

Perfumed Newspaper Causes Squeals and Lifted Eyebrows

OKLAHOMA CITY—(AP)—The words are different, but the fragrance lingers on.

Such is the plight of The Daily Oklahoman and Times here after they cheerfully dumped 45 pounds of concentrated perfume essence into their presses last week.

It was all a gag to put zingo into a department store's full-page advertisement for a perfume called "Black Magic."

Pretty Smelly They pulled that ad out, but things are still under the spell. Four morning and evening issues have gone by, and the company is still getting out one-scent editions.

"Where we made our mistake," one rueful and redolent pressman said, "was in pouring that stuff into the main ink fountain. We should have used a little one made for colored ink. That ad should have been purple, anyway."

"I had to let my wife smell one of those papers before she'd let me in," he added, as the crowd edged away.

Boys Squeal Usually raucous newsboys greet the perfumed issues with falsetto squeals of delight.

The overalled pressmen, ink to their eyebrows, say their best friends are resilient.

Sophisticated editorial workers re-tell their wartime experiences in Paris, Shanghai and Constantinople.

And the department store (Halliburton's) is very, very happy. The perfume oil cost nearly \$1000, store executives said, to say nothing of the space. They feel they got their money's worth.

"I suppose we shouldn't kick," another lonesome pressman grunted in the company cafeteria. "Think of all the other things they advertise."

QUAKER

Curtain Stretchers Now Available JOHNSON FURNITURE CO. 649 Willamette Phone 2693

Light Fixtures Low Prices Always At—LIGHTNING'S 1151 Willamette Phone 1316

Takes Care of Food Wastes Sensibly. DISPOSAL Your Eugene G. E. Dealer LYONS

POPULARITY ...Is Yours!

When You Play the Piano Accordion

Easy To Learn Easy To Buy

See the New SCANDELLI Accordions

All beautifully made with exceptional tone and volume, finest Swedish reeds, Action short, silent and responsive.

Prices \$75 to \$445 — CASH OR TERMS —

Wilson MUSIC HOUSE

Established in 1932 39 E. 10th Ave. Phone 727

Attention Ladies!

RUN OVER HEELS WILL . . .

1. Ruin shape of shoes
2. Spoil your posture
3. Cause fatigue and possibly aching in legs and back

In our shop you don't get old-fashioned, hand-nailed heels which often scratch polished floors and linoleum. The magnifying glass shows the reason why—and our economy prices fit your budget.

We Give S&H Green Stamps PROUDFOOT SHOE REPAIR

683 Willamette (Across from Heilig)

School Board Does Little—No Quorum

Monday night for the first time in at least 15 years the District 4 school board didn't have a quorum present for a regular meeting.

Two members were absent because of illness and another was on vacation, leaving only Hart Larsen and G. L. McClaren to discuss business with School Superintendent Clarence Hines.

The trio talked briefly with a committee representing the Eugene Motorcycle Club, which has requested the board's permission to rent civic stadium for staging motorcycle races sometime in August or early September.

A decision on that matter and all other matters requiring board action was postponed until the July 26 meeting.

POP WHITTIER, 61 yr. old Parachutist jumps. Spfld. Jaycees Airshow, July 25.

Santone Gives Dresses New Sheen. Electric Cleaners, 1210 Willamette.

Judy, 5, Unimpressed By Solo Air Trip

TURLOCK, Cal. (AP)—Judy Ann Mitchell, five, arrived here after traveling unescorted on an airliner from Honolulu to visit her grandparents.

Judy was not impressed by her 2,000-mile trip alone, dismissing it with, "Well, I'm a big girl now."

She is the daughter of Robert Mitchell, Altadena, Cal., a football player with the Los Angeles Dons professional team.

Charis Foundawons, Ph. 3833-M, Mary D. Denniston 1161 Adams

Girl Cyclist Nears Record

EFFINGHAM, Ill. (AP)—A pretty San Diego, Cal., girl is riding a bicycle for a living and enjoying it. She's on her second cycling trip across the United States.

Twenty-one-year-old Norma J. Belloff, who stopped here to buy milk and ice cream, said that when she arrives in San Diego sometime in August she will have set a woman's bicycling record.

Norma explained that it took her from Jan. 30 to Aug. 1, 1947, to make the first cross-country trip from San Diego to Florida. To celebrate her 21st birthday, she wheeled from Florida to New London, Conn.

She started in New York this time and is making expenses by speaking on her experiences. She sleeps outdoors to save money.

Miss Belloff said she will compile the letters she's written to her mother during the trip in a book when she gets home.

Norma carries a Bible in preference to a gun for protection on her trips. "I always carry a Bible," she said. "Being nearer to God is more protection than a gun could be."

THINGS ARE LOOKING BETTER WITH MILLER PAINTS. For paint that lasts and is easy to apply, try Millers. Latham's PHONE 312 56 WEST 10th AVENUE EUGENE, OREGON

Florsheim SHOES FOR MEN and WOMEN BUM'S 1060 Willamette



Too Extreme??? Yes, the styling is extremely modern, and the interior is smart and livable. It's a new duplex for sale by owner for \$19,500, which provides the owner a nice home free, and income to make the FHA payments up-keep. The Builder claims it cannot be duplicated for this price. You are welcome to go through it at 1870 Ferry by calling 6794-M for an appointment.

'Cowboy Jim' Back in Town

GEARHART, Ore. (AP)—"Cowboy Jim," who was captured last April on the tip of two teen-agers, was back here—as jaunty as before the day the FBI arrested him on a charge of kidnapping a Missouri sheriff.

"Cowboy Jim"—actually John Harvey Bugg, long the object of an FBI search—was given a rousing welcome by thirty youngsters at a riding academy here.

Saying he had been released from Tulsa, Okla., on \$10,000 bail, the 29-year-old cowboy returned to his job as riding academy instructor.

It was the same academy where he was working when two young radio fans heard his description on a radio program (gangbusters) and told the FBI he was their riding teacher.

The two children who turned him in—Pauline Virgin, 12, and Navarre Smith, 14—did not come out to greet him.

Wearing a ten-gallon hat, high boots, and a cowboy shirt, Bugg no longer concealed the tattoo "L-O-V-E" on his fingers. It was the tape he kept constantly over his revealing tattoo marks that led Pauline to suspect him as the sought cowboy.

Three Women Building Homes of Their Own

MANHATTAN BEACH, Cal. (AP)—Three enterprising young women have turned to home-building here as a pleasant way to spend their week ends.

Irma Lang, 27, assistant to a film producer, Jean Davidson, accountant, and Mrs. Winifred Patterson are putting up a two-story concrete-block house expected to be completed by Thanksgiving Day.

The only male assistance provided is that of Mrs. Patterson's husband Don, who designed the house. Week-end picnics are combined with building parties.

Features of the home will be a living room, 19 by 21 feet, which has one wall of glass windows, a rumpus room, sundeck and a six-foot fireplace.

New Citrus Process Boon To Nursing Mothers

McALLEN, Tex. (AP)—From orange and grapefruit peels have come products which may increase the food-giving supply of mothers.

R. B. Myers, general manager of Universal Colloids, Inc., said a new process of dehydration of citrus peels had increased its absorption ability of water from 4 percent to 10 percent.

Mothers in a maternity ward, given the new dehydrated peel, found their milk supply greatly increased, he said.

Experiments in the dehydration process are continuing to see if the product has commercial values.

WRONG BOYS BET IN ON ACT

TACOMA, Wash. (AP)—Boys here think the junior police force is a lot of fun. In fact, it has become so popular that bad boys want to belong too. Police chief Robert Marshall reports receiving complaints of impersonators accosting other youngsters and taking toys from them.

You GET More Quality FOR YOUR MONEY WHEN YOU BUY Williams' Bread

* 4-time winner of the Harry M. Freer Trophy!

Baking experts and home-makers agree, WILLIAMS' Bread really has the quality! And here's the proof... WILLIAMS' Bread is a four-time winner of the famous Harry M. Freer Trophy!

WILLIAMS' Bread is bound to be a prize-winner on QUALITY because it's made with high quality ingredients, including plenty of sugar, shortening and milk solids, and prepared by the most modern methods.

And beside prize-winning quality, WILLIAMS' Bread also gives you more FLAVOR and more FRESHNESS! Yes, friends, if you want more for your money... more QUALITY, more FRESHNESS and more FLAVOR... take home prize-winning WILLIAMS' Bread every time!

For many years the Freer Trophy has symbolized the highest in bread baking standards. It is a prized honor among those bakers who compete for it in monthly contests conducted by the Products Control & Research Laboratories of the W. E. Long Company, Chicago, for its associate bakers.