



**BOTTOMS UP** for spring '60 style news in men's shoes and socks, says the American Institute of Men's and Boys' Wear. Featured top right is a light tan glove-soft casual shoe with moccasin front and leather sole, teamed with olive Bermuda-length socks stressing black blazer stripes; upper left, American Continental styling in a four-eyelet blucher oxford in antiqued brown leather, combined with business-weight hose with classic diamond embroidered clock; center, a completely washable white-grained leather slip-on

with black heel and matching sole, worn with crew socks in a bold cuff blazer stripe with absorbent terry insert in sole; lower right, traditional three-eyelet smooth leather blucher with perforated wing-tip, with Continental long length dress-up nylon stretch hose featuring imported look via clock on side, and lower left, two-eyelet leather sneaker in olive-gray soft brush leather, coupled with California-weight — bulky but light — socks with sleek chevron argyle motif.

## New Shoe, Sock Fashions Show Casual Appearance

LOS ANGELES—The new shoes and socks for spring 1960 put fashion on a firm footing, reports the American Institute of Men's and Boys' Wear.

Spring shoes fall into two general groups, as seen at the annual convention of the National

Association of Retail Clothiers and Furnishers at the Biltmore here, February 21-25.

The dressy oxfords feature trim lines, flexible constructions and more laceless slip-ons than ever before. Italian-type oxfords with squared-off toes keyed to Continental suits, classic styles with plain toes, and wing tips and moccasin fronts for Ivy outfits made in new supple tannages—all get new design treatments in jet blacks and a wide range of browns.

Casuals and loafers for leisure and sportswear turn up in smooth leathers as well as a brand new assortment of colors including green, red, rust, yellow, blue and washable whites.

The trend to colorful footwear that originated in fine imports and exclusive custom made casuals is now available in popular-priced shoes for the first time. These handsome masculine oxfords are so good looking that the average fellow will probably want several pairs for his new sports outfits.

Socks take a step in the right direction, too. Olive and gold tones to blend with similar shades in slacks and sports jackets make news along with a fresh look in patterning.

Many of the new socks have been "wardrobe coordinated," keyed for wear with specific outfits, such as business clothes, casual clothes and sportswear.

The casuals come in bulky but

lightweight cottons and blends of man-made fibers, new geometric patterns, six-diamond argyle panels and a whole batch of tweedy grounds with white accents. Fashion pacesetters will take a long look at new reversible ribs, classic cables and basketweaves.

Sports socks rate high in the new crew types, blend, new colors and new textures, as well as in all-over and "engineered" patterns, and "cushion-foots."

Last, but far from least, are the new dressy socks, including plenty of sleek lisses, suiting patterns, all-over lace-type meshes and contrast ribs, ticketed for wear with Continental suits. There are also classic ribs, neat all-overs, and traditional clocked styles for the Ivy group.

One look will convince a fellow that there is a big fashion kick in spring shoes and socks.

## Alfalfa Is Big Mystery

BATON ROUGE, La. (UPI) — Scientists at Louisiana State University's agri-chemical and biochemical laboratories are looking for an elusive "something" in alfalfa that ain't exactly hay.

They call it a "growth factor"—something they've known about for years, but have never isolated. It may eventually turn out to be a vitamin since experiments with alfalfa extracts have stimulated growth in livestock and poultry.

Drs. Joseph A. Liuzza and Arthur Novak, biochemists, began trying to isolate it in 1952, when they discovered a species of mold grew as much as 200 per cent more when given vitamins in an alfalfa base. The vitamins alone did not affect the mold.

The results interested Dr. Alva B. Watts, head of Louisiana State's poultry department, who fed a concentrated alfalfa extract to chicks. Three test lots showed these chicks gained half a pound more than those not receiving the extract.

Then Dr. Sam L. Hansard tried the extract on cows and found it increased cellulose digestion.

The researchers are now trying to isolate the "something" and define it in chemical terms. They plan further tests with commercial feeds before placing it on the market.

### SINGER IN MARINE ROLE

HOLLYWOOD (UPI) — Teen-age singing idol Jimmy Darren has been selected for a top role in "All the Young Men" starring Alan Ladd and Sidney Poitier. Darren will portray a young private in a Marine platoon cut off behind enemy lines during the Korean War in the Columbia Pictures release.

## Spray Perfum Sales Boom

NEW YORK (UPI) — Aerosol perfumes, almost unknown seven years ago, have boomed into a multi-million-dollar business.

The first spray-on perfume was marketed in 1946, but was not successful because the container was not as attractive as fancy glass bottles. And the cost was high. Then in 1954, two aerosol colognes were marketed and caught on.

In 1959, spray-on scents accounted for \$85 million in sales, reported Chemical Week. That was 77 per cent of the \$110 million yearly fragrance market.

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