

Why Buy Now?

Babson Discusses Winter Needs

Babson Park, Mass., Sept. 11.—I have been reprimanded by Washington for the last advice which I gave you readers to buy now certain things. At the risk of further scoldings, let me talk about now preparing for winter!

Buy More Winter Clothing, Is Advice

A study of department store advertising indicates that people still demand the same kind of light-weight clothing which they have worn during the past 10 years. Working girls, especially, fail to realize the tremendous changes taking place in the world today which must change our mode of dressing, eating and living in general. We have the greatest war of history on our backs.

Let's take clothing as an example. Before the days of the closed automobile and oil heat people wore very warm clothing in winter. This included heavy underwear, long drawers, woolen stockings, high buttoned boots and warm dresses. Overcoats were bought to keep us warm, not for looks. We wore caps to pull down over our ears and mufflers around our necks. Why? Because our houses were under heated and we walked instead of rode.

Help Your Department Stores by Buying Now

Now, Washington officials can do many things but they cannot change the weather! We are soon to have snow storms, zero winds, and all that goes with an "old-time" winter. Yet, most families will have no fuel to waste and will be obliged to walk in the snow and cold instead of to ride in sedan cars. Are you preparing to change your clothing back to grandmother days to meet the conditions under which grandmother lived and under which you may live this winter?

Most readers will reply that I'm a Jeremiah;—that it will be time enough to buy these "out-moded" goods in winter if they are then really needed. Let me

tell you that such people are sure to be terribly disappointed. They owe it to the merchants, the manufacturers and to the railroads to buy now. Only by so doing can more warm clothing be rushed through the mills and over the railroads in time for use this winter.

Homes and Offices Will Be Colder

Take warm sweaters for instance. Factories, office buildings, stores, and even homes must use less fuel this winter. This means you will feel cold. The light-weight suits and rayon dresses which men and women have, during the past 10 years, been wearing in winter won't keep you warm this coming winter. You will not have the money to buy a new suit or dress. Hence, you'll shiver for a few weeks and then try to buy a heavy sweater.

But millions of others will then do the same thing! Result? All sweaters will be sold out in a few days and it will be too late to replace them. It is far more patriotic to buy sweaters now so that stocks can be replaced. The same argument applies to heavy coats, overcoats and warm stockings. Forget high heels and fancy shoes for the winter.

Transportation Troubles Among Changes Looming

I fear that the average reader of this column has little idea of the changes which are ahead. Remember that 10,000,000 workers, who three years ago were making clothing, shoes, furniture and similar things, have quit this work and are now making ships, airplanes, guns, munitions and other war supplies. Remember that the railroads, which three years ago were

Fred Astaire Has New Partner



Fred Astaire and one of his new dancing partners, Marjorie Reynolds, show how it's done in the new musical, Irving Berlin's long-awaited "Holiday Inn," which opens a one-week engagement today at the Rialto theatre. Astaire is starred with Bing Crosby in this fast and funny musical treat, which boasts 11 new Irving Berlin songs and 13 old ones.

Gold Hill

Gold Hill, Sept. 11.—(Spl.)—Mrs. Leon Wise left Tuesday for Redmond, Ore., to visit her sister, Mrs. Florence Livingston and daughter. Mrs. Wise was accompanied by Miss Beatrice Werth and Mrs. Walter McLean.

Mr. and Mrs. Mason Adair and daughter moved Tuesday to Medford where Mr. Adair is employed. They have resided for several months in the Art Mullin house.

Mr. and Mrs. Dave Winn returned to their home here Monday after several weeks visit with relatives in Oklahoma, Texas and New Mexico. Among local picnickers at McKee bridge Labor day were Mr. and Mrs. Aurelie Mounier and family, Mr. and Mrs. Curtis Parker and daughter Elaine, Joyce Robbins, Mr. and Mrs. Harry Newman and sons and Mr. and Mrs. Ray Wyatt and son.

Mr. and Mrs. Charles Kell left Monday for Ft. Ord, Calif., to visit their son Leonard.

Mrs. James Cummings of Portland is a guest this week of her parents, Mr. and Mrs. William Howes. William Martineau of Wood, former resident of this city, called on friends, Sunday.

Mr. and Mrs. James Belcher and three children of Medford moved this week into the Art Mullin house. Jocelyn and Denise Meunier and Barbara Nathan commenced school at St. Mary's academy in Medford this week.

Mr. and Mrs. William Jordan moved Wednesday to Ashland. They sold their property here recently to the Mormon church.

Donald Steinmetz is stationed at Gelger Field in Washington since his induction in August.

Mrs. L. R. Welch has returned from San Bruno, Calif., where she visited

her son-in-law and daughter, Mr. and Mrs. Evans. Mr. Evans is a military policeman at a Japanese internment camp.

Among local visitors to Huckleberry mountain were the James Blevins and Bryan Ward families. Also Mr. and Mrs. Lloyd Miller and Millie Walker. Mr. and Mrs. Melford Hood and two daughters spent Labor day in Crescent City.

Milton Steinmetz of Warrenton, Ore., spent the week-end and Labor Day holiday here with his wife and sons.

Mr. and Mrs. Fritz Werth left Thursday to spend a few days vacation at Breitenbush Springs.

Vaughn Whitmore returned Tuesday to his work near Portland after a week spent here at his home.

Mr. and Mrs. Merritt Merriman spent the week-end at Crescent City. They were accompanied by Frank Harvey of Portland, brother of Mrs. Merriman.

Mrs. Tom McClarnon and daughter Mary returned to their home in Portland Monday after visiting at the Vaughn Whitmore home.

Recent guests of Mrs. Nellie Reed were Mrs. Minnie Guy and daughter Ellen of Junction City, former residents here.

Miss Elsie Montgomery of Powell Butte, arrived Tuesday and will stay at the Cella Wise home again this year while teaching in the grades.

Joseph B. Eastman, director of the office of defense transportation, in Washington, yester-

day ordered owners of taxi fleets here to retire one-third of their machines.

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- No. 3. Slips for top heavy figure—hips same or smaller than bust. Sizes 34 to 44.

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Musical Stars In New Craterian Hit



George Montgomery (left) blows a torrid trumpet for Glenn Miller and his band, falls in love with Ann Rutherford and makes her one of the "Orchestra Wives," in the sparkling musical triumph by that title coming to the Craterian theatre Sunday for a three-day stay. Others starred with the merry three are Carole Landis, Cesar Romero and Lynn Bari. Songs featured in "Orchestra Wives" are: "I've Got a Gal in Kalamazoo," "At Last," "Serenade in Blue" and "People Like You and Me."

hauling things for you to eat, wear, and enjoy, are now over-loaded. Because of the transportation of war supplies, they have little space to transport even sweaters for you while trucks are short of oil and tires.

If all the shoes, clothing, etc., now being made, were available to the people of the United States, it would not be so bad; but they are not. Our fields, factories, and mines must, to a large extent, feed, cloth and fuel Great Britain, Russia, China and other nations in addition to our own people.

We are in a bad mess. Economic conditions will be worse before they are better. I don't believe in hoarding; but I do believe that reasonable advance buying is patriotic and beneficial to all concerned. This includes consumers, merchants, manufacturers and the transportation companies. It especially applies to Christmas shopping which should be started now; it even applies to "tax-loss" selling. This is one way to avoid panic and confusion in December.

Reese Creek

Reese Creek Sept. 11.—(Spl.)—School began Sept. 8 with enrollment of 25 in Miss Davis' room and 20 in Mrs. Shelley's room. School board met Sept. 6 with several visitors present. The board is making several needed improvements including having S. Chestnut and C. W. Waddell put new blackboards in both rooms, new windows and gravel will be added later. Dan Hancock is furnishing wood for the school and is hauling same. Maxwell Payne and Miss Mildred McDougall of Phoenix were married in Medford at the Courthouse, Aug. 29. They will make their home here on the Payne place. Mrs. M. Payne, Mr. Payne's mother is staying in Medford at present, employed at the home of Horace Geppert.

Mr. and Mrs. Harold Shaw of L. A. are visiting Mrs. Shaw's sister and family, Mr. and Mrs. C. W. Waddell also Mr. and Mrs. Robert Humphrey, for a week or so.

Mr. and Mrs. Homer Martin visit-

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