

Government Tries To Ease Business Loans, But Lack Of Borrowers Big Problem

By SAM DAWSON
NEW YORK, Aug. 10 (AP)—The government is moving to make it easier for businessmen to borrow money—and easier for Uncle Sam to borrow, too.

The idea is a double-barreled one to put a brake on the recession and to make the treasury's start of deficit financing less painful. It comes at a time when buying-on-time is climbing again, when past-due accounts are increasing, and when taxes are at an all-time peak. No wonder the financial picture makes you dizzy.

The federal reserve board is going to free \$1.8 billion of bank reserves in a four-week trickle, at a time when businessmen presumably should be looking for bank loans to prepare for fall and winter business.

Some skeptics doubt if this will do much to brake the recession. They point out that business loans are down \$2.7 billion from the first of the year, and that the \$16 million rise 10 days ago from the year's low scarcely indicates any great demand for business loans which the bank can't meet easily as it is. These observers contend that the real shortage is in borrowers.

However, by freeing the reserves at this time, the federal reserve board once more makes it plain it has switched from fighting inflation to fighting deflation, and will make certain that money is easy, and presumably stays cheap or gets cheaper.

The move comes at a time when consumer credit is on the increase again, after its dip in the first few months of the year. The federal reserve board reports that at the end of June total credit outstanding to consumers was \$15,141,000,000 higher by \$1,472,900,000 than the total a year earlier. Easing its curbs on installment buying was one of the first steps the reserve board took to fight the recession. Apparently, the easier terms have induced more people to buy on time.

Installment buying of such things as autos and household appliances has reached a new high at more than \$9 billion. Charge accounts and other forms of non-installment credit, the credit research foundation reports today that in the last six months there has been a definite slowing up of collections in the manufacture and wholesale fields. Past-due accounts now average 7.5 per cent. A year ago the average was 5.5 per cent.

Factors cited in the rise of past-

Luce Home To Be Turned To Monastery

CHARLESTON, S.C., Aug. 10 (AP)—The shrubland plantation home of Time-Life Magazine Publisher Henry R. Luce near here is going to be converted into a monastery for Catholic monks who take vows of poverty.

Luce has conveyed most of his Meekin plantation in Berkeley county near Monks corner to the Catholic diocese of Charleston for a Trappist monastery. The most Rev. Emmet M. Walsh, bishop of Charleston, announced the acquisition yesterday.

Monks of the Cistercian (Trappist) order from the Gethsemane, Ky., monastery, are expected to arrive at the plantation this winter to begin work on the development of the foundation.

Involved in the transaction was \$200,000, payable \$40,000 a year for five years.

Luce conveyed the manor house, three guest houses, and 3130 acres of the 7200 acres of the plantation to the diocese.

The Meekin monastery will be the fourth in the United States. The others are at Gethsemane and Conyers, Ga.

About a year ago Mrs. Luce, a former congresswoman, gave money to the Benedictine order to help found the Regina Laudis abbey at Bethlehem, Conn.

Finlander Sneeze Champ

HELSINKI, Finland (AP)—Finland is not to be sneezed at when it comes to sneezing. A man named Pelkonen, of Tampere, Finland, has been sneezing for half of his 40 years—without interruption, to be sure. For two or three days, maybe a week, he is normal. Then it starts, and he sneezes 1500-2000 times a day. The sneezing is accompanied by a bad headache and some fever.

Dr. Eric Nyberg, of a Helsinki hospital, explained that Pelkonen a metal-worker, appears to enjoy generally good health, but the sneezing recurs without fail—and Pelkonen returns to hospital.

"There he is put to bed and given "asthma" treatment. The affliction, the doctor said, is an allergy, a form of nasal catarrh, caused by the veins in the nose.

English Poetry On The Downgrade

LONDON (AP)—Earl Wavell, poetry-loving field marshal, says English poetry is in a bad way nowadays. Speaking at the annual meeting of the London Library, he complained about "the dark, obscure, discordant mutterings, which pass for poetry in these days."

"I do not believe the fire of poetry has really died out of us," he said, "but I do not think the flame is very strong at the moment. The earl favors the old standbys of English poetry. He once compiled an anthology called "Other Men's Flowers."

Alaska Tip Aids FBI In Capture

SEATTLE, Aug. 10 (AP)—The federal bureau of investigation said Tuesday a tip from its Anchorage, Alaska, office aided in tracing John E. Summers, who was arrested in San Francisco yesterday on a warrant charging he murdered Mr. and Mrs. Howard Esley of Tacoma.

J. B. Wilcox, agent in charge of the FBI here, gave this account: As part of a general investigation, an FBI agent in Anchorage interviewed a relative of Summers. The Anchorage informant gave the name of another relative in San Francisco. The latter person reported

that Summers was believed to be working as a janitor in a certain San Francisco rooming house district.

A systematic check of the district followed and the search ended when Summers answered the door bell at a Gough street rooming house, and admitted his identity.

RETIREES

WASHINGTON, Aug. 10 (AP)—James C. Capt. 61, retired Tuesday as director of the census. Philip M. Hauser was named acting director. Capt. retired because of "prolonged illness." Secretary of Commerce Sawyer announced. He had been census director since 1941.

Martha Shops and Shops

Rickys Has About Everything

but the baby in the department where we went looking for silver table services for your small one. Since the time to start that lad or lassie on the high-way to perfect table etiquette is just as soon as small hands can grasp a fork or spoon RICKYS has stocked baby feeder spoons with straight handles in 1881 Rogers silver plate at just \$1.00 or the Danish Princess pattern at 75 cents . . . darling 2 piece educator sets, spoon and fork in 1847 Rogers Remembrance and First Love and Holmes and Edwards Danish Princess, Youth and Lovely Lady at \$1.75.

You'll be "mitty" interested in the in-between educator sets with a little longer handle that come in Community Coronation pattern for \$2.00. The companion set, cup, spoon and fork in Rogers 1847 First Love and Remembrance is precious. The full set is \$5.45 . . . the odd cents being Uncle Sam's tax on the cup. It's goofy but there's no tax on the "eatin' iron."

Go in' right up the ladder, still in silver plate we found 3 piece junior sets, knife, fork and spoon that can be used until kiddies are 8 or 10 years old in Danish Princess for \$4.00 . . . Coronation at \$4.50 . . . First Love same price and inexpensive Tudor plate in Fantasy pattern. \$2.75 . . . 3 piece Wm. Rogers in Exquisite for \$2.50.

Little silver plated drinking cups, plain or engraved with "BABY" with washed gold lining from \$1.95.

Tired of prices? Goodness, don't be, we're just getting to sterling at RICKYS . . . nearly all the Gorham patterns, educator sets with tax included at \$5.00 . . . International's Serenity, Prelude and Minuet, \$3.50 . . . Towle's Candlelight and Old Master, \$4.95.

International's Prelude in the junior size, knife fork and spoon at \$3.50 . . . Gorham has a nice idea in this set, a full size teaspoon to team up with mother's . . . Lyric, Camellia and Chantilly . . . 3 pieces for \$12.00 on the first two and an added two bits on Chantilly.

There's something bewitching about sterling baby cups and a royal fashion for the new-comer is a tiny fruit juice cup, engraved, (it couldn't hold more than a good swallow) at \$2.95. This indeed is an idea for a "shower." Baby will really come into his own with any of the beautifully designed cups we found, priced from \$6.95 to \$20.00.

Sterling rattles, "honest," plain and fluted, \$3.50 to \$4.50 . . . birth record teething rattles . . . any chubby angel will coo over these . . . wee sterling bells attached to neutral colored rings, they look just like mother of pearl . . . beginning at \$2.40 and as a wider-upper sterling picture frames from \$1.75 up.

You'll start baby out in style with a gift from 700 Main street.

RICKYS.

Summer Without A Picnic

is like Christmas without presents. Now a picnic's no fun if there's a lot of work to do to get ready. SO . . . do you know what we've discovered? Well, a picnic is a cinch if you'll go to the FINE STREET MARKET and get a supply of PAPER "fixins" . . . paper plates, some of 'em with metal rims so they won't "squash" . . . sandwich bags . . . garbage bags to carry the waste out of the woods . . . these are water repellent and we learned they have a heap of other uses . . . carry your damp swimming suit . . . damp laundry or dressing from the sick room in them . . . line your waste containers and slip one over your damp mop.

The FINE STREET MARKET has cooking parchment . . . cook your vegetables right in a square and save food value . . . wax paper for shelves and lining drawers . . . Dixie drinking cups and Handi-handle cups for hot beverages . . . little crimped baking cups for fancy cakes . . . they'll do double duty as covers for milk bottles, drinking glasses . . . doll them up for table service for nuts and candy . . . Still talking paper, the FINE STREET MARKET has oodles of napkins and cleansing tissues.

Don't forget, there are 5 free deliveries a day for your convenience from this shopping center. Just call 3128 and don't forget to ask for S&H Green stamps at the

FINE STREET MARKET.

There's Sophistication

of the boulevards in HEAVEN-SENT eau de toilette that is on special this week at CURRIN'S the Friendly Drug Store. A few drops of this, so they say, and you'll be worldly-wise trying to be innocent . . . we're only repeating what Polly told us. Heaven-Sent is an enchanting, bouquet blend with an artful undertone . . . compelling, ethereal . . . extremely lasting . . . it's one of the most loved fragrances of all time.

Now is the time to drop into CURRIN'S for a supply of that never-to-be-forgotten fragrance, it comes in a darling bottle. Once you've used this scintillating scent you'll never want to be without it . . . a tiny bit goes a long, long way. What a refresher eau de toilette is in warm weather . . . a few drops on your wrists, around the hair line . . . at the nape of your neck and . . . here's a trick a gal in an office told us this week . . . roll your hose down and rub a bit behind the knees, it's a marvelous picker up after you've been sitting at a typewriter for hours. Before we sign off we must tell you that a big, big \$2.00 bottle of Heaven-Sent is on special, right now for \$1.45 at the Corner of Ninth and Main.

CURRIN'S.

New Fashion Additions

will have everybody looking like an angel this fall if your wardrobe comes from WHYTAL'S. We're not "spoofing" . . . this is a year of ELEGANCE. There is poise and grace and flattery in every line of every suit, dress and coat that we found this week at WHYTAL'S.

Styles for fall are definitely "different" . . . designers have used lush materials, bows and buttons, big armholes, panels floating to the back, windward or front, jabots, metallic trim and a hundred other NEW ideas to create an entirely NEW you. Clothes are all softness and femininity . . . there's queenly beauty of design . . . colors are an Autumn garden of rich hues.

Summer is gone at WHYTAL'S and you'll get a thrill from the FIRST fall clothes at this apparel shop.

Cocktail dresses are particularly lovely . . . black tissue faille with very full flared skirt . . . huge pockets, plunging neckline and clever cuffed sleeve . . . another with square cut neck outlined with deep folds to form a bertha, intricate back drape and big taffeta bow to tip your right hip . . . gold belts and side drapes . . . a black dotted marquisette over magnolia taffeta, deep velvet cummerbund . . . hyacinth blue satin . . . black moire and cocoa faille.

Casual dresses in 100 per cent wool jerseys, smart with stitching and buttons, one a slate grey with huge ball buttons . . . or a black and red striped bodice topping a gray skirt . . . clever as all get out, a bright, bright, plaid wool with a smashing, blue fringed stole . . . Those we saw were merely teasers, big shipments are on the way . . . sizes are from 8 through 20½.

Bronze tones predominated in the first showing of formals at WHYTAL'S and a new burnished copper is a gorgeous shade. Bronze cut beads are knock-out accents and slipper satin is perfect for evening. Details appear to elongate your torso and make slim graceful curves of your hips.

Such an air . . . such a flair in coats this season. WHYTAL'S has coats you love to touch . . . cream of the fleeces with city and country manners . . . a beige wool with wide lynx collar, a very different style in gray with pleated bodice back and skirt, a red shortie . . . country tweeds in brown and blue.

You'll surely spark your wardrobe with a garment from any department at 501 Main street, WHYTAL'S

Your favorite ladies' apparel shop tells us this week that two fabrics will be in key positions for your coat choice for fall—and rather far apart in character they are. Broadcloth and tweed are at the top. Broadcloth usually considered "dressy" is being done in easy casual styles—it can be worn dressed up or dressed down—and—tweeds go dressy in soft and urbane colors.

Tops in style notes, and a must in every college wardrobe this season, is the little weskit or waist-coat, the jerkin and vestee. In one number stripes are actually sewn together for sharp color contrast. For real elegance, a velveteen weskit is worn alone with no blouse, but with a heavy chunk of jewelry. For casual occasions it tops a galaxy of nylon blouses.

The New Formula

in hats is magnificence. This year they are a little fabulous, a little worldly. And LA-POINTE'S if you please, has the most saucy, dashing, young, intriguing fall chapeaus we have seen to date. Scouting this week we found that new shipments are coming in every

day and that color is the WORD . . . no more BLACK hats with black suits or coats or frocks.

Fall hats are not extreme but they do have verve, they're feminine and flattering. Manipulated crowns will be sure of success . . . you'll find velvets and taffetas, satins and felts, profile hats that sweep dramatically to the side . . . cloche hats adaptable to young and old . . . pert little corduroy campus casuals for the gals headed for school . . . these in brimmed or beret styles . . . every color under the sun at \$2.98 . . . cute little velvet cloche head coverings that will remind you of a Dutch bonnet . . . other berets in velvet, velour, beaver, light weight and stunning on gals from 8 to 80. Colors are as new as tomorrow morning . . . flame-kist . . . Riva-blue . . . padua blue . . . copper . . . dacia. One Howard Hodge we found, (the name of the designer tells the story) was a smart black, profile drape with four heavy black silk tassels. For the first time we saw hats imported from Czechoslovakia and Italy . . . you must ask to see these at LA-POINTE'S . . . but our choice, made after looking long and wistfully, was an auburn green velour with cockade of grosgrain ribbon.

We must, lest LA-POINTE'S never forgive us, tell you that there is a big selection of millinery in 23 inch head sizes for matrons and even a few also 24.

Don't let any more water run under the bridge until you see the new fall millinery at 507 Main street.

LA-POINTE'S.

Addition of citric or ascorbic acid to peaches when packing for locker freezing increases Vitamin C content of the processed fruit and prevents loss of color in both the freezing and defrosting processes. Get it in powder form at your favorite drug store.

College-bound girls with an eye peeled for this Fall's clothes curriculum should keep three things in mind. The big fabric is wool jersey, with corduroy and velveteen running neck-and-neck for second place. The casual jacket will go over everything, from lounge skirt to evening gown and skirts are pleated, pleated, pleated, and all of them are narrow. That's the report from Stephanie Koret of California, one of the nation's top sportswear designers.

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