



Martha

Shops and Shops

Long's

SLICK chick told me the other day that all the gals are going to have to shove in the clutch on the clothes deal, what with the minute meter getting antsy and bringing school closer 'n closer.

She said she'd been in "just looking" at Long's and got kinda antsy herself, what with practically the whole gang coming in with their moms and the rags just too div this year . . . The kind everybody simply drools for, or at least gets tizzy over, but def.

Knowing I write this column, she told me I'd better start cooking with gas . . . And in desperation I went down to Long's myself to ask what the score was.

The Longs Know

Since a lot of their stock the Longs buy is with an eye for the high school and college girl, the store at the mo looks like a round-up of momma's and their little pidgees.

Anyhow, I found that this year, for some reason or other, sales of back-to-school clothes have been unusually numerous and amazingly early . . . Which may be a compliment to Long's selection or to the fact that the prices are the kind mothers can't howl over . . . From coats on down.

Long's have the most marvelous skirts . . . 100 per cent virgin wool in very fine Botany flannel and sheer wool crepe



. . . The price, \$6.95, shows they're good, won't change shape or wrinkle easily . . . And, in case you don't know, these two materials are very, very scarce right now . . . Long's is the only place I've seen them . . . And there they are in all staple colors and new high shades.

In the Groove

And get hep to the new head-gear for campus wear . . . Mad-caps, French berets, beanies, and all the other beret types you've seen in "Mademoiselle" . . . The material usually determines what kind of costume they go with, and you'll find velvets, felts, braided felts . . . And the darlinest colored-feather pill boxes and canots to wear for best.

And don't forget the good looking corny jewelry . . . Every color, just about, and priced low.

So don't be a droop . . . Get down there to Long's while the selection is still king size . . . If you get the drift!



Shaw Stationery

I WAS reminded of "Shop Early for Christmas" pleas, when I talked with Shazie Shaw at Shaw Stationery store Tuesday . . . Because she asked me if I would say something that might prompt students to buy their school supplies now.

"If they would only come in here before that awful rush," she said . . . "If they'd only realize that they can get quick service now . . . But even if they know what books they're going to need, they wait until the last minute and then have to wait and wait in the store, packed in here like sardines."

I know what Mrs. Shaw means, because I have been in Shaw Stationery during the first few days of school and several times have walked out finally because I despaired of ever getting waited on.

Schools in this area are opening early this year, you know . . . August 31 is the date . . . And most high school students have signed up for their classes already and know what books and supplies they are going to need . . . Grade school youngsters know what work books are required . . . So early buying is not only possible but wise.



Your beauty creams will stay fresher if you keep them tightly covered, and always in a cool place—prevents the oil in them from becoming rancid.

Curry's

PEOPLE have funny ideas about buying things in big cities . . . They think prices are lower and selections are wider in places like San Francisco . . . But I have discovered that this idea is a fallacy, and I really made a determined effort to get to the bottom of the situation.

For instance . . . I lost a pound or two tramping around to all the cosmetic and toiletries departments of the best department stores . . . Where one naturally would expect the best selections . . . And found that Klamath Falls has everything they have.

Prices are just the same, too . . . In fact, one or two items were higher in San Francisco . . . And in the places which feature "popular prices," so called, the cost of the various items was the same as here.

I Wake Up

In addition, I acquired more and more confidence in Klamath Falls stores . . . And all because, on the train down, some light-fingered gal had whisked off with my Rubinstein "Wake-Up Cream."

Feeling I couldn't get along without it, I started out to find a store where I could buy another jar . . . The first place I went didn't carry Helena Rubinstein products and tried to sell me something else . . . And in doing so, the beautifully groomed salesgirl revealed that she didn't know half as much about care of the skin as Thelma Davis at Curry's!

I finally got away . . . (Was that girl mad!) . . . And went to the high class department store where Rubinstein products ARE carried.

I've Asked Thelma

Just for fun, I asked a lot of questions about Rubinstein products and found that the girl waiting on me didn't know a bit more than Thelma Davis at Curry's, although she told me she'd been selling Rubinstein products for 13 years.

In fact, I think Thelma has more ability to make a person understand clearly what should be done for her (the customer's) particular type of skin . . . Thelma has studied skin care thoroughly and the Rubinstein advanced school, which she attended, only prompted her to go into it further.

To tell the truth, after talking to the San Francisco cosmetic salesgirls, I have more confidence than ever in what Thelma tells me at Curry's!

Garcelon's

T Garcelon's, Jane showed me some of a big shipment of linens that had just arrived . . . Lovely things every gal adores in her home or apartment.

Since the vogue for informality has struck even dining table coverings I have been interested in place mats . . . Because they're so attractive and easy to handle if you do your own washing and ironing . . . And so I was tickled pink that this shipment contained a lot of these erstwhile "dollies."

There's one bunch I want to tell you about today . . . Colorful 8-piece sets of handprinted cotton . . . The colors are fast, and feature combinations of red, blue, yellow, green and wine.

The sets include four place mats, four napkins and one center runner . . . All specially priced now at \$1.39.



JAYCEES ASSIST SALVAGE DRIVE

Unanimous vote of the Junior chamber of commerce pledged their assistance to the Klamath county salvage program now underway. At the meeting held last Monday, James Kern was appointed chairman of the club's committee.

Klamath county's scrap metal quota is set at 2000 tons for the next 90 days. To help reach this amount, Kern offers the services of two trucks and men in gathering metals throughout the county.

Farmers are urged to call Kern's implement company for a means of transporting salvage to accumulation centers.

"Arrangements for the non-profit sale of all metals are now completed," states Kern. "We can handle the full amount the quota asks."

Plans for salvage receiving centers throughout the city for the convenience of those who have small amounts of metal are being completed. Kern suggests that metals be taken directly to the M & S Bag company for shipment. All proceeds of the metal drive are donated to service organizations.

Mrs. Roosevelt Silences Second Front Questions

NEW YORK, Aug. 13 (AP)—Parrying one question with five of her own proved successful for Mrs. Franklin D. Roosevelt at a Hunter college forum yesterday.

"Why the delay in opening a second front?" was the repeated query. At first she pleaded ignorance of military affairs, but finally she countered:

"All right. How much do you know about distances? About the ships available to transport supplies? About the ammunition, the guns and the supplies necessary for such a second front? Do you want a second front to begin before you are sure about all these plans? Do you want a Dunkerque of American soldiers?" Silence reigned.

Even Electricity May Be Rationed

SEATTLE, Aug. 13 (AP)—A City Light official disclosed yesterday that federal officials had told him that a power shortage in the Pacific Northwest in 1943 might necessitate a rationing of electricity.

"They warned me that they might have to ask us to cut out electric ranges," said Isaac Comeaux, chief city accountant and financial advisor to the municipally-owned City Light.

16-Minute Alert Sounded in S. F.

SAN FRANCISCO, Aug. 13 (AP)—The San Francisco bay area was under a 16-minute alert today.

The fourth fighter command ordered the alert at 8:13 a. m. The all-clear came at 8:29 a. m. after, the army said, "an unidentified target was identified."

Radio stations did not leave the air. The rain here comes down sideways. It begins to fall over Siberia, but it lands on us—at 60 miles an hour.—Bombardier, U. S. air forces, in Alaska, as related by Brig.-Gen. Laurence S. Kuter, deputy chief of the air staff.

I recommend that Henry J. Kaiser be made the czar of air transportation in this country.—James H. R. Cromwell, former minister to Canada.

Unless we open a second front we shall have failed our allies in the hour of crisis.—T. L. Horabin, British Liberal M. P.

New under-arm Cream Deodorant safely Stops Perspiration



Arrid is the largest selling deodorant

1. Does not rot dresses or men's shirts. Does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly stops perspiration for 1 to 3 days. Prevents odor.
4. A pure, white, greaseless, stainless vanishing cream.
5. Awarded Approval Seal American Institute of Laundering—harmless to fabrics.

ARRID 39¢ Buy a jar today at any store selling toilet goods (also in 10¢ and 50¢ jars)

Gun Girls Guard Airport



Trained by Gloria Jacobs, national women's pistol champion, girl civilian employees are taking over guards' jobs at McClellan Field, Calif.

New Poison Oak Killer Gets Results in West

CORVALLIS, Aug. 13 (AP)—A new chemical weed killer that has given startling results with poison ivy in the east also seems to be a specific control for poison oak, a serious pest in the far west, research men at Oregon

State college announced today.

While keeping his fingers crossed as to final recommendations, Lynn Harris in charge of weed control research for the experiment station, said that preliminary results show ammonium sulfamate to be the most effective killer found for the poison oak shrub.

A strong solution of the chemical is sprayed on the plants during the dry season. It not only

kills the top but is absorbed and carried into the roots, killing them.

War conditions have made the material hard to get and it is not yet available commercially in most places, Harris said. More work is needed on best strength to use, but good kills have been obtained at one pound to a gallon of water, he added.

Want-Ads Bring Results!

DEER HUNTING TO CLOSE AUG. 21

SAN FRANCISCO, Aug. 13 (AP)—The State Fish and Game commission announced today that deer hunting in the currently open counties of northern California would close officially at sunset Friday, August 21.

The announcement followed a ruling by the attorney general's office which, barring direct intervention of the military, apparently had assured hunters a few more days of their favorite sport.

The opinion, written by Deputy Attorney General Ward Sullivan, said statutes specifically provided that before a session is definitely closed there must be two published notices in the areas involved, appearing at least one week and no more than two weeks apart.

An order closing the deer season in northern California counties "forthwith" was issued by Gov. Culbert L. Olson on Monday.

Both the attorney general's office and that of the Fish and Game commission have been swamped with calls from hunters as to what they might do.

The current season opened August 1. A closing order for southern California was issued previously and became effective Aug. 11. No decision has been announced regarding a season, applicable to other northern California counties, scheduled to open September 18.

Well Tailored



Robe of coat and suit labels, worn by Mrs. Kay Haslett, is on display at New York civil service workers' hobby show.

Holland wants to recover its lost territory, join in economic planning after the war and do something to prevent more wars. But I do not forget for one brief moment that first of all there is a war to be won.—Queen Wilhelmina.

A new shortage of chemicals for bleaching hair is reported. As far as many of our blonds are concerned, that brings matters to a head.

SEARS Annual August FUR SALE

10% Down

Will hold the coat of your choice in "Will Call" until November 1, 1942. By making weekly payments your coat will be paid for in an amazingly short time.

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SABLE DYED CONEY

Supple, rich looking pelts, beautifully striped and blended to simulate precious sable. In misses' and women's sizes.

79.50

SEAL DYED CONEY

Simple, classic lines that fit so flatteringly over every type of costume . . . look new for seasons to come. Lustrously dyed to resemble seal. Misses' and women's sizes.

Sable Dyed Marmot 129.50

Sable Dyed Muskrat 119.50

Luxurious furs . . . in the newest fall styles . . . made with the high standards of quality and workmanship that Sears' staff of fur experts insist upon. Priced incredibly low . . . even for value-famous Sears! Now . . . when economy and investment are of prior importance . . . is the time to secure the coat of your choice. You'll find many lovely furs . . . expertly dyed and blended to resemble precious mink, sable, seal. Coats you'll be proud to own . . . in exciting fashions that will look as new and smart next season as this. And you save with safety at Sears . . . every coat in this tremendous sale carries a Rosecraft fur bond . . . your guarantee of real quality!

SEARS, ROEBUCK AND CO.

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