

Radio Expert Fears Video

BOSTON — (U.P.) — Radio faces "complete deterioration" as result of television's competition, warns a major broadcasting official.

James D. Shouse, president and board chairman of the Crosley Broadcasting Corp., of Cincinnati, O., said radio's diminishing audience will make quality broadcasting impossible within five years unless the Federal Communications Commission changes "archaic" rules.

"For AM broadcasting, the crisis may not be far off," he said in a speech prepared for the 21st annual Boston conference on distribution. "The evidence is formidable."

Sufficient statistics are now available to warn all save ostriches that television is going to compete fiercely not only for the listening audience but the reading audience, the movie audience and—potentially—for the total audience of people who hitherto have gone outside the home for entertainment of 100 different kinds."

Hay Enroute To Dying Cows

SEATTLE — (U.P.) — Alaska Steamship Company officials said Monday that a special shipment of two tons of hay was enroute to Cordova, Alaska for starving milk cows ordered slaughtered Monday morning because of lack of feed.

Local officials expressed surprise that shortage of feed had resulted in the slaughter of Cordova's only herd of cows, but said the emergency shipment was ordered by its Cordova agent last week.

The two-ton emergency shipment is aboard the S. S. Aleutian which left Saturday and was due to arrive at Cordova next Friday, officials said.

Meanwhile, the S. S. Edmond Mallet, enroute with a regular shipment of seven tons of hay and grain, was scheduled to arrive at Cordova Oct. 20.

The last shipment of feed to Cordova was a two-and-one-half-ton supply aboard the S. S. Alaska Sept. 14, officials said.

VA Inspects Site For New Hospital

RIVERSIDE, Cal. — (U.P.) — Veterans' Administrator Carl Gray inspected the Navy's Corona Hospital as a possible site for a veterans' hospital.

He was accompanied by Dr. Paul B. Magnuson, chief medical officer of the VA.

Gray said he wanted to learn whether the VA can take over the Corona facilities under its reduced hospital program, instead of building a new Southern California hospital.

The Navy will abandon the hospital Nov. 1.

Cotton Surplus Seen

WASHINGTON — (U.P.) — The Agriculture Department forecasts a 1949 cotton harvest of 15,446,000 bales, largest in 12 years.

On the basis of this forecast, Secretary of Agriculture Charles F. Brannan is expected this week to proclaim rigid production controls on the 1950 crop to hold down surpluses. The controls would be aimed at reducing plantings. Growers who failed to comply would be subject to stiff penalty taxes.

GUESTS WELCOME BETTER TASTE!



Smart hosts everywhere have switched to Calvert because Calvert Reserve tastes better.

CALVERT RESERVE Blended Whiskey
+86.8 Proof—65% Grain Neutral Spirits
Calvert Distillers Corp., New York City

RADIO SERVICE
The Appliance Center repairs all makes of radios and phonographs. Call 4-8201 for free pick-up and delivery at reasonable rates. Appliance Center, 10 West Tenth. Look for the big box.

DEAF! BATTERIES
FOR ALL HEARING AIDS
S. C. MITCHELL
Holtzner Dealer J.N. Taft & Associates
305 100P Bldg. Ph. 4-5236

Timely Suits
Baetler & Henning
suits for men
McDonald Theater Bldg.



HAVEN'T HAD A FIRE SINCE I STARTED KEEPING MY FURNACE IN GOOD HEALTH.

NATIONAL BOARD OF FIRE-UP NEWSWITERS

Two Lane Women WAC, WAF Recruits

Two women were enlisted Monday into the WAC and WAF from the Eugene district, according to an announcement by M-Sgt. Virginia Gibson, recruiter.

Phyllis A. George, 18, of Coquille enlisted in the WAF as a private and will go to Lackland Air Force Base for 11 weeks of basic training. She attended Southern Oregon College of Education at Ashland for one year.

Carmen L. Reininger, 18, of Coos Bay, enlisted in the WAC for three years and will take basic training at Camp Lee, Va. She is a graduate of Coquille High School.

USAFI 'Traveling University' Schedules Visit to Eugene

What literally amounts to a traveling university will visit Eugene on Wednesday, Oct. 19.

This unit, working out of United States Armed Forces Institute Headquarters in Madison, Wis., will set up operations on the University of Oregon campus and then move to a downtown location in the afternoon.

For Service Men

The unit will bring the facilities of the USAFI to the service men and women who are stationed in this area—and give the public a chance to see what the armed forces are doing to give service personnel educational opportunities.

Five Eugene organizations: the ROTC, National Guard, Naval and Marine Reserves, and the ORC will

benefit from the traveling USAFI unit.

On Three Vehicles

(The unit is carried on three trailer-type vehicles fashioned to resemble "little red schoolhouses" and is staffed with eight service men representing all branches of the service. These men are especially qualified to aid service personnel in the selection of courses which may range from Applied Arts to Zoology. Courses are designed not only to progress toward college degrees, but also to complete college credits.)

All active duty members of the armed forces serving with the five units having organizations in Eugene will be given whatever help they desire in furthering their education by the USAFI staff. This assistance may vary from advice in selection of courses to issuance of texts and courses on the spot.

Sandberg Sets Speech

BERKELEY, Cal. — (U.P.) — Carl Sandburg, famed biographer of Abraham Lincoln and Pulitzer Prize winner, will speak on the University of California campus here Wednesday.

He will entertain students with an hour of songs, stories and poems at the second university meeting of the fall semester.

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To Enroll Personnel

Upon arrival in Eugene the unit will set up operations on the University of Oregon campus to enroll local service personnel. It is then tentatively scheduled to be moved to a downtown location on

Boeing Cuts Force

SEATTLE — (U.P.) — Boeing plane Co. has warned force down to 22,000 previously announced.

Officials said that the received termination in the close of last week.

Russell's
Eugene's Own Store

10th Anniversary

We are celebrating our 10th anniversary and to express our appreciation for your Patronage . . . which has resulted in our growth from a very small store with 7 employees to our present two floors of merchandise and 70 employees . . . we are bringing you during this one week anniversary event outstanding values in every department. This is all regular merchandise taken from our fine stock of nationally known lines. Watch for further ads during this event so that you will not miss any of our anniversary values.

SHOES

20% REDUCTION

on all

RED CROSS SHOES

Your unrestricted choice of all Red Cross Shoes in our stock.

All 8.95 Red Cross Shoes now 7.16

All 10.95 Red Cross Shoes now 8.76

HOSIERY

Cameo nylon hosiery in 15

denier, 45 gauge and 30 denier,

45 gauge. All new fall shades.

Regular 1.35 now

3 pairs 2.85

99¢

COATS

75 women's all purpose coats

in tweeds, fleeces and suede

clothes. All fall shades.

\$45

(2nd Floor Fashion Dept.)

BLANKETS

A KENWOOD blanket made

especially for us of choice 100%

wool. Many new shades. Size

72x90 now

11⁹⁵

GIRDLES

Light weight straight or panty

girdles, some of power net,

some satin lastex now

2⁷⁹

BOOKS

A very special offering of children's books . . . for all ages.

These books make wonderful

Christmas gifts. Regular 1.00 to

2.50 now

29¢
and
59¢

SWEATERS

Women's long or short sleeve

slip-on or cardigan sweaters.

All wool . . . and in every

shade. Regularly 4.50 to 6.95.

now 1⁹⁹

REMNANTS

300 pieces of drapery and up-

holstering remnants. In chintz,

wools, cottons and mohairs.

1/2 price

SNOW SUITS

One-piece children's snow suits

made of the famous water re-

pellent Byrd Cloth in sizes 1 to

4. Regular: 14.95 to 16.95, now

9⁹⁵

HANDBAGS

Women's handbags in street

and evening styles. Bought to

sell for 10.95 to 22.95 now

\$4
to
\$8

Pequot Sheets

First quality Pequot muslin sheets. Fine count of 140 threads to the inch.

Sheets, 72x108 2.49

Sheets, 81x108 2.69

Cases 69¢

LAMPS

30 table and floor lamps, some

with china bases and some of

brass. Reg. 7.50 to 45.00, now

1/2 price

WE GIVE AND REDEEM S&H GREEN STAMPS