

Realism Vs. Advertisement Produces Jarring Upsets To One's Fondest Expectations

By SAM DAWSON
NEW YORK, Sept. 6. — (AP) — Keeping the public from being misled by what it sees in the ads is one of the jobs of the Federal Trade commission. It has just gone to bat for the girl who acquires her curly locks at home. The FTC says that the twin in the ubiquitous home wave ad had the help of a pro in setting her hair, and it thinks the ad should have said so. But, how many persons ever supposed she did it herself? For that matter, how many really expect that the product they buy will look as glamorous as in the pictures on the label?

States Treasury." The paper suggests the commissioners "go over to the treasury and see what they get." The general public probably is just as biased about the product ads it reads as it is about no longer getting gold, or "lawful money" for a paper bill. When you see a railroad ad picturing a happy family gazing out the compartment window at that beautiful river, do you think that view is guaranteed—that you might not find yourself on the other side of the car, looking at cut banks and slimes? Are the airlines to blame that they don't always furnish that beautiful seat companion you see in their ads? Or that the well-behaved child in the ad turns out to be your own junior getting airsick?

Most husbands, looking at the flour ads showing mouth-watering triumphs prepared at home know well enough that the little woman is just as apt to produce a fallen cake, or biscuits that call for a meat axe. The wife, on the other hand, looking at the clothing ad of the handsome, unruffled male, knows how her man with the paunch would look in that suit after he rode home on the evening train. And the dresses draped on the models who are runners-up for Miss America never really fool the gal with the pinching girdle and the slightly bowed or knock-kneed legs. Those drawings of

creatures that never lived, never could stay alive and look like that—do they birk the matron with three children, who has a pretty good idea how she really looks climbing into a car? Most people don't expect summer resorts to look exactly like the pictures in the papers. They see new cars gleam in photographs taken with special equipment from trick angles, but they know that their own new car won't look that glamorous in a snapshot.

Rotund Flagpole Sitter Descends For Square Meal

BIRMINGHAM, Ala., Sept. 6. — (AP) — Three months of sitting atop a 30-foot pole—and not eating—is a good way to lose about 100 pounds, Percy the fat man figures.

Percy Coplon, 53 weighing 349 pounds and already weak from a week of fasting, Thursday climbed the steel pole to his six-foot square wooden house.

Percy already has lost 17 pounds during his week away from the victuals. He said it's really tough during the first seven days. "After that you don't want food," he added. "I'll be down on Dec. 4 for a chicken dinner," said the big fellow as he climbed the pole.

Before the weight-losing jag began, Percy's measurements made him a classic "Mr. Five-by-Five." He was 60 inches in the waist and he's exactly five feet tall.

Formerly he was a racing car driver and weighed 130 pounds. Percy's little house is equipped with telephone, television and radio. Each day he'll put in a call to his brother—a Chicago physician—and explain how he feels.

At the end of 30 days Percy will squeeze the juice of a lemon in his drinking water each day. He also plans to take a little salt during the fast.

Percy hopes "fasting and drinking pure water" will cure what he calls the "sleeping sickness." This ailment has bothered him since he became "stout," he says. On a normal day, the big fellow has been accustomed to polishing off a dozen eggs for breakfast.

Red Glasses On Night Shift Prompt Navy To Redesign Its Playing Cards

By FRANK CAREY
Associated Press Science Reporter

NEW LONDON, Conn., Sept. 6. — (AP) — The navy reports something new in reconversions to meet a military emergency—re-designed packs of playing cards.

The service had to order a new color scheme for the hearts and diamonds in the deck for this reason: Night-duty submariners and aviators wear special red glasses to prepare their eyes for quick adaptation to night vision when they'd be called to topside duty.

The glasses worked fine from the night vision angle, but there was a big hitch: The boys found that the glasses literally made a rough deal out of the cards during their quarters before duty time.

Since the glasses were red colored the spots on the red cards were hard to see. The navy settled the problem the way it did.

It put black borders around all the hearts and diamonds and all the numbers on those cards were

made black also. In addition, special symbols were placed on the card edges to facilitate vision.

In the redesigned decks—made up by a card company according to navy specifications—the spades and clubs are the same as in an ordinary deck.

This sidelight on the war effort was explained by Lieut. Comdr. Dean Farnsworth head of the color vision section of the navy's big submarine base at New London.

He told it to a reporter during a tour of the base made by the "Society for the Study of Development and Growth" which is holding a symposium at Connecticut college.

In a talk to the scientists, Comdr. Farnsworth also declared: 1. The service has what it considered "foolproof tests for color blindness" employing a variety of instruments.

2. It is studying the problem of the "best colors to put on the tails of rockets controlled projectiles." He offered no amplification.

Beauty Leaves For Pageant But Dispute Lingers

SEATTLE, Sept. 6. — (AP) — Using the clothing and ticket purchased by her townfolk, Miss Washington of 1949 climbed aboard a plane here last week and headed for the Miss America pageant in Atlantic City.

But the sniping between the Seattle committee and the Kelso Chamber of Commerce, which has been whistling for weeks over her pretty head, continued right up to the last moment.

A Seattle committee spokesman said that Libby Aldrich caused some embarrassment and "added insult to injury" when she failed to show up for a scheduled interview last night with singer Tony Martin, which members had arranged.

It seems the Kelso Chamber of Commerce group, which has directed scathing criticism against the preparations made for Miss Washington by the committee, had other plans for the young woman before departure.

Miss Aldrich, however, left the Seattle pageant committee a memento—their purchased airlines ticket which she did not use. C. F. Lloyd-Young, financial backer of the committee, said it will be cashed to help pay bills of an earlier origin.

Completely equipped by a \$2,000 fund raised by her Kelso and Longview backers, Miss Aldrich wore a red knit suit, white coat and hat. She was accompanied by a chaperone, Mrs. Max Moore.

The Kelso Chamber had contended that the wardrobe provided by the pageant committee was "unsuitable." It also claimed the Seattle group reneged on providing a chaperone.

"I don't know whether she took the wardrobe we provided or not," said Lloyd-Young. (Kelso spokesman said she did not.) "However, everything was of good quality and the clothing was furnished by 15 leading textile manufacturers."

He added: "Our only hope is that the people of Seattle and the state have learned a lesson from this experience and will properly support the efforts of the committee next year."

NAMED GUAM GOVERNOR
WASHINGTON, Sept. 6. — (AP) — President Truman has named Carlton Skinner of Milford, Conn., to be the first civilian governor of Guam.

Skinner is 36 years old. He is

Pneumonia Diagnosis Proves Steel Chain

PORTLAND, Sept. 6. — (AP) — A doctor told Mr. and Mrs. F. M. Francis their 18-month-old son had a mild case of pneumonia. When the boy failed to respond to treatment, the doctor made a closer examination. He decided to operate at once.

The "pneumonia" turned out to be an inch-long piece of steel tow chain, lodged in the windpipe where an infection started.

The operation was in time. The boy, Frederick Moxley Francis IV—called Rickey—is home in good spirits.

In a glass jar on the mantel was the chain loop, now known to the Francis family as the "pneumonia bug."

AT PENNEY'S

Gaymode Full Fashioned Nylon Hosiery is the most outstanding buy in America today! Extra long wear because every sheer Gaymode is all Nylon fine-knit for strength. First quality Always. No "seconds," no "irregulars" every pair minutely inspected! Lengths to fit everybody—extra longs, regulars, and midgets. Only at Penney's can you buy Gaymodes.

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They'll more than double the wear!

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- 2. PERFECT FIT** ... they're carefully knit and fashioned to curve 'round every contour of your leg!
- 3. NEWEST SHADES** all keyed to Fall '49 ... acorn . . . butternut . . . caramel . . . hickory smoke.
- 4. EXTRA LONG WEAR** because the points of greatest wear—like the toes, soles, heels, and tops are reinforced!
- 5. LEG FLATTERY** insured by the fine denier, french heels, perfect seams, and the close, sheer knit (gauge).
- 6. BIGGEST VALUE** for your money! Check the facts! Examine the stockings! (Seeing's believing!) Come in today!

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1.15

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SERVICE WEIGHT 42 gauge, 30 denier **1.15**
Acorn and Pebble. Sizes 8½ - 10½.

PRACTICAL SHEERS 45 gauge, 30 denier **1.15**
Acorn and Hickory Smoke. Sizes 8½ - 10½.

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Alice (who is Mrs. Gerald Lane) is inspector and counter girl. She's the one who smilingly accepts your soiled clothing at New Method and presents it, clean and freshly pressed, when you call for it later. Alice is shown here making a ticket on incoming clothing. She will later inspect outgoing clothing for perfection.

Alice has two years experience at this type of work and we're proud of her record. She's one of seven at New Method who have a grand total of sixty two years experience in the cleaning and pressing business. Let us clean and press your clothing, won't you?

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