

WOMEN OF TODAY TALLER BECAUSE OF BETTER DIET

Three Inches Added to Height of Average Since 1893 Declares Dietitian—Nerves Also Much Quieter

CHICAGO, Oct. 13.—(AP)—The average woman of today is three inches taller than the average back in 1893, dietitians meeting in conjunction with the American College of Surgeons, were told by Dr. Chas. F. Read of Elgin, Ill.

Speaking yesterday, Dr. Read, who is superintendent of the Elgin State Hospital, said he attributed the growth of women to a better knowledge of balancing diets and a subsequent lessening of nervous ailments. Balanced diets, he said, act to prevent nervous disorders.

Don't scold at Table. It is bad business, the surgeons were informed by Dr. Alfred W. Adson of the Mayo Foundation of Rochester, Minn., to correct children at meal times, because it destroys their digestion, and reacts upon their nervous troubles, and it must be avoided. Take your time about every thing, eat plenty of good food, get the proper amount of sleep, have a bit of recreation each day, and you won't be bothered with nerves.

Doctors Should Worry. The "worrying doctor" found support among the surgeons. Dr. J. Bentley Squire of New York, retiring president of the college said: "The day when the doctor loses the human touch and his patients become just so many numbers to him in a hospital, is the day when medical science will begin to lose ground."

Childbirth, said Dr. O. Jeff Miller of New Orleans, is no longer a natural process, and should be supervised by a physician.

MRS. ROOSEVELT BECOMES FIRST COAT CONSUMER

NEW YORK, Oct. 13.—(AP)—Mrs. Franklin D. Roosevelt became the nation's first "coat consumer" under the blue eagle of national recovery.

Snipping a thimble on her finger and threading her needle with house wifely skill, the wife of the president stitched the first NRA label to a coat presented her by representatives of the coat and suit code authority.

A similar coat was presented her daughter, Mrs. Anna Roosevelt Dall. The ceremony was staged in a manufacturers showroom in New York's cloak and suit district.

"I hope that women in shopping for clothes will consider before making their purchase whether the garment has been produced under fair labor conditions," Mrs. Roosevelt said.

The coat presented Mrs. Roosevelt was black worsted with a "blue eagle" collar of silver fox. The fur was cut to resemble the blue eagle emblem, spreading its wings in front, after the fashion of the claws and tall and curved outward at the sides like the spread wings.

The presentation was made by George W. Alger, director of the coat and suit code authority of the NRA.

BANK ADVERTISING AIDING RECOVERY

PORTLAND, Oct. 12.—(AP)—Application of progressive advertising principles to a conservative institution as a bank was explained by C. C. Colt, senior vice-president of the First National bank, and Mary Pentland, advertising agency manager, at a meeting of the Portland Ad club Wednesday.

Six months ago the First National started advertising to aid economic recovery. This campaign attracted national attention, the speakers said. In spite of its departure from conventional financial advertising, Colt declared, it is considered the most successful advertising ever used by the bank.

The copy urged the public to buy immediately while prices were down, and in so doing to release dollars into trade channels.

FILM DAREDEVIL SLAIN BY WOMAN

LOS ANGELES, Oct. 12.—(AP)—The colorful and daring career of Tom Mix, 35, who as a film stunt man had "doubled" for many of Hollywood's western stars in breath-taking episodes, was ended last night by a bullet wound.

The asserted slayer, Mrs. Alta Leavert, 36, was in the gymnasium ward of the general hospital today, suffering from two self-inflicted bullet wounds. She is expected to recover. Police at Burbank, where the shooting took place, placed a "suspicion of murder" charge against the woman.

FOUR KILLED WHEN AIRPLANES COLLIDE

AMSTERDAM, Holland, Oct. 12.—(AP)—Two commissioned and two uncommissioned officers were killed today when two military planes collided in midair and crashed near Kesteren.

PRUNE DRIER BURNS AS SEASON ENDING

ROSEBURG, Ore., Oct. 13.—(AP)—The Clayton Wood prune drier, located about one mile south of Myrtle Creek, was destroyed by fire early this morning as the plant was com-

pleting the run for the season. The loss included the building and all equipment and about 175 bushels of green fruit.

WASHINGTON, Oct. 13.—(AP)—An executive order raising the equipment allowance of rural mail car-

riers from one to three cents net a mile during November, December, January and February was issued today by the postoffice department.

The equipment allowance was cut by the postmaster general during the summer months in an economy plan.

CHARACTER BUILDING OBJECTIVE OF GRANGE

PENDLETON, Ore., Oct. 13.—(AP)—Character building among America's farm people was stressed as the chief objective of the Grange in an address here last night by L. A. Ta-

bor, national Grange master. He declared farmers cannot afford to withhold membership in the organization. Tabor will make several talks on his Oregon tour.

ROSEBURG, Ore., Oct. 13.—(AP)—Henry Lieberling, Little River homesteader, for whom officers were re-

quested yesterday afternoon to conduct a search, was found last night in a local rooming house.

Lieberling left two weeks ago his remote homestead, where he lives with two middle-aged sisters to bring some cattle to Roseburg for sale. He became ill upon his arrival here and has been under the care of a phys-

ician. His sisters, alarmed by his absence, telephoned yesterday from a forest ranger station asking officers to locate their brother.

Heating costs can be reduced. Complete heating service call Art Schmidt 418-1822

Final Day Tomorrow... Many Money-Saving Values

New Prints
Ward Week Value!
12 1/2c yd.

Ward's famous "Silver" full pattern and colors—all tub-fast! 36 inches. Buy now for your wash frock!

Lifebuoy Soap
Stock-Up During Ward Week
6 bars for 25c

Nationally known as the soap that ends all offensive body odors. Here it is specially priced for Ward Week Only!

Work Sox
Ward Week Value!
7c pair

Combed soles with re-inforced heels and toes. Dark colors only.

Ward Week Savings! Buy "Golden Crest" Silk Hose
59c pair

The same smart colors and sheer, even weave! But a new low price for Ward Week! Full-fashioned, picot tops, double heel and toes. Buy now to save.

Ward Week Only! 5% Wool and Cotton BLANKETS
\$2.69 pair

A blanket price you may never see again! Large size 72x84, 5% wool and China cotton blankets, 3-inch sateen bound, 5-inch block plaid pastel design.

Ward Week Sale Men's Wool Sweater
\$1.00

Flat knit, medium weight. Long wearing. Brown heather, Oxford, 36 to 46.

Save 1/3 Ward Week Solid Walnut TABLES
Choice **\$3.95**

Coffee Table
Ward Week Special! **\$3.95**

Solid walnut in Duncan Phyfe design. Save 1/3 at this Ward Week price.

Butterfly Table
Ward Week Special! **\$3.95**

Solid walnut in popular butterfly design. Save 1/3 at Ward Week Sale.

Special Price! Modess Pads
or
KOTEX

3 pkgs. 25c

Sanitary, highly absorbent and easily disposed of. For Ward Week only!



WARD WEEK

America's Greatest Sale!

Our Ward Week Contract Was Placed Way Last May... So You Save On

Rayon Lingerie

25c each

We bought 120,000 pieces of rayon lingerie for Ward Week just two days before the general advance in commodity prices last May! Not only did rayon prices advance—but lace... elastic... and labor! Choose from Bloomers and Shorties, some with yokes, also lace trimmed panties in a variety of styles. All are full size, of serviceable knit rayon which launders nicely! Treat yourself to a complete outfit of fresh lingerie at Ward Week Savings! Medium and large sizes. Pink and Tea Rose. Hurry!

Ward Week SALE Super Value!

Seamless Axminster RUGS

9x12 Feet \$21.95

Price goes UP after Ward Week! Save now. Each rug is a copy of a genuine Oriental design, woven on huge Axminster looms. Even the sheen is woven-in. Perfect quality. No second!

Sharp Weather and Steep Prices Ahead!

COATS

Ward Priced **16.95**

Frosty weather and fancy prices are apt to come together this year. All the wise people we know are coming to Wards now for their winter coats.

The good rough crepe fabrics look "more money" and every coat is smartly fur-trimmed and silk lined. Black, brown, and colors. For women and misses. Hurry!

Everything About These Fairly Shouts "We're New!"

DRESSES

6.95

Every week the fashion successes are rushed to us!...

- It may be a new silhouette!
- It may be a new sleeve treatment!
- It may be an exciting new fabric!
- Possibly the color is the "news"!

But you're sure to find the fashions that are "riding high" at Ward's. And find them priced low. Style for street or Sunday Nite. Misses' sizes.

INNERSPRING Mattress

\$12.95

32 deep Premier wire coils upholstered in felted cotton. Sateen ticking cover. Full size.

Coil Spring

Double-deck Full size. Green enamel finish. **\$13.95**

146 COIL.

Prices are Climbing! Re-roof now with Wards

ATLAS ROOFING

\$1.60

per 45-lb. roll Covers 100 sq. ft.

Now's the time—before winter does damage—before prices soar higher! Re-roof with this tough, weather-defying roofing. Lasts 12 to 14 years in any climate. Light weight—\$1.10

All Mohair! Priced 50% less than today's market!

2 Pieces \$74.95

With mohair prices as high as they are, we cannot repeat this Ward Week value. Both pieces have comfortable high backs and roll arms. And the cushions, backs, and seats are spring-filled. Carved feet. 3 pieces \$99.95

\$1 down, \$7.50 monthly, plus carrying charge

Save \$5.00 During WARD WEEK

Electric Washer

With Famous Washboard Action

\$42.95

\$5 Down, \$5 a Month, plus Small Carrying Charge

Think of it—Ward Week prices saves you \$5.00. And 30 minutes after you start this washer a whole week's wash for a family of 4 is done! Ward's gentle washboard action gets clothes far whiter. It makes clothes last longer, too. Buy now and save.