

### Economy Row, Klamath Falls' New Section Of Business Houses Decided Asset To City

rented in the new shopping center in Klamath Falls known as "economy row" the Western Auto Supply Company has opened its doors to the public in the form of a large receiving store. An interesting feature of the store will be served during the week. There is no introduction of new goods to the store. Mr. and Mrs. J. W. Keefe employes hope to give the people of the city a new shopping center.

### Resort For Season

whose success in the history of the national park resort to tourists for this year. The lodge in this week's report of last year show that more of the country and more of the United States were re-visited last year. The lodge and the road program of the reserve.

Friends of Mr. Harold Gray of Medford in their congratulations of a young son, child, into the Gray family. Gray is a former resident of Klamath Falls, and makes visits to the city. He was formerly Miss Grace Hamilton, member of a western Oregon family, student during her university of Oregon.

first furniture store in the McCarthy building less than two years ago, and its growth in that short period has been phenomenal. Claud Davis was formerly with Mordoff, Woolf & Davis. The Davis Furniture company has earned for itself the title of "the house of quality," because of the fact that practically their entire stock is composed of furniture of national reputation, such as Kar-nak Wilson rugs, Armstrong lineoleum, Simmons beds, Hightstown axminster rugs, Bredlin shades, Doernbecher bedroom sets, Biltwell overstuffed furniture, and many other nationally advertised brands.

**Barnhart's Select Specialty Shop**  
There is Barnhart's women's specialty shop, which in its short business life, has become the mart of the well dressed women. This shop is conducted by Mrs. Barnhart, who has had years of experience in the handling of women's wearing apparel. The Barnhart store is one of the most attractive stores in the city, both as to interior decoration and the smart styles carried for its customers.

Mrs. Barnhart has made a success of her business simply because she has ceaselessly studied her customers. Long experience has taught her that a woman needed not necessarily be compelled to spend large sums of money in order to be well dressed. With that faculty of practical taste, without which no merchant can hope to succeed, Mrs. Barnhart has forged ahead. Her slogan of "no woman shall leave her shop unless well dressed," has earned for her the trust of those with whom she has come in contact. The simple result is—they come again.

Experience, gleaned in large department stores has given Mrs. Barnhart that invaluable insight into the mysterious something called "taste" by which she is enabled to costume her patrons according to their respective characteristics, or in other words furnishing material

which women generally classify as "becoming," which means the wearer is well dressed.

In gaining her experience Mrs. Barnhart spent many days of her life in the study of making women look well. In her work while connected with a large department store in Montana and again in other cities of the west and Pacific coast she has gained much valuable information so material to the success of such business establishments. In Klamath Falls Mrs. Barnhart was employed for a time at La Vogue, after which she opened a small ladies' wear shop in the Hart building.

Success crowned her efforts there. Reliability and values for money received earned her a large patronage. Soon it became necessary for her to seek new quarters, with the result that she is now located in the fine new McCarthy building, where she will maintain her reputation for exceptionally reasonable prices, high grade, stylish garments and pleasing personality which every woman loves to meet when shopping and buying.

# BARNHART'S

Ladies' Ready-to-Wear"

Located in "Economy Row" McCarthy Bldg.

Around the Corner Where You Buy for Less

## SALE On SILK AND CLOTH DRESSES

Continues With Good Response

Watch Our Windows for Our "This Week's Special" AND SAVE

# on Friday Evening

You are cordially invited to attend the opening reception of the Klamath Falls store of the Western Auto Supply Company. Inspect the extensive supply of Accessories, Supplies and Camping Equipment—make the acquaintance of J. W. Keefe, our store manager.

### Music

Hours: 5 to 9 p. m.

Four hours—come any time—leave when you wish. We hope this gives everyone an opportunity to attend our reception and dedicate with us the opening of this store.

### Refreshments

No Merchandise Sold

These hours are set aside to meet and greet the people of Klamath Falls. We hope you will come and share with us the pleasure that is ours.

**KAPSO FOR COLDS**  
—at—  
**FORBES**  
**PURE DRUGS**

## Claud H. Davis, FURNITURE

The House of Quality

Located in

"Economy Row"

"Around the Corner Where You Buy For Less."

McCarthy Bldg.

## Use Your Credit

Now is the Time to Think Heaters, Blankets and Comforts

Watch Saturday's Paper For Bargain Special

## A Word About Our Company

You, as a resident of Klamath Falls, especially if you are a car owner, should be interested in knowing something about the individuals and policies of the Western Auto Supply Company.

A few short years ago, "Western Auto" opened its first store on the Pacific Coast. From this humble beginning has grown the largest organization of its kind in the world, operating 125 stores, located in the leading cities of nine western states.

The motorists of the West were quick to realize the many advantages of buying at "Western Auto." They were quick to sense the security of doing business with a store that guarantees satisfaction. They were quick to appreciate the savings which "Western Auto" offered them. They knew that "Western Auto" carries a complete stock of dependable Accessories, Supplies and Parts. They learned to look upon the "Western Auto" salesmen and managers as their friends—men that they could trust—men always ready and happy to serve in the full meaning of our slogan, "Saving and Service with a Smile."

Last year five million individual sales were made in "Western Auto" stores. You will better understand the reasons for "Western Auto's" tremendous growth and the reasons why so many motorists have designated their "Western Auto" store as "Auto Supply Headquarters," if you will visit our new store on Seventh Street and make the acquaintance of Mr. Keefe, our store manager. He will take pleasure in showing you around.

More Than 125 Stores—All Over the West

3-Day  
Get Acquainted  
Sale  
Starts Saturday

# Western Auto Supply Co.



3-Day  
Get Acquainted  
Sale  
Starts Saturday

128 North 7th St., Klamath Falls, Oregon