

## For What It's Worth.

By CLIFFORD P. ROWE

A professor of mine many years ago was once criticized by a feminine student because she found some of the assigned reading to be "indecent and shocking". At the time I thought his answer a very wise one when he responded with "If a person is looking for sex, he can find it anywhere—even in a Montgomery Ward catalog."



However, if my old professor is living today, he will have to swallow those words because Montgomery Ward in its fall catalog has removed all sex.

It seems that some research man made the depressing discovery that lovely limbs in sheer hose and curvaceous cuties in gripping girdles, while perhaps eye-catching, did nothing whatsoever to increase the sale of those articles. As a result came the tradition shattering decision to display feminine attire minus its usual interior adornment.

Now I am fully aware that big business is primarily interested in making lots of money and that beauty for beauty's sake is entirely out of its line of thinking. Nevertheless, after studying the decision in all its aspects, I have come to the conclusion that Montgomery Ward has dealt the most deadly blow to recreational reading since the advent of indoor plumbing.

Referred to in some areas as the "shepherders' bible" and in others as the poor man's Esquire, the bulky mail order catalog has for decades enjoyed a prominent place, and rightfully so, in the leisure time activity of the huge American public. From the little one in the family, who cut out the pretty ladies to use as dolls, to the lonely bachelor, too timid for burlesque, who would gaze for hours at page after page of innocent beauty, the catalog came into its own as the most widely studied publication in the United States.

I fear for the results of the company's drastic move. I am afraid that its vast horde of former readers will now be forced to go to the modern magazine where women posed in various degrees of nudity will have motives far removed from that of selling an article for \$3.98.

### NOTICE OF INTENDED SALE OF STOCK IN TRADE GIVEN PURSUANT TO CIVIL CODE SECTION NO. 3440

Notice is hereby given of the intended sale on 10-18-52 by the Seller Helen Arlandson, Brookings, Oregon to the Purchaser H. L. Dawson, Brookings, Oregon of gasoline, lub. oil, greases and other petroleum products, tires, batteries, automobile accessories and personally owned equipment, all of which are located at Shell Service Station, Brookings, Oregon. The purchase price shall be paid at Shell Service Station Brookings, Oregon on 10-18-52 at 10 A.M.

Dated 10-9-52

Signed Helen Arlandson

### NOTICE

No hunting and no trespassing will be allowed on the Whales Head ranch, which consists of the Jim Ray place, the old Grey place, all of the Warnock place and all of the Whales Head.

WARREN McNEELY,

### Thank You . . .

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## Motor Vehicle Receipts Made

Third quarter apportionment of motor vehicle receipts is being made to Oregon counties this week by the accounting department of the secretary of state. The amount of money to be divided among the counties totals \$2,510,073.62, according to Secretary of State Earl T. Newbry.

Funds for the distribution are based upon a 19 percent share of \$13,210,913.81, collected by the state in motor vehicle registrations, fuels tax, carrier fees and fines. Shares of the apportionment to the counties is determined by the number of motor vehicles registered in each county as shown by a 1951 census. The third quarter distribution is more than \$500,000 larger than the second quarter which totaled \$2,001,749.60, Newbry states.

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