

Wood! Wood! 10-1aek Body Woed
10-tien Limb Wood t-f: Boty Wool

Mret Woes, dimped, se loed (Extru on hili) Levie Orteve as Crer Dod P. C. CARISON

## CIIEAP SHINGIES

Wiggles that we are solling while bey last at 75 e per M . Call at arst come arst served.
© Pheeo 197.

| A Woman with a mind <br> IS QUICKTO GRASPAPOINT <br> Genuine values require no "inducements." <br> We give our customers gonuine values, and the women of our community have been quick to respond. <br> We find from experience that it pays US to give OUR CUgTOMERS genuine values, for THEY BRING OTRERS. <br> Join the merry bunch, eat well, live long, and-forget to die. |
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VAN RIPER BROS. oun and Manta

| The Herald, dellivered at your |
| :--- |
| atere, ofloe or home, 50 conto |
| I enato a month. |

Blue Front Livery and Feed Stables WHLL EQUIPPRED LIVERY AND Figed arables

Mundy A Hilyand, Prope. 398 zelemech Aro. Phose 358-w


Copyright, 1913, by Geo. E. Patterson
It is a dificult proposition to build a business without capital and business methods. What would we think of a
man who started in business with itt-
Ule capital, in a poor location, with
poor goods, poor salesmen, poor reputation, and at last, but not lenst, poor advertising. If the poor sale Hie at the poor location, alded by the poor advertising, what does the poor
merchant blame. He inver blames the advertising, and says ad-
vertising doesn't pay. His advertis ing dont pay him.
The impae
The imposible is not claimed fo
advertiaing. No one clatms that ad-
vertisting can change the leopard's
spots, but advertisting will sell th
leopard's skin. Likewise. no on
claims that adertels will elaims that advertising will make cusiness man out of a man, or a suc-
cess of any business, but it is claimed chat advertising will assist materially
in building a bustness for a man conduct of the business.
comen
The basis of all individual success
in life is commen
ense. it a man uses common sens
his embarking in a business, buying
ing soods, selectigg a location, choos-
ing salesmen and paradig ing salesmen and parading his wares velore the public through advertis-
ing, it is as impoasible to prevent him from succeeding as to stop the Niageara. His purpose is to build a permanent and proftiable patronage. T busineess all the time.
that
tood and more neglected, and thu contributes more completely to so many business failures as advertising.
The buying hablt of the people The buying hablt of the people is
changing constantly, and the best way oo keep in touch with thene ev hanging habits, ever increasing de-
mands, is through newspaper adver-ising-everybody look

## Scattered Shots

With free autos the fait, is there any reason at all
thy we can't go to Merrill Friday?

NO Mat
its goling.
ving is to stop Hiving.
THEY SAY everything Rockefelle oy, both hands!
generat. vili.a is quietly bid
ghis time. But fust wait until ing his time. But fust walt until be
lets out a "whoop"!
"BMALL, HOT bullets cause ilttle Make ours a the word f
GERMANY says the French use dumdum bulleta. The French say
they don't. "Another one"-take your ebolce.
Of the 176 aetoplanes owned by native make.

20 N

## Prohis Sleuthing

With This Ultra Modern Signal Corps Equipment, Communication Is Easily Maintained by Various Commands <br> \section*{German Army Is Aided by <br> \section*{German Army Is Aided by Portable Wireless Apparatus Portable Wireless Apparatus <br> News ol OurNeighbors <br> Gosstp and Progrees of Nearby
Communitues as Chroakled
in the Pryen <br> Jackson at Binir}
German War Dirigible and French Aeroplane

THE BRIDE AND GROOM

FIRSTSTATE AND SAVINGS BANK KLAMATH PALLS, OREOON

Better get yours before the war causee an increase in price. We have themee good ones.
From $\$ 1.28$ up

## UNDERWOOD'S PHARMACY

