

Why Want Ads Sometimes Carry Dramatic Stories

By C. R. JOYNER
Editor, The Florida Times-Union

time-honored and well-worn ad-quip:
FOR SALE—Beautiful occasion chair by young lady with walnut legs, etc.

sounds funny, doesn't it? Well it is funny, no doubt, and all due to a carelessness in punctuation—which, of course, must be remedied either by the operator, or proofreader.

Then, without warning, up jumps one like this, a complete reversal from the purest comedy, to the starkest tragedy:
BABY CARRIAGE—Used only two days. Will sell cheap cash, etc.

To the operator, this ad spells tragedy, grief, and heartaches. For in his mind he pictures the blessed event; the plans, the ambitions of the future for, perhaps, their first born. Then, death! the blasting of all hopes—despondency—even remorse.

Monotony Breaks
The operator plows through his mass of copy—most of it monotonously the same—and then:
HELEN—Come home at once. All is forgiven, etc.

You will find ads like this daily in the "agony" or personal columns and, to the casual reader they bring hardly a second thought. But the observant operator has but to read between the lines to discover: Stern parents, dissension, quarrels; perhaps clandestine rendezvous, waywardness and reconciliation.

And human emotions, being what they are, it is not hard to stage this one:
ESTATE BEING SETTLED—Heirs of John Q. Citizen are requested to communicate at once with, etc.

It is easy to picture what happens when the heirs read this ad. There are looks of shocked surprise. The scene immediately changes from one of privations, poverty and lost hope to one of



THE U. S. S. HORNET. A stricken ship after morning attack. Severely damaged by a morning attack of Jap war planes during the battle of Santa Cruz Islands, Oct. 26 last, the U. S. Aircraft Carrier Hornet lists badly. A cruiser (right) and a destroyer stand by to help in the fight to save the ship. A later attack, however, damaged the carrier so badly that she was sunk by U. S. surface units.—U. S. Navy photo.

private yachts, swell homes—smart clothes and the latest thing in ultra-smart cars.

These are just a few of the human emotions found in the classified pages. Of course, it is assumed that the ad-buyer never thinks of how his ad will read in print; nor will the fact that his ad carries a double message occur to him.

But reading between the lines is an interesting pastime, and one that will often show more profit than loss before the final curtain is rung down.

Famous Art Displayed In Cleveland Museum

By ARTHUR S. HEWITT
United Press Staff Correspondent CLEVELAND, O.—In a world torn by a war that has seen a Nazi-dominated Europe plunder and destroy much of culture and beauty, American art lovers and critics took heart recently with the displaying of the famous Severance art collection which has been turned over to the Cleveland Museum of Art.

Mostly treasures of the Old World with an estimated value of \$3,000,000, the bequest of John L. Severance, Cleveland industrialist and philanthropist, is said to rank "among the most important donations ever given to any museum."

Although Severance died in 1936, it was not until this year that the museum gained control of the are objects which once decorated the Severance mansion.

A \$100,000 Van Dyck
Included in a group of 16 paintings are several Rembrandts and Van Dycks. The portrait of Sir Thomas Hamner by Van Dyck is valued at \$100,000. A painting of the Daughters of Colonel Thomas C. Harding by Sir Thomas Lawrence couldn't be bought for \$105,000, nor could a landscape by Hobbema.

An early Rembrandt, Portrait of a Youth, which might be a self-portrait of the artist, is valued at \$65,000. Other masterpieces include works of Nattier, Gainsborough and Sir Joshua Reynolds.

The sculpture collection includes a bronze replica of the Warrior Borghese cast by Balthasar Keller, the famous artisan who worked for Louis XV. Another is a 16th century bust identified as Henry III and supposedly from the collection of Mme. du Barry. There are works of Luca della Robbia and probably Verrocchio, and a single and priceless paschal candlestick used at Easter services, by Riccio.

As for furniture, the collection is considered unrivaled by other American museums.

There also are valuable tapestries and prints. The prints include eight Whistlers and a Rembrandt called the "Hundred Guilders" because it sold for the highest price at auction about 40 years after the Dutch master's death. Other items include Chinese potteries and porcelains.

Severance, who died more than six years ago at the age of 72, had spent most of his vast fortune on philanthropies and most of his life collecting objects of art.

Although he had given vast sums to colleges and other institutions, his greatest single gift was the \$2,500,000 Severance Hall as a permanent home for the Cleveland orchestra.

The Severance fortune, which at one time was said to be \$40,000,000, was made by his father, Louis H. Severance, who was treasurer of the original Standard Oil Co., after having pioneered in Pennsylvania oil fields.

Fans Want Baseball

FORT WORTH, Tex., Jan. 14.—(P)—The fans, at least, want baseball this year, concludes Manager Rogers Hornsby of the Fort Worth Cats. Starting his box seat sales campaign for next season, he called on 15 prospects and sold 15 boxes. That's almost a fourth of the total sold in last season's three-months drive.

Fix Farm Machinery Class Meets At J. C.

The first meeting of the Farm Machinery Repair class will be held in the Agriculture Building of the Junction City union high school on Saturday, January 16, starting at 9:00 a. m. Albert Foote, local mechanic and repair man for the Junction City Implement company will act as instructor for the class. On Saturday the basic instruction will be on ignition, fuel and cooling tractors. After this is completed there will be plenty of time for the class to do actual repair jobs in the shop either on tractors or other farm machinery.

Trojans Lose Star For Northern Series

LOS ANGELES, Jan. 14.—(P)—When Southern California's high-rising Trojans go north this week-end for their basketball games with Stanford and California they may have to get along without Capt. Ted Gossard, star guard. Gossard sustained a leg injury last week against California. He limped badly in practice yesterday.

If prices of civilian goods are held to present control levels until January 1, 1944, consumers will have saved an average of \$170 for every man, woman, and child in the country.

Independents Leading In Scholastic Honors

Independent living organizations at the University of Oregon took all top honors for scholastic achievement, according to listings released in the fall term grade reports. Highland house, women's living organization, was first on the all-campus list with a 2.92 average. Clifford L. Constance, assistant registrar, announced on Wednesday.

Highest men's organization was Sigma hall, men's dormitory, with a 2.59 on the list. Members of Yomen, independent men's organization, received a 2.81, but did not get their grades in time to be placed on the official list.

Seventeen women's houses received grades this fall above the all-university average; last fall only 15 held comparable positions.

Clint Evans Named Bears' Sports Manager

BERKELEY, Calif., Jan. 14.—(P)—Clinton W. Evans, veteran freshman football coach and varsity baseball mentor at the University of California, was appointed last night as general manager of the California associated students. He will take over his duties February 1.

GUARD AGAINST BEAVER

KODIAK, Alaska.—(P)—A Fort Greely communications crew was puzzled by the disappearance of a number of 10-foot poles which they had erected. The poles were found on the opposite side of a lake from where they had been placed, and beavers were busily building a small dam with them. But communications are important, so the crew now is placing large tin cans at the bases of poles.

The Hwang Ho river in China has changed its mouth 11 times in 25 centuries.

Henrecy Charged With Army Draft Evasion

Alphonse J. Henrecy, 36, of Gregory South Dakota was arrested in Eugene Wednesday evening by Nelson F. Whipps, deputy sheriff, on charge of army draft evasion. He spent the night in the county jail.

The arrest was made at the request of the FBI and an officer was expected here from Portland Thursday to take him to that city where he will appear in federal court.

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MONTGOMERY WARD

EXCITING NEWS IN PRINT



COLORFUL NEW SPRING DRESSES AT A PRICE YOU WOULDN'T BELIEVE POSSIBLE

2.98

(You won't believe it possible even after you've seen them!)

They're in such lovely 3- and 4-

color prints... on the French-

type rayon crepe you expect

to find in better dresses.

(Especially amazing in these

days of dye shortages! Lots

of paisleys! Easy coat dress)

styled 9-15, 12-44, 46-52)



USE OUR MONTHLY PAYMENT PLAN to buy all you need at Wards. Pay one-third down, the remainder in easy monthly amounts out-of-income.

Montgomery Ward

1019 WILLAMETTE TELEPHONE 4200

Buy the LARGE SIZE



IT PAYS TWO WAYS

When you buy the large sizes of drugs and toiletries, you affect two all-important war-time economies. You help conserve critical materials—and you help yourself to extra cash savings... especially when you buy your daily needs here where you get your favorite nationally advertised brands at the lowest prices. Come in today—or any day—for LARGE SIZE savings on health and beauty needs.

Mineral Oil Extra Heavy American	\$1.19
Bring Your Own Container. SPECIAL, Gal.	
60c size (4 ounces) Amolin	
Deodorant Powder	53c
PEPSODENT Tooth Paste	37c
Large 6-oz. Bottle	
After Shave Lotion	29c
Alka Seltzer, 60c size—49c	
Listerine Antiseptic, 75c size—59c	
Vitalis Hair Tonic, \$1.00 size—87c	
Anacin, reg. \$1.25 bottle of 100—98c	
Cleansing Tissues, 500's 21c	
Kotex, 54's economy pk. 89c	
TAMPAX BARGAIN 4 month supply	98c
SPECIAL At Store No. 2 only	
VITAMIN B COMPLEX Major B	29c • 49c
Bubble Bath 1 Lb. Apple Blossom—	25c
Pabulum Large size—1-lb. 2-oz. —	39c
Creomulsion \$1.25 size—	\$1.12
ALL PURPOSE Talcum Big 13-oz. can—	12c
J. & J. BABY OIL, \$1 size—89c	\$1.00 size
ITALIAN BALM, with dispenser free 98c	
MEADS DEXTRI MALTOSE 5 lb. \$2.79	
LOVER FLEA EXTERMINATOR SET, Soap 25c; Powder, 25c—	Both 39c

Both are at BATTLE STATIONS



BATTLES these days are fought in the air, on sea, on land—and with the help of the Nation's communication lines.

Operators, handling the greatest volume of calls in the telephone's history—calls dealing largely with war and war production—occupy a "battle station" of vital importance.

You can help them to bring Victory closer. Though materials for more telephone lines are not available, due to war's requirements, you can help keep the lines clear for war by making only vital calls to the war-busy centers.

Your cooperation helps us to serve you and our Country. We deeply appreciate it.

Bob Feller To Marry After Dad's Funeral

VAN METER, Ia., Jan. 14.—(P)—After his father's funeral tomorrow afternoon, Bob Feller will go to Waukegan, Ill., where Saturday evening he will wed Miss Virginia Winther. Both are 24.

The former Cleveland Indians pitcher, now a chief specialist in gunnery with the U. S. navy, told newsmen of his marriage plans after arriving home late yesterday by plane. Bob said he was at sea when his father, William, 56, died Sunday and that his ship "miraculously happened to make port."

HOTEL MULTNOMAH

FOR HOSPITALITY
MULTNOMAH FALLS
FOR GRANDVIEW
Portland Oregon