

Radio Future Discussed At BPW

Classed among the interesting and informative talks which members of the Business and Professional Women's club have been privileged to hear, was that on Monday evening, March 18, when Bud Chandler, manager of Klamath's new radio station, KFLW, discussed radio and its relationship to the community and to the nation.

Mr. Chandler designed the entire KFLW installation and is one of the few station managers on the coast who is also a licensed engineer. His talk took in the background, scope, ownership, operation and future of radio, and the four classifications of programs — entertainment, inspirational, informative and educational.

"The radio industry as it exists today is your property," the manager stressed, "and it is the intention of the government that all stations shall operate in the public interest. Public response and reaction to programs control what goes on the air. Therefore, I urge your responsiveness toward programs and that you make your desires known."

Mr. Chandler stated that radio has just observed its 25th anniversary with four major networks and a total of 1004 stations on the air, of which 775 are network stations.

Possibly one of the greatest strides made during radio history, he pointed out, was in 1923-24 when the number of stations jumped from 50 to 500 within a year. Since 1934, construction has been at the rate of about 40 new stations a year, and at the present time over 300 million dollars are invested in radio advertising annually.

Television is already here, according to Mr. Chandler, with nine stations in full operation in metropolitan areas throughout the war period, and the next five or 10 years will see television in the smaller cities, as soon as costs can be justifiably lowered.

Among improvements he listed for the near future in Klamath Falls and throughout the country is "frequency modulation," a new and improved step which means perfection in radio broadcasting because it will not be subject to atmospheric interference.

Mr. Chandler answered numerous questions from his audience during his talk, and at the conclusion announced that Station KFLW is expected to go on the air the latter part of this week.

The musical portion of the evening's program was provided by Mrs. Vernon Kuyken, who sang three numbers, including an, as yet, unpublished song, "The Seal's Lullaby." Mrs. Don J. Zumwalt accompanied at the piano.

Officers of the club, including Hazel Morrison, president; Ellen Upp, vice president; Jewel Cantrall, second vice president; Betty Jones, secretary and Bertha Geiger, treasurer, were in charge of the program. Clerical assistance for the tables were arranged by Miss Upp and Miss Jones. The special award for the evening was presented to Charlotte Marshall.

The club voted to support the Klamath Historical society in plans for celebration of the Old South Road centennial in the autumn.

Elenora Weatherford announced that the Edith Cunnning Book club will meet Monday evening, March 25, at 8:30 for dinner at the home of Suzanne Hamilton on North Third, when Hazel Morrison will review "The Robe" by Douglas.

Plans for the first meeting in April when the club's birthday will be celebrated are in charge of Ann Price, and an entertaining program is being arranged. Prizes will be awarded for the best decorated table, with the membership divided into birthday months, and for the month which has the most members in attendance.

Guests at Monday evening's dinner were Mrs. George R. K. Moorhead of the U. of O. medical school, Maude Owings and Elvira Jones. Jane Bowne was introduced as a new member.

Visitors

Mr. and Mrs. J. Royal Shaw of Pacific Terrace had as their guests last weekend, Mr. and Mrs. Max O. Hill of Salem who were en route north from a visit in the south. The Shaws have just returned from a four months' stay in Phoenix, Palm Springs and Los Angeles.

Wanda Shaw is expected home Friday from the University of Oregon to spend the spring vacation with her parents. She was initiated winter term into Pi Beta Phi, sorority on the Eugene campus.

To Install

Neighbors of Woodcraft met in the KC hall Monday evening, March 18, with Vera Reeves, advisor, presiding in the absence of Alta Clark, guardian neighbor. It was a regular meeting, and in addition the members practiced for installation to be held April 1, which will be an open meeting. Refreshments were served following the practice session.

The Juveniles of Neighbors of Woodcraft met in the KC hall that afternoon for a routine meeting, refreshments and games, the latter under the direction of Stella Dryden, senior guardian.

WHEN QUINTS' CATCH COLD
They Relieve Coughs—Aching Muscles
WITH **MUSTEROLE**

Mid-Week SOCIETY

Concert

A program of interest to music lovers throughout the city is scheduled for Friday evening, March 22, at the First Presbyterian church at 8:15 p. m. when Mrs. A. J. Vove presents PFC Conrad Schultz. Guest artist will be Ernest Armstrong, pianist, who has recently come here to make his home.

Mr. Schultz is giving his first concert since his return from overseas duty with the United States marine corps. He is on leave from Oak Knoll naval hospital at Oakland. His parents, Mr. and Mrs. Otto Schultz of Santa Ana, Calif., and former well known residents of Tulelake, are expected here this weekend to attend the concert.

Marie Obenchain will be the accompanist. Among the numbers which Mr. Schultz will sing is the favorite, Prologue from Paganini, Martini's "Plaisir d'Amour," and "Where 'Ere You Walk," from "Semele" by Handel.

A cordial invitation is issued to those interested to attend the concert.

Bridal Shower

Honoring Mrs. Don Schortgen, the former Trina Gay Seaney, a bridal shower was held in the library club room Wednesday evening, March 13. Hostesses were Mrs. Everett Metler and Mrs. Ernest Gienger.

Refreshments were served after the honor guest had opened her gifts. She is the sister of Mrs. Dale Beber, who assisted the hostess.

Present were Mrs. Schortgen, Ruth Hodge, Mildred Langer, Josephine Hayes, LaVonne Watkins, Gladys Hull, Vivian McNabb, Etta Plasker, Cleve Hamons, Elsie Oppgaard, Grace McCord, Annie Hodge, Bess Hunt, Charlotte Canoy, Maud Sargent, Pauline Truan, Charlotte Ashworth, Vivian Gill, Myrtle Lockrem, Marie Metler, Eva Burkhard, Loella Schortgen, Betty Seitzinger, Dixie Beber, and the hostesses, Mrs. Gienger and Mrs. Metler.

Sending gifts but unable to attend were Gladys Metler, Yolanda Rosterolla, Violet Franco, Mrs. O. C. Seaney, Mrs. Harrison, Esther Hodge, Desty Peters, Marjorie Clevenger, Irene Eggerud, Beverley Yancy, Shirlee and Sharon Gienger, Ida McGert, Mrs. Reid, Sybil Clayton, Mrs. Estelle DeBel, Eileen Rogers, Mrs. Jenkins, Delphia Hoyt, Anne Diskin, Mrs. Judson Smith and Mrs. Frank Klienger.

Scholastic Honors

Word has been received here that Marjorie Anne Clark, daughter of Mr. and Mrs. S. G. Clark, 2012 Main, has been named to the dean's list at Stephens college, Columbia, Mo., and has been initiated into Phi Theta Kappa, national junior college honorary scholastic fraternity.

Her scholastic work ranks in the upper seven per cent of the student body of 2150 girls. Miss Clark is one of 70 new members of Phi Theta Kappa.

Winema Temple, Pythian Sisters, will meet in the Library club rooms at the city library Friday evening, March 22, at 8 o'clock. Initiation practice will be held following the regular business meeting.



ON SATURDAY, February 23, Trina Gay Seaney, daughter of Mr. and Mrs. O. C. Seaney of Hammond, Indiana, became the bride of Don Schortgen, son of Mrs. Owen Hodge of Klamath Falls.

Wed In Reno

Wed in Reno, Nev., Saturday, February 23, were Trina Gay Seaney, daughter of Mr. and Mrs. O. C. Seaney of Hammond, Indiana, and Don Schortgen, son of Mrs. Owen Hodges of Klamath Falls.

Attending the couple was Mrs. Betty Seitzinger, cousin of the bride.

Mrs. Schortgen is the sister of Mrs. Dale Beber of this city. The groom is a marine veteran and served overseas for 20 months.

Homecoming

A homecoming buffet dinner was given, honoring Neil Arant, by Mr. and Mrs. B. W. Prinsen at their home, 4608 Thompson, Saturday evening, March 16.

Arant recently returned from three years overseas and is a veteran of the fifth marine division.

Guests were Mr. and Mrs. Lorne Sewell, Mr. and Mrs. Alvin Cheyne, Mr. and Mrs. William Hays, Mr. and Mrs. Robert Herringshaw, Mr. and Mrs. Eldon Clark, Mrs. Ada Arant, Pauline Ulstead, Beverley Conser, Don Arant, Neil Arant, the honor guest, and Mr. and Mrs. Prinsen, the host and hostess.

Auxiliary

The ladies' auxiliary to the Brotherhood of Railroad Trainmen met in the KC hall Thursday, March 14, at 8 p. m. with Mrs. Laurence Roman in charge, and 24 members were present. Two were initiated into the lodge at this time, Mrs. Arthur Kelley and Ramona Ross. It was voted to resume the afternoon meetings on the second Thursday of each month, which were discontinued during gas rationing. These meetings will be held in the KC hall at 2:30 p. m., and the lodge will meet as usual on the evening of the fourth Thursday of the month.

Refreshments were served by a committee, which included Mrs. V. C. Phillips, Mrs. Earl Snyder and Mrs. Thomas.

The case of the Scratch that Wasn't There!
or how OLD-ENGLISH SCRATCH REMOVING POLISH does all its name implies!
There it was, a big, ugly, jagged gash on the precious heirloom desk. But Old-English Scratch Removing Polish sank into the crevice, hiding the scratch and blending perfectly with the fine mellow finish. What's more, it left a gleaming satiny lustre.
25¢
Old English
HOUSEHOLD HELPERS

Modernistic Beauty Shop announces
PRISCILLA HICKS
Expert Manicurist
BERNEICE MAHAN
Permanent Wave Specialist and Hair Stylist
Have been added to our staff
IRENE BYRNES Tint Specialist
MYRTLE CHAMBERLAND Hair Stylist
ETHEL STORM BORDEN Consultant on Hair and Skin Ailments.
FREE MAKE-UP
915 Klamath Ave. Phone 3883

It's Spring ...
and ...
it's ...

"Beautiful"

"Should ..."

from Leons of course ...

... it's "all-the-way" ... from

gleaming patents ... and softest

Doeskins ... to those casual "Lo-Lo-

Heelers ... and ... yes ... they are ...

"Naked as a Jaybird" ...



"Scandal" ...
from Mercury ... of shining patent ... or tan calfskin.
7.95



"Airdale" ...
Brown calf Spectator ... hi-cuban heel.
7.95



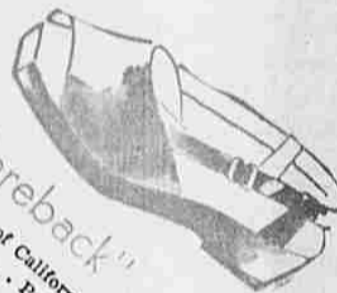
"Alert" ...
From Joyce ... of course ... white calf—all leather platform sole.
6.50



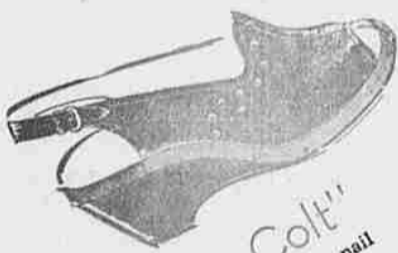
"Smash Hit" ...
White crushed calf ... Full leather cushion platform.
6.95



"Naked Genius" ...
Ferncraft give you the "naked Gen-ius" ... Black Patent ... platform sole ...
10.95



"Bareback" ...
from Illinois of California ... black suede ... Patent ... Saddle calf ...
7.95



"Shanks Colt" ...
David Franks ... in the nail studded "Shanks Colt" ... Black Calf ...
4.95



"Winnie" ...
From Johansen ... of Forstmann Black Gabardine ...
8.95



"Loafers" ...
Genuine hand sewn "Norwegians" ... Antiqued leather.
5.95



"Saddles" ...
The "King of the Crop" ... of Yes ... "Saddles" ... of tan and white ... all sizes.
5.95



"Lassie" ...
Johansen ... Black Gabardine ... closed heel ... open toe ... medium heel.
8.95



"Cutie" ...
The sling back pump ... of Black Suede ... or Forstmann Wool Gabardine ...
8.95

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525 Main