

A Dream Come True

IT HAS BEEN SAID THAT ART IS THE EXPRESSION OF MAN'S JOY IN HIS WORK

When we entered the drug business twelve years ago, we determined to keep abreast of all advances in pharmacy so that we could render a truly scientific service to the people of this community.

We have found real pleasure in our work—and the substantial trade which we now have is sufficient evidence that our efforts have been rewarded.

"OUR DREAM HAS COME TRUE"

You are invited to join our family of loyal, satisfied customers.

QUALITY GOODS—SUPERIOR SERVICE—RIGHT PRICES

Underwood's Pharmacy

KLAMATH FALLS OREGON

WHERE PARTICULAR PEOPLE BUY THEIR DRUGS

PURITY ACCURACY

DEVELOP RESOURCES, STATE CHAMBER'S AIM

Expansion Movement Now In Progress Will Allow Broader Activities.

What does Oregon need? What—if it were possible to name the chief factor—does it most need in order to develop with a maximum of success?

The question is impossible to answer. There is no "chief factor." The solution lies not in one particular need, but many.

Oregon today, facing an era of development unparalleled in its history, must fill these needs if it expects to go ahead.

Of the many factors that must be employed if the state is to progress immigration and colonization stand pre-eminent in order to solve the vital problem of land settlement.

Irrigation, reclamation of land and drainage must be developed as another method of bringing about the solution of this problem. Farm labor must be brought in. Homeseekers who in turn become food producers, must be encouraged and made to see the possibilities that await them in the great northwest.

Good roads must be built. As the vast tracts of wilderness with their billions of feet of timber are converted into lumber, highways must be provided over which commerce can be carried and the scenic beauties of the State viewed by the tourist.

Among other needs are industrial expansion, railroad extension and water power development.

Advertising and publicity must be carried on if Oregon is to be made known as a country for the homeseeker where Opportunity beckons. Its scenic beauties must be advertised to attract the stream of golden dollars from tourists and pleasure seekers. Other states, most of them with fewer advantages to attract, are realizing millions each year from tourists—because they realize the value of advertising and making public what advantages they possess.

Oregon must develop its water transportation, its mineral lakes, its ports and reach out for foreign trade and it must develop the state to produce the exports which are to go down to the sea in ships. It must expand its educational facilities as an additional advantage to hold out to the homeseeker with children to educate.

The Oregon State Chamber of Commerce is the most logical agency to carry on this development work simply because a state organization of this nature can work for the mutual good of all communities in the state without favoring any particular one.

OREGON PLAYGROUND FOR TOURISTS AIM OF STATE CHAMBER

Switzerland used to be the poorest country, per capita, in the world. Now it is the richest. Tourist travel did it.

Main and Colorado each receive \$50,000,000 per year from their tourists; Florida gets \$250,000,000; California, half a billion a year. Oregon gets \$5,000,000.

A three year's advertising campaign by the Oregon State Chamber of Commerce may be expected to bring in at least one-half of what Main and Colorado get, or \$25,000,000, which should increase on a rising scale.

STATE CHAMBER SEEKS TO DOUBLE POPULATION ON FARMS IN 3 YEARS

Oregon has water resources to irrigate 4,000,000 acres of land now unproductive, and which would support in comfort, 200,000 new population, or about 40,000 new families.

If in its three year's campaign to put families on Oregon's vacant land, the Oregon State Chamber of Commerce can bring 1,000 families to utilize this land and water, it will mean in expenditures alone for such commodities as clothing, food, furniture, etc., of \$1,000,000, calculating the expenditures for an entire family at only \$1000 per year, to say nothing of the wealth produced by these new settlers.

Land settlement is one of the chief aims of the Oregon State Chamber of Commerce expansion program in its movement to aid in the development of the State.

Oregon has 16,000,000 acres of tillable land now uncultivated. Oregon produced 20,400,000 bushels of wheat in 1919.

If Oregon's 16,000,000 acres of tillable but uncultivated land were planted in wheat and the yield were the Oregon average for ten years—21.9 bushels per acre—new production would be 350,400,000 bushels which, at the price today of \$3 per bushel, would mean a cash value of \$1,051,200,000.

The Oregon State Chamber of Commerce expects to double the number of farmers in three years. If this means double the wheat crop, it will mean an additional yield of 20,400,000 bushels of wheat, which at the prevailing price would mean a cash value in new money of \$61,200,000.



Do you know what "EXIDE" means when it comes to selecting a starting battery for your car?

It means you are getting a specialized product backed up by over a generation of specialized experience. It means you are getting the best that the largest maker of storage batteries in the world can produce. It means you are getting the starting battery right in every detail: construction, performance, durability.

Know the facts—come in and examine the "EXIDE" for your car.

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JUDD LOW, Proprietor

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AT THE THEATERS

Francella Billington, one of the most attractive players on the screen, who was last seen as the leading woman in "And Husbands," has the leading feminine role in "The Day She Paid," a Universal photodrama based on Fannie Hurst's story in the Cosmopolitan Magazine. In this feature, which will be shown at the Liberty Theatre tonight, Miss Billington appears as the chief model in a New York fashion establishment.

J. Warren Kerrigan is always pleasing, in whatever story and characterization we may see him. But in "The Lord Loves the Irish," his newest Robert Brunton picture, released by Hodkinson, which comes to the Liberty Theatre, Saturday, we have the star in an exceptionally pleasing vehicle. Remember those

lovable "Terence O'Rourke" stories in which we used to see him? This is not another of the O'Rourke stories, but it is an Irish characterization fully as pleasing and as admirably fitted to the big star's acclaimed talents.

Benny Leonard, lightweight champion of the world, star of the fifteen episode serial, "The Evil Eye," produced by the Ascher Enterprise, Inc., and Frank G. Hall, under the direction of J. Gordon Cooper, devoted one hour of his time each day at the Hallmark Studio, West 38th street, where the company was working on the third episode of the serial, to prepare for his bout with Johnny Dundee, in Newark, February 9th.

Benny had a trainer and three sparring partners at the studio and worked under the direction of his manager, Billy Gibson.

"The Evil Eye" will be presented at the Liberty theatre for fifteen consecutive weeks. The first episode, "Below the Dead Line," will be offered Sunday of this week.

Among the botanical curiosities found in the Isthmus of Tehuantepec is a botanical clock. It is a flower which in the morning is white, at noon is red, and at night blue, and the alternations of color are so regular that the time of day can be told from the tint of the flower.

A curious feature of Chinese coins, the nailmark, appears to have originated in an accident very characteristic of China. In the time of Queen Wentek a model in wax of a proposed coin was brought for her Majesty's inspection. In taking hold of it she left on it the impression of one nail, and the impression has in consequence been a mark characteristic of Chinese coins for hundreds of years.

A Classified Ad will sell it.

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SELECT CUTS CAN BE HAD FROM CHOICE STEER BEEF—ANY CUT ALL MEATS HANDLED UNDER GLASS AND WITH EXTREME CARE

Palace Market

524 Main Street



THE PAYROLL DOLLAR

By developing Oregon's immense resources we are attracting outside manufacturers into the State.

By making our products superlatively good we are creating a demand for Oregon goods in the markets of the world.

Thus are we adding to the payroll dollars of Oregon and making Oregon the ideal place to live.

Associated Industries of Oregon.

OREGON QUALITY

Western Floral Shop

FOR YOUR LOVED ONES

Living and departed, flowers are the logical, natural tribute of esteem and affection. Being Nature's loveliest gift to man (except woman), you cannot show your feelings in a tenderer way than by means of floral gifts. Choose from our large and beautiful array. Set pieces made to order.

