



till School So Martha Shops . . . and Shops

Pack Up Your



old kit bag and hit for school but NOT until you have gone to CURRIN'S, the Friendly Drug Store to load up on cosmetics . . . as refreshing as a bouquet of newly cut flowers are the Faberge cognes . . . Woodhuc, Aphrodesia, Tigris, Straw Hat, two smart bottles in a clever little gold-colored case . . . Tigris has the swankiest tiger skin top or "cap."

A good buy is the Peggy Sage Gold Rush duo, lipstick and nail polish . . . the lipstick the long slender style so popular with the "hot dog" crowd . . . or the BIGGER value in lipstick, TWO regular size tubes, a \$2.00 value for a quarter more than a dollar or \$1.25 . . . choose your shades . . . or Helena Rubinstein's 4 Color Keys To Beauty on a single chain.

Ask at the Beauty Bar about cake make-up, Rubinstein's, Tussy's, Max Factor or Revlon . . . there's "dream stuff" in this facial finish.

And don't forget cream shampoo, face powder, the silk screen kind, cleansing cream, depilatories AND deodorants . . . the list is endless, you'd better start now. As a wonder-upper, we found a clever little perfume dispenser for your purse . . . shaped like a rifle bullet with a no-drip closing, it takes pressure to get a drop of scent.

Grandma used buttermilk and lavender as her cosmetic standbys, but we lucky mortals can do better than that by shopping around at Main and Ninth . . .

CURRIN'S

Forget The Dishes



and let's go down to SPENCER'S to pick up a good supply of those Arctic Nitey Nite SLEEPERS. In these . . . little wigglers who are always disarranged will stay warm as a bug in a rug . . . they're heavy weight, sturdily tailored, cotton-knit fabric, recommended by pediatricians (baby doctors to us mothers) because it is warm, absorbent and healthful. Exclusive "bootee" foot with double sole for warmth, comfort and wear.

Sweater-cuffs hug wrists, provide 4 inches of adjustable sleeve-length . . . note that your cherub won't outgrow these in a season . . . comfortable neckline assures necessary chest protection . . . no bursting seams after bedtime gymnastics . . . the important seams are nine-thread sewn . . . full fashioned seat with elastic closing . . . these are rough, tough little togs that can "take it." Pretty, color fast pastel shades, green, blue, peach yellow . . . sizes 0 to 6 for the teeny-weeny price of \$1.99 at SPENCER'S where . . .

we found the newest "contraption" in all Klamath Falls, a Bunny Bear BABY MOOR. If you're sizzling with curiosity it anchors baby safely in the bath tub while you sponge his epidermis . . . it's a little, scientifically designed seat with four safe suction cups . . . can't possibly be pulled up by the strongest baby . . . leaves Mother's hands free to keep him from eating the soap . . . has a one piece plastic frame that warms quickly to bath temperature and soft, adjustable web safety strap that positively won't chafe baby's skin. If you've a Cleopatra or an Anthony in the family this is the answer to a Mother's prayer.

SPENCER'S is always on the beam when it comes to making life for Mother just a little bit smoother. Skeptical? Drop into the store and look around . . . you'll want to buy an armload of baby things from 619 Main . . .

SPENCER'S

This Is It!

A permanent that will give you big, soft, natural-looking ringlets that will fool even your bed-fellow . . . because with a permanent from the STUDIO OF BEAUTY there'll be no need of the kid curler routine EVERY night.

Anona Roberts, who knows her "stuff" says there's a permanent for every head of hair. Whether you have a Clara Bow trim or have defied the shears and clune fast to your tresses, the STUDIO OF BEAUTY can make you "purity."

Lend an ear to the operators and let them help get you tresses ready for the school year. Here's a guess that swimming, sunning, fishing and the million and one other things you've done this summer have sapped the natural oil from your hair. There's a remedy . . . oil treatments before your curl. Don't fool around until it's too late, school is only the flip of a calendar leaf away. If you are going to college in a damp climate a good permanent is a "must" . . . unruly hair is the "berries." Your friends will all be saying "Ain't she sweet" after your trip to the mezzanine at Whytal's, 901 Main street the . . .

STUDIO OF BEAUTY

Elegance — that delightful, suave, and rustler word, is once again a part-of-speech; for, this fall, there is a whole federation of fabrics which will admit of no other description. At twilight (and later), look for gleaming, iridescent brocades, for shining satin on shantung for prettily puckered plisse crepes. Expect to see, velvet-feeling corduroys, velveteens, tissue-weight worsteds, all richly decorative.

In The Know



on the go, CAMPUS CLOTHES at WHYTAL'S can cover you from top to toe. Start over in the hoisery department and follow the crowd to millinery. On the way you'll find more wardrobe "campusability" than you can shake a stick at . . . double cheer Feathereroys the mix'em and match 'em kind . . . really it's a corduroy but so soft and genteel it can even go to "tea." . . . Juillard creations . . . darling pedal pushers with tricky front pleats, stitched for "oomph" . . . well tailored flared skirts with plenty of yardage . . . the salt of classroom life, the jumper dress . . . buttoned down the front, double V midriff accent . . . Featheroy dresses with upper class sophistication, gold belt and button trim and jackets . . . pert, boxy, useful . . . all important for campus wear . . . colors are warm . . . avocado green, olive green, Sprite red, grey. WHYTAL'S has a wide range of sizes starting at 10 . . . some at 20.

Something to yowl about are the saucy little casual suits, plaid or checked, boxy or fitted, trim little tailored suits, slick as a whistle, with new skirt ideas that are just right for the in-between-summer and winter season and perfect under a fleecy coat. We'll whistle this gals, on a high note, the price is \$25 . . . and a bargain they are.

Tenderly tailored are WHYTAL'S skirts . . . polished gabardine . . . men's wear flannels with a bit of strut . . . plain, checked and pastel plaids . . . most of them California Sportswear . . . dashing dandys with a brand new graduated inverted front pleat . . . narrow at the waistline . . . wider at the hemline . . . if you want SMARTNESS here it is. Beautiful, no end in this style a cream Kasha. More beautiful a brown checked Sportswear with huge patch pockets with side openings "just like a man's."

Double duty, reversible hats, y' gotta see 'em to believe . . . two color felts with a feather . . . pluck the trimmin', turn the headgear . . . put back the quill and presto, a change . . . navy and black, red and black . . .

Cunning, hug-me-tight hats like little Dutch bonnets, just right for campus wear . . . beads of colors AND we mustn't forget the cheerful, chummy casual dresses . . . the so very social, date dresses.

Prices at WHYTAL'S won't knock your bank balance silly but you WILL discover you can have beauty on a budget when you shop at 901 Main street . . .

WHYTAL'S

Everybody's Going

to EMMA'S STORE in MALIN to outfit the back-to-schoolers. EMMA'S is completely stocked with gay, exciting new school clothes that will be really fun to wear. You'll find everything that the boy and girl needs for the back-to-school movement from hankies right on up to ritzy sports togs.



You can drop into EMMA'S and without moving from between the four walls buy shoes, hose, underwear, dresses, lingerie, sweaters, skirts, cords (for the BIG guys, too) sweaters, jackets, caps, gloves, belts . . . we could write a book on all the "duds."

Prices are dropping like a rock in a well EMMA tells us, for instance big boys' cords are \$1.25 lower than last year and that's something in the life of a Mamma even if she doesn't need to watch the budget.

EMMA'S is so conveniently located too, right on the Main street in MALIN. Just think of the gasoline saved when you shop in the town nearest you . . . especially when you can buy everything (even goloshes in season) that the school crowd needs.

EMMA'S has provided clothes for all ages, the shelves are full of merchandise and now is a good time, before the school bells start ringing, to go to MALIN and launch your buying spree at . . .

EMMA'S

Fashion and the French have always been synonymous in the past, but this Fall Paris can pick up a few pointers from California Designer Stephanie Koret, and by the way you'll find her wonderful garment ideas right here in one of our own Klamath stores . . . she has adapted everything from the shape of Napoleon's hat to the cuffs of the famous Musketeer Guards in the new back-to-school and on-the-job wardrobe of "Corduroy Pair-Offs" . . . watch for these new colors . . . mocha, claret red, bluebird, stem green and smoke grey.

Shopping Is Never

a gamble if you shop at LA POINTE'S. Certainly you will be taking no chances on those "flatter like mad" jerseys and corduroys that LA POINTE'S is showing. They're a wonderful buy and you can build your college or high school wardrobe right around these materials . . . it's as simple as A B C.

Terrific is the word for a chartreuse jersey combination and moss green corduroy skirt combination . . . odd button closing at the neckline and jaunty peplum . . . the skirt, a Nardis of Dallas, straight as a stillette.

You'll find dozens of other ideas along this line . . . the color combinations are almost endless . . . teaming up these two NEW materials on the fashion horizon is the last word in smartness. Blouses, sizes 32-38 at two popular prices . . . \$5.95 and \$7.95 . . . skirts in both junior and regular, meaning 10-18 . . . \$5.95 and \$6.95 . . . there's economy for you.

Darling beanies are being shown in corduroy to match the skirts . . . top your tresses with one of these when you go into the fitting room.

If you just can't resist jersey, buy a skirt . . . we saw some stunning ones in heather and black, pressed or unpressed pleats at \$8.95 and \$10.95 . . . sizes 24-28.

You'll take top honors in the ever-so-versatile, career or campus corduroy jackets . . . as an idea, combine a toast jacket and earth brown skirt . . . this is a season of mixing . . . styles are loose or belted at \$7.95 . . . \$16.95 . . . sizes 10-16.

Tricky additions to your sportswear wardrobe to be worn with or without blouses, the corduroy waistcoat . . . Ask about these. You'll find it a good policy to center your shopping for school clothes this fall at 507 Main . . .

LA POINTE'S

The fall and winter season of 1949-50 will be remembered for the trend toward elegance in millinery, achieved through subtle manipulation and draping of the silhouettes—turban, tricorne, manipulated small hat, dashing wide brims, pill-box and beehive. Most important is the turban which returns with tremendous fashion vitality as a morn-ill-night fashion.

Do You Know



that MILLER'S is headquarters for feminine wardrobes for school girls from the first grade to sheep-skin winners at Stanford? Neither did we until we shopped this week on the second floor and had our eyes opened.

We wished we were headed for Mills or for Vassar when we saw the genuine, 100%, featherlight, superbly tailored, Botany flannel robes in Bee's department, the kind that can take punishment "with a smile" . . . toasty warm, big, big pockets, beautifully tailored and belted, in wine or navy . . . we heard of one that has been "kicking" around for 15 years and is still in use . . . there's a testimonial.

Any gal will take top honors in one of MILLER'S cashmere sweaters, queen of ALL sweaters, 100% imported wool in pastel shades with the double neck that is IT this year. NOT being sweet sixteen we had to be told that "the bigger, the better" is also IT with the sweater crowd. MILLER'S has short sleeved slip over Cashmores at \$8.98 and the cardigan for \$11.95 . . . sizes up to 40.

Mothers were circulating around the little Kate Greenaway dresses for cutie-pies, like bees around honeysuckle and for good reason . . . they're darling . . . a little Spit-fire red with scalloped, white pique collar and cuffs was whisked off for a dark haired lassie . . . this number comes in Dutch blue too. Sizes run from 3 to 12.

Strictly 1949 are the all-wool flannel blazers with smart white braid binding for snuggling on nippy school mornings . . . sizes 7-14 at two low prices . . . \$6.95 . . . \$7.95.

Team these up with the little plaid skirts so Scotch they B-r-r-r . . . swishy flairs like big sister's and fastened to the belts by a "gold" chain, ball point pens that write . . . for 7 to 14 year olds at \$4.95 . . . \$5.95.

Cute and new are the junior Sacony blouses at MILLER'S . . . all rayon jersey . . . plain and collared necklines . . . snuggable and practical . . . pencil box fashions . . . scads of colors.

The young crowd knows its way around the clothes world and there's a good place to start teaching them clothes "sense," right at 512 Main street . . .

MILLER'S

The logical blouse for town, for the office, is as slick as a sheet of letterhead, as precise as your mastery of the touch system. It will be cotton certainly, white probably. Smart is a high-buttoned waistcoat to sit starchy outside a skirt, or tucked tidily underneath.

You Can Almost

taste apple butter and last-of-the-garden relish just by looking at the canning and preserving equipment in the PINE STREET MARKET. If you're one of those home-makers who just can't resist sticking something into a can to be used next winter now's the time to be buying your canning supplies. It's a good idea to get ready for Junior's mid-winter home-from-school appetite.

"Makes no difference" whether your family be large or small, the PINE STREET MARKET can supply you with glass jars . . . pints to half gallons and just about every kind of lid under the sun.

You'll like the new plastic lids for the square, easy-to-stack Vap-O-Cans for freezing, both the waxed container and the lid can be used again . . . manufacturers are constantly improving on containers to put in your freezer . . . ask for the new ones.

The PINE STREET MARKET has West-Pax locker kits and locker paper . . . Arvo lids for narrow mouthed jars . . . Jell-E-Seal, the 100% airtight paper cover with a hundred uses . . . Parowax, Certo, Pen-Jell, Sure Jell.

Fruit really is plentiful and not too expensive and who doesn't dote on mixing juice and sugar to watch it jell.

Remember to dial 3138 tomorrow . . . peaches are scrumptious. You'll get S & H Green stamps with your order whether you have it sent out on one of 5 free deliveries a day or pick it up in person at 7th and Pine, the . . .

PINE STREET MARKET

There's Always A Time



and a place for folks to use the merchandise we found this week at RICKY'S during a whirlwind review of the store . . . We were really looking for values and here they are . . . the NEW Parker 21 pen and pencil set, medium priced at \$8.75 . . . split . . . the pen is even-up \$5.00, the pencil \$3.75.

The famous Parker 51 with Lustraloy top, the set, \$19.75 . . . gold filled, \$29.75. A brand new pen feature the aerometric vacuum, 'twon't leak because a trap catches the excess ink.

Portable radios, Motorola, a tiny beauty with plastic and metal case, one of the best on the market . . . \$42.60 . . . a full line of Zenith's, fully automatic with wave magnet, starting at \$47.95 . . . others at \$49.00 and \$67.95 . . . school's one place where you just gotta have a radio . . .

Another must, a portable typewriter and RICKY'S has the tried and true Remington, a standard at \$84.95 and the noiseless model at \$119.50.

Boys must shave, at least so we were told at RICKY'S where you'll find a complete line of electric razors, Schick, Remington, Shavemaster . . . being feminine gender we think 'twould be NICER to shave without lather so . . . visit the razor department downstairs and while you're there look at the smart Schick travel kit . . . electric razor, mirror, electric cord, hair brush, tooth brush holder and nail file in a zippered leather case . . . \$34.50, tax included.

Travel clocks are handy . . . you'll find them at all prices but in particular we liked the New Haven at \$7.34 . . . for a dollar more you may buy it in a zippered leather case.

You know that RICKY'S has one of the most complete watch departments in town but just as a brush-up on famous names you'll find Hamilton, Bulova, Elgin, Rolex, Gruen, Longines, Helbro, Wyler, Eterna, this one the first self-winding watch with a ball bearing. RICKY'S has made sure that you can find just what you want in a timepiece for man or woman. The price range is so flexible you can't miss.

It's fun to shop for school, for yourself or others and more fun if you shop at 700 Main street . . .

RICKY'S

Perfect for the coming football season are plaid shirts which are being shown with matching ties to be worn casually tied at the throat, over sweaters or blouses . . . odd jackets are smart in corduroy, velvet or wool knit . . . little head-bugging caps and roller brims will make any girl think twice before she goes bareheaded. Other ideas for back-to-school . . . you'll dangle a chain of coins at your belt just for fun . . . back-to-the-dormitory girls will love the red flannel night shirts like granny wore . . . If you must go modern . . . red flannel pajamas an innovation.

The Spot Light

is on MILLER'S SHOE DEPARTMENT where Frank Bogatay said this week that Poll Parrot shoes are "more for your money shoes" because of their fine quality materials and sturdy construction. Little feet have more fun in Poll Parrot shoes because they are pre-tested. They have to be good or they wouldn't be approved by Parents Magazine and Good Housekeeping.

MILLER'S SHOE DEPARTMENT is your exclusive Poll Parrot shoe dealer. It features a complete range of sizes from infants to teen-agers, assuring your youngster of a perfect fit.

This year send you boy or girl back to school in Poll Parrot shoes and you'll be "twice as smart."

Poll Parrot shoes are active shoes for the busiest little "soles" you know and they are SO reasonably priced, just \$2.98 to \$6.95 . . . remember, Poll Parrots are exclusive at 512 Main street . . .

MILLER'S

If a sun tan deepens lines in your skin, makes pores suddenly expand, roughens texture or accentuates dryness, better keep shy of Old Sol and take your tawny complexion out of a bottle. One famed beautician says that a severe sunburn can add 10 years to the apparent age of a lady's skin. She also insists that the sun doesn't wreck such havoc on the skin of your shoulders, arms and legs, so toast these areas to a turn but cover your face and neck and fool your friends by matching your make-up to the tanned areas.

