



**THE ARMY'S WORKHORSE**—The Army's powerful new helicopter, the Sikorsky H-34, capable of carrying 3000-pounds or 12 fully equipped soldiers, picks up and carries to safety an L-19 airplane disabled by "enemy" fire during mock battle near San Marcos, Texas. This will be one of the highlights during the National Aircraft Show at Oklahoma City's Will Rogers Field Sept. 1-3.

MEDFORD  
**PENNEY'S**  
ALWAYS FIRST QUALITY!

**PENNY'S "SHOES" OPEN WEDNESDAY  
'EM BACK TO SCHOOL! NITES TIL 9 P.M.**



**COMBINATION LASTS**

**TEEN Sport Casuals**

With Handsewn Vamps  
A favorite with teens—Penney's right-priced casual style with soft, flexible moccasin construction! They're of smooth leather, with handsewn vamps. Brown, black. Sizes 4½-9. AA-A-B-C.

**5.90**

Sizes 12-3-B-C-D



**GIRLS' TWO-TONE SADDLE OXFORDS**

5.50 - 12½-3

Neat on her feet, happily priced—Penney's famous Childcraft quality Saddle Oxfords! Made with Goodyear welt construction, sponge rubber arch rests, combination lasts. They come in white and brown with white rubber soles. Sizes 8½ - 12

4.98



**LITTLE GIRLS' ALL-WHITE SADDLES**

5.90

Sizes 8½ to 12  
Beloved styling in fine leather with white rubber soles and heels... Sanitized. B & C widths in sizes 8½ to 12. Sizes 12½ to 3, A, B, & C Widths 6.50



**RUGED SCHOOL SHOES WITH GOODYEAR WELT**

6.50

Sturdy, good-looking, modestly priced—Penney's Childcraft quality children's shoes of fine leather. They have sponge rubber arch pads, combination lasts, Neolite soles, rubber heels. Brown. Sanitized.

Sizes 12½ to 3  
Sizes 8½ to 12—5.90  
Widths A-B-C



**PENNEY'S NEW "SUR-LATCH" OXFORDS**  
With No Laces to Worry About

5.50

A snap to open  
Click! It's closed!  
Opens and closes with a flick of the wrist... Easy to adjust for snug, comfortable fit, too. Fine leathers, rugged stitch-down construction. Sanitized. 8½ to 12. C & D Widths. Sizes 12½ to 3, B, C & D widths 5.90



**BIG BOYS' AND MEN'S BROGUES**

Heavy Double Long Wearing Synthetic Soles. Pebble Scotch Grain Upper—8.90  
School Favorite Sizes 3-6—B-C-D Widths 6.90—6½-12



PENNEY'S IS YOUR

**SADDLE HEADQUARTERS**

**7.90**

GENUINE WHITE BUCKS—Made from imported deer skins. Sponge rubber arch pads, combination lasts, leather heel linings and the popular salmon colored sole. AA-B-C.

4½-9

**ALL WHITE SMOOTH LEATHER**

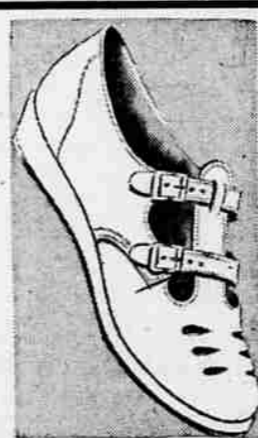
**6.90**

Combination lasts, arch pads with the long wearing all white sole. Sizes 4½ to 9. AA-A-B-C widths.

**WHITE NAPPED LEATHER**

**5.50**

Salmon color sole. A Penney Back-to-School value. 4½-9.



**NATURE LAST**

White **3.98**

The favorite duck bill in a light weight cushion insole strap. Size 4½-9—AA & B.



French bread with cream  
dove grey with black  
white with grey  
red with black  
all black

NOVELTY

**"HIGH-WALL" OXFORDS**

**5.90**

Smart looks, fine fit, comfort, thrifty Penney price... who could ask for anything more in a busy school-day shoe! Built to Penney's standards... with contrast toplines and cushion crepe soles, dashing lacing. Sanitized®. New colors. 4 to 9.

**On The Side**

By E. V. Durling  
(Distributed by King Features Syndicate, Inc.)

**The "Taming Of The Shrew"**  
is reported playing to capacity at the Shakespearean Festival at Stratford, Conn. The comedy on wife training probably holds the all-time box office record of all of the Bard's plays. It practically never fails to score. It was a smash hit when Ada Rehan and Otis Skinner played it. Also when Sothorn and Marlowe did it. It served as an outstanding vehicle for Lynn Fontanne and Alfred Lunt. Basil Sidney and Mary Ellis did it in modern dress with excellent results. Then there was the musical version titled "Kiss Me Kate" with Alfred Drake and Patricia Morison. It is interesting to note that in "Kiss Me Kate," the original story was closely followed. Not only that, Cole Porter used many of the original Shakespearean lines as lyrics.

**Passing By**  
Aiden Roark, erstwhile Polo star. Now a race track official. His wife is Helen Wills who, during her period in the sporting spotlight, was known as "Little Poker Face"... Richard Rogers, veteran composer of very popular music. Was an infant prodigy. Played the piano when four years old. Wrote his first song titled "My Auto Show Girl" when 14. At 17 attracted attention with a ditty called "Any Old Place With You."

**Sidelights**  
The shortage of competent secretaries in New York is now so acute that the age limit is being disregarded. Executives are expressing willingness to engage secretaries up to the age of 45. Only girl named Eartha I know is Eartha Kitt. Her parents were cotton farmers. Year she was born the crop was good. So her folks named her Eartha in honor of the good earth.

**Models**  
What measurements must a young woman have to qualify as a dress model in Manhattan? That is a query frequently asked. Said measurements vary. For example, I note that one establishment seeks a model who is 5 feet 8½ inches in heels. Other measurements desired by this firm are, 33-22-33. Another outfit, a world famous firm, seeks models who are 5 feet 9½ inches in heels. Then there is another seeking models who are 5 feet 5½ inches in stocking feet with measurements of 36-25-35.

**Asking**  
Queries from clients. Q. What were plasterers paid in New York City 30 years ago? A. In 1926 plasterers were paid \$14 a day. Keep in mind that at that time the dollar had three times as much purchasing power as it has today. Q. What is a "Dogie?" A. According to the accepted cowboy definition, "A Dogie is a little calf that has lost its paw and maw." That is, an orphan. Q. Who wrote the song titled "Rose Room?" A. Art Hickman. Q. Where is the restaurant called Charlie's cafe exceptional? A. Minneapolis.

**Among The Married**  
Are you by any chance awaiting the arrival of your first baby? Have you a diploma from a school for expectant papas? Has your wife taken a course in infant care and assembled a library of books on the subject? Does she know how long it takes to properly care for a baby? According to an extensive check, it takes a mother five hours and 41 minutes daily to care for a baby as a full time task. And a part time task the rest of the day. Of course, if you are a properly trained papa you can spell your wife occasionally.

**Customers**  
Ever read the book titled "Four Hundred Million Customers" by Carl Crow? Dealt with sales methods adapted to selling the 400 million people of China. Very interesting. Was written years ago. The population of China is now 602 million. It is the fastest growing country in the world. It is expected by 1980 that the population of China will be 1,000 million. That's a lot of customers and Soviet Russia hopes to monopolize that business.

Use Tribune Want Ads

**NEW!**  
all-transistor portable radio  
A MIRACLE OF COMPACT POWER  
See it today—GE's latest radio achievement. An all-transistor portable radio powered by one tiny, cooperative battery that will last far longer than any standard portable radio. And, with the new transistors, there are no tubes to replace. So small it fits in either purse or pocket, you can take it everywhere you go. And remember, the handsome plastic cases are substantially under normal use. Your choice is yours at only \$39.95.  
Top-grade overhauled carrying case and earphone for private listening are available at extra cost.  
Prices include White Box carrying case and earphone. Come to today and ask for a demonstration.

**HOME APPLIANCE CO.**  
115 East Main St.  
Open Wed. Night 'till 9:00

**BIG BOYS' AND MEN'S BROGUES**  
Heavy Double Long Wearing Synthetic Soles. Pebble Scotch Grain Upper—8.90  
School Favorite Sizes 3-6—B-C-D Widths 6.90—6½-12

**The Favorite Mile High Plain Toe Cordovan or Black**  
Big Boys' Sizes 6-12  
Widths B-C-D  
**8.90**  
Long Wearing Double Sole  
Boys' Sizes 3-6  
Widths B-C-D  
**6.90**