Get Your Money's Worth By Sharp-Shrewd Buying

Shopping wisely to get the maximum worth from your dollars is important these days. While women like to pride themselves on being shrewd shoppers, too many are "penny wise, dollar foolish." For example, have you ever hesitated in buying merchandise marked "irregular" for fear it was defective and wouldn't wear well? Throw your caution to the wind (with discretion, of course) and take advantage of the savings offered, for irregulars are mostly soiled goods or discontinued lines—all in perfect condition! Occasionaly, too, a thread may be pulled—which will not lesson a garment's long life—and the item has to be classified "irregular."

This is just one of the little known aspects of department store selling which is brought to light in a recently published book, "Every Dollar Counts" by Max Hess Jr. published by Fairchild, which was written to supply the American shopper with the behind-the-scenes information necessary for wise shopping.

In easy to understand language, Mr. Hess—himself the president of one of the nation's department stores, Hess Brothers of Allentown, guides the reader through the intricate merchandising and promotion services employed before a product can be advertised, the world of fashion, clearance sales, bargain sales, bride's services—in fact, every facet of department store selling, including credits to all "back stage" hands without whom a department store could not function.

GOOD TIPS

The book is filled with tips on how to get more values. For example, here's a quick test to tell the difference between real china and ersatz counterparts. Tap a plate with the end of a pencil. Real china responds with a bell-like echoing chime. Earthenwere or pottery will give nothing but a dull clink.

Or, have you deluded yourself into thinking that "open stock" means the pattern will be sold forever and a day, only to be disappointed at a later date? A good guide to remember is that open stock is always sold for a minimum of five years — of course, many manufacturers have been selling the same patterns for over 50 years, but there is never a guarantee that a pattern won't be discontinued because the manufacturer finds it unprofitable.

"When a store announces "Everything must go!" it means what it says. Prices will drop lower and lower until a garmetnt is finally bought by someone."

Or, when buying shoes it's helpful to know that, "A good shoe, once completed, has to dry for six weeks. That drying time is an interval which solidifies the shoe's shape. Thus, one of the things you pay for in higher priced shoes is the guarantee that shape will not quickly be lost."

Have you ever been in a quandry during a linen sale when unmarked sheets are selling for a song? Mr. Hess says, "The easiest test is merely to crumple a corner of a sheet and rub its folds together. Some lint will always fall from even the finest sheets, but if you create a veritable snowball, beware."

HERE'S HOW

Did you know, for example, the World of Fashion is a combination of two ultra-exclusive sets — one real the other imaginary?

Mr. Hess says, "The real one may be described as the leading dressmaking establishments of Paris and New York . . . who meet twice a year to decide on styles.

"The imaginary World of Fashion takes in a small, select group of women called fashion leaders who presumably life in a rarefied stratum of luxury. Exactly who they are, nobody knows."

Shoppers too can always be sure of getting good buys in department stores—for what they do is combine and pool their resources to purchase through buying syndicates—very large orders are placed with manufacturers so they have a definite advantage in securing merchandise at a better price. If a manufacturer has a great deal of merchandise left at the end of the season, or if he needs ready cash immediately, a department store buyer can purchase very cheaply and the savings are passed on to the consumer. But to protect the manufacturer's brand prize, labels are removed!

This is just some of the "inside information" unleased in "Every Dollar Counts" — which certainly makes for greater understanding into greater worth from dollars—and wise spending habits to go with sense.

HOT school lunches

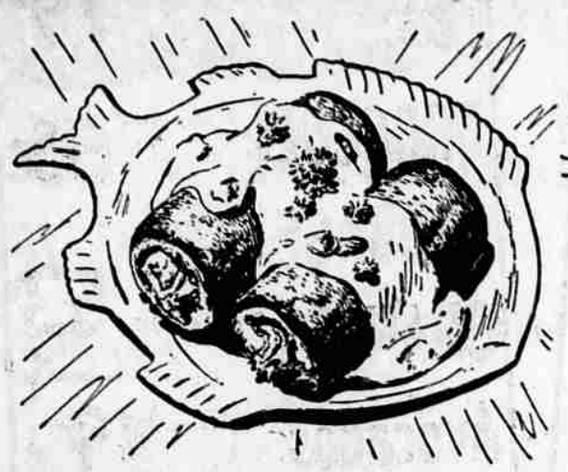
MORE TENDER · MORE DELICIOUS MACARONI

SCHILLING Chili Powder

A lively blend of chillies and spices for robust Mexican flavor!

REMEMBER! Schilling Products are never packed under any other name

SAVE OREGON FOOD MEAT LABELS ★ SAVE OREGON FOOD MEAT LABELS ★ SAVE OREGON FOOD MEAT LABELS ★ SAVE OREGON FOOD MEAT LABELS



Let us help you plan for LENT

COME GET RECIPE FOR

"STIR-N-ROLL" TUNA ROLL-UPS

Another baking short-cut with

WESSON OIL

YOUR LIQUID SHORTENING

TRY THIS "DIFFERENT" LENTEN DISH

TUNA ROLL-UPS

New STIR-N-ROLL Recipe calls for

We have recipe created by Betty Crocker Staff of General Mills

WESSON OIL .... Qt. 34c — Your Liquid Shortening — With Coupon

GOLD MEDAL FLOUR 10 lbs. 89c

No. ½ Tin White Star Grated **TUNA** 29c

Fresh FRUITS & VEGETABLES

RUBY RED **RADISHES** large bunches	3 bun.	14c
GREEN ITALIAN **BROCCOLI**	bun	14c
LARGE SNOW WHITE HEADS **CAULIFLOWER**	lb.	14c
FRESH ALL GREEN **CELERY**	lb.	12c
LARGE SOLID HEAD **CABBAGE**	lb.	5c

FREE PRE-VUE!

Now . . see a preview of one of the finest pictures of the year . . .
"I'LL NEVER FORGET YOU"
Starring Tyrone Power and Anne Blythe
Thursday, March 13 ,10:30 A.M.
Pelican Theater
Free . . to "Better Living Club" Members only.
Plus Broadcast from the stage . . . plus Free Gifts.
Sponsored by Klamath Theaters and Oregon Food Stores

We Meet All Legitimate Advertised Prices!

Grocery prices effective Thursday thru Monday. Meat and Produce features for Friday and Saturday.

EGGS	Large AA In Cartons	Doz. 49c
MARGARINE	Durkee's, Yellow Cubes	4 lbs. $1
Salad Dressing	Durkee's Whipped	qt. 49c

SAVE WITH THESE SPECIALS!

Snowdrift	3-lb. tin (with 15c coupon)	64c
Shortening	Fluffo 3-lb. pkg. (with 15c coupon)	54c
Coffee	Red Bag, Grind it as you wish	75c
Coffee	Yellow Bag, Grind it as you wish lb.	77c
Coffee	Maxwell House, Instant 2-oz. jar lb.	39c
Sugar	Fine Granulated 10-lb. bag	83c
Bisquick	Large pkg.	35c
Salmon	Alaska Chum 1-lb. tin	39c
Tuna	Light Meat, Solid Pack No. ½ Tins	25c
Navy Beans		29c
Catsup	Westward, 14-oz.	15c
Luncheon Meat	Merrell Snack 12-oz.	39c
Crab Meat	Danny Boy ½s	49c
Apple Cider	Gallon	59c
Soap	White King Large	25c
Crackers	Snowflake 2-lb. carton	49c

DOLLAR SPECIALS TO STRETCH YOUR FOOD DOLLAR!

Preserves Oregon Apricot Berry	1-lb. jar	.21	5 for	1.00
Apricot Sauce	Buffet tin.	.10	11 for	1.00
Pineapple Tidbits Sils	12-oz.	.15	7 for	1.00
Crushed Pineapple Ramrod	No. 2 tins	.26	4 for	1.00
Peaches Hunts	No. 2½	.26	4 for	1.00
Grapefruit, Smiths	303	.15	7 for	1.00
Fruit Cocktail Market	8 oz.	.11	10 for	1.00
Cherries, Diamond A Red Tart, Pitted	No. 2 tins	.26	4 for	1.00
Apricots Hunts	No. 2½	.26	4 for	1.00
Applesauce Tastewell	303	.14	8 for	1.00
Spinach Hunts	No. 2½	.18	6 for	1.00
New Potatoes Hunts	300s	.10	11 for	1.00
Peas Happyvale	303s	.14	8 for	1.00
Hominy Market Golden	No. 2 tins	.12	9 for	1.00
Corn Whole Kernel, 3 Sisters	No. 303s	.15	7 for	1.00
Tomatoes State Fair	No. 2½	.21	5 for	1.00
Whole Beets Del Monte	No. 2 tins	.18	6 for	1.00
Diced Beets Dinette	No. 2 tins	.11	10 for	1.00
Pork and Beans Hunts	No. 300	.11	10 for	1.00
Stringless Beans Saracen	No. 2 tins	.14	8 for	1.00
Asparagus All Green Cuts	No. 2 tins	.21	5 for	1.00
Tomato Juice Market	46 oz.	.21	5 for	1.00
Hot Sauce PG	Buffet	.05	21 for	1.00
Jergens Soap		.05	21 for	1.00

SELF SERVICE Quality MEATS

Cut Right! Trimmed Right! Guaranteed Fresh!

HENS	For fricassee. Cut up, pan ready, guaranteed tender	55c lb.
FRYERS	Colored. Cut up, ready for the pan	59c lb.
CHICKENS	ROASTING 2 lb. cello bag over ready	59c lb.
GROUND BEEF	Pure Ground fresh daily	59c lb.
OYSTERS	Fresh 8 to 10 count	Pt. 59c
HAMS	Skinned Half or whole Tenderized	59c lb.
WIENERS	Skinless. Best quality	59c lb.
FRESH SMELT	Columbia River Shipments daily	33c

PEETS	SUPER SUDS	CRYSTAL WHITE
Granulated Soap		
Large Size 25c	Large Size 25c	Bar 6c

OREGON FOOD STORES

4480 So. 6th — WE RESERVE THE RIGHT TO LIMIT! — 2410 So. 6th — NO SALES TO DEALERS — 1749 Ore. Ave.

OREGON FOOD MEAT LABELS ★ SAVE OREGON FOOD MEAT LABELS ★ ★ SAVE OREGON FOOD MEAT LABELS ★ ★ SAVE OREGON FOOD MEAT LABELS ★