

Location Of Block's Shoe Store In Klamath Falls Marks 29th Year Of Operation in Northwest

An attractive, modern retail outlet in Klamath Falls, Block's Shoe Store, at 711 Main Street, will be formally opened tomorrow, the grand opening event to continue through the rest of this week.

Block's newest store in Klamath Falls marks another milestone in the firm's expansion program and indicates the confidence of the company in the future growth of the Klamath Falls area, according to Max H. Block, president.

The Klamath Falls unit brings to 34 the total number of Block's Shoe Stores in the four western states of Washington, Oregon, Idaho and Montana, and makes the firm one of the largest family shoe chains on the Pacific Coast.

Prominently located in the central business district, the new Block's store forms an attractive addition to the downtown area. It features a modern treatment of French gray Carrara glass, with Herculee doors. The store is air-

conditioned throughout, and the interior is finished in birch and mahogany wood veneer, with green carpeting and a terrazzo lobby entrance.

Featuring a complete line of women's, men's and children's footwear, hosiery, handbags, slippers and rubber footwear in the popular price field, the Block chain is established in the forefront of the retail shoe industry. As a wholly-owned subsidiary of the Shoe Corporation of America, one of America's largest manufacturer-retailer organizations, Block's is served by five factories of Shoe Corporation, manufacturing men's, women's and children's shoes. This enables Block's to bring to Klamath Falls and the surrounding area the latest in shoe fashions at the popular price level. Block states.

The factories are located at Northridge, Skowhegan and North Jay, in Maine; Waynesboro, Pennsylvania; and Smithsburg, Maryland.

Behind the footwear values, friendly store atmosphere, modern



MAX BLOCK



ROBERT BLOCK



H. H. LAPPE



HARVEY ASH

architectural environment and the many other Block features is Max H. Block, who directs the enterprise and heads a large staff of experienced and qualified executives who have been with the firm

for many years. Block, besides his leadership in the shoe industry, is known for his philanthropic and civic activities and national leadership.

In a statement in connection with

the opening of the Klamath Falls store, Block said:

"We are confident of the growth and prospects of the city of Klamath Falls as a strategically located marketing area. We desire to be

an integral part of that growth and intend to play a leading role in the development of this area. We believe it has a vast potential, with its splendid resources and its rapidly growing industries. The capable

leaders of this city, the many resources, and the exceptionally friendly people have convinced us that we have taken the right step in our expansion program. Our desire to serve the people of Klamath Falls and the surrounding area, I know, will be well demonstrated as they visit us and become familiar with our personnel and our merchandise."

Robert J. Block, his son and director of store operations, represents the third generation of the Block family in the firm since it was founded 29 years ago in Seattle by Max H. Block and his father, Hyman Block.

Harry Ash, director of merchandising, has been associated with Block's shoe stores for 24 years. He is responsible for the integration and development of the merchandise in all Block's stores.

H. H. Lappe has been associated with Block's for over a quarter of a century and serves as director of construction. He has designed all of Block's shoe stores, including the new Klamath Falls store.

Elliott Hutchison, district manager of the western division of Block's, has been in Klamath Falls to supervise the installation of the new unit.

The local store will be under the management of Bert Ewing, who joined Block's in Seattle, Washington.

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It Happened This Way in New Pine Creek

By IRVIN FARIS

A representative from the Oregon Rating Bureau was here last Tuesday afternoon, re-rating buildings in our hamlet. He so flabbergasted me I forgot to get his name. He said it was the first time our hamlet had been rated since 1935.

Farmers around the valley have been taking advantage of the nice, spring-like weather and are beginning to plow and disc and harrow their land. Seven or eight farmers all pitched in and helped Johnny Thompson with his farm work one day last week as he has had more than his share of trouble lately.

Mr. and Mrs. Lee Cruzon returned Monday evening from La-Grande, Oregon where Mrs. Cruzon's brother, Fred Luther, has been quite low. They had left early Saturday morning. Mr. Luther had a paralytic stroke about a year ago and has been in bed since. He is now suffering from an acute kidney ailment.

The PTA, while elephant and auction sale held recently was quite successful and the large crowd that attended not only had access to a wonderful lot of good food but had a barrel of fun. Hilton St. Clair was the efficient auctioneer who did a swell job. The exact amount taken in was not learned definitely but some thought the project must have netted \$50 anyway. Educational films which depicted scenic dams and country along the Columbia River and skiing at various national resorts, were shown by Lee Hansen. These pictures went over big. The purpose of this money raising project put on at the Kelly Creek school house was to help finance a delegate to the State PTA convention.

The NPC Needle Club met February 27, with Mrs. Clara Cloud. An enjoyable afternoon was spent by the ladies, who voted \$5 to the March of Dimes, \$2.50 to either side of the line, Modoc and Lake counties. Lovely fruit salad and angel cake was served. Members and guests present were as follows: Mrs. Alpha Hartzog, Mrs. Belle Moffitt, Mrs. Bernice Moffitt, Mrs. Amy Cloud, Mrs. Nellie Wallis, Mrs. Ruth Brickey, Mrs. Dorothy McDonald, Mrs. Thelma Butler, Mrs. Buna Faris, guest Mrs. Velma Newcombe, the hostess and seven children.

A beautiful lace table cloth was given by the club to Mrs. Lillian Deal, formerly Mrs. Lillian Ried, who had been a club member for a long time but who moved to Eugene last fall. The next club meeting will be held on March 27th with Mrs. Buna Faris as hostess.

The Youth Club met in regular session last Wednesday evening with the meeting being called to order by acting president Nelda Thompson. Under new business a motion was made which carried that the following sentence be inserted into the by-laws of the group; namely, that a youth club leader must be a member of the Eastside Grange.

The bill for one hundred membership cards was voted to be paid. One new member, Donald Smith, was voted into the club. Those present were Barbara Fisher, Sharon Tuxhorn, Dick Cooper, Mickey McClain, Sharon Webb, Carol McClain, Pet Webb, Sharon Mulkey, Nelda Thompson, Sammy Tuxhorn, Roger St. Clair, Kit Purman, Richard Lawson, Billy Churchfield, Arlene Reynolds, Donald Smith and the leaders, Mr. and Mrs. Claude Newcombe. Those coming in late were: Robert Faris, Eugene Lawson, and Mona McClain. There were also 10 guests present: Billy Ayres, Betty Cain, Delores Hart, Billy Van Clieve, Neil Perry, Polly Cain, Donald Faris, Eunice Chapman, Janet Faris, and Bobby Icenhower. Guests arriving late were Eddie Ried, Glade Wells, John Murphy, Jim Walls, Dudley Simpson, Jim Wells, and Richard Wheelock. Other late arrivals were: Mr. and Mrs. Carrol Cloud, Earl Porter, Homer McClain, Riley Harris, Billie Millap and Mike Cook.

Mr. and Mrs. C. F. Wiseman visited overnight last Wednesday evening with Mr. and Mrs. Harvey Porter. Mrs. Wiseman is Harvey's sister.

There was a fair crowd in attendance at the grange sponsored 4-H Club benefit dance held at the Grange Hall February 27. The crowd however, was largely composed of the younger group of dance goers and they seemed to have a good time. The money raised will go toward the 4-H boys dormitory which will be built.

The local 4-H club met Tuesday evening after school at Mrs. Bona Ayoutt's residence. The girls are taking up the fine arts involved in cooking at the present time. There are fourteen members in the club—all girls but one, Jimmie Cogburn.

Mrs. Cloud entertained the Happy Hour Club Tuesday afternoon. There were sixteen ladies present and fifteen children. She served cream cheese salad, wafers, pickles, olives, ice cream and cookies.

The VFW will hold a benefit dance this Saturday evening, March 6th. The Ladies Auxiliary of the VFW are sponsoring a class in ceramics. The first meeting was held last Thursday night at the home of Mrs. Mary Snider. Ed Court of Lakeview gave a lecture on the making of ceramics. He exhibited samples of molds which he makes himself and told about the painting and baking thereof.

Those present at this meeting were: Mrs. Elizabeth Madison, Mrs. Ronald Eckard and daughter, of Willow Ranch, Mrs. V. Bishop and Mr. and Mrs. Law-

rence Smith also of Willow Ranch, Mrs. Ed Court of Lakeview, Mrs. Faye Rose, Mrs. Myrtle Gentry, Mrs. Claudia King, Mrs. Buna Faris and the hostess, who served strawberry sundaes, cake and coffee.

Mr. and Mrs. Truman Hartzog of Lakeview were dinner guests at the home of Mr. and Mrs. Ed Hartzog. Sunday. Richard Robnett and his sister, Leona, are having a great time and a great trip. Their mother, Mrs. Myra Robnett, showed me a picture the other day she had received of them atop the Empire State building in New York. They are now in New Orleans where they did the Mardi Gras and were charmed by the great spectacle.

A regular Kelly Creek school election was held last Friday afternoon at which the school budget for the coming year was voted upon and approved. The election was held in the Grange hall from 2 p.m. to 4 p.m.

BONANZA

By CORA LEAVITT

The Bonanza Farm Bureau Women are sponsoring the Red Cross Bloodmobile in Bonanza from 7 to 9 p.m., March 29. Mrs. Lloyd Hankins is chairman and hopes all who are able will donate a pint of blood to this most worthy cause. It is hoped Bonanza and surrounding area will raise 150 pints.

Mr. and Mrs. Cecil Webster of Lakeview visited Wednesday with Mr. and Mrs. O. C. Johnson. They also visited at the Leavitt home. Mrs. Lester Jones has returned home after spending several days at Eugene with Mr. and Mrs. Jim Tucker. Jim suffered a heart attack but is steadily improving. Mrs. Tucker is Lester's sister.

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Riboflavin (B ₂)	4 mg.	Niacinamide	20 mg.
Pyridoxine Hydrochloride (B ₆)	0.5 mg.	Calcium Pantothenate	2 mg.
Niacinamide	20 mg.	Folic Acid	0.25 mg.
Calcium Pantothenate	2 mg.	Vitamin B ₁₂	1.5 mcg.
Folic Acid	0.25 mg.	Liver, Desiccated	275 mg.
Vitamin B ₁₂	1.5 mcg.	Choline Dihydrogen Citrate (equivalent to 20.125 mgms. Choline)	50 mg.
Liver, Desiccated	275 mg.	Ferrous Sulfate, Dried	200 mg.
Choline Dihydrogen Citrate (equivalent to 20.125 mgms. Choline)	50 mg.	Inositol	20 mg.
Ferrous Sulfate, Dried	200 mg.	Ascorbic Acid (C)	20 mg.
Inositol	20 mg.		
Ascorbic Acid (C)	20 mg.		

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