

Odoriferous Advertising Seen As Next Thing In Modern Day Newspapers

NORMA, Okla., March 5 (AP)—Don't be too astonished if the butcher's advertisement in your daily newspaper emits the sizzling scent of a sirloin steak and mingles with the odor of frying onions from the grocer's display on the opposite page. Perhaps that aromatic aroma of coffee from the evening paper will keep you awake at night.

Wave Service Officer Named

The Oregon department of veterans' affairs has appointed Miss Frances Irene Kerr, Portland, former member of the Waves, as service officer, Director George E. Sandy announced today. She will devote her time chiefly to counseling and assisting nearly 4000 women veterans of Oregon.

Until her appointment, Miss Kerr was a case worker in Multnomah county for the state welfare commission, where her employment began in 1942. This period was broken by her service in the Waves from September, 1944, until February, 1946.

Miss Kerr was graduated from the University of Oregon in 1942, with a major in sociology. Women veterans with readjustment problems are urged to contact Miss Kerr at the headquarters of the department of veterans' affairs, State Library building, Salem.

BANKER DIES
ASTORIA, March 6 (AP)—Frank Patton, 86, head of the Astoria Savings bank which closed in 1927, died yesterday. A native of Marion county, he attended Willamette university and came here in 1881 as a fish cannery clerk.

of pharmacy at the University of Oklahoma, says odoriferous advertising may be the next step after color—in attracting customers.

Bienfang, considered one of the world's foremost authorities on odors, already is working on his first commercial assignment of that kind—an order from a San Diego restaurateur who wants the pictures of meat courses on his advertising blotters to smell just like the real dishes.

Bienfang says perfumes have been used in such advertising, but that making food odors involves an entirely different process.

"It's not impossible to duplicate any food odor," Bienfang pointed out. "Of course there are certain physical limitations, but I bet I could whip up a chili odor that would have you reaching for a cracker and a spoon."

"You could have a blotter in the form of a bowl. If a person held it in his hands for a few seconds, he not only would have the chili smell, but the heat and moisture which go with such a dish."

"Take the bread you buy at your market. It's just like that sort. 'Stone cold dead in the market.' There's no odor. I'm sure I could put together a fresh bread smell that could be put in the wrapper—and in advertisements."

The master scent magician says he's too busy to do much experimenting but "I like to do it just for the smell of it."

TOO WEAK TO DO ANYTHING
On "CERTAIN DAYS" of Month? This great medicine is famous to relieve painful distress and tired, nervous, irritable feelings, of such days—when due to female functional monthly disturbances!
LIDIA E. PINKMAN'S COMPOUND

Chamber Directors Favor Moderation Of School Bill

The Klamath County chamber of commerce board of directors Wednesday noon voted to favor SB 101, now before the Oregon legislature, which would moderate the state's compulsory school attendance laws.

Gordon Loomis told the directors of an instance of a boy who was working for the Great Northern railroad but was fired when it was discovered that his employment was violating the school law.

Loomis said that in this instance the youth did not care to attend school any longer, and that after he lost his job with Great Northern he "went from bad to worse," neither working nor attending school.

Most members of the chamber directors felt that school boards should be given some leeway from the strict school attendance law in cases of this sort, and the directors' action will be transmitted to the state legislature.

Lumber Workers To Open Negotiations

PORTLAND, March 6 (AP)—Both the AFL and CIO lumber and woods workers will open contract negotiations with operators this week.

The AFL Lumber and Sawmill Workers meet today at Eugene with the Willamette Valley Operators association. Union demands have not been disclosed.

Representatives of the CIO International Woodworkers of America will begin discussions with the lumbermen's industrial relations committee here tomorrow.

Pacific Maneuvers May Be Cut Due To Lack Of Funds

WITH THE FIRST TASK FLEET, Central Pacific, March 5 (AP)—The navy may be forced to limit maneuvers to about half the number considered essential for well-rounded training, Vice Adm. A. E. Montgomery told a news conference today, if national economy moves cut into the navy's budget.

Montgomery pointed out that the naval tactics use up huge amounts of fuel and estimated that exercises such as the present one could be held only about once a year for the Pacific and Atlantic fleets. He added that the navy would prefer maneuvers every six months for each fleet.

The admiral, who called his commanders aboard the battleship Iowa for a discussion of yesterday's mock battle, expressed satisfaction with the results thus far.

Fertilizer In Short Supply

A critical shortage of commercial nitrogen fertilizer for spring planting exists right now, but the short supply can be alleviated somewhat, by holding spring applications to a minimum and adding side or top dressing later in the season.

The early spring weather has brought an unprecedented demand for commercial fertilizer, and the heaviest demand time is in March and April, before spud planting. Both 10-12-14 and 16-20 are going to be hard to get, dealers report, but lawn and garden fertilizer is in ample supply.

One mitigating factor in the shortage, however, is the fact that there will be less acres of spuds planted this year than last, so the ration of acreage and fertilizer to acreage around here is expected to be about the same as for last year.

City Delivery Service, Ph. 8417.

Farm Building Plans Offered

Assistance with farm building plans in communities where a considerable number of owners are preparing to construct homes or other buildings is being offered by the OSC extension service. Three extension agents recently spent a full day giving such service to farmers on new reclamation homesteads near Madras.

Similar meetings are tentatively planned for the Owyhee project in Malheur county and for the newly divided area near Tulelake in the Klamath region.

Inter Chamber Meet Planned

The annual inter-city meeting between the Klamath County chamber of commerce and the Modoc county council of natural resources, will be held at Alturas March 26, and the chamber directors have pledged the attendance of a large delegation from Klamath Falls.

Reservations can be made at the chamber of commerce office.

FOR SALE
SEED POTATOES
Grown in Utah, 5200 Ft. ELEVATION, VIRGIN SOIL.
Certified and common, one drop and cut size. Booking orders now, subject to ocean-side test. For prices and sample, call
JOE MICKA
Phone MALIN 131

Propellor Kills Oregon Man

BALBOA, C. Z., March 6 (AP)—Ernest Eddie Lenox, 68, of Forest Grove, Ore., was killed Tuesday at the Canal Zone air terminal when struck on the head by the whirling propeller of his private airplane.

Canal zone police said Lenox, seated on the ground near the nose of the airplane, stood up and walked into the propeller. Lenox and his party left home February 16 for a tour of Central and South America in his two-engine Grumman plane. They arrived here March 1 and were preparing to leave when the accident occurred.

Relief At Last For Your Cough

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly eases the cough or you are to have your money back.
CREOMULSION
for Coughs, Chest Colds, Bronchitis

WE CAN FIX ANYTHING THAT "TICKS"

5-DAY SERVICE

WATCH REPAIR

Careful Workmanship
Quality Parts
Full Guarantee of Satisfaction

Give us just five days to put your watch in tick tack shape again. First quality factory parts used.

★ Engraving While You Wait
★ Immediate Ring Sizing
★ Bead & Pearl Re-stringing

LARWIN'S
Jewelers
701 MAIN ST.
Under the Biggest Clock in Southern Oregon

FROM EVERY ANGLE

Stunning

Smart to be seen in — and always comfortable to wear!

STANDARD "Guaranteed Glasses"

beautifully styled and precise in every optical detail.

Created by craftsmen using the world's finest materials.

"Guaranteed Glasses" — you wear them always proudly,

"Guaranteed Glasses"

Nothing Down, \$1 a week

DR. EUGENE V. BROUGHTON — OPTOMETRIST IN CHARGE

Standard Optical Company

715 MAIN STREET IN KLAMATH FALLS

Look for the **GOV'T GRADE MARKS ON BEEF**

U.S. Government grades stamped on the meat are today your only official guide to beef quality. They tell you plainly — and with impartial authority — what grade of beef you're buying.

FOUR principal U.S. grades of beef are sold through retail markets. Standards for these grades are determined by the U.S. Department of Agriculture. Under direction of this Department, the U.S. grades are marked on beef with purple coloring, a harmless vegetable dye. The grades look like this:

U.S. CHOICE	U.S. GOOD
U.S. COMM.	U.S. UTILITY

These grades rank in quality as follows: Choice, Good, Commercial, Utility.

WARNING: Not all beef is Government graded and stamped. Some is sold ungraded, or with unofficial markings. So whenever you buy beef, look for the official U.S. Government grade stamp!

Today Safeway sells **ONLY THE TOP TWO** of the four principal government grades of beef

To win a grade as "U.S. CHOICE" or "U.S. GOOD" beef must have eating quality grown into it. It must be naturally tender and juicy, with the proportion of lean meat to fat which promises fine flavor (and which makes possible correct aging of the meat).

All beef sold at Safeway Markets carries a U.S.

Government grade stamp. You can see the U.S. grade mark on every cut. So you're sure of getting beef which government meat experts have graded — and judged to be of a top grade — when you buy at Safeway. Buying top grades only is step No. 1 in Safeway's meat plan... which makes possible this guarantee:

If ever you get a cut of our meat that fails to please you, all your money back. This guarantee holds good on every purchase of —

SAFEWAY GUARANTEED MEATS