

Local News Holds Good, In Spite of War, is Word

LOUISVILLE, Ky., Nov. 21.—Local news is still holding its own in reader appeal despite the war, M. V. Atwood of Rochester, N. Y., associate editor and head of the Central news and editorial office of Gannett newspapers, told managing editors of Associated Press member newspapers at the closing session of their eighth annual convention.

The editors gave a rising vote of commendation to the members of the Associated Press foreign staff for the work they now are doing. After adjournment the group motored to nearby Fort Knox where they were shown the army's new armored force stationed there.

Atwood reported on a symposium survey of 75 AP managing editors. He said that with few exceptions the AP papers he surveyed "have not let wars and major engagements on the political fronts diminish their emphasis on local—they are still finding room for proper recognition of the career and achievements of Mr. J. Quentin Willoughby, newly-elected president of the chamber of commerce."

Atwood cited exceptions to this view by R. W. Simpson of the Tampa Tribune, C. E. Smith of the Fairmont (W. Va.) Times and William L. Powers of the Youngstown (Ohio) Vindicator, but said most managing editors share his view that "local news is the very heart

of the newspaper, and it's a mighty important local story that is pushed out because of lack of space."

Simpson's view was that "in such days as these, people are more interested in national and foreign news than in secondary local." Smith held that "war is the all-absorbing topic" and Powers said that "local news has got to be a lot better than it used to be to get in."

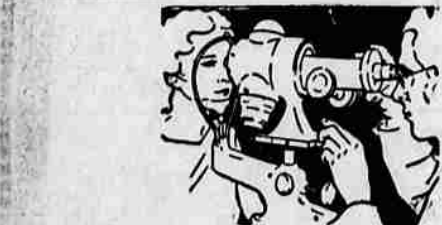
The "good will" theme in newspaper operation was discussed by Arthur Burrows of the St. Joseph (Mo.) News-Press and Gazette.

"We believe we live on good will," he said, citing that his papers sponsor annual Christmas parties, cooperate with churches, encourage local photographers and artists, operate a bulletin service, publicize nearby towns and sponsor ice and coal funds for the poor.

GOSHEN NOTES

GOSHEN, Nov. 21.—(Special)—Mr. and Mrs. W. A. Howe are spending the Thanksgiving holidays in Tacoma as guests of Mrs. Howe's mother, Mrs. Hattie Erwin.

Mr. and Mrs. C. P. Richards have gone to Everett, Washington to have Thanksgiving dinner with Mr. Richards' parents, Mrs. S. E. Cole accompanied them to Salem for a visit at the home of her daughter and son-in-law there.



Finest Equipment—

The latest, finest equipment known to optometric science, with all the important advances made in recent years included! Your assurance of priceless eyes getting the best!

See the registered optometrist here for Complete Eye Examination on the famous Bausch & Lomb Refractor NOW!

YOU'LL BE FRANKLY TOLD IF GLASSES ARE NOT NEEDED!

REPAIRS AND A WEEKLY CLEANING SERVICE

OLD CUSTOMERS AND FAMILIES PAY NOTHING DOWN

STANDARD OPTICAL CO.

The Intermountain West's Largest Manufacturing and Dispensing Opticians
SALI LAKE - PROVO - PRICE - OGDEN - LOGAN - IDAHO FALLS
—IN EUGENE, Balcony, Penney's
Dr. H. S. Roekstein, Registered Optometrist in Charge

PRE-HOLIDAY MARKDOWNS

Here's real bargains for thrifty shoppers! Everyone of these high styled and smart, new dresses and coats are marked down from our regular rack! See them and save! Bargains for everyone!

COATS

FINAL CLEAN-UP

- 15 ONLY FUR TRIMMED . . . \$18
- 26 ONLY SELF TRIMMED . . \$12
- 10 ONLY CAMEL TAN . . . \$8
- 15 ONLY REVERSIBLES . . . 888
- 6 ONLY SELF TRIMMED . . 466

DRESSES

- 40 Only Better Dresses . . . 4.88
- 30 Only For Quick Cleanup . . . 2.66
- 25 Only Smartly Styled . . . 1.99
- 12 Only Final Cleanup . . . 1.00

Penney's
J. C. PENNEY CO. INC.
PHONE 2701 EUGENE



Gift Store

A complete change! Penney's now is the gift store of the city of Eugene! Come in early and choose gifts for every member of the family! Buy today—weeks to pay!

GIFTS IN THE GRAND MANNER! RAYON HOUSECOATS

Choose from the Largest Stock in Town! **4.98**

You'll be her "special favorite" when she sees that you have the good taste to pick one of these gorgeous housecoats! The regal sweep of the skirts, the richness of the rayon fabrics, these things and more, too, will make this her favorite Christmas gift!

SECOND FLOOR

The Gift for Little Girls! SUNNY TUCKER DRESS AND MATCHING DOLL

Sizes 1 - 6 **98c**

She'll make a sweet picture on Christmas morning, dressed in her full skirted little dress, hugging her dolly dressed exactly as she is!

SECOND FLOOR



TOWNCRAFT FITTED CASES

Extra Quality! **4.98**

A gift every woman will like! Two styles to choose from! Covered with woven stripe tweed and lined with rayon!

FIRST FLOOR



If She Loves Ribbons and Laces!



Colorful As Christmas! SMART GIRL PAJAMAS

Crisply Tailored! **1.49**

Tailored in the modern manner along clean-cut mannish lines or in supremely flattering butcher boy and novelty styles! Good, practical pajamas that she'll wear and wear!

FIRST FLOOR



Give Her the Very Newest BRIDGE WEDGE SLIPPERS

1.98



They're of glossy black kid with handsome piped vamp in patent leather!

Gleaming rayon satin with folded bands of a contrasting color on the open toed vamp!

BASEMENT

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Carved SOLID WALNUT! LAMP TABLES

6.90

Lovely in pairs at each end of your sofa or singly in other parts of your room! Of SOLID WALNUT with hand rubbed finish on the top! Graceful styling! Carved walnut drum tables, radio tables, end tables or coffee tables . . . 6.90

BASEMENT

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Shop our basement for novelty gifts for the housewife! Tables, lamps, dishes, silverware . . . everything for the home!

SHOP PENNEY'S & SAVE NOVELTY GIFT WRAPPINGS

5 and 10c

A grand assortment to choose from in novelty papers and ribbons! FIRST FLOOR

BOXED ASSORTMENT CHRISTMAS CARDS

25c

Select yours early! Get set for Christmas now! Smart new cards! FIRST FLOOR

MARY ESTHER CHOCOLATES

5-lb. Box **\$1**

Take home a box of these extra fine chocolates to your family today!

NOTICE! Scout Mothers and DADS

Here's your problem solved! Buy your son something from our Boy Scout Dept. for his Christmas gift! A gift he'll appreciate!

A Gift for Your Home 7-WAY FLOOR LAMP

All Silk Shade! **5.90**

It will shed the right light for every occasion! BASEMENT

EXQUISITE COTTON LACE TABLE CLOTHS

Size 70"x90" **1.59**

Extra quality cloth that any woman will like! SECOND FLOOR

FREE!! Gift Wrappings

We will wrap FREE in our gift-wrapping dept. any gift which is purchased in our store for the amount of 49c or more! Shop Penney's and save!

TOYLAND

In Penney's Basement Don't be disappointed! Buy your gift toys early! A small deposit will hold any toy! Buy today on our Lay-Away Plan!



With Lace and Embroidery HANDKERCHIEFS

Box of 3 **49c**

She'll be delighted to find these under the tree! FIRST FLOOR



In Christmas Duettles GAYMODE HOSE

Two pairs are better than one! In smart Christmas package! **1.58**

FIRST FLOOR



YOUR GIFT FOR HIM! PAJAMAS

Gentry for Quality! **1.49**

FIRST FLOOR

Warm! Soft! Luxurious! MEN'S ALL WOOL FLANNEL ROBES

Smart New Colors! **4.98**

All wool flannel in rich solid colors with expensive-looking tailoring! FIRST FLOOR



BOYS' TOPFLIGHT JR. DRESS SHIRTS

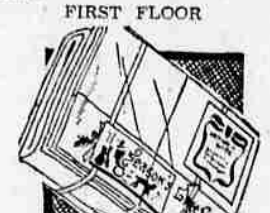
Christmas Wrapped! **98c**

In fine smooth weave percales expertly tailored! FIRST FLOOR

Fine Shirts to Please Him! MEN'S TOWNCRAFT DRESS SHIRTS

Here's a gift you know he wants . . . men never own too many shirts! **1.49**

FIRST FLOOR



Large Enough for the Family Laundry! GIANT HAMPERS

Overall Size 26 1/2"x20 1/2"x12" **3.98**

A gift any woman will like! Top and arched front are of washable simulated pearl! BASEMENT



A PERFECT GIFT! VENETIAN MIRRORS

With Etched Designs! **98c**

Gifts for every home! Round, octagonal or oarule shapes! Average diameter 22". BASEMENT



Luxurious NIGHTIES

98c

For less than a dollar you couldn't find a more thrilling gift than these! FIRST FLOOR



Smart, Practical Gifts! NATION-WIDE SHEET SETS

Christmas Wrapped! **1.17**

Put these at the top of your list, for every housewife would be delighted with these! One 81"x99" sheet and two 42"x36" cases! SECOND FLOOR

She's Sure to Appreciate! EMBROIDERED PILLOW CASES

Attractively Boxed! **98c**

Exquisitely embroidered in "His" and "Hers," "Mr." and "Mrs." or floral designs! SECOND FLOOR

DISTINCTIVE GIFTS! TOWEL SETS

In Christmas Boxes! **98c**

She'll be delighted to find one of these sets under the tree! In handsome gift boxes!



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