

New Store Opening

WHYTAL'S SET FOR INAUGURAL ON SATURDAY

Mr. and Mrs. Larry Whytal, who have taken over the lease of Adrienne's former location at Ninth and Klamath, announce the opening of their new women's apparel store for Saturday morning.

The new store, to be known as Whytal's, will feature entirely new stocks in ready-to-wear, lingerie, foundation garments and sportswear departments.

The beauty salon operated by Eula Hagerman and Irene Drake, on the mezzanine floor has remained open during alterations and redecorating.

Marguerite Whytal, who has spent the past two weeks in buying centers selecting stock for the new store, arrived in Klamath Falls Thursday.

In the past she has been connected with Hale Brothers in San Francisco and with Olds, Wortman and King in Portland as a women's wear buyer, spending many months of each year in the eastern buying marts.

Marguerite Whytal has specialized in corsets, lingerie and sportswear in the past, and will personally handle all buying for the new store.

She expects to be at the market a great deal, and to make the selection of garments as exclusive for the people of Klamath Falls as possible.

"The whole thing is, we are here to please the public," she said. "That is our one desire."

The former Adrienne staff is being retained, with Marian Keese as bookkeeper and credit manager, and Marie Guerretaz and Marie Pike in the ready-to-wear department.

Ethel Whitaker will be in charge of the millinery department. Miss Whitaker is the daughter of Mr. and Mrs. J. C. Whitaker of Klamath Falls. She attended public schools here and later studied costume designing in California.

Miss Whitaker has operated her own sports shop in Palm Springs, and has been associated with I. Magnin's in Los Angeles.

Open New Store



Marguerite Whytal, upper picture, is the new owner of the women's apparel shop in the Medical-Dental lower floor, formerly occupied by Adrienne's, known as Whytal's. Below, Ethel Whitaker, who will be in charge of the millinery department at Whytal's.

and Young's Gown Shop in Portland.

The youngest member of the staff is Pat Loomis, senior at Klamath Union high school. Miss Loomis will be on hand in the "Sport Nook" after school and

vacation days "to see to it that Whytal's have the things that school girls adore." This is her first job.

Mrs. Golda Harney, who has been well known in Klamath Falls dressmaking circles for many years, will be in charge of alterations.

Whytal's will feature only the best known, nationally advertised lines in all departments, they said, and emphasized that every single item in the store is new.

CAMP LAVA BEDS PRAISED HIGHLY

Officers of the Lava Beds CCC camp were commended by a statement of A. W. Stockman, special investigator of the department of interior, who recently paid a visit to the camp.

Stockman pronounced the camp as one of the outstanding examples of CCC work in the country. Commanding officer at the Lava Beds village is Lieut. George Norton; project superintendent is C. A. Felling.

Work on the Lava Beds-Merrill road is progressing, according to Don Fisher, custodian of the Lava Beds national monument. Lookout on Mount Schonchin has been completed, he disclosed.

The new North Boundary road is almost finished and the old highway has been graded, Fisher said.

LAWRENCE COMPANY SELECTS MANAGER

H. O. Perry, president of the Lawrence Warehouse company announces that L. E. Tippet has been appointed manager of the business of the Lawrence system in the northwest, with headquarters at Portland, Ore., to succeed the late R. E. Manning. Tippet has been Manning's assistant and will continue the same general policy heretofore followed by the company.

The Lawrence Warehouse company has extensive operations throughout the northwest and is associated with many of the large mills in the Klamath basin.

Whytal's

DISTINCTIVE APPAREL

Phone 3818

901 Main

FOR YOU... A Gardenia

Accept our invitation to visit Klamath Falls' newest Ladies' Apparel Shop. And... our gift to you... a gardenia.



Easter legs simply must be lovely. And the hunt for the just right hosiery ends here at our hosiery counter. Claussner Kleer-Sheer Exquisite Hosiery. Come in and choose your shade for the Easter Parade. They are just

79c

Others at \$1.00 and \$1.15 Nylon at \$1.35 and \$1.50

IT'S THE SENSATION OF WHYTAL'S STORE OPENING... ANNOUNCING GOSSARD DEPARTMENT



A lovely new department carefully planned to cater to the intimate needs of Klamath women! Whytal's will offer full stocks of nationally advertised, universally preferred GOSSARD foundations... including famous Mis-Simplicity garments, Foundations and Step-ins... Bandeaux... Gossard-Debs for sportswear!... front-lace girdles and combinations... plus a matchless line of brassieres that answer every requirement.

Teen-Age Glamour

Leno Mesh is combined with rayon and cotton satin panels. You'll feel free as a bird in this boneless foundation... Sand-glo.

\$5.00

GOSSARD'S New Mis-Simplicity

New because it is lighter in weight, smoother in feel and appearance! The clever back straps lift the bust and slenderize the waistline to idealize loveliness. Model A (average); B (heavy); C (full hip); D (tall average); E (straight hip); F (short average).

\$5.00

Other Garments at \$7.50 and \$10.00

The GOSSARD Line of Beauty

Klamath Falls Newest Ladies' Apparel Shop

Opening Saturday, April 5... featuring the newest in SPRING merchandise! Locally owned and operated, Whytal's will endeavor to better serve the needs and desires of the women of Klamath Falls. Remember... All New Merchandise.

... New Local Management.

CASUAL IN STYLE...

The Snow Fox COAT

In heather blue or bamboo beige... the coat that is styled for all occasions. Luxuriously colored in beautiful snow fur. You'll "live in" and love this coat... season after season.

\$49.95



INTRODUCING

Whytal's SPORT NOOK

Featuring

- Sweaters
- Skirts
- Slacks
- Shirts
- Jackets
- Suits



"Hi..." to Gossard's HI-TOP* PANTIE

A firmer, all occasion pantie, with a Hi-Top* (to smooth the waistline) slide fastener, detachable crotch and hose supporters. Of rayon and cotton satin elastic and firm Leno elastic. Model 577... \$5.00

Rayon and cotton satin uplift for the large type of bust. Model 7074.

FEATURED AT WHYTAL'S IN KLAMATH FALLS
The GOSSARD Line of Beauty



Whytal's

DISTINCTIVE APPAREL
Phone 3818 901 Main



SHOWN ON THE COVER OF MADMOISELLE

Klamath's Newest Millinery Department!

Showing hats from America's leading style creators...:

- John Fredericks
- Dorothy Russel
- Alfreda
- Florence Reichman
- Jay Thorpe
- Henri Bendel
- Rose Saphire
- Crilon
- Suzy

IT'S NEW FOR SPRING!

—to wear bangs again and to adopt a "fashion loyalty." Your sympathies lead you to this exciting and faintly Chinois bonnet of Burma Red shantung straw. The delicate brim curls ever so gently above white lotus flowers, and over all floats a mist of gossamer green veiling.

A Jay Thorpe original presented by Whytal's (as illustrated)...\$19.75

HATS AT \$1.95 UP

WHYTAL'S MILLINERY DEPARTMENT

"Steamed in a Bath of Oil" MACHINELESS Permanent Wave

PADOL... imparts the beneficial effects of the oil to the hair as it is being waved, and works wonders with all textures.

- Alluring Softness
- Longer Lasting
- More Natural



FEATURED IN WHYTAL'S STUDIO OF BEAUTY