

ADVERTISING . . . change Advertising has taken some queer turns under war time conditions.

We have the strange anomalies of rubber companies spending money to persuade us not to use rubber, gasoline manufacturers running expensive advertisements to teach us how to cut down on the consumption of their products and countless well-known companies spending large amounts of money to tell us why they can't sell us anything these days.

Most of us had, until recently, thought of advertising as a "salesman in writing" whose whole duty was to make us buy as much as possible of everything available.

But now advertising is showing us its other face—the face of the educator instead of the salesman—and instead of trying to tempt us to buy things, it is being used to teach us how to make things last and how to get along without the products which the advertisers have spent fortunes in promoting.

NAMES . . . brands Some people wonder why a company will continue to spend millions of dollars for advertising when it isn't looking for a single customer.

It might be the kindest thing to think of these organizations as buying space for educational messages entirely for philanthropic reasons—because of their unselfish desire to help us with our problems.

In a way that is their purpose—but most of us realize that such million-dollar gestures of assistance cannot be made too frequently without being backed by a sound business motive.

In the last war, several big companies busy with war work discontinued advertising altogether. By the time the war ended we had most forgotten their names and many of them were never again able to get back into public favor.

The big companies of today realize that their brand names and company names, built up and respected because of the years of effort they have made to please the public, are their most prized investment and they are not going to let those names die because of lack of goods to sell.

In peacetime they performed a welcomed service with their advertised goods and now, as a means of name insurance, they are eager to perform an equally welcomed service.

GOVERNMENT . . . help One of the most important services which advertisers are performing today is in helping with the collection of scrap materials.

For many months it has been the general consensus of opinion that only by well-planned advertising are now being shown how reach the proportions needed to make the home a worthwhile source of supply for factories.

There were many in Washington who believed that a gigantic advertising campaign should be paid for by the government itself to make "scavenging" the order of the day in every household.

But while Washington was hemming and hawing about such a plan, industry decided that it could perform a public service by getting this program started.

Industry, therefore, employed the outstanding leaders of the advertising business to plan how the job could be done.

In Canada and England the respective governments paid the full cost of such campaigns, but in this country industry jumped at the opportunity to perform this service to the country.

So big concerns which have no goods to sell are now spending a fortune to help their government, to strengthen their relations with the public and to play a part in helping to protect the system under which they have thrived.

CRITICS . . . results In recent years, both among consumer groups and in government circles, there have been groups who looked upon advertising as a sort of an unessential luxury of industry.

Although men who know the value of advertising have pointed out that advertising has made mass production possible, lowered costs and raised our standard of living, its enemies have continued to attack its economic waste.

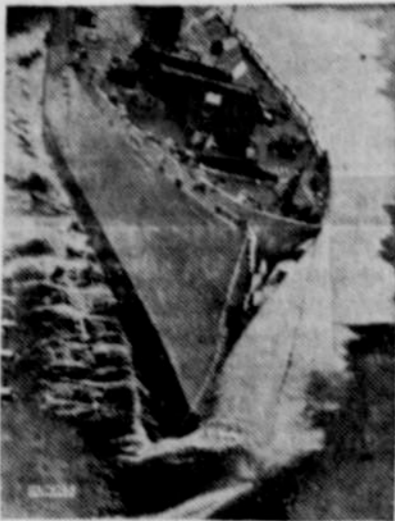
But those who have in the past doubted the usefulness of advertising are no longer shown how this sales tool, which industry has used and defended so vigorously, can now be used to help win the war.

For mass response of all the people, it will soon be evident that there is no method which can produce results with the speed and efficiency of advertising.

The power which has been used to persuade us to buy automobiles, refrigerators and washing machines will now prove equally effective in getting us all working for the best interests of our country.

If advertising continues to play the important war role which it is now assuming, there is little doubt that it will come out of the war an economic hero respected and admired by all.

'Down to the Sea'



Slipping down the ways into the water sideways, the USS Doyen, new naval transport, is shown as she was launched at the yards of the Consolidated Steel corporation, at Long Beach, Calif. The vessel is said to be the largest naval ship ever constructed here.

SUNNY SIDE UP: Have you wondered how to go about turning in your old girdle as scrap rubber? Here is one solution: Wrap girdles and other personal items in paper. The chances are you won't be paid for them, but you wouldn't get much for a girdle anyway.

—Buy War Savings Stamps—



Sockeye to Grapple With French Angel

Maurice Tillet, better known as the French Angel, will definitely appear in the headline bout of Promoter Mack Lillard's weekly wrestling card at Medford armory next Monday night, July 27.

The grotesque Frenchman will undoubtedly be put in the ring against Sockeye Jack McDonald, ex-Tacoma logger who has successfully disposed of all opposition in the Medford ring to become the most outstanding bone-crusher there and rightful claimant to the dubious honor of clashing with the man whom science has pronounced a physical freak.

McDonald met the Angel, the biggest drawing card in the wrestling business, in Minneapolis two years ago and fell victim to a bear hug after 27 minutes of ferocious action. Now Sockeye seeks revenge but will have his work all cut out for himself against the huge former sailor in the French navy.

The Angel, who about two weeks ago was examined by his draft board in Boston for induction into the army will be making his first trip into the Pacific north-west. He is a huge man, weighing considerably over 200 pounds, and is said to be the ugliest man wrestling in the world today.

Lillard, who is arranging a stellar supporting card of the usual two matches, announces that all downstairs seats will be reserved and only the balcony open to general admission prices for this one outstanding program. There will be no rise in admission prices and the first match will go to the mat at 8:30 p. m.

Werner Named to Succeed Patterson

Russ Werner, former Southern Oregon College of Education athlete, has been elected to replace Leonard (Pat) Patterson as coach of high school sports at Jacksonville, Sept. A. E. Beck announced last week-end.

Werner, who graduated from Medford high school in 1938 where he starred in basketball and track, will teach science in the high school and part time in junior high. He taught and coached athletics in the Central Point grade school last year.

Patterson resigned to accept a teaching position in a Portland grade school.

FILIPINO EDUCATOR TO APPEAR HERE SUNDAY

Juan L. Baronia, president of the Manila Bible Seminary and pastor of the largest Church of Christ in the Philippine Islands, will speak at 8 o'clock Sunday at the Church of Christ, corner of Second and B Streets. Mr. Baronia was in this country at the outbreak of the war and finding it impossible to return is devoting himself to assisting the churches in service camps and conventions. He also is continuing his mission for which he came to this country, that of raising money for the construction of buildings for the Manila Bible Seminary. Mr. Baronia has a family in the Philippines from which he hasn't heard since the outbreak of the war. He is a native Filipino and a very fluent and interesting speaker. The local church has extended an invitation to the citizens of Ashland to hear Mr. Baronia.

"I can't marry you," said the justice of the peace to the nervous bridegroom. "If this girl is only 17, you will have to get her father's consent."

Soldiers Given More Ashland Hospitality Sunday Afternoon

Soldiers from Camp White were given a taste of western hospitality Sunday afternoon when 39 of them, including Major Thomas M. Crowley, were guests of the Ashland Junior Hostess League at the home of Dr. and Mrs. C. A. Haines, who, with Mr. and Mrs. Charles Fortmiller were hosts for the affair. Arrangements had been made for 50 guests from Camp White but at the last moment several leaves were cancelled.

Bingo, cards, croquet and badminton occupied the hostesses and their guests until about 5 o'clock, when the senior hostesses announced lunch, which had been furnished by Trinity Episcopal Guild. An abundance of sandwiches, salad, cakes, cookies, fresh fruits, coffee and punch awaited appetites that had been somewhat satiated by watermelon provided by Dr. Haines but not enough to keep generous quantities of the food from disappearing. A large serving tray loaded with cherries and apricots proved attractive to the soldiers, many of whom had not previously tasted apricots—some of them professing to not having heard of such a fruit. The apricots were a gift from E. C. Gardner of Valleyview.

Following a pleasant two hours or so at the Haines residence, the group repaired to the Ashland skating rink where another two hours were whiled away before Major Crowley gave the orders for return to camp.

Serving as patrons and patronesses assisting the hosts and hostesses were Mr. and Mrs. Hal Mc Nair, Mr. and Mrs. O. G. Crawford, Mr. and Mrs. Jean F. Eberhart, Mr. and Mrs. Earl Leever, Mrs. Grace McCulloch (chairman senior hostess group), Mr. and Mrs. Paul Finnell, Dr. and Mrs. C. C. Dunham, Mrs. V. G. Barthouse, Mrs. Helen Small (director Medford USO), Major Thomas M. Crowley, Chaplain and Mrs. Rein and daughter Evangelina, Chaplain and Mrs. Johnson and young son Bryan, Chaplain Porter, Miss Marian Ady, Mrs. W. E. Bartlett and Mrs. L. T. Myers.

Soldier guests included Paul E. Lines, Cleveland, Ohio; Alton B. Cross, Laurel, Miss.; E. E. Kohn, Ellsworth, Minn.; Marvin H. Ba-

ker, Lubbock, Texas; Thomas A. L'Angele, El Paso, Texas; Cyril R. Allen, Hammond, Ind.; Mess Sgt. Eugene Atkinson, Helen, N. M.; Daisy H. McCart, El Paso; George Elliott, Pennsville, N. J.; Lonnie Vandiver, Gatesville, Texas; Bob Carty, St. Louis, Mo.; Russ Combs, Los Angeles, Calif.; Edward Mitchell, Fillmore, Utah; Pat Gilley, Salt Lake City; Harry Urbani, Elk, Calif.; Domenick Finmara, New York City; Ray W. Perkins, Memphis, Tenn.; Ed Domenico, Chicago, Ill.; Mack Mc Clendon, Portland, Ore.; Clyde Briggs, Antlers, Okla.; Owen Ashworth, Senger, La.; Kenton Montgomery, Springfield, Ore.; Richard C. Jones, Grand Junction, Colo.; Clarence F. Lamb, Saco, Mont.; Leonard M. Pennington, McKinney, Texas; Michael M. Kolich, Kansas City, Kas.; Joseph J. Muscato; Eugene Evanson, Minneapolis, Minn.; Lew Jackson, St. Louis, Mo.; Leonard John Guaridino, Brooklyn, N. Y.; Marion S. Hudson, Portland, Ore.; Curtis J. Fickel, Waco, Texas; Lee Bradley, Alamogordo, N. M.; Burwood M. London, Houston, Texas; Earl Jobe, Odena, Texas; Sgt. Earl Pendergrass, El Paso, Texas; Chaplain (1st Lt.) John B. Porter, San Francisco, Calif.; Thomas W. Crowley, Major Inf., and A. E. Vitulano, New York City.

Junior Hostesses present were Helen Olson, Madge Mitchell, Marie Mitchell, Alice Jean Crossman, Judy Silver, Barbara Frazier, Jo Curtis, Dorothy Allen, Barbara McLean, Edna Fehige, Nancy Firestone, Mildred Bowerman Jeanne Drake, Helen Westfall, Betty Danforth, Ruth Foster, Frances Aikens, Kay Bergstrom, Leslye Roe Jensen, Babs Cary, Jane Carlton, Margarette Barnhouse, Jean Friedger, Nina Hess, Letha Coulton, Velma Brower, Florence Wood, Patsy Collins and Marie Gibson.

Mrs. Helen Small, director of the Medford USO, expressed her appreciation of the enthusiastic support of Ashland people in this effort to make the soldiers feel at home. To quote Mrs. Small, "we of the USO and the soldiers are getting a real taste of western hospitality and we like it immensely."

Mrs. Henpeck: "You said when you proposed that you'd rather live in eternal torment with me, than in bliss by yourself."

Mr. Henpeck: Well, I've had my wish.

A man never gets an education in college. The most a man can get from college is the beginning of a technique for pursuing an education on his own account afterwards.—Dr. Glen Frank.

The three leading lumber producing states in 1941 were Oregon, Washington and California.

Quebec City, in the Province of Quebec, experiences a tide rise and fall of 20 feet in the St. Lawrence river. Quebec City is more than 700 miles from the open sea.

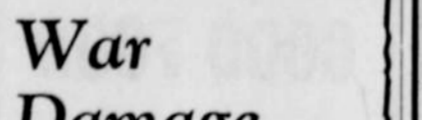
Washington, the smallest of our western states, has a larger area than all the New England states combined, with Delaware included.

Only 4 per cent of the producing oil wells of New Mexico require pumps. This is because of the great gas pressure in the southeastern New Mexico oil fields.

• The Miner for Quality Printing.

Proves Wonderful For Itching Skin

To soothe itching, burning skin, apply medicated liquid ZEMO—a Doctor's formula backed by 30 years continuous success! For ringworm symptoms, eczema, athlete's foot or blemishes due to external cause, apply ZEMO freely. Soon the discomfort should disappear. Over 25,000,000 packages sold. One trial convinces. Only 35¢. Also 60¢ and \$1.00.



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If interested in this protection, apply now as the former coverage expired June 30.

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HOUSE and HOME by Mary E. Daque

HOE, HOUSE DAYS HAVE CARE OF FOODS TO PREVENT SPOILAGE IN OUR HOMES. AND SINCE ADEQUATE REFRIGERATION ISN'T THE SOLE NECESSITY IN THIS CAMPAIGN AGAINST WASTE HERE ARE SOME SUGGESTIONS TO KEEP IN MIND.

First of all, market wisely. This means to watch the quality of your fruits and vegetables as well as the quantity. Don't overstock. Foods that you have in such excess of your needs must be properly stored to keep them in good condition.

Second, be sure that you can store your food in such a way as to preserve the maximum of vitamins and maintain their full flavor.

Berries and other soft fruits such as peaches and pears should be spread out on a platter. This permits more air to reach the fruit and prevents mold. Citrus fruits should not be packed tightly but keep best in a covered container. Chill melon in a closely covered container or wrap closely in waxed paper or a vegetable box. Fruits need not be stored in the coldest part of the refrigerator.

Meat and fish and poultry should be placed in the coldest spot of the ice box. Unwrap these products, wipe with a soft clean cloth if necessary, cover with waxed paper and place directly below chilling unit.

Eggs keep best in a wire basket that permits circulation of air around them. Do not wash until ready to use. If the natural seal on the shell of an egg is destroyed, flavors may be absorbed.

Milk and cream must be kept cold to prevent souring. Keep them on the shelf provided for tall bottles. Butter must be kept in a covered container to avoid absorbing flavors.

Store frozen foods unopened in their containers in the freezing compartment of the refrigerator. They must be used promptly after thawing.

In order to save space in the refrigerator it's a good idea to wash and trim such vegetables as lettuce and celery before storing them. Put them in the hydrator where they will remain fresh for days.

Cover all left-over foods. If covered containers are not available cover closely with waxed paper or the commercial covers.

By keeping foods covered you not only keep them in better condition but you slow-up the formation of frost on the freezing unit. It is important to defrost as soon as the frost is one-fourth inch thick on the freezing unit.

Store foods in as small containers as possible, conserving space. Keep foods and containers away from sides of box in order to allow free circulation of air which means free circulation of cold.

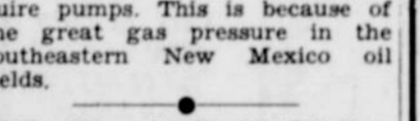
FOR SALE—8-room house. 47 Granite St. See owner. Phone 3396. 28-29p

C. L. CHENNAULT Head of the U. S. Army Air force now fighting the Japs in China.

• The Miner for Quality Printing.

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