

The Evening Herald

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KLAMATH FALLS, OREGON
SATURDAY, DECEMBER 10, 1914



AND STOP AT
KLAMATH FALLS

ANOTHER BIG DIFFERENCE

ONE great fundamental difference always has existed between the local retailer's method of doing business and that of the catalog house; and that one difference has been the biggest factor in helping the catalog concern and hindering the local retailer.

The mail order house gets the cash in advance; the retailer sells on credit.

Probably four-fifths of the money received by mail order houses is in their possession at least thirty days before the purchases receive their goods. In the aggregate, therefore, mail order houses receive the use without interest of millions of dollars.

Four-fifths of the purchases made from local retailers throughout the rural district of the United States are made on credit; delay in payment running all the way from thirty days to six months or forever. In general no interest whatever is charged on open merchandise accounts.

No figures are available to show how often a cash mail order purchaser is at the same time a credit buyer at the local store, but it is a safe guess that he often is. At any rate, rural merchants commonly declare that trade is better with them when cash is scarce than when it is plentiful. That is to say, when their customers have the cash, they buy largely by mail; but when their cash runs low they use their credit at the local store.

This means, in plain English, that the local merchant literally "holds the bag." He not only loses trade that legitimately should be his, but he supplies the cash without interest so that his customers can buy from his competitors—the mail order houses.

Mail order houses do not give any discount for cash; their prices are not cash in advance.

Scattered Shots

GLANCE OVER THE advertisements in today's Herald. Perhaps you might be able to shave a couple of cents off their prices by sending to a catalog house, but stop and count

up the postage on the letter sent in, the expressage or postage you pay on the package sent you, and see if you are ahead or not.

MONEY SPENT by you locally goes to build up the town. You never heard of Sears, Roebuck doing anything for any community's advancement.

IT TOOK nine days and several score of witness to decide that Sims, Chandler and Ernst did not kill Jim Johnson's spotted cow. But it has not been brought out yet how the hide was buried on Sims' ranch—or by whom.

A WISCONSIN town has decided to make January 1 a "square-up" day, when each person will pay his debts and return what he or she borrowed. It wouldn't do in Klamath county, though, for Klamath county's debts would take all the money in the county.

MILITARY TACTICS in different countries differ. What the Germans call a great victory, the Russians call "a withdrawal for strategic reasons."

When baby suffers with eczema or some itching skin trouble, use Doan's Ointment. A little of it goes a long way and it is safe for children. Fifty cents a box at all drug stores.

You Are Lucky. You are lucky, yes, downright lucky, this year because you don't have to take the "leavin'."

Yes, you should have done your shopping early, but now that you have put it off, you don't have to take what somebody else wouldn't, because we have succeeded in keeping our stock in just as good a shape as when we started the holiday business.

Who, you say, is doing all this for the late shoppers? "The Home of Sensible Christmas Gifts" is always looking after your best interests, and if you want proof that you don't have to take the "leavin'" just come in and look over the most sensible gifts you can get.

Do it now, as we won't promise to keep our gift stock up all next week. WILLIS-JOHNSTONE CO.

Home From the "U"

Leland Haines, Ernest Nail, Roy Orem and Robert Riggs, who are students at the University of Oregon, came in last night from Eugene to spend the holidays. All are members of the Alpha Tau Omega fraternity. Fred B. Dunbar, who in addition to his studies at the University, is holding down a position on the Eugene Register, will remain in the north.

Albany business men and fruit growers will build co-operative canneries.



Your husband buys his cigars at this store. We know just what brands he likes and will appreciate. Just leave it to us, and you can feel sure that he will be perfectly satisfied. We have them in boxes of twenty-five and fifty.

Maybe he needs a new pipe. A nice meerschau or briar pipe will be more highly prized than anything you can get.

All the best brands of smoking tobacco in beautiful glass or tin humidors.

Call at either of our stores or phone 170.

Palm Cigar Store
Palm Bowling Alleys

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OUR WEEKLY SERMON

"HARKING BACK"

By E. C. RICHARDS, Pastor Grace Methodist Episcopal Church

"And when he came to himself," he said, I will arise and go to my father."—Luke 15:17, 18.

The prodigal was harking back. Christmas is a good time for this. Now we think of home. Firelights, flickering flames, shadows, shadowy faces, the stocking on a chair, frost without, moonlight frost on the window pane, daylight, gift—all these come to us; or, rather, do we not go back to them. The richest man is he who has much to give and knows its giving value. The poorest is he who is discontented and who knows himself down.

The prodigal was the poorest man. How could Christ have pictured a poorer? He had lost everything but a chance. Who is poorer? Other poor men range between. So do other rich men. The man who is discontented, but has much for which to be thankful; the man who is contented on little or nothing—these range between. The prodigal was down. Moreover, he was hungry. Shadow pictures would hang on memory's wall. Glance at him a moment.

1.—Suffering—He had passed through suffering. All bad men have. So have all good men. Bad men have passed down through suffering. Good men have passed up through suffering. This man had reached the bottom, and was starting back. Suffering is a gay deceiver. Hidden in his mask of pain he holds a possible smile. He has been known to laugh outright. No question that the prodigal smiled when he came to himself. Is suffering bringing you up or down? Christmas is a good time to hark back, back to the Father God's house. No other story in all the world so shines through the suffering of life as does the Christmas birth story. It is the tenderest, sweetest, most powerful story of the ages. It is powerful, for it certainly has in it the cross and the resurrection.

2.—Discovery—"When he came to himself." Of all discoveries the self discovery is the greatest. Our great world is inside. We hold everything in the soul. Our mines, our inventions, our stores, our crops, our loves, our hates—all are there. Of course, many of them are outside also. But they are within. There we think about them, there we know them best. The prodigal had discovered this. He had come to himself. He was surprised. He was astounded. Why had he not seen it before? Friend, look at the Father's home. Once you was there. "The kingdom is within you." Find it.

3.—Resolution—"I will arise and go to my father." No, he did not say that. Let us get it into good Anglo-Saxon. He really said, "I'm going home." "Backward, turn backward, oh, Time, in your flight. Make me a child again, just for tonight." How about the resolution made a hundred times? Resolutions really are never made until they

have in them the power to fulfill. No man ever repented who did not turn back. He just deceived himself. But the prodigal did more. He found himself harking back. We all know the meaning, gladness everywhere except in the heart of the selfish one at home. Outstretched hands greeted him, father's tears kissed his cheek. He was home. Christmas is a good time to come home, back to the Father's house. Back to the church, back to the kingdom, back to the soul's true home. Let us go.

Theater Guide

Houston's Metropolitan Amusements

HOUSTON'S
OPERA HOUSE
ANNUAL
Masquerade Ball
NEW YEAR'S EVE

STAR THEATER

Daniel Frohman Present
Grace George's Famous Success

"CLOTHES"

The celebrated Society Drama, with a notable cast, including Charlotte Ives and House Peters.

Added Attraction—Metropolitan Orchestra, introducing high class musical numbers.

Matinees every Saturday and Sunday at 2:30

TEMPLE THEATRE

"Heart of Selig News Pictorial,"

"Rosemary for Remembrance,"

Selig Two Reel Special

"Smokeville's Peacemaker,"

Essanay Comedy

Sunday

"Man of Iron,"

Kalem Two Reel Special

"Man Hater,"

Selig Comedy

"The Beloved Adventurer,"

First of a Weekly Series of Fifteen Reels

ADMISSION ALWAYS 10 CENTS

MATINEE DAILY AT 2:30

ALL LICENSED PICTURES

MERRILL OPERA HOUSE

Merrill, Ore.

MOTION PICTURES TUESDAY AND SATURDAY

Reduction Sale

25% DISCOUNT

On the Entire Stock of High Grade Jewelry

(CONTRACT GOODS EXCEPTED)

WATCHES, SILVERWARE, DIAMONDS, CUT GLASS, PICKARD HAND-PAINTED AND HAVILAND CHINA, LESS THAN COST, FRENCH IVORY TOILET AND MANICURE ARTICLES OF MOST EVERY DESCRIPTION, INDIAN BLANKETS AND NOVELTIES, Large Assortment, COME EARLY AND AVOID THE RUSH. NO TROUBLE TO SHOW GOODS. WE CAN CONVINCE YOU THAT OUR PRICES ARE RIGHT.

KLAMATH JEWELRY CO.
635 MAIN STREET KLAMATH FALLS



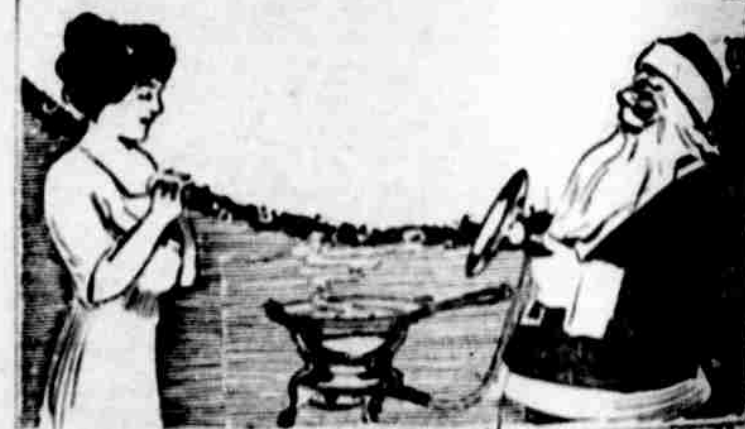
Make This an Electrical Christmas

By giving an Electric Percolator, Dish Stove, Chafing Dish, Toaster, Radiant Grill, Flatiron, Heating Pad or Portable Lamp.

We handle both "G. E." and Hotpoint lines; also Genuine Edison Mazda Lamps.

Baldwin Hardware Company

Get Set. A Mile of Travel for a Dollar in Trade.

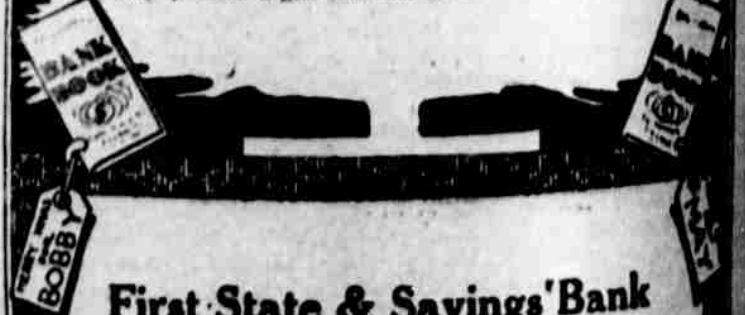


Merry Xmas

GIVE YOUR CHILDREN A BANK ACCOUNT FOR CHRISTMAS

A Most Appropriate Gift

For Christmas is a Savings Bank Book with the first deposit entered. The recipient will be pleased beyond expression and it will, in turn, offer an opportunity to save. By adding weekly a small amount to the principal it will, with the interest, increase amazingly fast. Let us explain how you may present a gift that will grow.



First State & Savings Bank
Klamath Falls, Oregon

Four Per Cent Paid on Time Deposits and on Savings Accounts

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—FOR CHRISTMAS

- An unlimited assortment of Diamonds of best quality, fashionably and artistically set, at very attractive prices.
- All the new and correct mountings in Wrist Watches, in gold and gold filled cases.
- The largest variety of Sterling Silver for the table, at moderate prices.
- A large display of Mantel Clocks and Watches.
- The most extensive line we have ever displayed in Scarf Pins, Link Buttons, Fobs, Tie Clasps, Brooches, Bracelets, Veil Pins.
- An elegant line of Community and 1847 Roger Bros. Silverware for the table, in Patrician, Old Colony and Vintage patterns.
- A beautiful line of Libbey's Cut Glass—Every piece a suitable gift.
- We are featuring the Poole Studio Hand-Painted China—this is different.
- And no matter what you want in Umbrellas, you will find it in our extensive display, priced right.

We want you to feel free to come and look as long as you like, without feeling under obligations to buy. You will find one price to all—and no fictitious values.

Wm. A. Masten
QUALITY JEWELER