

## Merchandise Variety Cut

Retailers Ask Quality Goods, Sell 'Self-Service'

By HUDSON PHILLIPS  
NEW YORK, Jan. 20—(AP)—The nation's shoppers soon will find fewer varieties of merchandise on store shelves but what they see will be of higher quality.

Most retailers are asking manufacturers to supply only quality merchandise because some of the wartime substitutes have not worked out well from a merchandising point of view. Storekeepers are willing to miss sales rather than sell customers inferior items.

Housewives, war workers and others who purchased something like \$60,000,000 worth of merchandise in 1943 also will notice more "self-service" departments because of fewer sales clerks. A potential shortage of wrapping paper may force customers to carry items "as is."

These problems were discussed by government officials and merchandising experts with about 3000 retailers attending the 33rd annual convention of the National Retail Dry Goods association, which ended Friday after a five-day meeting dedicated to victory and postwar planning.

Experts warned the merchants to keep inventories low because of an expected early end of the war in Europe. They generally were advising to seek a quick turnover by buying goods not more than about three months in advance.

Most retailers said they were disposing of inferior substitute merchandise during January in clearance sales with most of such goods marked down to cost and sometimes below that.

Retailers predict hard goods electric irons and other articles manufactured from metals—will be more plentiful by next May or June. The wool situation also is expected to be easier.

The merchants were advised to form a separate corporation to help dispose of some of the estimated \$75,000,000,000 in government war surplus goods which retailers fear might be thrown on the market in an unorderly fashion. It was suggested part of such merchandise should be kept for the armed forces, some given to the American Red Cross and a fraction sent to needy European countries.

Most retailers are in favor of throwing overboard all wartime developed goods as soon as hostilities end and re-stocking their stores with pre-war favorites.

Much of the good rayon now is going in army tires and similar military articles. By using this high-strength rayon, the industry can produce service weight hose which will be as good as silk.

Technological research has been so accentuated that plastics will be used in kitchen utensils, house furnishings, upholstery and building materials. Many of these articles will be superior to pre-war times—especially in fire resistance, easy cleaning and permanent color.

Some of the plastic soft goods will not have the same "feel" as the original product but this may be ironed out by still more research. Blends of wool and other fibers can produce fabrics which possibly will be more suitable than 100 per cent wool in some respects, including better wear, Wolf believes.

Lightweight metal alloys will compete with glass. Plastic impregnated wood now used in P-T boats and gliders will show up in household appliances, refrigerators, washing machines, furniture, housing construction and automobiles—thus competing with metals.

OKLAHOMA CITY—(AP)—Great-grandma is ahead of grandma in their jobs at an aircraft plant.  
Mrs. Mary Kay Witt, a great-grandmother at 53, finished a year without missing a day's work to nose out her daughter, Mrs. Jo Rainbow, a grandmother at 38, whose record was sabotaged by a flu germ.

## New Demo Chief



Robert K. Hannegan, collector of internal revenue at St. Louis, Mo., has been made chairman of the Democratic national committee. (International Soundphoto)

## Lonesome No More



Marine Pfc. Joseph E. Selby, 26, Philadelphia starts to read his mail after more than 3000 letters and scores of packages were received in response to a letter his buddies wrote to the Philadelphia Evening Bulletin, asking readers to write to a marine "with a feeling of loneliness" and signing Selby's name. Selby has a mother, stepfather and a girl friend in Philadelphia, who write to him regularly. Pfc. Selby is now stationed at Camp Pendleton, Calif. (AP Wirephoto from Marine Corps).

## Pierce Auto Loses Suit

The action instituted by Peirce Auto Freight Line and other freight lines against Public Utilities Commissioner George H. Flagg contesting the recent issuance of a permit to the intervenor, Oregon - Nevada - California Fast Freight, to haul commodities between Ashland and Portland, was dismissed by Judge George R. Duncan in an order filed Thursday in circuit court. Judge Duncan held that the plaintiff's complaint was without sufficient cause.

The plaintiff companies alleged that Oregon - Nevada - California has not, at the present time, the

facilities to expand and still maintain efficient service. The court did not agree.

## Western Republicans Group to Organize

SAN FRANCISCO, Jan. 20—(AP)—Formation of an organization to be known as the "Western Republicans" was announced today by James Leo Halley, who will serve as president.

The practical object of the organization, Halley said, will be to prevent economic discrimination against the 11 western states; to secure more western representation in federal positions in Washington and preservation of the two-party system.

## Postwar Plans Climaxing

Congress Taking Decisive Steps Over Issues

By the Washington Staff of the Associated Press  
WASHINGTON, Jan. 20—(AP)—Issues which will have a tremendous effect on the stability of postwar Europe are reaching the decisive stage.

Every military advance will bring up a new batch of these political problems. The question in each case: What kind of government or whose government will the allies set up in power or support?

Already the Russians are in Poland. When they advance in the south, they will go into disputed Bessarabia. As the Germans retreat in the north, the red army will move into the Baltic states. Then Finland will be separated from the Germans, free to get out of the war against Russia.

If there's an Anglo-American invasion of the Balkans, what about Yugoslavia's government? And Greece? And a western invasion will raise the question of France's leadership.

Labor Draft: National service legislation, designed to enable the government to draft men and women for war work, doesn't appear to have much chance of passage in congress.

Soldier Vote: There may be a lot of fuming and storming, but the odds in congress still favor a soldier vote bill maintaining state control over the voting machinery, despite President Roosevelt's plea for a federal ballot. Congressmen want service men to have a chance to vote for every office, from top to bottom, rather than a short federal ballot limited to such offices as president, vice president and congressmen.

## Seasickness Stopped

LONDON, Jan. 20—(AP)—Trials with hostloads of landlubbers in rough weather have disclosed that the drug Hyoscine of the Belladonna group prevented seasickness in 73 out of 100 men, medical investigators for Allied invasion forces reported in the Lancet today.



# Tussy Wind and Weather Lotion

Reg. \$1.00 Size Only

# 50¢

Reg. \$2.00 Size Only \$1.00

Hurry, Hurry, Hurry. Take advantage of this half price sale. Get your supply, now! It's an ideal powder base, hand lotion, and all body lotion.

## Genuine Thermos Bottle

Pint Size **\$1.09**

Genuine Thermos brand. Made of sturdy and long lasting metal. With a heavy plastic cup top.

## COLD TABLETS

Hill's Cold Tablets, 24c  
Week's Tablets, 25c  
Zarbo's Tablets, 39c  
Pope's Cold Compound, 29c  
Uppah's Cold Special, 75c  
Fred Meyer Drug Section



Regular 50c Size  
**Fred Meyer Antiseptic**  
16 oz. **29¢**  
Bottle

A mouth wash and gargle. It leaves the throat and mouth refreshed. Kills harmful and contagious germs. Excellent as a help in preventing colds.  
Fred Meyer Drug Section

## MILK OF MAGNESIA

Phillip's Milk of Magnesia, 26-oz., 59c  
Fred Meyer Milk of Magnesia, pt., 21c  
Norwich Milk of Magnesia, pt., 29c  
Squibb's Milk of Magnesia, 1 1/2 pt., 69c  
Potogal, pt., 29c  
Larin, pt., \$1.19  
Fred Meyer Drug Section

Builds Bodily Resistance to Colds

**Fred Meyer Pint H. Polony Cod Liver Oil**  
Rich in the vitamins needed, particularly by children. Builds strong teeth and bones in both children and adults.  
Norwich Cod Liver Oil, pt., \$1.09  
Squibb Cod Liver Oil, 1 1/2 pt., \$1.69  
Mead's Cod Liver Oil, pt., \$1.09  
Ledaite Cod Liver Oil, 16-oz., \$1.59  
Uppah Super D Cod Liver Oil, pt., \$1.39  
Fred Meyer Drug Section



Helps Break Up Local Congestion of Colds

**Vicks Vapo Rub**  
Relieves irritation and muscular soreness. Safe on the youngest child.  
Mustards, 1 1/2-oz., 61c  
Baume Ben Gay, 59c  
Norwich Anesth Cream, 39c  
Fred Meyer Anesth Balm, 29c  
Mint Rub, 29c  
Fred Meyer Drug Section

## LAXATIVES

Sereton, 10-oz., 98c  
Sanka, 10-oz., 98c  
Cortez's Little Liver Pills, 19c  
Knox Lax, 25c  
Fennema's, 21c  
Nature's Remedy, 45c  
Jaylor, 19c  
Fred Meyer Drug Section

## NOSE DROPS

Vick's Vapo Rub, 39c  
Fred Meyer Nose Drops, 27c  
Hill's Nose Drops, 29c  
Aqua Drin, 49c  
Norwich Aquosa, 39c  
Mistal Drops, 39c  
Fred Meyer Drug Section

## EYE WASHES

Marine, 89c  
Norwich Ocular, 4-oz., 47c  
Lavaphil, 6-oz., 53c  
Elmo Eye Lotion, 7-oz., \$1.00  
Hobson's Eye Bath, 6-oz., 53c  
Fred Meyer Drug Section

## ANTISEPTICS

Uppah Oral Pentacresol, 4-oz., 44c  
ST-37, 20-oz., \$1.17  
Loravit, 20-oz., 79c  
Dr. Lyon's, 14-oz., 45c  
Fred Meyer Antiseptic, qt., 43c  
Fred Meyer Drug Section

## LINIMENTS

Absorbine Jr., 4-oz., 89c  
Sesotone, 6-oz., 89c  
Balm of Myrrh, 3-oz., 62c  
Sloans, 6-oz., 58c  
Bollard's Snow, 4-oz., 57c  
Hemlin's Wizard Oil, 3-oz., 53c  
Seyman's, 3-oz., 46c  
Fred Meyer Drug Section

## COUGH SYRUPS

Cocumol, 2-oz., \$1.12  
Rin, 6-oz., 89c  
Norwich Remedy, 10-oz., 89c  
Cocotrip, 10-oz., \$1.04  
Pine, 4-oz., 54c  
Buckley's, 5-oz., 79c  
Pine, 3-oz., 49c  
Fred Meyer Drug Section

Relieves Itching Throats—50c Value  
**Fred Meyer COUGH SYRUP**  
5 1/2-oz. Bottle **21¢**  
A pleasant tasting syrup that almost immediately relieves the throat itching caused by colds.  
Fred Meyer Drug Section

75c Value Fred Meyer  
**Mineral Oil**  
COMPOUND. **29¢**  
Pt. Bottle  
Plain or phenolphthalein. A soothing laxative. Helps rid the system of infection caused by colds.  
Fred Meyer Drug Section

Inlaid Wood Design  
**Card Tables**  
\$2.50 Value **\$1.69**  
Sturdy and well built tables with attractive inlaid top design. Ample room to seat four persons comfortably.  
Fred Meyer Drug Section

Prices Good Friday thru Monday  
**Fred Meyer**  
FOR **Thrifty** BUYERS  
Drug Building

## TOOTH PASTE

Papadent Tooth Paste, 39c  
Kalyas Tooth Paste, 39c  
Starkist Tooth Paste, 39c  
Pebco Tooth Paste, 39c  
Phillip's Tooth Paste, 19c  
Lester's Tooth Paste, 21c  
Squibb's Tooth Paste, 37c  
Fred Meyer Drug Section

## TOOTH POWDERS

Kalyas Tooth Powder, 39c  
Squibb Tooth Powder, 37c  
Starkist Tooth Powder, 39c  
Pebco Tooth Powder, 39c  
Iodent Tooth Powder, 33c  
Phillip's Tooth Powder, 23c  
Revelation Tooth Powder, 23c  
Fred Meyer Drug Section

## PLATE CLEANERS

Kling Dental Plate Powder, 53c  
Hops Denture Powder, 39c  
Co-to-go, 79c  
Dr. Wern's Denture Powder, 49c  
Fastoath, 79c  
Kleanoath, 33c  
Moy Dental Plate Holder, 79c  
Fred Meyer Drug Section

## SHAVING CREAM

Williams' Gilder, 39c  
Faugers Royal Shave Cream, 65c  
Caticare Shave Cream, 33c  
Palmetus Shave Cream, 27c  
Mannan Lather, 39c  
Woodbury Shave Cream, 23c  
Gillette Shave Cream, 25c  
Barba Shave, 29c  
Fred Meyer Drug Section

## JAR SHAVE CREAM

Mennen's Brushless Shave Cream, 43c  
Barbaol Shave Cream, 39c  
Mennen's Plain Shave Cream, 39c  
Prep Shave Cream, 23c  
Fitch No-Brush Shave Cream, 47c  
Barba Shave, 39c  
Fred Meyer Drug Section

## SHAVE LOTIONS

Champerl Shave Lotion, 50c  
Francis Shave Lotion, 34c  
Sensitopic Shave Lotion, 87c  
Amigo Shave Lotion, 39c  
Eaton's Shave Lotion, 39c  
Fred Meyer Drug Section

## SHAMPOO-RINSES

Drama Shampoo, 79c  
Moldeen Shampoo, 39c  
HQZ Shampoo, 39c  
Woodbury Shampoo, 35c  
Ninipoo Dry Shampoo, \$1.00  
L. E. Fountain, 34c  
Mar-O-Cl, \$1.29  
Lucky Tiger Shampoo, 89c  
Synal Shampoo, 80c  
Fred Meyer Drug Section

## HYGIENE NEEDS

Voraxsept, 6-oz., 73c  
Lantox, yellow douche powder, 3-oz., 89c  
Tyrer's Antiseptic Powder, 8-oz., 99c  
Lydie E. Pinkham's Sensitive Wash, 4-oz., 37c  
MD Douche, 12-oz., 89c  
Cortinas Douche Powder, 12-oz., 89c  
Tobacco Douche Powder, 5-oz., 69c  
Bo-Car-Ol Douche Powder, 4-oz., 45c  
Fred Meyer Drug Section

## SUPPOSITORIES

Fred Meyer Suppositories, 19c  
Norwich Infants, 23c  
Pyraxol, 79c  
Wynk's, 25c  
Pean, 69c  
Fred Meyer Drug Section

Glamour In Your Kitchen!



# Kitchen Cottons

## \$1.69

- Button-Front Dresses
- Checks, Stripes and Prints
- Square and V Necklines
- Easily Tubbed

Who would mind doing up the dishes in one of these fresh spring prints! A brand new shipment has just arrived of adorable kitchen cottons—slenderizing stripes, dainty designs, bold patterns, rickrack trims, and square necklines. Easy to tub. Simply whisk them through suds and presto! you have a fresh spring print again.

Fred Meyer Women's Wear Section

Prices Good Friday thru Monday

**Fred Meyer**  
FOR **Thrifty** BUYERS  
Fred Meyer Drug Building

Buy War Bonds

Buy War Stamps