

SPRING OPENING PLANS MADE BY CITY MERCHANTS

Committee Meets; Banquet and Decoration Announced; All Take Part

Elaborate plans for the annual spring opening of Klamath Falls merchants are under way with the announcement that the Merchants' bureau will assist the Business Women's club in the fashion show to be given at the main dining room of the Willard hotel on Friday night, March 20.

With a group of the Business Women's club, a committee of the Merchants' bureau, composed of T. S. Green, G. W. Houston and Webb Kennett, appointed by George Cunningham, president of the bureau, met in the chamber of commerce and discussed more fully the plans for the opening which promises to be far more elaborate and beautiful than in past years.

BEAUTY STORIES

Present at the meeting were Miss Lillie Darby, chairman of the National show; Mrs. Lee Parker, president of the Business and Professional Women's club; Lynn Zimmerman, advertising manager of the News-Herald; Lois Stewart, in charge of publicity; Earl Reynolds, secretary of the chamber of commerce; Babe Green, G. W. Houston and Webb Kennett. Green will serve as chairman of the committee from the Merchants' bureau.

Present plans now call for the beautifying of all stores in the city, stressing especially window displays and windows to be formally unveiled on Friday evening prior to the fashion show. Tickets will soon be on sale for the event, the Business Women to have charge of the sale. Tickets cost 25 cents each.

SPECIAL MEAL

The main dining room of the Willard hotel will be transformed into a beautiful room where individual tables may be reserved for a small cover charge. During the show and after, tea and coffee will be served by a committee of the Business Women, with Mrs. George Cunningham in charge.

Special music has been arranged, and during the showing of the new spring garments, acts will be put on by various groups and teams. A story theme will run through each act, culminating in a wedding scene.

OBSERVE WEEK

Each store has been asked to take part and the leading men's and women's furnishing houses in the city will donate the merchandise to be shown.

All business houses in the city are also requested to take part in the annual National Business Women's week, from Sunday, March 8, to Saturday, March 14. A number of firms have announced they would observe the week by window decorations and placards. Among them who have responded to date are Moe's, the Chamber of Commerce, Houston's Shoe Store, Brownfield's, Webb & Kirk, Mrs. Wright's Candy Shop, Clifton & La Pointe, Garfield Electric Co., Marlin's Drug Store and Cunningham Book and Stationery.

Soap Business Fails to Show Any Depression

There has been no business depression for the Los Angeles Soap Co. Sales of White King, Mission Bell and other products of the Los Angeles Soap Co. so increased during 1930, that they were compelled to build a five-story addition to their plant.

This is simply one more proof of the statement made by a number of economic experts—"A necessary and worthwhile staple of high excellence will not be affected by any ups and downs of business conditions."

Newspaper advertising of the Los Angeles Soap Co. has been increased to 111 insertions during 1931. Newspaper advertising is concrete and definite, and is designed to show the housewife just how White King Granulated Soap can best help her, by telling her in an interesting and consecutive series of advertisements how White King will wash her clothes more safely and more economically. Tests have shown that the bland effectiveness of White King is unusually desirable for the finer, more delicate silks and rayons and woolsens. This is brought out more effectively in the advertisements.

Dealers will find this striking series of White King advertisements of particular value to them in stimulating sales. This advertising campaign is made unusually complete by striking store display material which is available for all dealers.

DOOR WAS ENTRANCED

MERIDEN, Conn. (UP)—Twice escaping from jail only to be recaptured, Edward Tomon, 18, finally made a clean getaway, but made the mistake of walking into the detective bureau because he thought the door was an exit.

OUR BOARDING HOUSE



Today In Klamath's Theatres

AT THE PELICAN

Loretta Young, winsome star of "The Truth About Youth," the First National production now at the Pelican Theatre, owes her start in a brilliantly successful picture career to a bit of whimsy which Neryn LeRoy indulged in over the telephone.

It seems Loretta's sister, Polly Ann, had finished a role in a Colleen Moore film and had gone for a vacation to Salt Lake City, under the impression the picture was quite through. Director LeRoy, however, bethought himself how nice it would be if he had a certain shot retaken, and, so thinking, he called up the Young home to request Polly Ann's appearance the next day at the studio.

Her brother answered the phone and told Director LeRoy the sad news of Polly Ann's absence, but added that his sister Gretchen (which is Loretta's real name) was around the house and would drop in if he wished it.

Now LeRoy had no particular reason to ask Loretta to come to the studio. But he had a hunch and said, "Send her along, and tell your mother to wait up for a call, too."

Out of that simple assignment Loretta Young made her presence around the studio so important that today, at the age of 17, she is one of the leaders among the leading ladies of the screen.

AT THE PINE TREE

Metro-Goldwyn-Mayer has given movie-goers tired of seeing city streets and apartment house interiors a fresh outlook in "Montana Moon." Joan Crawford, latest starring vehicle which opened last night at the Pine Tree Theatre, for the plot of this picture is laid on a Montana ranch and its scenes of cattle grazing on the wide plains, its tremendous mountains and its deep canyons make this production worth-while for its pictorial effectiveness alone. The picture is further removed from the humdrum by containing in its cast an actual group of cowboys whose exploits in roping steers, riding bucking horses and otherwise occupying themselves in western pursuits are like a fresh breeze after a season of crimes and urban sophistication.

Miss Crawford is seen as the daughter of a retired cattle-raiser who comes from New York with a party of friends to spend a brief vacation on her father's ranch in Montana. Here she falls in love with a cowboy whose honest, rugged character seems a relief to her after a season of effete easterners. After she marries him, however, she finds that he looks with disgust on her luxurious, wasteful manner of living and that he will not mix

MURINE
FOR YOUR EYES

Night and Morning to keep them Clean, Clear and Healthy

Write for Free "Eye Care" or "Eye Beauty" Book

Murine Co., Dept. H. S. 9, E. Ohio St., Chicago

By Ahern Lecturers of Granges Will Attend School

Plans are going ahead by the various granges for the three-day lecturers' school to be held at Henley auditorium March 18, 19 and 20, from 8 to 10:30 p. m., each night. To date 29 applications have been received by the county agent, representing four different granges, and applications from all granges are expected by the end of this week. A total of from 60 to 80 people are required by Dr. D. V. Poling for a successful school.

This school is open for all interested people whether they are officers of the various granges or not. The only stipulation is that all those registered must attend all three meetings in order to get the full benefit.

This school should be of considerable assistance in carrying out programs of the subordinate and Pomona granges and every grange should be represented by at least six members, and those participating need not be officers of the grange organizations, although each grange should be represented by a part of its officers, particularly the lecturer.

Two Men Flogged By Texas Gang

DALLAS, Tex., March 6 (UP)—The first gang flogging in this section since days of the Ku Klux Klan was before city officials today when it was learned 14 men kidnapped C. J. Coder and Lewis Hurst, San Antonio Communists, and beat them with ropes.

The Communists were kidnapped from in front of the City Hall last night. The two had been arrested last week while making speeches to a crowd of negroes and whites during a Communist demonstration.

SOMERVILLE, Mass. (UP)—Chester F. Colwell has a 51-year-old apple. It was preserved in cloves by his grandmother, Mrs. Laura A. Plummer, in 1880.

REFORESTATION GROWS

NEW HAVEN, Conn.—Reforestation of Connecticut's once heavily wooded slopes is being accomplished gradually through the efforts of the Connecticut Agricultural Experiment station, which for the 16th year has announced it will supply seedling trees at cost.

SPECIAL

\$5.00 Charm of Youth Toilet Water

39¢

Saturday Only

Star Drug Store

Fifth & Tenth Main.

Membership Window Attracts Attention

A clever membership window has been prepared at the Klamath chamber of commerce office with a huge clock as the center of the display, whose hands are moved in accordance with the gain in members. A quota of 100 has been set.

Loose letters are scattered about the window, and as each new member is added to the organization these letters are used to fill out words in the program of work, listed as agricultural development, railroad expansion, airport, roads and highways.

A window display featuring the American Automobile association is to be arranged today.

HER TENTH HUSBAND GONE

MONROE, La. (UP)—Mrs. J. H. Willis, Louisiana's most married woman is without a mate at present. John H. Willis, formerly of Ennis, Texas, her tenth husband, has departed she said because of domestic discord.

BRATTON'S

2242 S. 6th St. 201 E. Main St. 2045 Ore. Ave.

Open Evenings and Sundays

Make Your Selection of Vegetables for Sunday From Us

Green Onions - Turnips - Carrots - Radishes - Beets

5c Per Bunch

Fresh Asparagus, Fancy Large Lettuce, Rhubarb, Sweet Potatoes, Fresh Tomatoes, Celery, Artichokes, Cucumbers.

Specials for Saturday - Sunday - Monday

Bagley Tomatoes 2 1/2 Cans 2 for **25c**

Bagley Tomatoes 1 1/2 Tall 3 for **25c**

Van Camps Pork and Beans Medium . 3 for **25c**

Van Camps Hominy Medium 3 for **25c**

Clorox One Pint Free with each Quart . Quart **29c**

Soap Crystal White or White Powder . 10 Bars **35c**

Onions - Turnips - Carrots 10 Lbs. **19c**

Spuds 50 Lbs. **39c**

Jams and Jellies 3 Lb. glass jars **49c**

MEAT DEPARTMENT

Pork Roasts Fancy Young Hogs . . Per Lb. **19c**

Pork Steaks Per Lb. **20c**

Weiners and Bologna 2 Lbs. **35c**

We Have Fancy Spring Chickens for frying—the first of this season—Milk Fed.

Hens, Roasting Chickens, Rabbits, Fancy Steer Beef, Lambs, Milk Veal.

Health Needs Outlined by State Board

SALEM, March 6. (UP)—Seven pressing public health needs for 1931 were advanced by the Oregon state board of health. They were:

1. More effective local health departments and personnel.
2. More effective control of malignant diseases—cancer, tuberculosis, etc.
3. More comprehensive measures to reduce infant mortality and deaths of mothers through childbirth.
4. Coordination of school hygiene and other health service.
5. Extension throughout the state of public health nursing.
6. Public health protection through water supply purification and stream pollution prevention.
7. Organization of local health service on a county basis and study of industrial hygiene.

Blue Book To Cost 25 Cents, Text in Schools

SALEM, March 6. (UP)—Oregon's official "Blue Book," the almanac of citizens and officials, will no longer be free, even to sister states.

The state legislature provided that the magazine be sold for 25 cents a copy. To city, county and state officials and school children, however, the book will be free.

Larger print will feature this year's edition. It will be used officially by Oregon teachers as a textbook for lessons on state government.

Goose Lake Men Drill Wells To Aid Irrigation

DAVIS CREEK, (Modoc Co.), March 6.—With prospects of an acute shortage of water for irrigation this year, Goose Lake Valley farmers are turning their attention to the drilling of wells in order to supplement the supply usually obtained from streams and storage reservoirs.

Drilling operations will be started shortly on the farm of H. J. Graham and sons. In many places in the valley, the water table is fairly close to the surface.

Boost The News and help boost the Klamath Empire.

Empire Hotel

538 MAIN

Next to American Bank

**Clean Rooms
Reasonable
Rates**

In Center of Business District

Special Rates to Permanent Guests

Mrs. Lena Noel

Johnson's Groceteria
and
INDEPENDENT MEAT MARKET

127 South Sixth Street Phone 221 or 222

Phone 221 or 222 for Free Delivery
Twice Daily—9 A. M.—1 P. M.

S. & H. Green Stamps given with each purchase

**Specials For Saturday and Monday
March 7th and 9th**

SUGAR Pure Cane. Packed in Cloth Sacks 5 lb. Sacks . . . 27c 10 lb. Sacks . . . 51c 25 lb. Sacks . . . \$1.29	EGGS Strictly Fresh Klamath County Ranch Extras 2 Doz. for 25c	SALT Leslie's Shaker Full 2 lb. Cartons 8c Each
FLOUR Fisher's Homelike Brand Montana Hardwheat 49 lb. Sack, \$1.29	FANCY BLUE ROSE RICE RED MEXICAN BEANS MACARONI or SPAGHETTI In Bulk 3 lbs. for 19c	
PURE HONEY No. 10 Cans (Gallon Size) \$1.19 Each	FANCY COOKIES English Style Tea Biscuits Full Weight 1 lb. Cartons 29c Each	
DEL MONTE PEACHES Melba Halves or Sliced No. 2 1/2 Cans (Qt. Size) 2 Cans for 39c	TEA GARDEN SYRUP Quart Jugs—Each 33c 1 Gallon Tins—Each \$1.19	
Carnation Oats or Wheatflakes Large Size Premium Packages 29c Each	Campbell's Soups All the Popular Flavors 3 Cans for 25c	Red Alaska Salmon 1 lb. Tall Cans 29c Each 2 Cans for 55c
ASPARAGUS PACK STRING-LESS BEANS No. 2 Cans—H. B. Brand 2 Cans for 45c		CANNED TOMATOES Redding Brand. No. 2 1/2 Cans Standard Pack 4 Cans for 45c

—FRUITS and VEGETABLES—

Fresh Artichokes Large Size 2 for 15c	Lettuce Imperial Valley Large Size 3 for 25c	Bunched Vegetables Your Choice Carrots, Beets, Turnips, Green Onions, Radishes, etc. 5c Bunch
Oranges Fancy Southern Sunkist Rose Brand 3 Doz. for 85c	Apples Yellow Newtons Good Quality 6 lbs. for 25c or 98c Box	Fresh Grapefruit Large Size Seedless 3 for 19c

—MEAT DEPARTMENT—

Beef, Veal or Lamb Stew Meat—2 lbs. for 25c

Beef Pot Roast, cut from Fancy Young Beef—lb. 15c

Leg of Pork Roasts, cut from Young Klamath Pork—lb. 20c

Shoulder Pork, cut from Young Klamath Pork—lb. 15c

Pure Lard—3 lbs. for 35c

Vegetable Shortening—3 lbs. for 35c

JOHNSON'S INDEPENDENT MEAT MARKET

Free Delivery. S. & H. Stamps

Twin Loaves of BREAD

Can now be had for a Dime at any store.

Home Bakery Bakers are Joy Makers

Children Cry for More. Serve It to Them Any Time

Remember Don't Pay Over a Dime

Home Bakery

The Bakers of the Famous Malted Milk Bread.

1112 Main. Phone 734.