

BETTER BUYING TREND VIEWED AT WARD STORE

Times are better, and every day sees new evidence that recovery is not only taking place, but that it has taken place, and not in one or two industries, but generally.

"Buying is done more freely than even a few months ago," comments Mr. Pennington, manager for the local Montgomery Ward store. "Great gains have been made for over a year. Retail stores generally report gains of from 20 to 40 per cent. And remember that retailing is a key business with fingers on the buying pulse of the nation. But there are other general indications of recovery. More businesses and families are installing their own telephones. Companies are increasing their advertising appropriations. Railway traffic is running more than 13 percent ahead of a year ago.

"We are going ahead with plans for the biggest Ward Week in the history of Montgomery Ward & Co. People now are always interested in bargains. There isn't a family that hasn't requirements of more or less pressing importance, and many now have the means with which to buy, especially if the price is right. So we can say with confidence that this will be the greatest Ward Week of them all."

"The fact that Wards are in touch with approximately 15,000 sources of supply indicates the far-reaching effect of Ward Week in the industrial life of the nation. Purchases total hundreds of carloads of feature bargains and an equal number of carloads of regular merchandise at money-saving prices."

Considered by many to be the greatest sale in America in which 500 Ward stores in 46 states participate, Ward Week preparations reach astounding proportions. Wards must plan months ahead for it. More than the combined populations of New York and Chicago will attend the estimated number of transactions will exceed twenty million.

No Basketball Change Expected

NEW YORK, April 13. (AP)—A three-day gathering of basketball officials and coaches opened today with a meeting of the chartered boards of approved basketball officials but no important changes in the conduct of the game are expected to result from the discussions. After being sifted by a special committee, proposed rule changes are to be presented Sunday to the national basketball committee of the United States and Canada. So far satisfaction has been generally expressed with the game as it stands and only minor alterations are being considered.

Twin Falls Match Ends "No Contest"

TWIN FALLS, Idaho, April 13. (AP)— Jess Hallaway, Portland, Ore., and Jack Shirley, New York, heavyweights, engaged in a headline fight here last night that resulted in a "no contest" decision. The astorator rolled under the ropes during the second round and refused to continue. Stan Gelling, Rupert, was awarded a technical knockout over Walker Miller, Phoenix, Ariz., at the close of the second round of a semi-final bout.

Essay Contest Ends Wednesday

The junior chamber of commerce Friday reminded grade school students that the clean-up essay contest would come to a close next Wednesday at 5:00 o'clock. All manuscripts must be turned in at the chamber of commerce office at that time. First and second prizes will be given to both boys and girls. The prizes will consist of bronze, inscribed medals.

Klamath Elks Visit Ashland

About 40 members of the Klamath Elks lodge went to Ashland Thursday night for an all-Southern Oregon meeting of Elks, honoring Grand Exalted Ruler Walter F. Meler. The local delegation was headed by Dr. Lloyd J. Goble, exalted ruler here. Meler, who visited Klamath Falls and Lakeview Thursday, continued on to his home at Seattle Friday.

Economist Joins Treasury Staff



Jacob Viner, University of Chicago economics professor, author, and editor, shown here in a new picture, has been named assistant to Treasury Secretary Morgenthau. Professor Viner was a special expert with both the tariff commission and the U. S. Shipping Board in 1917-1919.

Goodman Joins American Team

OMAHA, Neb., April 13. (UP)—Johnny Goodman, who burned his way on a freight train to get to his first tournament seven years ago, left for the golfing wars again today, the cheers of his fellow townspeople ringing in his ears. He was off for the aristocratic old English course at St. Andrews, a member of the American Walker Cup team. His absence of seven years ago, the 23-year-old Johnny was otherwise much the same as on that memorable trip. Not boastful or cocky, he nevertheless was sure of his golf and confident that he would give a good account of himself. He might even turn a four-time champion, equalling the feat of Bobby Jones, he told a crowd of well-wishers who accompanied him to his train.

Dairymen Revolt Against Plan For Industry Changes

BERKELEY, Calif., April 13. (UP)—A group of dairymen from California, Nevada and Arizona revolted today against an agricultural adjustment administration plan for the industry, called a separate meeting tonight and amid some disorder barred the press and all others except beneficial producers from the session. Col. F. T. Robson, Tehama county rancher and chairman of the dairy department of the California Farm Bureau Federation, called the counter meeting at conclusion of a session called by the AAA in which a government plan for the industry was discussed heatedly. Five hundred dairymen of the three states were present.

TOOK PILLS FOR 30 YEARS, THEN CEREAL BROUGHT RELIEF

Mr. Forsythe Endorses ALL-BRAN for Constipation

If you suffer from headaches, loss of appetite and energy or any other of the frequent effects of constipation, read this voluntary letter:

"After taking pills and tablets for about thirty years for constipation, I started to take your ALL-BRAN three times a day according to directions. Today I can eat cheese, and that is binding, and certainly feel fine."—Mr. Ed. Forsythe, Box 219, Youngstown, N. Y.

Science says ALL-BRAN provides "bulk" to exercise the intestines and vitamin B to further aid regular habits. In addition, ALL-BRAN is rich in blood-building iron.

The "bulk" in ALL-BRAN is much like that of leafy vegetables. Inside the body, it forms a soft mass which gently clears the intestines of wastes.

Isn't this pleasant "cereal way" far more healthful than using patent medicines—so often habit-forming?

Just eat two tablespoonfuls daily. In serious cases use with each meal. If not relieved this way, see your doctor.

Get the red-and-green package at your grocer's. Made by Kellogg in Battle Creek.

Mae West Gets Armored Auto

HOLLYWOOD, April 13. (UP)—A \$7000 armored automobile, designed to protect the life and looks of Mae West, motion picture actress, has been ordered by the star, her studio officials announced today.

Miss West, according to studio attaches, has received many threats upon her life, and recently a note threatening to throw acid in her face. The threats followed appearance of the actress in court where she secured the conviction of Edward J. Friedman on a charge of robbing her of \$13,000 in jewels and \$3400 in cash a year ago, it was announced.

Mexican Actress Admits Engagement

HOLLYWOOD, April 13. (UP)—Raquel Torres, prominent Mexican screen actress, Thursday confirmed long standing rumors of her engagement to Stephen Ames, New York broker and recently divorced husband of Adrienne Ames, actress.

Aberdeen Sawmill To Open Monday

ABERDEEN, Wash., April 13. (UP)—Idle since last September, the Donovan No. 2 sawmill, one of Grays Harbor's largest lumber manufacturing plants, will resume cutting Monday on the NHA quota basis, employing about 200 men.

Oil Major Cause of Fire in Klamath Falls Vicinity

This is the third of a series of articles presented by the fire prevention committee of the Junior Chamber of Commerce's clean-up, paint-up, fix-up campaign in cooperation with the fire department and the News-Herald. These articles are analyzing the cost of fire in Klamath Falls during the past three years. "Petroleum and its products," by which is meant chiefly gasoline, kerosene, and oil, took a toll of \$850 in 13 fires in 1931; \$330 in 11 fires in 1932; and \$2400 in six fires in the year just past. To eliminate fires from this source, one important thing to do is to keep the various liquids in proper containers. These should be of metal and painted red for gasoline, white or gray for kerosene, and yellow, orange or green for various other oils. The containers holding these materials should be kept in as cool a place as possible to keep the gas from escaping freely. Open fires and hot materials should at all times be kept away. And the surroundings should be kept clean. "Hot ashes, grease, tar, or metal" cost \$275 in two fires in 1931; \$5250 in five fires in 1932; and \$1325 in four fires in 1933. Fires from this source, again, are easily preventable by the exercise of a little care. Hot ashes should be kept in metal containers, as should hot grease and tar. And these, in turn, should be kept clear of other combustible materials. A little cold water on

Liquor Tax Law Is Retroactive

SALEM, Ore., April 13. (UP)—Attorney General E. M. Van Winkle today upheld retroactive features of the state liquor revenue act in an opinion holding the law didn't actually go into effect until March 9, 1934. The opinion was forthcoming after numerous manufacturers, importers and distributors refused to pay the tax on the grounds the law didn't actually go into effect until March 9, 1934. Sir Walter Scott was also known as the "Barber Minstrel."

Chichesters Pills

Chichesters Pills are the most famous of all pills. They are sold by druggists everywhere.

Cheese
Kraft's in the new swanky jars Each 15c

Pineapple
Hillsdale matched No. 2 slices Cans 13c

Can Milk
Cottage or Max-I-Mum 6 brand Cans 35c

Ripe Olives
Highland brand Lge. No. medium ripe 10 Cans 49c
Just a few left.

Fancy Catsup
Highway brand, Lge. spread on meats Bottles 12c
or fish.

Pay 'n Takit
Something Saved on Everything

A BIG SALE ON A BIG FAVORITE

Edwards' Dependable Coffee

Here's an opportunity to buy this favorite blend of choice quality coffee at a SAVING! Be sure to try Edwards' Dependable—the GUARANTEED coffee—at this LOW PRICE!

Pound 25¢ 2 LB. Tin 49¢

April 13 to 21 inclusive.

ADDITIONAL SATURDAY AND MONDAY FEATURES

Fruit Salad
Newhall's fancy mixed Tall fruits, ready to serve Cans 13c

Deviled Meats
Libby's, all meat product 3 Cans 10c

Baking Powder
K. C. the big 25c 25-oz. can Can 17c

Red Beans
Fancy re-cleaned 10 5 Lbs. 19c Lbs. 37c

Macaroni
Portland made 3-Lb. 19c curve cut Pkg.

Raisins
Sunmaid. Seeded or 15-OZ. PKG. 7c
Seedless.

Extract
Ragsdale Big Deal. 1 4-oz. bot. 12-oz. 1 8-oz. bot. For 49c

Coffee
That is always fresh, pure Brazilian blend. Good quality. Low price.

AIRWAY COFFEE
LB. 20c 3 LB. BAG 57c

SARDINES
Max-i-mum in toma- 2 Lge. cans 15c
to or mustard sauce.

BUTTER
Lost River, Brookfield LB or Crater Lake. 25c

SUPER QUALITY Fruits and Vegetables

The Aristocrat of coffee blended for those who love coffee for coffee's sake. You save at least 10c per pound and yet be sure of receiving the best. 25c

Salt
Diamond 15c
Morton's or Shaker FOR

Tissue
Scott's Quality. ROLLS 23c

Tomatoes
Our choice, solid pack. Buy now 2 Lge. Cans 23c

Heinz Soups
Just heat and eat All kinds Tall Cans 14c

Anchor Flour
Klamath milled, big value 49-Lb. Bag \$1.39

EXTRA SPECIAL!

Dill Pickles
Happyvate brand. Med. size whole dills. Bene- fit by Pay'n Takit's Quantity Purchase JAR 19c

Post Toasties
Fresh and crisp with the cut out picture series 3 Pkgs. 25c

Prince Albert
The cooling smoke satisfaction for pipe smokers—Small Can 11c Pound Can 79c

Grapenut Flakes
Are healthy for the children They always ask for more 2 Pkgs. 19c

White King
Granulated Soaps, a big value because it is a quality soap Lge. Pkgs. 27c

Pork and Beans
Van Camp's, so tasty for lunches and picnics Lge. Cans 10c

Strawberries
3 Red-Ripe CUPS 25c

Green Peas
3 Extra Fancy—Well Filled -LBS. 19c

Green String Beans
2 Crisp—Tender LBS. 25c

LETTUCE
No Brown Leaves 5c Head

LEMONS
Sunkist—Large Size DOZ. 21c

Rhubarb
3 Valley Grown—Wonderful Flavor LBS. 8c

Oranges
2 Sunkist—Small size DOZ. 29c

Mazola Oil
For cooking or salad dressing Quart Can 28c

Rolled Oats
Good Luck, quick cooking (Lge. 55-oz Pkg. Quaker 18c) 9-Lb. Bag 38c

Chocolate
Quitard's fancy quality sweet chocolate 3-Lb. Can 59c
POUND CAN 20c

Cake Flour
Airy Fairy, Good Housekeeping approved, unexcelled for shortcakes Lge. Pkg. 20c

Peanut Butter
Hoody's Oregon made fresh ground 2 Lb. 23c

Salad Dressing
Best Foods, home style, surpasses them all. We invite you to try it Jar 29c

Laundry Soap
Luna, full size laundry bars 10 Bars 18c

Pancake Flour
Pay'n Takit's Blue Seal brand, self rising 9-Lb. Bags 49c
Max-I-Mum Large Package 17c

MEATS

But good meats at economy prices is a Pay'n Takit policy. You'll like the meats you get from our market.

Beef Roast Shoulder cuts of fancy baby beef LB. 13c

Beef Cubes Lean and Tender 2 LBS. 29c

Bacon Back Swifts Sugar Cured LB. 17c

Pickled Pig Feet Fresh Cooked LB. 10c

Shortening Swift's Vegetable 4 LB. 35c

SYRUP
Max-I-Mum pure cane and maple Qt. Jug 33c
PEP with baseball book free 19c
PEAS Golden Harvest brand 3 No. 2 Cans 25c

Anybody can sell cheap meats cheap, that's easy to do.

Rabbits Grain Fed LB. 23c

Cottage Cheese Fresh and creamy LB. 10c

A Word to the Tea-Wise. If you know good tea—if you enjoy it deeply—if the fragrant freshness of choice leaves means something to you—if you like a full-flavored brew without bitterness—if your Tea is a ceremony—try Schilling Tea—just once—just one cup!

Schilling Tea