



**Velvet Is Important**

Whether you dream of yourself in a slim sheath, a voluminous skirt, the new torso silhouette, short or floor length gown or romantic coat, velvet is important this season. Velvets are shown in new varieties of weights and wonderful qualities impervious to wrinkles. And, as for centuries, velvet is the most glamorous fashion you can own.

Velvet has become a year-round fashion and is worn everywhere. You see it for daytime, for luncheon and after. Every color is becoming — gives you a complexion no other fabric can — due to the complimentary lights reflected against your skin by the luxurious, glowing surface. The colors present rich excitements which you can

only find in velvets.

From your morning hours in a glamorous velvet brunch coat to your last goodnight, you can cover every hour in velvets — from head to toe velvet fashions — in

wonderful hats, in exquisite shoes, in eye-catching handbags.

When it comes to jewels of your wardrobe, there is nothing in the world like velvet for regal beauty. Sweeping floor length gowns in

burgundy wine, in white, turquoise or sapphire are dramatic in sumptuous beauty, the gown to give you that alive feeling.

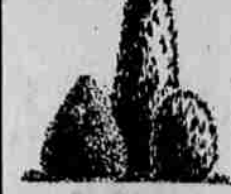


Re-Elect  
**JERRY  
RAJNUS**  
COUNTY  
COMMISSIONER

- For betterment of Klamath County
- Your support and vote will be very much appreciated.

**Beauty Grows at Lakeshore**

Plant America



You are invited to visit Lakeshore Gardens Nursery

and see the lovely trees, shrubs and evergreens growing there, ready to plant now. Hardy acclimated nursery stock, guaranteed to grow. Landscaping is our specialty. No charge for plans and planting. Nevada Flagstone for fireplaces, planters and patios.

PHONE 4286

VELVET ELEGANCE for daytime or after dark highlights the coming season. A surprise is its use in a casual manner by Arnold & Fox in the shirtwaist style with nipped in skirt, snug bodice, white linen collar and cuffs and huge pussy-cat bow. Stunning in red or black velvet. The luxurious black velvet gown for evening has a sweeping skirt with a molded bodice, beautifully styled by Nanty Frocks with sunburst pleating on the heart-shaped decollete. From The Institute of America.

**THE BIGGEST DIME YOU EVER FOUND!**



WHY THE BIGGEST DIME? BECAUSE IT INTRODUCES YOU TO THE BIGGEST VALUE IN

- 1 FLAVOR! BLUE BONNET Margarine is always so fresh—you'll find it always tastes SUNNY-SWEET!
- 2 ECONOMY! BLUE BONNET Margarine gives you MOST FOR YOUR MONEY in enjoyment and family well-being!
- 3 NUTRITION! Unlike most other margarines, BLUE BONNET contains BOTH VITAMINS A and D!

And BLUE BONNET is so S-M-O-O-T-H SPREADING!

SEE FOR YOURSELF! USE THIS COUPON TO

**SAVE 10¢**

on BLUE BONNET Margarine!

This coupon good at any store for **10¢** TOWARD COST OF 1 LB. OF Blue Bonnet Margarine

GROCER: This coupon will be redeemed by your Standard Brands representative for 10¢ plus the regular handling charge. Presentation constitutes a representation that all terms of the offer have been fulfilled and such payment is not in violation of any Federal or State regulation. Any other application constitutes fraud. The customer must pay any sales tax. Offer good in U.S.A. only. Void wherever taxed, prohibited or otherwise restricted.

OFFER EXPIRES NOVEMBER 20, 1954

STANDARD BRANDS INCORPORATED, P.O. Box 3546 Rincón Annex, San Francisco 19, Calif.

SWANSDOWN <b>CAKE MIX</b> Yellow, White or Devils Food 4 Pkg. <b>99¢</b>	<b>COFFEE</b> Maxwell House Instant 6-oz. jar <b>179</b>	<b>DURKEE'S DRESSING</b> In Freezer Jar Large Jar <b>39¢</b>
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Lumberjack <b>SYRUP</b> 5-lb. tin <b>69¢</b>	White Star—Solid Pack <b>TUNA FISH</b> 1/2 tin <b>35¢</b>
Dole Ukulele <b>PINEAPPLE</b> No. 2 tin <b>25¢</b>	Dole <b>Pineapple Juice</b> No. 2 tin <b>15¢</b>
Hunt's FRUIT <b>Cocktail</b> 300 tin 5 for <b>99¢</b>	Ehmann, Ripe <b>OLIVES</b> No. 1 Tall Tin <b>25¢</b>
Good Luck—No. 300 tin <b>String Beans</b> 2 for <b>25¢</b>	Hunt's Tender Garden <b>PEAS</b> No. 300 tin 7 for <b>99¢</b>
Sunblest Assorted <b>PRESERVES</b> 20-oz. Glass <b>45¢</b>	Betty Crocker Instant <b>FROSTING MIX</b> Assorted Flavors Pkg. <b>33¢</b>

Snowdrift  
3-lb. tin  
**?**

**COFFEE**  
1-lb. **?**  
2-lb. **?**

**BUTTER**  
Top Quality  
lb. **?**

**EGGS**  
"AA" Graded Strictly Fresh Ranch  
Doz. **?**

White King  
**SOAP**  
Giant Pkg.  
**?**

**BISQUICK**  
Large Pkg.  
**?**

Medium Size Sunkist Juice <b>ORANGES</b> 4 lbs. <b>49¢</b>	Large, Snow White <b>CAULIFLOWER</b> lb. <b>10¢</b>
SWEET POTATOES OR <b>YAMS</b> lb. <b>?</b>	Fancy No. 1 Eastern <b>CRANBERRIES</b> lb. <b>25¢</b>

**CHEESE**  
Kaukauna Link  
Assorted Each **29¢**

**Emil's Self-Service Meats**  
**Beef Round Steak**  
Tender, Juicy, Lean Graded "Good" **55¢ lb.**

**FRYERS**  
Swift's Premium, Tender Grown. Cut Up and Ready to Fry. **45¢ lb.**

Swift's Quality  
**Turkeys** Oven ready—While they last **43¢ lb.**

Swift's Brookfield Pure Pork  
**Link Sausage** lb. **49¢**

**Veal Round Steak** lb. **79¢**

It's Fresh! It's Good!  
**Ground Beef** 3 lbs. **69¢**

Well-Trimmed  
**Leg O' Lamb** lb. **69¢**

Shoulder Cuts—Graded "Good"  
**Beef Roasts** lb. **33¢**  
Beef Bacon - Rabbits

**FIG BARS** 2-lb. **49¢**  
**FRESH BAKED** pkg.

**LIBBY'S FROZEN FOODS**  
Peas 10-oz. pkg. **6 99¢**  
Corn 10-oz. pkg. **99¢**  
Orange Juice 6-oz. tin **99¢**  
**PINEAPPLE** 10 1/2-oz. tin 5 for **99¢**

**VANILLA** Schillings 2-oz. bottle **39¢**

**SPAM** Hormel 12-oz. tin **35¢**

**CHOPPED BEEF** Kingon's 12-oz. tin **35¢**

**CHILI CON CARNE** Kingon 16-oz. tin 5 for **99¢**

**Ajax Cleanser** 2 Can Free Pkg. Fab **19¢**

**DOG FOOD** PARD 2 Cans **25¢**

**WALDORF TISSUE**  
12 Rolls **99¢**

Prices Effective Thurs. Morning Through Sunday  
**Emil's**  
9th and Pine  
Right Reserved to Limit

Van Camps  
**PORK and BEANS**  
No. 300 Tin **10¢**