

### Ad Clinic Schedule Outlined

The Oregon Ad club's advertising clinic, of interest to anyone buying or producing advertising, is scheduled to get under way promptly at 1:30 p. m. this Friday at Legion hall.

The Portland advertising experts who speak at the clinic will not attempt to tell what advertising to use. It was pointed out, "Talks and discussions will be pointed at making the best use of the various media."

The all-important afternoon session will carry through on the following schedule:

- 1:30—Introduction.
- 1:35—"Basic Advertising and Copy," Art House.
- 2:15—"Retail Copy and Merchandising," Laurie Ross.
- 2:45—"Advertising Layouts," Wayne Leland.
- 3:20—Recess.
- 3:20—"Advertising Production," Carroll O'Rourke.
- 4:00—"Outdoor Advertising," Vernon Jenkins.
- 4:30—Recess.
- 4:40—"Programming and Radio Copy," H. A. Bratsberg.
- 5:10—"Direct Mail and Printing," Milton Bell.
- 5:40—Recess.

The evening session will open with dinner at the Willard hotel, with Carl Werner introducing and showing the public relation film, "By Jupiter." The picture will be followed by a question and answer period.

Registration to the clinic is still open. Those who wish to attend and have not yet secured their tickets are requested to make their reservations at the chamber of commerce by Thursday morning, it was announced. A nominal fee of \$2, which includes the price of the dinner, is being charged.

### Mrs. Mansfeldt Walks Out Of Women's Prison

TEHACHAPI, Calif., Feb. 18 (AP)—Mrs. Annie Irene Mansfeldt, 48, walked briskly from Tehachapi women's prison Tuesday after serving 25 months and 10 days for manslaughter and said:

"I feel I have paid my debt to society."


But, she continued, "I guess in a sense I shall never stop paying" for the shooting October 4, 1945, of Mrs. Vada Martin, 36, nurse whom she suspected of intimacies with Dr. John H. Mansfeldt, prominent San Francisco physician.

Mrs. Mansfeldt, talking to newsmen, refused flatly to discuss her life behind prison bars.

"When those gates closed behind me today, they closed forever as far as I am concerned," she said. "But I have found peace and contentment in prison and now I feel absolutely invulnerable."

Her first words when she walked through the gates asked of the health of her children, and she was joyful when told they were feeling fine. The children are Irene, 17, John, 16, and Terry, 14. Dr. Mansfeldt killed himself two hours after his wife reached a hospital with Mrs. Martin's body.

Little Ads get Big Results—Use the Herald and News Want-Ads!



**Does YOUR Life Insurance Program protect YOUR SOCIAL SECURITY ESTATE?**

**PAUL A. LEE**  
Phone 7777 731 Main St.  
SUN LIFE OF CANADA



CARROLL O'ROURKE

Carroll O'Rourke, member of the Oregon Ad club "flying squadron" which will conduct an advertising clinic here Friday, will cover the subject of "Advertising Production."

O'Rourke majored in art in college and did his art thesis on copper etching. He sought the glamour of the Golden Gate Exposition in San Francisco in 1929, and landed the job of the yearbook department on the American Engraving company staff of that city.

He did map reproduction work for the army, and on discharge joined Mac Wilkins, Cole and Weber advertising agency of Portland as production manager and account executive.

Reservations to the Friday afternoon and evening ad clinic will still be available at the chamber of commerce Wednesday.

### Tallest Tower To Be Built

BALTIMORE, Feb. 18 (AP)—A radio tower to be built near Des Moines, Ia., will be the tallest man-made structure in the world, spokesmen for the Westinghouse Electric corporation announced here Tuesday.

C. J. Burnside, manager of the firm's industrial electronics division, said the tower would hold a new type of FM transmitter developed by Westinghouse, and would beam broadcasts from station KRNT over a radius of 120 miles.

He said present plans call for a 1530-foot tower and pointed out this tops the Empire State building—now the world's tallest structure—by 280 feet.

### Armed Japanese Carry On War

MANILA, Feb. 18 (AP)—Well-armed Japanese stragglers are still operating on Lubang Island, just south of the entrance to Manila bay, it was learned today. A Filipino farmer was wounded by three bullets and a hand grenade when he ran into a party of them.

Failure to bear a son is ground for divorce in Arabia.

**ARROW SHIRTS REMODELING SALE!**

Must make more room for construction crews! Dozens of items reduced!

**Heavy WOOL JACKETS**

Dozens of plaids, solid color, and checks dramatically reduced to clear!

REG.	NOW
\$10.85	\$6.95
\$15.00	\$9.95
\$19.50	\$12.95

Since 1918

**Drew's MANSTORE**  
733 Main  
Nunn-Bush Shoes

## "Mr. Penney, I have a problem..."

"I'm mighty hard on my work clothes... I really pound 'em! The best and toughest I can get are what I need. But with the way living costs are going up—and clothes for my wife and the kids and all—I have to make sure I'm getting plenty for my work-clothes dollars. Mr. Penney, I really need help on this problem..."



MAIN FLOOR

## BIG MACS\* GO BEST WHEN WORK IS TOUGH!

And These Famous Overalls Are Economically Penney-Priced Too!

Tough is right! They're sturdy 8-oz. denim, to begin with—and they're double stitched! Then, they're thread riveted at strain points—another important item when hard work's ahead! Sanforizing\* means they can be washed without shrinkage. Another feature of Big Macs is they'll fit—That means long hard wear, as well as comfort! Sizes 30-48. Big Mac Denim Jackets..... 2.69

# 2.69

Tough—Long Wearing Big Mac Dungarees

# 1.98

Sturdy 8-oz. denim refuses to wear out! Sanforized—and easy to wash, too! Big Mac dungarees have copper plated rivets at points of strain. Double sewn seams! Sizes 30-42.

\*Less than 1% Shrinkage.

MAIN FLOOR

\*Reg. U. S. Pat. Off.



### SMART and SERVICEABLE ALL THE WAY

#### WHIPCORD PANTS

All around work pants of sturdy cotton whipcord—Sanforized. Bar tacked at points of strain. Heavy duck pockets. Built for rough wear. Sizes 29-52.

# 2.79

#### DOESKIN SHIRTS

Neat looking, tailored sleeve construction. Roomy pockets. Dress type collar. Sanforized. Sizes 14 1-2 to 17.

# 2.98

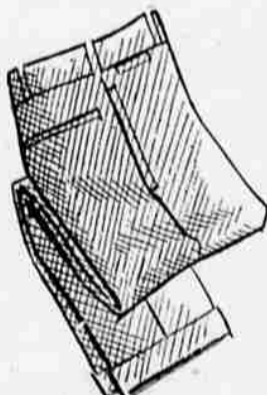
#### MATCHING PANTS

Make it a uniform. Top quality. Sanforized. Slide fastener, reinforced at points of strain. Double stitched pockets. Sizes 30-48.

# 4.98



MAIN FLOOR



Hard to Snag WORK PANTS 3.98

Sanforized Cavalry Twill that takes hard work in stride! These pants are roomy, give you good fit! Large pockets, reinforced seams. Oxford.

Main Floor



Coveri Can Take It! WORK SHIRTS 1.59

Sanforized gray covert Big Mac\* shirts with comfortable collars. They're cut to fit! Easy to wash! Two button through pockets. Sizes 14 to 19.

Main Floor



8" Lace-to-Toe LOGGER BOOT 12.75

Black retan leather top. Full double leather sole. Solid leather Woodsman heel. Steel shank, double nailed and sewed construction. Sizes 5 1-2 to 11.

Downstairs



10" Pull-On FIELD BOOT 13.75

Snug fitting, black retan leather top. Finest quality double leather sole. Woodsman solid leather heel with rubber top, steel shank. Sizes 6 to 11.

Downstairs



Comfort and Long Service! WORK SHOES 7.50

Well constructed brown bluchers with steel shank, leather midsole. Goodyear construction! Cord heels and outsole. For all-around use! Sizes 6 to 11, width B, E and 4E.

Downstairs

### PENNEY'S

CHECK THESE ITEMS

Heavy Canvas Gloves 11-oz. canvas, knit wrist Fleece lined 33c

Heavy Napout Gloves Heavy nap out glove every man knows. Knit wrist 39c

Brown Jersey Gloves Cotton Jersey knit wrist Ideal for work 29c

Leather Palmed Gloves Split horsehide leather, knit wrist. All leather thumb and fore-finger 89c

Work Hats Black or red crusher type hat. Leather sweat band 98c

Leather Aprons Ideal for lumber pillars or expressmen. Heavy side leather 4.98

Wool Work Socks 100% wool. Colors natural or oxford. Size 10 to 12. 59c

Cotton Work Socks Fine combed cotton for comfort. Tight woven for longer wear. Sizes 10-12. 25c

Shop Caps Denim or covert, Sanforized. Striped or oxford. Sanitary protection 45c

WHITE Herringbone Pants Ideal for working man who must dress in white. Sanforized. Sizes 29-34 3.49

White Shirts to Match Shirts built to match. Two pockets with flaps. Sanforized. Sizes 15 to 17 2.79

Heavy Black Jeans Sanforized shrunk. Heavy duck pockets, bar tacked points of strain. Sizes 30-42 2.98

Men's Covert Jackets Blanket lined, Talon front. Washable. Sanforized. Sizes 36-48 3.49

Foremost Waist Overalls 10-oz. denim, Sanforized. Copper rivets at points of strain. Sizes 29-42 2.49

Men's Sweat Shirts Heavy fleece lining—Colors natural or grey. Sizes 36-42 1.79

Bandana Handkerchief Buy now! Blue or red. Size 21x25. Fast colored 25c

Men's Utility Sweater All Wool—Oxford Grey, Heather, Blue Colors. Sizes 36 to 48 4.98. Sizes 50 to 52 5.50

Leather Gloves Grained buckskin or top-grain horsehide. Soft and pliable 1.98

Men's Shirt Jacket All wool plaid in colors of red, brown, and black. Also some multi-colored ones. Sizes small, medium and large 7.90

MAIN FLOOR

Indian Design Boy's Sweaters 2.98

100% Pure Wool

Neatly styled for warmth and comfort. Constructed for wear and service. Colors blue or green. Sizes 4-6-8.

DOWNSTAIRS

Store Hours 9:30 a. m. 5:30 p. m.

# AT PENNEY'S

THE ANSWER TO YOUR BUDGET PROBLEM

## THIS IS THE DANGER ZONE



If you can depress your brake pedal to within an inch or less of your floor board, your brakes need immediate attention.

We will: ADJUST BRAKES FOR . . \$1.00

INSTALL NEW GENUINE FORD LININGS FOR . . . \$9.50

**Balsiger, Inc.**  
Your TULELAKE Ford Dealer  
Third and Main Sts. Phone 2431