 10:30—R. H. S. on the Air.
 4:30—Human Adventure.
 5:00—Junior Jamboree.
 6:30—Music You Remember.
 7:30—Your Date With Fort Lewis.
 8:15—Orchestra.

REMAINING HOURS TODAY

4:00—Fulton Lewis, Jr., Plough Chemical Co.
 4:15—Johnson Family.
 4:30—Music Off the Record.
 4:45—Hal McIntyre's Orchestra.
 5:00—Moods in Music.
 5:15—Superman, Kellogg's Pep.
 5:30—Radio Tour.
 5:45—Norman Nesbitt News, Studebaker.
 6:00—Gabriel Heatter, Kreml.
 6:15—Songs of Six Pence.
 6:30—Soldiers With Wings.
 7:00—John B. Hughes, Anacin.
 7:15—State and Local News, Keel Motor Co.
 7:20—Musical Interlude.
 7:30—Lone Ranger.
 8:00—Take a Card, Hinds.
 8:30—Bulldog Drummond.
 9:00—Alka Seltzer News.
 9:15—Round-Up in the Sky, E. G. High.
 9:30—General Barrows, Union Oil Co.
 9:45—Fulton Lewis, Jr.
 10:00—Sign off.

THURSDAY, OCTOBER 14, 1943

6:45—Rise and Shine.
 7:00—News, J. A. Folger Co.
 7:15—4-H Club Program.
 7:30—State and Local News, Boring Optical.
 7:35—Rhapsody in Wax.
 8:00—Haven of Rest.
 8:30—Happy Joe and Ralph.
 8:45—Morning Melodies.
 8:55—Strictly Personal, Gotham Hosiery Co.
 9:00—Boake Carter.
 9:15—Man About Town.
 9:30—Top of the Morning, Henninger's Marts.
 9:45—Melodic Varieties.
 9:55—Aunt Jemima, Quaker Oats.
 10:00—Alka Seltzer News.
 10:15—Shoppers' Guide.
 10:30—R. H. S. on the Air.
 10:45—First Church of Christ, Scientist.
 11:00—Round-Up in the Sky, E. G. High.
 11:15—Radio Bible Class with Dr. Roach, Presbyterian Church.
 11:30—Yours for a Song.
 11:45—Rose Room, Kellogg's Cereals.
 12:00—Interlude.
 12:05—Sports Review, Dunham Transfer.
 12:15—Rhythm at Random.
 12:40—State News, Hansen Motors.
 12:45—News-Review of the Air.
 1:00—Harrison Wood, Grove Laboratories.
 1:15—Terminal Market Reports, Six Feet.
 1:30—Full Speed Ahead.
 2:00—Boy Dady, News Analyst.
 2:15—Welcome Inn, G. W. Young & Son.
 2:30—The Dream House of Melody.
 3:00—Phillip Keyne-Gordon.
 3:15—Babe Rhodes' Orchestra.
 3:30—News From Everywhere.
 3:45—Rendezvous With Rhythm.
 4:00—Fulton Lewis, Jr., Plough Chemical Co.
 4:15—Johnson Family.
 4:30—Human Adventure.
 5:00—Junior Jamboree.
 5:15—Superman, Kellogg's Pep.
 5:30—Radio Tour.
 5:45—Norman Nesbitt News, Studebaker.
 6:00—Gabriel Heatter, Forhan's Toothpaste.
 6:15—Songs of Six Pence.
 6:30—Music You Remember, Douglas Supply Co.
 6:45—Music Off the Record.
 7:00—Raymond Clapper, White Owl.
 7:15—State and Local News, Keel Motor Co.
 7:20—Musical Interlude.
 7:30—Your Date With Fort Lewis.
 8:00—Stardust Serenade.
 8:15—Ran Wilde's Orchestra.
 8:30—Guy Lombardo's Orchestra.
 8:45—Eds Leonard's Orchestra.
 9:00—Alka Seltzer News.
 9:15—Felix Miller, Wildroot.
 9:30—Faces and Places, Vicks Products.
 9:45—Fulton Lewis, Jr.
 10:00—Sign off.

Beware Coughs from common colds That Hang On

Cremulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Cremulsion with the understanding you must like the way it quickly always the cough or you are to have your money back.

CREMULSION
 for Coughs, Chest Colds, Bronchitis

Thrifty American shoppers are doing more and more of their buying at WARDS



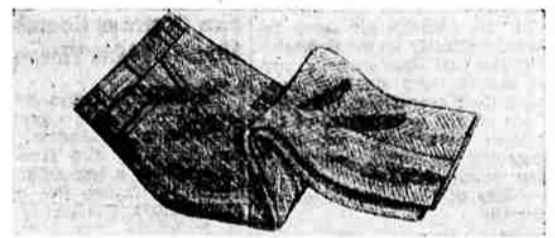
SPECIAL! POPLIN JACKETS WITH BUTTON-OUT LINING 6.98

Men! Here's a jacket you can wear in all kinds of weather! Rain can't harm it—the poplin is Zelan-treated—making it water-repellent! Cold? Just button in the all wool lining—keeps you warm and snug. Hot? Just button the lining out! Made in the army style with shoulder epaulettes, two deep pockets, adjustable sides and cuffs. A grand jacket for work or sports! Tan only.



PART WOOL COMFORTERS 7.98

Their heavy Celanese* rayon satin cover won't crack or split. Their fluffy 100% wool filling is lastingly soft and warm. Finished size 68"x78". About 4 1/2 pounds. Rich colors. *Reg. U. S. Pat. Off.



WARDS CASH SAVER PANTS 2.29

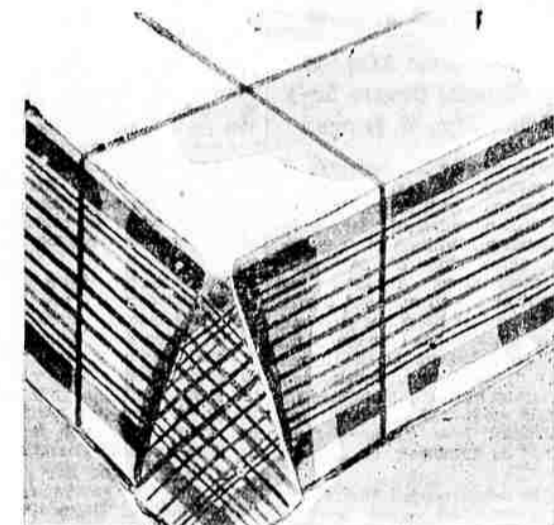
Yes—dress pants style with work pants strength! That's why Cash Savers give you more for your money. Seats are lined for extra wear. Tool-proofed pockets. Cotton with rayon, 99% shrinkproof!



DRAPEY, SLIP COVER CRETONNES

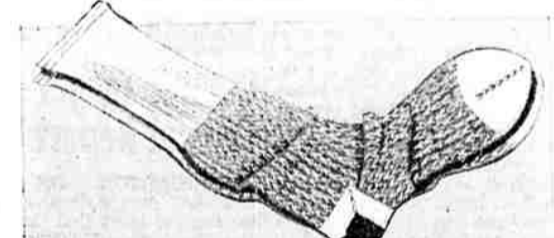
Yard **59¢**

You'd expect to pay much more for this quality! All dustite, fade-resisting... and preshrunk! Lovely decorator-styled patterns! Perfect for slip covers... or colorful draperies! 36 inches wide.



SET A SMART TABLE WITH THESE STUNNING CLOTHS! 1.79

Two really handsome styles in a luxurious-feeling blend of rayon and cotton. The cloth sketched comes in a soft natural tan with handsome red, blue and black stripes. The other is in a lovely shade of aqua with interesting green stripes. Both are in the ample 54" by 54" size and both wash wonderfully!



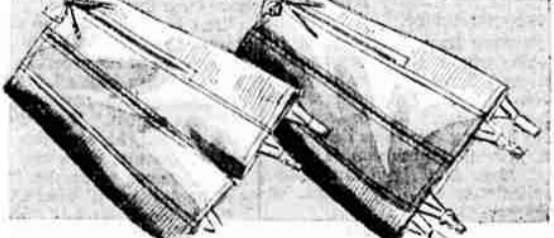
ROCKFORD WORK SOCKS Pair 19¢

Compare these with other cotton work socks of this type! You'll agree with workers everywhere that Rockfords give you more for your money! Seamless with reinforced heels and toes. 10 to 13.



WARDS LOVELY RAYON HOSIERY 67¢

Get yourself at least three pairs of these exquisite full fashioned hose! They're semi-service and perfect for all occasions. Reinforced tops and feet... 100 denier... three lovely shades. Sizes 8 1/2-10 1/2.



GIRDLES, PANTY GIRDLES 2.98 each

Cotton and rayon, knit without an ounce of elastic, but with plenty of stretch! Fagoted rayon satin front panel! Special laced front makes them easy to slip on! Nude, 25 to 30

* Use your credit to buy anything carried in our store stocks or pictured in our catalogs

Montgomery Ward

315-317 N. Jackson Telephone 95