

WARD'S OPEN GIGANTIC SALE ON SATURDAY

Concentration Sale To Be
Greatest Event In
City History

Mr. Newman, manager of Montgomery Ward & Co.'s department store in Klamath Falls, announced today that Ward's \$100,000.00 Concentration Sale, which opens tomorrow, surpasses in value any other merchandising event in the city's history. One hundred thousand dollars worth of merchandise is to be sacrificed at prices which are expected to bring thousands of people from the surrounding territory to Ward's while the sale is in progress. Furniture and ready-to-wear items are featured. A number of Klamath Falls people have been added to the store's sale force to give the crowd prompt service.

"A unique feature of this gigantic sale," said Mr. Newman, will be the Red Star Specials. This term has been applied to values we are sure our customers will not want to miss. To facilitate finding these extra value items we have marked all counters and display tables on which they are placed with large red stars. These stars may be seen over their respective counters from every part of the store."

"It is Ward's custom," Mr. Newman continued, "to clear the shelves of winter merchandising with a sale offering remarkable values at this time every year. This sale is, of course, an exception. We are greatly overstocked and extraordinary methods must be adopted if we are to clear the Klamath Falls store for the Spring merchandise which has already been ordered. We are making price concessions to meet this emergency that surpass any money-saving opportunity that even Ward's have previously offered to customers. We are taking heavy losses on this \$100,000 worth of merchandise, and in consequence the savings to be made by those who take advantage of this sale are tremendous."

Mr. Newman stated, also that the sale will open at 8:00 o'clock. In speaking of the splendid response that the people of Klamath Falls have made to Ward's sales announcements in the past, Mr. Newman said that it was largely due to three things—faith in the policy of the store; the desire to buy quality merchandise at economy prices; and the confidence that if the goods were not

as represented Ward's would live up to their Golden Rule policy—"satisfaction guaranteed or your money back."

"You can always depend on the truth of any statement made about the thousands of articles for the home or farm that have made Ward's so famous," enthusiastically remarked Mr. Newman, as he was busily completing the plans for this outstanding sale. "At this time of year, when so many housewives are beginning to turn their attention to Spring sewing, Spring house-cleaning and Spring wardrobe, the sale is especially timely. There are bargains in every department. Timely things that represent a big savings. And according to past sales—the thrifty ones of Klamath Falls will make a bee line for the store very early for first choice."

"In this age of modern luxury when the working men of America enjoy more luxuries than many of the so-called 'noblemen' of Europe, it is small wonder that a sale announcement at Ward's should bring crowds to the store. It is human nature to love a bargain. Especially when the general public is aware that the bargains are legitimate, because of Ward's tremendous buying power for nine Mall Order Stores and more than 550 Retail Stores."

Then, Spring merchandise is on the way—and stocks must be cleaned up. All odds and ends of every description must go. We do not carry over old merchandise, no matter how high the quality may be. But because a thing is old in the store does not mean that it is old in the sense that its use is impaired or its attractive features in any way marred."

Portland Has Own Filipino Problem

PORTLAND, Feb. 7, (AP)—Filipino resorts here were being given special attention today in accordance with the orders of Police Chief L. V. Jenkins, as the result of an attack by eight white men upon Vincente Catoda, Filipino, last night.

Catoda, who was found lying on the sidewalk, was a patient at the police emergency hospital overnight. He was treated for multiple cuts and abrasions.

Catoda said the eight men drove an automobile bearing California license plates. He failed to obtain the number. He said the car pulled alongside him, the men leaping out to halt him. They asked him where they could find other Filipinos, he told the police, and when he refused to answer their questions they attacked him.

British goldbeaters, said to be the finest in the world, can turn a block of gold one and a quarter inches square and about one-thousandth of an inch thick to sixteen leaves each five inches square.

AT THE THEATRES

AT THE PINE TREE



Eddie Dowling, Marian Nixon and Frankie Darro in the Sonora Art Production, "The Rainbow Man." A Paramount Picture

A musical talkie without jazz! That sounds almost like a dare. And it is.

Eddie Dowling dared to write and appear in a show that had no ounce of hey-dey, whoop-de-doo or vo-dee-de, and he won!

"The Rainbow Man," the first picture in which Eddie Dowling, Broadway's favorite son, has ever appeared, is rich in tuneful melodies of the calmer, heart stirring type, sung by the star and others in the production, and it is based on a plot which deals with plain, home-loving, non-artificial folks.

The three hit songs of the show are catchy but not jazzy. They are reminiscent of "Honey-moon Lane," a melody which Dowling and Jimmie Hanley wrote for Dowling's famous stage smash-hit of the same name. "The Rainbow Man" was a tremendous success in New York, where it premiered. And now it is at the Pine Tree theatre. You mustn't miss it. The real, human, musical talkie. It's a "natural."

AT THE PELICAN

Since "Nix On Dames," the Fox Movietone all-talking feature which comes to the Pelican today, is a story of vaudeville play, and their love affairs, it seems only appropriate that the various members of the cast should have had experience on the big time.

In fact, with one exception every player has put in from six months to 20 years in vaudeville work, which in turn is one of the reasons why the production has a genuine ring about it. Mae Clarke made several successful trips over the Keith circuit. Robert Ames left Broadway for a year in the "three a day." William Harrigan has made a number of excursions into vaudeville between his theatrical engagements. Maude Fulton has played almost every circuit in the country, as has George MacFarlane.

Hugh McCormack, the ventriloquist, has spent some 20 years in vaudeville, and his wife, Grace Wallace, nearly equals that record. Marshall Ruth tried the Orpheum time for over a year, and Benny Hall has appeared on many eastern "vaude" stages.

Quick Acting
ARCTURUS
BLUE LONG LIFE
RADIO TUBES



ASK YOUR DEALER

new talkie departure, both dramatically and photographically. The story is by Maude Fulton and the various snappy musical numbers by the song-writing team of L. Wolfe Gilbert and Abel Baer.

AT THE LIBERTY

The great amusement of the old West was the rodeo. More crowds flocked to witness an exhibition of riding skill and "bull-dogging" steers than any baseball or football game in those days. An old-fashioned rodeo is one of the big features of "Somewhere in Sonora," the Charles R. Rogers production for First National, now playing the Liberty theatre.

The rodeo gives Ken Maynard, the star, an opportunity to go through several hair-raising stunts as a rider and shows why he was once hailed as "the unparalleled trick rider of the world" during his circus and wild west show days.

Southern Branch Of Conference in Last Lap of Race

SAN FRANCISCO, Feb. 7, (AP)—The southern division basketball race of the Pacific coast conference swings into the final stretch tonight, with the University of California quiet meeting the University of California at Los Angeles five on the latter's home court.

Bear-U. C. L. A. Close
The Bears left Berkeley last night, fifteen strong, and ready to take on the Uclans. The teams will meet tonight and tomorrow night, and on the results of the frays will hinge to a great extent, the southern division winner. A double victory for either team will eliminate the other from consideration, while even a split will probably ruin the chances of both.

U. S. C. in Lead
One other game is scheduled

for this week end, with the division leader, Southern California, taking on the last place Stanford Cardinals. The two teams divided their last two meetings, and while the southerners are favored to win Saturday night, a win for Stanford is entirely possible.

SUB BOXER WINS
SEATTLE, Feb. 7, (AP)—Substituting for Joe Marcus of Portland, Don Fraser of Spokane gave Tommy Fielding, Vancouver, B. C. lightweight a boxing lesson to easily win a six round decision here last night. Fielding weighed 135 pounds and Fraser 138.

Every yard of woolen cloth contains about a mile of yarn.
Special discount on all repair work done during February. Center Garage.

WHAT'S THE MATTER WITH THIS Cake Recipe?

Cream $\frac{1}{4}$ cup butter and add gradually the beaten whites of 5 eggs. Sift $2\frac{1}{2}$ cups flour, 4 teaspoons baking powder and $\frac{1}{2}$ teaspoon salt and add alternately with $\frac{3}{4}$ cup milk to the first mixture. Beat well and bake in a shallow cake pan for about 40 minutes in a slow oven.

You can readily see that sugar is missing from this cake recipe. To be exact—one and one-half cups. What a failure you'd have if you followed the recipe with this single but important ingredient missing.

Too often we are inclined to leave sugar out of our meals. As a result the food is not palatable. This is true of certain vegetables. Yet you can make them appetizing by adding a dash of sugar in cooking. For example, tomatoes, peas, carrots and spinach taste much better when a pinch of sugar is added. Also many stewed fresh or dried fruits are made more palatable by including sugar.

When nourishing foods are pleasant to the taste, you naturally eat what your system requires. Since sugar adds flavor to such foods why not cultivate the practice of using it as a flavor? No doctor will prescribe against this suggestion. Neither will he object to the serving of simple puddings, cakes and custards for desserts. Good food promotes good health. The Sugar Institute.

"Good food promotes good health"

GOLDEN RULE'S BASEMENT SELF SERVICE STORE

Makes Its First Showing of—

WASH FROCKS

This progressive and popular department of the Golden Rule now offers two lots in wash dresses which are superior values for the prices quoted—See them on display—You'll want several as they are new, stylish and uncomparable for only 98c and \$1.95.

Group 1—Sizes up to 52

98c

Hundreds of beautiful dresses and styles that are above the average for this price—SEE our large assortment in the Basement Store.



65 Styles
Junior Sizes
Women's sizes 36 to 52

Group 2

\$1.95

OUTSTANDING VALUES In Needy Items

Hosiery Values

Supply your hosiery needs at a saving in the Basement Store.

Women's Mercerized Hose.....25c
Women's Ribbed Hose.....25c
Women's Mercerized Outsize.....49c
Women's Silk Outsize.....98c
Women's Pure Silk to top.
Full Fashioned.....\$1.39
Women's Rayon Sport Hose.....49c
Women's Ankle Socks.....25c
Children's combed cotton Hose 19c
Children's Mercerized Hose.....29c
Children's Wool Hose.....39c
Infants' Cotton Hose.....15c

Special

Women's Pure Silk Full Fashioned Hose
Service weight. These are the regular \$1.95 grade of a well-known make but due to unnoticeable imperfections we are offering them at—

98c

New Shades — All Sizes

Spring Sweaters WOMENS

Rayon and wool, novelty designs, slip-on styles, new colors. \$1.98

MISSES

Made exactly like the \$1.59 women's. Sizes 30 to 36

MENS

Wool slip-overs. Assorted novelty weaves—\$2.98 V-neck or Crew neck Sizes 36 to 46.

Friday and Saturday Only

Children's taped knit union suits, grey or white. Either short sleeve knee length or long sleeve ankle length.

2 SUITS

98c

Children's Coveralls Khaki or denim with fast color red trimmings. Size 1 to 6 years.

79c

BOYS' COVERALLS Khaki denim or striped suiting, open front, with collar.

89c

SPECIAL

Large Turkish towel, colored borders and plaids.

Regular 25c Value

15c

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