

MILK PRICE HIKES AUTHORIZED WHEN SHORTAGES LOOM

OPA Empowers Regional Offices to Make Adjustments Up to 2 Cts. Quart.

Washington, Oct. 7.—(U.P.)—Stabilization Director Fred M. Vinson today ordered limited increases in wholesale and retail milk prices where such action is necessary to correct serious milk shortages in communities of 25,000 or less.

The Office of Price Administration immediately authorized regional offices to carry out such adjustments.

The Vinson directive specifies that retail price increases must not exceed two cents a quart. Retail increases in excess of one cent a quart—or action which causes increases of more than one and a half cents a quart over prices prevailing in March, 1942—must be referred to Washington for approval.

Act in Shortages
Regional OPA offices will act, the OPA said, when a local milk shortage results from marked disparities between prices received by producers shipping milk to different but neighboring markets; or from low fluid milk prices paid to producers compared to prices being paid at nearby plants where milk is manufactured into dairy products.

Increases also will be granted when unusual localized cost conditions related to war activities threaten to reduce substantially or eliminate the milk supply.

Vinson's directive was designed to restrict the flow of milk to larger cities where prices have been higher. This movement of milk had caused marked shortages in normal nearby milk marketing areas.

Use Mail Tribune Want Ads.

DUPLICATION OF DELIVERY ROUTES BANNED OCT. 11TH

Consumer and wholesale distributors and industry organizations should contact the office of defense transportation for information about delivery schedule restrictions which become effective Monday, October 11, 1943, Jim H. Busch, district O.D.T. manager, announced today.

Busch declared the order provides that each wholesale and consumer distributor set up delivery areas or delivery routes which are not overlapping or duplicating and to prepare a map showing routes to be travelled after October 11, 1943. "This does not mean," said Busch, "that no concern may duplicate the routes of another. The requirement is that no carrier operate over a delivery route or area which duplicates or overlaps another of his own routes or areas."

He added that some industries in working out their delivery plans have found it advisable to form O.D.T. approved joint action plans as a means of protecting individual company business.

While personal taxes have increased from about \$3 billion in 1940 to an estimated \$16 billion in 1943, total income payments to individuals increased during the same period from \$76 billion to at least \$140 billion.

HEARING

difficulties overcome instantly with Sonotone. Write SAM METE, P. O. Box 582 for FREE Home Demonstration.

DUTCH BOY PAINTS

Full Stock
YOUNGER'S APPLIANCE SERVICE CO.
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PENNEY'S
The keynote is wise buying—
not careless spending!



PENNEY'S is cooperating 100% with Uncle Sam's policy of discouraging useless spending. That comes naturally to us because our business has been built on a policy of thrift and savings.

And you will still find at Penney's today things you DO need. We offer essential goods of the finest quality possible and obtainable under war-time restrictions.

Make Certain the Boys Overseas Have a Christmas—Only 10 More Days to Mail Your Gift—
Compete Mailing Instructions at PENNEY'S!

Mail Them Early For Christmas!

Gifts—Service Men Really Want!

Don't disappoint HIM by mailing Christmas gifts too late. Choose NOW and MAIL EARLY! By actual poll the boys want practical, small and useful items—easy to stow in a pack or barracks! Below are gifts he'll really appreciate and we've lots more suggestions for you in our store.

FITTED APRON KIT.....2.98

Sturdy poplin case to tie on like an apron. Six convenient pockets hold 14 needs for good grooming.



FITTED DUFFLE KIT.....4.98

Compact, durable poplin bag that holds 29 essentials for good grooming, sewing and wise shoe care.



Convenient Writing Kit .95

A "desk" of his own with postals, stationery, file folder, pencils!

Fitted Shoe Polish Kit .98

Sturdy duffle bag holds essentials for the daily Army shoe-shine.

Army Tan Socks 3 prs. 1.00

He always needs more mercerized cotton rib socks. Slack or regular.

Furlough Bag .00

Combination travel case for clothes, apron kit for shaving essentials.



Insignia Stationery 98c

75 sheets of fine quality paper with Service Insignia. 50 envelopes.

Fitted Buddy Kit and Case 4.98

Practical, compact and complete shaving and toilet kit. Pocket-size.

All Wool Khaki Slipon 1.98

Favorite sleeveless style for warmth without bulk. Easy to pack.

All-Leather Billfold 1.98

Durable and useful with removable compartments! Fold flat.

PLAN YOUR Service Man's Christmas NOW!



A Gift He Will Really Appreciate!
ARMY TAN COTTON SOCKS

Mercerized cotton rib socks that will wear. In regulation Army tan in comfortable slack length. 3 Pairs 1.00

Regular Length Socks.....25c pr.



for Boys and Girls

Style Hits for Young Lads!
MILITARY SUITS
3.98

Complete with gold-color braid, military buttons and leatherette Sam Browne belt! In Sanforized* gabardine twill. Sizes 2 to 8.

Girls' School-time Favorites!
JUMPER SKIRTS
2.98

Colorful plaids, rugged corduroys with dirndl skirts, set-in belts, patch pockets! Sizes 7-14.

Warm Sweaters.....1.98

*Fabric shrinkage will not exceed 1%.

Sturdy Action-Cut for School or Play!
BOYS' WARM COAT SWEATER

Roomy and comfortable for school or play, of sturdy, long-wearing Interlock Knit. Handsome two-tones. 1.98

CHILDREN'S SCHOOL AND DRESS OXFORDS

TOUGH leather shoes, expertly built for complete, lasting foot health! 8½ x 11½. Sizes from 12 to 3 at \$2.49.

Fuel Rationing's No Problem With Good Warm Winter Bedding!

Lightweight and Fluffy, Yet With Worlds of Cozy Warmth!
LUXURIOUS CELANESE RAYON COMFORTERS

For snug comfort all winter long! Filled high with all new springy wool and covered with lustrous Celanese rayon satin. Elaborate stitched pattern in rich colors to blend with your decorative scheme! Wonderful value!

12.75

FLORAL PATTERN — Solid Color Insert

Comforters—a luxury you can now afford at Penney's! Plumply filled with fluffy cotton and 33 1-3% wool! Covered with rich rayon sateen! 4.98



Warm Blankets are Wise Investments!
25% WOOL SOLID COLORS

Luxury quality blankets you'll be proud of for years! Closely woven, with a deep, soft nap and wide rayon satin binding. Treated against moth damage! 72" x 84" size. 5.98

Get the Most for Your Blanket Money!
25% WOOL PLAIN SINGLES

25% warm wool, 75% soft, sturdy cotton—a combination that makes for comfort and economy! Pastel plaids, rayon satin bound! 72" x 84". 4.98

Soft! Fluffy! Sanitary!
BED PILLOWS
1.98

Wonderfully soft pillows filled with chicken feathers. Covered with sturdy striped cotton ticking. Standard size. Values!

PART WOOL PLAID PAIRS.....3.49

Woven of soft cotton and 5% wool. 72" x 84".

ALL COTTON PLAID PAIRS.....2.98

Ends firmly stitched. Size 72" x 84".

SOLID COLOR BLANKET.....5.64

25% wool, 75% cotton. Bound. 72" x 84".

COTTON SHEET BLANKET.....69c

For soft extra warmth. Stitched ends.

Here Is Why—SPARS

Women's Reserve of the United States Coast Guard

ARE NEEDED SO URGENTLY—NOW!

Trained men of the Coast Guard are doing much more than their traditional tasks of maintaining coastal patrols in this war. Today, they are manning the boats in convoys and operating the invasion craft in dangerous waters on distant fronts—serving where they are so well fitted, in island-to-island fighting. That means that they must be replaced NOW in essential administrative, clerical and technical shore jobs. That means that young women must recognize their duty and respond AT ONCE. The demand for their services is imperative!

This Is SPAR WEEK in Medford!

Cherokee Sells, representative of the Coast Guard, is now at the Jackson County Chamber of Commerce to interview young women of this community. If you feel that you can qualify—and really wish to serve your nation where you are most needed, see Cherokee Sells NOW!

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J. C. PENNEY CO., INC.