

PRICE CONTROL NOW REGULATES FOOD MARKETS

Editor's Note: War touches every home and every citizen. This column, based on official government information and prepared by the Office of War Information, shows how the war will affect Mrs. America and her home.

Ninety per cent of the foods that go into Mrs. America's market basket are now price controlled thanks to the new anti-inflation bill. Prices for most items in the American diet were set at March levels by the general maximum regulation, but the additional controlled commodities under temporary ceilings—poultry, mutton, butter, cheese, eggs, canned milk, onions, white potatoes, dry beans, cornmeal, fresh citrus fruits and canned citrus fruits and juices—are on the basis of the highest prices charged by the individual store during the five days between September 26 and October 2. By following Price Administrator Henderson's advice, Mrs. America can be sure that she isn't paying above the ceiling. His suggestion is that housewives make a list of the prices paid from September 28 through October 2. Then check against this list when marketing to see that the ceiling price is not exceeded.

Mrs. America's floor shouldn't be too bare now that 30,000,000 pounds of carpet wool have been released for the manufacture of floor coverings. The wool had previously been restricted in the belief that it might be adapted for the manufacture of clothing. However, only a small part of it was used by the apparel industry. Meantime, restrictions still stand for some of the better types of carpet wool, such as Persian gulf fleece, New Zealand fleece, and others.

Russian mothers may be feeding their children a new American cereal soon and likewise allied fighters will be tasting this new product. It's a quick cooking mixture of rolled oats, soya flakes, dry skim milk and sugar. This cereal is going to the United Nations along with shipments of vitamin products, canned fish, cheese, skimmed milk and other foods. Although the new product has been manufactured and packaged in the United States it will be labeled in Russian when it reaches the soviet table.

And now add to your household items made precious by WPB restrictions—the scale. The manufacture of all types of scales is prohibited in an order which also forbids the production of repair parts for household scales. But your grocer won't be in such a difficult po-

Fire Fighters Rush to Rescue of Trapped Workers



On the double, firefighters and spectators armed with shovels dash to the rescue of a group of men trapped by the wall of flame and smoke which suddenly jumped this road, cutting off escape from the big brush fire sweeping the Santa Monica mountains near Los Angeles.

sition since replacement parts can be made for all types of scales besides those used strictly in the home.

Soon furniture and other household upholstered articles using iron and steel will be a past chapter in American furnishings. For November 1 is the deadline for the completion of studio couches, sofa beds, lounges and other furniture using iron and steel. After that date, only the final assembly of fabric covers will be permitted. And, incidentally, the WPB has further reduced the amount of steel which can be used in bed springs. However, simplified designs and wooden frames will help manufacturers meet the limitation order and still save 15,000 tons of iron and steel annually.

If your neighborhood grocer's shelves have been minus certain food items lately—like breakfast cereals, shortenings, some canned vegetables and the like—you may expect to see the reappearance of many of these products that have either been low in stock or missing entirely. The answer is the new alternative pricing formula of the OPA. The plan will relieve the squeeze on food stores and wholesalers whose March ceiling prices have been too low to permit restocking the items because of higher replacement costs. They'll be permitted to charge slightly higher prices—a cent or two for

TWO YOUTHS HELD AFTER CITY CHASE

PORTLAND, Oct. 29 (AP)—Two youths were held for juvenile authorities today after police pursued one of them along downtown streets yesterday in a chase that ended in two traffic accidents and hospitalization of seven persons.

Patrolmen G. B. Hunt and W. P. Doescher said the youths were John Van Hove, 18, Woodburn, and John Hottman, 15, Portland, who escaped from the Woodburn state training school Wednesday.

Stolen Car
They captured Van Grove after a car he was driving collided with one driven by Mrs. John J. Keegan, wife of the Portland police bureau's chief of detectives, as the officers gave chase.

Hunt and Doescher took after Van Grove when they identified the car he was driving as one reported by Percy Ottoway of Aurora as stolen at Canby.

Crowd Gathers
Mrs. Keegan was taken to a hospital suffering from back, leg and possible internal injuries. Van Hove was treated at the police emergency hospital for minor hurts.

A crowd assembled at the crash scene and a few minutes later two other cars collided at the intersection. One of the vehicles ran into the crowd, injuring five persons so they required hospitalization.

Hottman was picked up later by detectives.

COFFEE HOUND
MARSHFIELD, Ore., (AP)—Chum has to be told about coffee rationing or he's going to think Hervey C. Tripp doesn't care any more.

Tripp doesn't know how to go about it. For Chum is his three-year-old Boston terrier.

Every morning he barks for his cup of coffee—straight.



Roy Carter, left, of Carter's Fine Foods, and Jack Watson, National Biscuit company representative, examine a package of Shreddies, Malsco's new flavored cereal, at the Carter store. With some food shelves bare and many articles rationed, the introduction of a brand new breakfast food (and lots of it) is news, they said.

Sprague Commends Republican Ticket

SALEM, Oct. 29 (AP)—Governor Charles A. Sprague, defeated for republican renomination last May by Secretary of State Earl Snell, said today, "I commend the entire republican ticket to the voters of Oregon

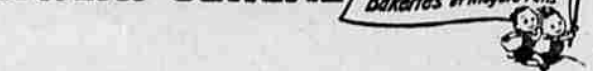
at next Tuesday's general election."

NEAR EAST QUAKES
LONDON, Oct. 29 (AP)—Istanbul, Smyrna and other places in western Turkey were shaken by earthquakes early this morning, Reuters reported today. It said no damage was reported.

BONE-DRY SHOES

Lace-to-toe—are light and comfortable.
8-in. logger heel.....\$8.95
DREW'S MANSTORE
733 MAIN

NEW FLAVORED WHOLE WHEAT CEREAL



Here's something good for tomorrow's breakfast! Shreddies. Pure whole wheat plus mellow malt, served up in crispy tender, spoon-size morsels. The wheat germ's in, and the combination of the whole grain plus malt is superfine for energy. You'll get going right on Shreddies! Better call your food store now. Remember, among all the hundreds of folks who tried our exciting new cereal...

4 out of 5 said:

THE FLAVOR'S GREAT! SO'S THE SPOON-SIZE!

Shreddies
SHREDDED WHOLE WHEAT

Baked by NABISCO NATIONAL BISCUIT COMPANY

Right Reserved to Limit Quantities

Emil's

SUPER MARKET STORE NO. 2 STORE NO. 3
8th and Pine Ph. 3167 1338 Ore. Ave. Ph. 4714 2200 S. 6th Ph. 6875

Check Emil's Low "Ceiling" Prices

Oats Alber's, Quick or Regular	3 Lb. Pkg.	23c
Tuna Fish Light Meat, No. 1/2 Can		39c
Sorghum Made by John Darby, Medford	5 Lb. Pall	93c
Post Toasties Giant Pkg.	2	25c
Swift's Prem	Can	35c
Dutch Cleanser	2	15c

BORENE Soap Granules Giant Pkg.	57c
A ScotTissue Soft Weve	3 Rolls 23c

Double Barrel Food Values

Meco Peas, No. 303 can	13c
Tomatoes, Del Haven, No. 2 1/2 tin	14c
Spinach, Royal Club, No. 2 1/2 tin	17c
Cranberry Sauce, Standby, tall tin	17c
Kadota Figs, Meco, tall tin	2 for 25c
Shredded Beets, Royal Club or Diced, No. 2 can	14c
Pumpkin, Standby, No. 2 1/2 can	2 for 23c
Sweet Potatoes, Royal Club, No. 2 1/2 can	25c
Pineapple Juice, Royal Club or Del Monte, 46-oz. can	39c
Prune Juice, Sunswat, quart bottle	25c
Swift Tomato Juice, tall tin	3 for 25c
Miracle Whip, quart jar	41c
Parkay Margarine	2 lbs. 49c

Bag the Limit in Values

Cut Macaroni or Spaghetti O-So-Good 2 1/2-Lb. Bag	22c
Veg-All Larson's Glass	15c
Grapefruit Royal Club 2 303 Cans	25c
Facialettes Cleansing Tissue 500 Sheets	21c
M. D. Tissue 3 Rolls	25c
Pop Corn Jolly Time 10-Oz. Tin 2 for	25c
Tapioca Alber's 16-Oz. Pkg.	19c

FLOUR 49-Lb. Bag	\$1.99
1 Bottle Standby Catsup	.01
All for	\$2.00

Dog Food Ken-L-Blakit, 2-lb. pkg.	23c
Dog Food Bonnie, 2-lb. ctn.	21c
Dog Food Pard, 2 for	25c

New N. B. C. **Shreddies** Shredded Wholewheat Spoon Size Ready to Serve 2 Pkgs. 25c

Produce Specials Thurs., Fri. and Sat.

Cauliflower Snow White Extra Large Heads	Each 25c
Green Onions Local Medford Bu.	5c
Hubbard Squash Local, Whole or Cut	Lb. 3 1/2c
Delicious Apples Fcy. 4 Lbs.	25c
Cider Pure Apple (Plus Bottle) Gallon	65c
Oranges Sunkist Juice Size 2 Doz.	49c

Jones Colored Fryers
If You Haven't Tried One You are Missing a Treat
We Are Handling the **Best Steer Beef**
That Money Can Buy—We Guarantee Satisfaction

Beef Roast Lb.	27c
Sirloin Steak Lb.	37c
Rib Steak Lb.	38c
Pork Steak Lb.	32c

Ask your grocer...

Does Edwards Coffee have special advantages that assure freshness... even in the Victory Bag?

His answer is "YES!"

EDWARDS COFFEE

THIS luxury coffee is now sold in the bean, ground the instant you buy. Freshness protected nature's own way. And fast deliveries still rush it direct to your grocer from nearby ovens. This step-by-step control, plus Edwards' great popularity and rapid sales, guarantees that the Edwards you buy today in the emergency package is fine and fresh. Quality? Blend? Flavor? Exactly the same as always... the favorite of thousands for over 35 years. Try Edwards! A smart buy in times like these... fully guaranteed. Every pound ground fresh for your coffee maker. Every pound a welcome money saver! Enjoy this luxury coffee and buy extra WAR SAVINGS STAMPS with what you save!

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EDWARDS Coffee

Edwards coffee in the new Victory bag is kept in the bag till you buy, then ground exactly right for your coffee maker

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