

GOLDEN RULE STORE VIEWS ANNIVERSARY

The Golden Rule Store opened for business in Klamath Falls on April 1st, 1910—24 years ago, under the management of E. W. "Ed" Vannice and his brother, L. Vannice, now of Grants Pass, Oregon.

The first location was the center room of the White-Maddox Building, now known as the Loomis Building where the Rainbow theatre is located. This building occupies approximately 80 foot frontage on Main street. The Golden Rule room was only 25 feet in width. In less than a year the store took over one of the adjoining rooms, giving a 50 foot frontage on Main street, and balconies were added which more than doubled the original floor space.

It became necessary in 1916 again to enlarge this fast-growing store, at which time the large room, occupied by the Star Drug store, now located at the corner of Fifth and Main streets was taken, and also two side rooms opening on Fourth street, now occupied by the California Oregon Power company. The Golden Rule remained in this location until the year of 1922, when it moved to larger and more commodious quarters between Sixth and Seventh streets on Main. This store building had the advantage of a large basement and better arrangement in general.

It became evident again in 1928 that the Golden Rule must secure larger quarters, departmentize, and enter the field in a larger way than ever before to keep pace with the fast-growing city of Klamath Falls.

The 65 foot corner at Eighth and Main streets was purchased and the modern building which now adorns this corner was begun that fall. On August 1, 1929, the greater Golden Rule was opened for business—65 by 101 feet, with a full basement, main floor, a large mezzanine, and full second floor, designed on modern factory style, with entire front and Eighth street side as nearly all glass as possible. With an 18 foot ceiling on main floor, unusually large mezzanine, together with a basement second to none, the new home of the Golden Rule looks more like a four-story department store than a two-story building.

This store caters to the wants of men, women, and children of all ages, just so long as "its something to wear." The men's department—clothing, furnishings, and men's shoes—is located on first floor, also the women's and children's shoe department, hosiery and dry goods, patterns, notions, draperies, etc.

The second floor is devoted to women's and children's ready-to-wear and millinery. The infant's department is also located on the second floor, as is the ever popular boy's department. The basement store is a general store all its own, devoted to ready-to-wear, clothing for men, women and children, dry goods, shoes, etc., all popular priced merchandise.

The mezzanine floor is given over mostly to offices, rest rooms, recreation room for children, alteration room, and the bedding department, rounding out the great organization now celebrating its twenty-fourth anniversary.

MERRILL—Monday evening at the regular meeting of the Merrill Fire department, a surprise was given Fire Chief B. F. Faus at the community hall, the occasion being the birthday of Mr. Faus. Mr. Faus has been chief for many years. Mr. Faus was presented with a gift. Games were played during the evening and later refreshments were served.

Army's Back on the Air Mail Job



The Army resumed its air mail service after being grounded for a week by flying mail successfully over eight routes. One of the fliers, Lieutenant Richard S. Freeman, is shown at left arriving at Newark, N. J., with the first load of mail to be flown from Cleveland since army flying was curtailed by the President's order.

higher fertilizing value. "Combustible rubbish should be burned as otherwise it may become a haven for rats and mice, or be scattered by the wind. Tin cans should be buried and rain barrels screened or they will soon become breeding places for mosquitoes.

"Rural districts were once considered more healthful than urban districts, but today the contrary is true due to improved methods of sanitation in cities. Farm home premises should be given a thorough cleaning. Barn yards should be cleaned and excessive manure hauled away. Rubbish that cannot be burned should be hauled away or buried. No standing water should be allowed on premises, all low places should be filled or drained to prevent mosquito breeding.

"However, the leaders in various communities of the state should not rest or pat themselves on the back unless they have gone further than a mere superficial cleaning up. We all know that real cleanliness cannot be judged by the eye alone and that removing accumulations of trash and ashes has very little to do with disease and will not lower the sickness and death rates. Real community cleanliness for health must include correction of conditions which cause transmission of germs of disease. The fight against disease is not seasonal but must be carried on relentlessly throughout the year. Take a pride in the general appearance of your community and join with your fellow citizens in a general clean up. Remember that general cleanliness is outward indication of sanitary cleanliness. Your community needs no better advertisement."

State Health Officer Urges Drive Toward Cleaner Towns

In connection with the clean-up program sponsored by the junior chamber of commerce, Dr. A. A. Soule, city health officer, has submitted for publication the following article written by Dr. Frederick D. Sticker, secretary of the Oregon state board of health:

"The community in which you live is responsible for the condition and care of its highways, but you, as a citizen, are responsible for the sanitary condition and appearance of your premises. Mayors of cities are urged to make adequate plans for the collection and proper disposal of all waste material. Everyone should take part in making Oregon a cleaner and better state in which to live. The removal of all rubbish and useless things is most important. Cellars and attics particularly need attention. Rubbish is responsible for most fires. Combustible material should be burned. Unsanitary and useless outbuildings should be torn down. Open spaces and fresh air are better. A clean yard is not sufficient—it should be pleasing to the eye. Plant grass and flower seeds.

"A special effort should be made to get rid of all waste material which has gathered during the winter. A constant effort, however, should be made to keep premises in a clean and sanitary condition throughout the year. In rural districts special attention should be given to the cleaning, repairing and screening of outside toilets. Well curbs and tops should be repaired to prevent surface water from entering the well. To prevent fly breeding, manure piles should be treated either with an effective harlequin such as borax or

iron sulphate, or the manure should be spread daily over the land so that the flies will have no chance to hatch. The latter method is more effective, as the fly eggs and young maggots then quickly perish from exposure. From the farmers' standpoint also, fresh manure has a

Fruit Trees Shrubs
Shade Trees Peonies
Evergreens Perennials
Rose Bushes Vines
Bleeding Hearts
You Still Have Time to Plant These. Get Them at
Greenhouses of
Klamath Flower Shop
South 6th St. Phone 892-W



BECK'S Bakery

Easter Specials

Saturday Only

Wine Cakes - - - 25¢ ea.

Almond-Cocoanut Cakes
18¢ and 27¢ ea.

Glazed Potato Donuts
20¢ doz.

CHICHESTER'S PILLS
THE DIAMOND BRAND
For Constipation, Biliousness, Indigestion, Headache, Nervousness, and all ailments of the bowels. Take one or two pills after each meal. They are sold by druggists everywhere.

How to make good coffee everytime

Only 3 things are necessary—a drip coffee maker in which boiling water drips through a specially prepared coffee and a filter paper. That's all! And it never fails! Delicious every time! Always crystal clear! In a Drip Maker, the water drips through the coffee but one time, not many times as in a Percolator. At that one time, all the rich fragrant flavor is extracted from a coffee specially prepared for the process. Coffee prepared for the slow percolator process will not do. (Schilling DRIP Coffee is specially blended, roasted and ground—with filter papers enclosed). A filter paper rests below the coffee to let through nothing but the delicious amber drops. Real drip coffee cannot be made otherwise. Try it! You'll join the millions who have turned to drip coffee.



Special \$1.20 Offer

Special model Drip Coffee Maker and 1 pound Schilling Drip Coffee \$1.20 at your grocer's. If he cannot supply you, send his name and \$1.20 to A Schilling & Company, San Francisco. Moneyback in either case if not satisfied.

PINE STREET MARKET

Klamath County New Modern Shopping Center

FREE PARKING PHONE 322 OR 1904 FREE DELIVERY PINE AT 7th STREET

SPECIALS FOR SATURDAY AND MONDAY, MARCH 31 AND APRIL 2

OUR BIG ANNUAL AFTER LENT EVERY DEPARTMENT SALE

Of Fancy Groceries—Fresh Fruits and Vegetables—Fresh Meats—Bakery Goods

Fresh Bakery Goods

PRALINE CAKES	25c
CRACKED WHEAT ROLLS, Doz.	12c
HOT CROSS BUNS, Doz.	20c
CREAM PUFFS and ECLAIRS, 6 for	25c

Pure Cane **SUGAR** 10 Pound Cloth Sacks **53¢**

S & W PRESERVES, 16-oz. jar **23c** Fresh Extra EGGS, 2 Doz **29c**
Quality merchandise Local fresh ranch

Bob White SOAP, 10 bars **17c** Westland TISSUE, 3 rolls **17c**
A product of Porter & Gamble A soft, quality tissue

Local Fresh Creamery **BUTTER** Help your farmer **27¢** LB.

Sunshine Krispies Sunshine Grahams **29c** Ehrman's Best SALT, 2 for **15c**
CRACKERS, 2-Lb. box Iodized or plain shaker

Carnation OATS, Lg. Pkg. **19c** Carnation, Lg. Pkg. WH'T FLAK'S **19c**
An Albers quality product An Albers quality product

MILK Morning Brand or Libby's **6 CANS 35¢** RED OR BLUE Label

SOMETHING NEW BEST FOODS Home Style KARO SYRUP
SALAD DRESSING Pints **17c** Qts. **29c** 5 Lb. Can **39c**
Put up in Mason Jars Finest corn and cane syrup

ROYAL CLUB

Quality Protected Vegetables, Coffee and Fish Canned Fruits

Oregon packed, Quality Protected, Royal Club. **STRAWBERRIES**
No. 2 cans **43c**
2 Cans **\$1.25**
6 Cans **\$1.25**

Oregon packed, Quality Protected, Royal Club. **RASPBERRIES**
No. 2 cans **43c**
2 Cans **\$1.25**
6 Cans **\$1.25**

Oregon packed, Quality Protected, Royal Club. **BLACKBERRIES**
No. 2 cans **35c**
2 Cans **99c**
6 Cans **99c**

Fancy Orange Cling, Quality Protected, Royal Club. **PEACHES**
No. 2 1/2 cans **35c**
2 Cans **99c**
6 Cans **99c**

Fancy San Juan Island, Royal Club, Dainty Dimple. **PEAS**
No. 2 cans **35c**
2 Cans **99c**
6 Cans **99c**

Fancy whole kernel Golden Bantam, Quality Protected, Royal Club. **CORN**
No. 2 cans **29c**
2 Cans **83c**
6 Cans **83c**

Fancy Washington Coast, Quality Protected, Royal Club. **MINCED CLAMS**
No. 1/2 cans **29c**
2 Cans **85c**
6 Cans **85c**

Fancy Quality Protected, Royal Club. **VEGETABLE SALAD**
No. 1 Can **23c**
No. 2 Can **29c**

Fancy Quality Protected, Royal Club. **CUT STNG BEANS**
No. 2 cans **33c**
2 Cans **95c**
6 Cans **95c**

Fancy Quality Protected, Royal Club. **LOGANBERRIES**
No. 2 cans **35c**
2 for **35c**
6 Cans **99c**

Demonstrated by Mrs. J. A. Sheard

Fancy, Quality Protected, Royal Club. **PEACHES**
No. 1 tall tin **29c**
3 Cans **29c**
6 Cans **58c**

Fancy Southern, Quality Protected, Royal Club. **SHRIMP**
5-oz. can **39c**
3 Cans **39c**
6 Cans **75c**

Royal Club Quality Protected **Coffee** **29¢**
1-Lb. Cans
2-Lb. Cans **55c**

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6 Cans **99c**

Fancy, Quality Protected Royal Club **JELL POWDER** demonstrated 3 PKGS. **14¢**

C. H. B. FANCY PICKLES

C. H. B.	C. H. B.	C. H. B.	C. H. B.
Sweet Pickles	Dill Pickles	Catsup	Chili Sauce
Pts. 23c Qts. 33c	Quarts. 29c	14-oz. Bottle 14c	Large Bottle 23c

Special Saturday Luncheon, 40c

Cream of Tomato Soup Vegetable Salad
Fried Rabbit with Pan Gravy
Mashed Potatoes Green Beans
Dessert Coffee Milk Buttermilk

Try Our Fountain Service

MILK SHAKE SUNDAES
ICE CREAM SODAS
HOME-COOKED PASTRY

Shortening

Armour's White Cloud **4 Lbs. 33c**

Bacon Squares

Lb. **12 1/2¢**

California Boneless

Beef Roast, lb. **15c**



Armour's Star Swift's Premium, Nebergall's

HAM **19¢** LB.

Pot Roast **8¢** Lb.

Boil Beef **5¢** Lb.

Hamburger **20¢** 3 Lbs.