

TATE SPEAKS TO MERCHANTS

Modern Merchandising Is Discussed By Oregon Group's Secretary

In a talk which was to the point and which answered many problems faced by merchants in the smaller towns of this state, O. F. Tate, secretary of the Oregon Retail Merchants' association, spoke to members of the Klamath County Merchants' bureau at a meeting at the chamber of commerce last night.

The secretary went back six years to February 10, 1924, when he made his first appearance in Klamath Falls. Among the gathering of approximately 60 last night, he stated he saw five familiar faces.

Compares Stores
In comparing the stores of that year and now, he said the best looking store in 1924 did not compare with the worst looking one today. And in that year it was an uncommon experience to be met on the street and told of a change for the better in the field of merchandising.

For some time yesterday Tate checked with Klamath merchants and all were of the opinion that merchandise conditions had greatly improved.

Public Changes Methods
In speaking of displays, the secretary stated the modern method is showing merchandise on small tables rather than in showcases. A point which probably surprised many was that it was not the merchants who conceived the idea of the modern management, but the public which demands time-saving service.

The points stressed by Carl Croson of Seattle, in this talk before chamber of commerce members Wednesday were again mentioned and elaborated on by Tate. These were: The ability or really thinking, vision, action and keenness for work.

Lauds Civic Clubs
The major complaint a few years ago against the chain stores was they did not enter into community affairs as the resident merchant did Tate stated. This has now been remedied by these large firms appropriating money annually to be used for civic purposes. In connection with these facts the secretary also mentioned team work in business and gave the credit to the service clubs for the teamwork shown today.

Although Klamath Falls merchants have made several attempts in the past to organize and failed, Tate stated he now perceived the nucleus of a successful organization.

"Personal Touch" Favored
The speaker mentioned the questionnaires to be sent out by the merchants' bureau, pointing out the value of these in aiding the merchants to get a good perception of what can be done to better the city and stores.

A suggestion which came in the form of a question—have the merchants of this city ever sent a caravan into the farming communities, to get in touch with these so important residents of the nation in merchants' dealings with customers, "the personal touch" was stressed by the speaker, and in bringing about this touch he made it apparent that the business man

Will Speak Tonight At Lodge Meet



Edgar W. Bigelow, past president of the Washington State Aerie of the Fraternal Order of Eagles, lives at Sedro-Woolley, Wash. He is an impressive speaker, whose services are in constant demand. He will speak tonight at the Eagles lodge after the initiation of a large class of candidates.

Groesbeck Names Bank Committee

United States Chamber of Commerce Referendum No. 55, which deals with the Federal Reserve Banking system has been submitted to the local chamber of commerce for its decision. At the last meeting of the board of directors, President Groesbeck was authorized to appoint a committee of seven to study this referendum. Today President Groesbeck announced the committee as follows: E. M. Bubb, chairman, Leslie Rogers, George R. Lindley, A. M. Collier, A. R. Wilson, E. W. Feulcke and C. A. Henderson.

MACK ELECTED EDITOR.
CORVALLIS, Ore., Jan. 24. (A. P.)—Charles Mack of Klamath Falls was elected editor of the next year's Beaver, Oregon State college yearbook. By a two to one vote he was elected over Kermit Johnson, Portland, in a spirited mid-year election yesterday.

must talk about something besides merchandise, quoting:

"Sell the store, sell yourself, sell your services." Some suggestions for keeping in closer contact with the trade was through personal letters, community days, window trimming contests, baby shows, essay contests, state and county products display days, and high school art displays. Tate merely touched on the matter of credit, stating that credit is the greatest weapon of the merchant if properly handled. He pointed out that the local credit bureau had grown large within the past few years and can now be used with safety and to good advantage.

Following the talk, a round-table discussion took place with many of the merchants asking the secretary about problems of tomorrow. At this time the value of merchants' institutes, one of which will be held in Klamath Falls in July, was discussed.

SAYS KLAMATH LEADING TOWN

President of Guardian Building and Loan Thinks City Second To Portland As Industrial Center

E. E. Fitzwater, president of the Guardian Building and Loan company of Portland, has arrived in Klamath Falls to spend several days on business and conferring with officers of the local branch which was opened here a short time ago.

"We are pleased with the showing that we have already made in Klamath Falls, and think that this is one of the best cities in an industrial way and one of the fastest growing on the Pacific coast. Outside the city of Portland it is probably the best city in the state of Oregon," Mr. Fitzwater commented.

Mr. Fitzwater has been associated with the Guardian Building and Loan company since it started in Portland four years ago and has been prominently identified with the growth of the concern from a \$200,000 to nearly a \$2,000,000 business enterprise. He has been rapidly advanced from assistant secretary of the company to secretary and now president.

The Guardian Building and Loan now has branch offices or a resident agent in every important city in the state and in every county of Oregon, according to their president.

RADIO SERVICE SHOP ANNOUNCES NEW PLAN

The Radio Service Shop, 125 N. Eighth street, operated by William Long and Andrew Wiehl, are adding a new kind of service for owners of radio sets.

For a service charge of \$1.50 per month they will check your set, tubes, connections, aerial and ground for any defects. The charge of \$1.50 per month for this service will save many of the owners money, by avoiding larger service and repair bills later on.

The Radio Service Shop is equipped with the latest testing equipment and are able to handle all makes of sets, either the AC or battery equipped. Any information concerning radio sets or equipment gladly given. Phone 76 for any kind of radio information and service.

NOTED INDIAN DIES

LONGVIEW, Wash., Jan. 24. (AP)—Jim Julius, last surviving member of the Indian tribe that roamed the Lower Columbia region in the days when the Hudson's Bay company was a dominant influence in the northwest, is dead at the age of 102 years. Death came Monday at Cathlamet but was not known here until today when word came from the stormbound, isolated area.

MILLS PUPILS OFFER PROGRAM

Harmonica Band to Be Featured In Musicals to Raise Funds for Framing Pictures

A program, the third of a series, will be given Friday evening in the auditorium of the Mills school and will commence at 8 o'clock. The funds will be used to pay for framing the pictures which the school acquired last fall.

The following program is to be given:
Shadow Play—Miss Tilley's fourth grade class, assisted by Miss Hill.
Harmonica Band—Directed by Mrs. Frank De Spain, Suzanne, The Bear Went Over the Mountain, Ain't Gonna Rain No Mo', Red Wing and Turkey in the Straw.
Special Number—Harmonica

Band with guitar by Viola Long, Honolulu Moon, Pagan Love Song.
Solo—Russell Orr, Tip Toe Through the Tulips and Painting the Clouds with Sunshine.
The members of the Harmonica Band are all students of the Mills school. Russell "Rusty" Orr, John Groves, Steve Groves, Robert Anderson, Melvin Fyfe, Lloyd Larson, James Shany, Attilio Botti and Harold Stone

make up the personnel of the clever band.
Following the program the girls of the home economic class of the 7th and 8th grades, under the supervision of Miss Shaffer, will sell art work to pay for the curtains for the new home economic room. The sale will consist of huck towels, tea towels and pillow cases.
Admission will be 25 cents and 15 cents.

TOMORROW - ONE DAY - DOLLAR SALE

FOR MEN

Dress Shirts
Fancy Patterns
Colors and White \$1

Men's Overalls
Copper riveted band,
Western style. Made
of 8-ounce denim.
Regular \$1.35 value. \$1

Men's Union Suits
A big value at its
usual price -- \$1.19.
Long legs and sleeves.
Lavender mottled
fleece lined cotton. \$1

Western Overalls
White back blue denim;
yoke back. Copper
riveted at every
point of strain. \$1

Cotton U. Suits
A \$1.39 value! Men's
extra heavy cotton.
Lightly fleeced. Rib-
bed cuffs. Long sleeves
and legs. \$1

FOR THE HOME

Mirrors
Four
Styles to
Choose From \$1

Water Color Window Shades
Non-transparent... good
grade muslin finished by
machine in water color
process. Choice colors. 2
curtains with tassels and
cord. \$1

Damask
Good quality damask in
shades of blue, green,
chocolate and peacock. \$1

Food Choppers
\$1.
The Wardway
Cut fine or
coarse. Three
self-sharpening
blades.

Silk Hose
Pure silk from top to
toe! Service weight.
3 PAIRS \$1

WARD'S NATION WIDE DOLLAR DAY

Drugs and Sundries

Men's Shaving
Cream, 50c size, 3 for \$1

Forbush Tooth Paste
three 50c tubes \$1

Lifebuoy Soap
10c size, 15 bars for... \$1

Woodbury's Facial Soap
25c size, 5 bars for... \$1

Mulsified Coconut Oil
50c size—three for... \$1

Hind's Honey-Almond Lotion
—50c size—three for \$1

Johnson's Baby Powder
25c size, 6 for... \$1

Hand Brushes, regular
\$1.00 value, 2 for... \$1

Williams Shaving Cream
—50c size—three for... \$1

Pebecco Tooth Paste
—three 50c tubes— \$1

Two Tubes Listerine
Tooth Paste and large
size Bottle Listerine... \$1

Combination Hot Water Bottle and Syringe, Ea. \$1

FOR WOMEN

\$1.49 Girdle
Rayon crepe de chine,
batiste lined. Light
front boning. Elastic
panels. \$1

Ivory Teakettle
Triple coated porcelain
enamel, glass-like finish.
Green trimming. 6-
qt. size \$1

\$1.48 Waffle Iron
Finest cast-iron. Heats
evenly and holds heat.
Cool handles. No. 8 size \$1

Hemmed Diapers
Birdseye diapers — of
clean, pure, white cotton.
Extra absorbent.
Long wearing. Very
soft. Special—12 for... \$1

Flannelette Gowns and Pajamas \$1

Sport Sateen Slips
Beautifully tailored slip of genuine rose petal sport sateen (lustrous rayon face and cotton back). Extra quality. Inverted pleats over hips. Rayon draw. \$1

FOR THE MOTORIST

Rim Tools Make Tire Changing Easy
REGULAR \$1.39
VALUE \$1

Now \$1

Removes tire from rusty rim in three minutes! The enormous sales on this tool have enabled us to reduce the price. Great leverage. Handles rim size 18 to 23 inches.

Quality Tire Covers

Add to the life of your spare tire by protecting it from the weather. In a large assortment of sizes. \$1

Ladies' Flannelette Gowns

V-neck style warm flannelette gown with contrasting trim. Special for one day only—2 for \$1

Men's Garter and Suspender Sets

Unusually good looking to please the most particular man. Strong, live rayon elastic. Sidley made. \$1

Ladies' Fabric Gloves

Imported fabric, ladies' gloves with dressy little turn-back cuff. One clasped fastener. Washable—2 for... \$1

Flannelette Gowns

Our finest, heaviest gown in the dainty plain colors now so popular. Made of extra quality flannelette, heavy and thick napped. Regular \$1.49 \$1

MONTGOMERY WARD & Co.

221-229 Main Street Phone 384 Klamath Falls, Oregon

CLEARANCE

DRESSES

\$2.98 \$4.95

\$7.38 \$9.95

COATS

\$2.98 \$ 7.38

\$9.85 \$12.85

\$24.85

No matter how full your wardrobe may be you can always use another dress! Here are frocks that may be worn the year round... silk crepes... satins... feather weight woollens.

You get smart style—moderately priced—when you buy at Wards

These coats offered you at these prices sold regularly from \$9.75 to \$49.75. Rich piled fabrics, trimmed with the most flattering furs.

Don't Miss Our Store Wide Selling Event

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