

Herald's Classified Ads.

FOR RENT

FOR RENT—Housekeeping rooms over Ashland Fruit store. See L. Jacobs or phone 2667. 2-12

OFFICE ROOMS—Choice suites in the Old Fellows and Willis buildings; best location in the city. See W. O. Smith, Herald office. 20-12

FOR SALE

FOR SALE—Piano and household goods. Dr. M. M. Long, 531 Alameda. Phone 236 M. 12-12

PROFESSIONAL CARDS

CITY AND COUNTY ABSTRACT COMPANY
ABSTRACTORS INSURANCE
Members Oregon Association
Title Men

Wood! Wood!

Stock, single load\$2.75
Stock, double load\$4.00
Absolutely dry slabs\$3.35
(Extra on bill)
16-inch Body and Limb Wood
4-foot Body and Limb Wood
Rock Springs Coal
Leave orders at Ashland Fruit Store, 3d and Main.
PHONE 266-J
P. C. CARLSON

Midway Livery Co.

IN NEW HANDS
Horses bought and sold. Harness and buggies for sale. Good rigs for hire and gentle horses. Baled hay and grain for sale.
Phone 2157

We Will Give Scrip

WITH ALL SPOT CASH WOOD BUSINESS at regular prices.
Leave money with order or pay on delivery
KLAMATH FUEL CO.
515 Main Street

Plumbing and Tinsmithing

We Do the Work Just Right
PADE & FINGLE
"The Know How Men"
Cor. 6th & Klamath, Phone 217

New Darning Machine

Darns your hosiery and underwear
KLAMATH FALLS
Steam Laundry
PHONE 25

HALL GRILL

Special every day
Noon Lunch\$5c
Night course Dinner50c
Sunday Chicken Dinner for 75c
Music every evening by Tindall's Orchestra
HENRY E. DAY, Prop.

DULL, SPLITTING, SICK HEADACHE

Dr. James' Headache Powders relieve at once—10 cents a package.

You take a Dr. James' Headache Powder, and in just a few moments your head aches and all aches and pains disappear. It's the greatest and most reliable for headache, whether dull, splitting, throbbing or nerve-racking. Just sprinkle in the drug store, and get a free picture, too. Write to Dr. J. C. James' Headache Powders, and there will be no delay.

The Evening Herald

W. O. SMITH Editor

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KLAMATH FALLS, OREGON
WEDNESDAY, FEBRUARY 24, 1915



AND STOP AT
KLAMATH FALLS

MORE ON COMPETITION

THE instinct or law of self preservation appears to operate with all its force in business as well as in life. When a man's life is threatened by another the law permits him to defend himself, even to the extreme of taking the life of his assailant. Sometimes, however, the supersensitive person may think his life endangered when it is not, or he may mistake the source of danger and hence take a wrong means of protecting himself.

When the merchant notes that his patrons are diminishing in number, that the total of his business each month or each year is less while the trade of his competitor—either the local merchant or the distant mail order concern—is increasing, he is almost sure to see the cause in the misconduct of his competitor rather than in defects of his own methods.

For example, the opinion commonly prevails among retailers that there is about so much business in a community and that by the operation of a fixed law each merchant will receive about his share of business; the amount, the total, is the same, and if the distribution is unequal the merchant who gets more than his share of trade must have cut prices, supplied inferior stock or used some other unfair method to secure the patronage. This is why price cutting campaigns are sometimes started.

While of course the purchasing and consuming capacity of each community is limited, yet that capacity is rarely reached. While one merchant may use unfair methods to attract trade, yet he may increase his trade beyond that of his fellow merchants by perfectly legitimate methods. A great many elements or factors are involved in each purchase and many forces not apparent on the surface determine the direction in which trade shall flow. Everybody knows that water flows down hill only, and yet to the casual observer a stream appears as level as a lake. Only a knowledge of the basic fact that water seeks its level sustains him in his belief that the stream does flow down hill.

The retail merchant who nowadays faces competition either local or foreign or both might as well recognize the basic fact that to hold his trade he must give to the public, to his trade, not only good service, but the best service, and he must in addition convince the people of his community that he is giving that service. He will only injure himself by attempting to discredit his competitors, especially when his claims may be subjected to immediate tests that will prove their unsoundness.

The same law precisely applies to his competitor that applies to him—he can not gain a customer and hold him year after year by deception; and this is just as true of the catalog competitor as of the local competitor. The time has gone by when the simple declaration of a retail merchant—an interested party—that catalog goods are inferior will be accepted without question. The merchant making such statements must know it is true and be prepared to prove it or he would better not make it at all.

One fact the local retailer should never forget nor leave out of his sales argument and that is that he, owing to his permanent location, can inject more elements of service into each business transaction than can any other retailer. If he does not introduce these elements into a sale he is simply withholding a part of the commodity he has to offer which his outside competitor can not give. He ought to know if he is a retail lumberman, exactly what he gives besides the lumber to his customers with every one thousand feet of stock they buy. One thing he always can and always should give and that is

Placing Bomb on Russian Railway in Order to Blow Up Soldiers



This photograph taken in eastern Prussia, illustrates the gentle art of placing bombs under a railway track so a few hundred soldiers may be blown up. It is a case taken from

the Russian invasion of eastern Prussia. When the Russians were forced by the Germans to retreat their commanders sent them around in front to place the bombs under switches along the road. A wire connecting

with the bomb was placed over the track so an engine's wheels set off the bomb. If it were running at thirty miles an hour the whole train would be wrecked when it was blown from the tracks.

perfect satisfaction—a commodity that is not easily bought by mail.—American Lumberman.

ADVERTISING AN ECONOMY

Advertising has increased our volume of sales; volume has enabled us to increase our value giving, both by lower prices, and by putting more actual quality into the goods. Thus the advertising has been and is an economy.—Joseph Schaffner, of Hart, Schaffner & Marx, in System.

Scattered Shots

PERHAPS THE reason some people do not seem to know about politeness is because it costs nothing.

A COMMITTEE has been named to investigate the best sugar industry. Give them any information you have at your command regarding this possible Klamath county industry.

THE WORLD admires a good loser—but not a continual loser.

A FEW MORE affairs like the luncheon for the farmers yesterday, and the proper feeling will be developed among the people of the county.

IT WILL NOT BE long before the tourists will be arriving to see Klamath county's attractions. We count the Modoc Lava Beds as one. Why not get busy now and prepare some kind of a road into that weird land of natural and historical interest?

PERHAPS IT IS not patriotism alone that sends Russians out to be shot for the czar. It has just leaked out that they are paid all of \$3.58 a year.

IF YOU FIGURE up the cost of sole leather you wear out just in trips to the post office for mail, you'll find out that the saving effected by having free mail delivery will more than pay the cost of the dinky little tin numbers that Uncle Sam wants you to nail up over your door.

AND NOW the fighting has switched around to Praxynys. It's pronounced just like it is spelled.

PERHAPS IF SOME of these fellows who have been laying around several months waiting for a "position" with a "salary" would take a "job" with "wages", there would be much less unemployment talk.

Truly wonderful, "A Million Bid." Star theater tonight only.

Assays of sand from the Deschutes river show \$2.50 per ton of gold.

Redmond wants a starch factory and reports several gold strikes.

Gold Hill is planning a street improvement campaign.

Non-Advertiser Helps Pay Competitor's Bill

(Herald Special Service)

UNIVERSITY OF OREGON, Eugene, Feb. 23.—Three firms handling a line of the same grade in the same territory revealed to an investigator their advertising and their selling cost figures. These were the figures: C spent \$29,000 in advertising; his selling cost was 6 per cent. B spent \$49,000 in advertising; his selling cost was 4 per cent. A spent \$85,000 in advertising; his selling cost was 2 1/2 per cent.

Naturally A's price to the consumer for a line of the same grade in the same territory could be no greater than B's and B's no greater than C's. Yet, though A spent nearly twice as much in advertising as B, his selling cost was nearly 50 per cent less. He lowered his selling cost by selling more goods, and he sold more goods because he advertised more. His profit grew as his selling cost decreased. Accordingly, the man who paid the cost of A's extra advertising over B was B, and the man who paid the cost of B's extra advertising over C was C.

This illustration was used to hammer home an advertising epigram before the class in advertising at the University of Oregon, Friday. The lecturer was C. F. Berg, of Portland, vice president of Lennon's, the widely known glove, hosiery and umbrella firm of Portland and Seattle. The epigram was as follows:

"The man who does not advertise is the man who pays the cost of the other fellow's advertising."

This was not the only advertising point driven home by Mr. Berg, but it was the one that made the greatest impression on the students, of whom many will some day be consumers of advertising themselves and who are now trying to learn the methods and results of advertising so that they may waste as little money as possible when in business.

"Consumers read the costly full page ads of great national advertising campaigns and think they pay the ultimate cost," said Mr. Berg. "But they don't. Neither does the manufacturer, who cannot decrease the quality of his article or make it cost more to the buyer than a rival ar-

ticle. Neither does the jobber or the retailer pay the cost; their profits remain stationary.

"The successful firm's advertising is bought and paid for by the firms that are less successful.

"Take ten stores, each doing \$100 a day business, each with overhead expense of 25 per cent of goods sold, and each with 25 per cent profit. One of the ten owners sets aside 10 per cent of his sales receipts for advertising and doubles his sales. He thus reduces his overhead expense to 12 1/2 per cent and his advertising expense to 5 per cent. His profits, accordingly, are increased to 37 1/2 per cent, less 5 per cent advertising expense, or 7 1/2 per cent more than they were in the beginning. His additional sales to a great extent mean correspondingly decreased sales among the remaining nine owners: they have paid his advertising bill. Increased their overhead expense proportionately and lessened their profits proportionately.

Mr. Berg described the benefits brought to farmers and rural residents by advertising. "Millions of dollars in labor-saving devices are annually sold to farmers through the press," he said.

"When an auto has to ascend a hill, you do not pinch off the gas to save money; you turn on more gas. Now, business is all uphill; there are no level grades. Advertising is the gasoline of business. Use it with judgment, but do not try to make your saving on it.

"Local dealers should use local papers to connect with national campaigns by manufacturers."

Mr. Berg's lecture was illustrated by advertising results secured by well-known manufacturers of autos, watches, hosiery, roofing and other lines.

A Crop That Never Fails

Plant dimes by the hundred and reap dollars by the thousand when most needed, on or before twenty years. No cultivation nor expense of harvesting.

23-21* F. M. PRIEST, Agent.

Herald want ads get results.

PIANOS FROM \$175 TO \$800

PLAYERS FROM \$300 TO \$1500

School and church organs \$55 and up.

WRITE US.

Shepherd Piano Depot
Next Door to Post Office
KLAMATH FALLS, OREGON

Late Market Quotations

LOCAL PRICES FOR PRODUCE, POULTRY, MEATS AND LIVESTOCK—PORTLAND AND SAN FRANCISCO LIVESTOCK QUOTATIONS

(The following figures are those paid for the commodities enumerated, by local merchants and markets.)

Vegetables		PORTLAND LIVESTOCK MARKET	
Potatoes, per cwt.—Good whites, \$1.25 cash; other grades from \$1.00 down.		Cattle	
Onions, per cwt, \$2.00.		Steers—Prime light	\$7.35@7.50
Beets, turnips, carrots and parsnips, per lb. 1 1/4c.		Choice	7.00@7.25
Grains, Etc.		Medium	6.75@7.00
Oats, per cwt.\$1.50		Cows—Prime	6.00@6.50
Wheat, per cwt.\$2.00		Choice	5.75@6.00
Barley, per cwt.\$1.50		Medium	5.50@5.75
Butter and Eggs		Helfers—Prime	5.75@6.00
Butter—Ranch, 25c cash; 27 1/2c trade.		Good	5.50@5.75
Eggs—Per doz, 22 1/2c cash; 25c trade.		Bulls—Prime	4.75@5.00
Poultry		Stags—Prime	6.00@6.50
Hens, per dozen\$5.50@7.00		Choice	5.50@6.00
Fryers, per doz.\$5@5.50		Calves—Prime	6.00@6.50
Rooster, old, per lb.8c		Hogs	
Dressed Meats		Prime light, 175-225 lbs.	6.50@6.75
Pork, per lb.8c @ 9c		Choice light, 140-175 lbs.	6.25@6.50
Veal, per lb.10c @ 11c		Light, 90-140 lbs.	6.00@6.25
Lamb, per lb.12c		Rough, 275 lbs. up	5.50@6.00
Mutton, per lb.10c		Sheep	
Cured Meats		Wethers—Best yearling	7.00@7.25
Shoulder, per lb.12 1/2c		Ewes—Best	6.00@6.25
Bacon, per lb.18 @ 20c		Sheep—Mixed	5.00@5.50
Ham		Lambs—Prime	8.00@8.50
		Choice	7.50@8.00
		Medium	7.00@7.50

What Happened

—AT THE—

K. F. Steam Laundry

They have just completed installing an immense shelving space, so they can handle their increasing rough dry.

We Call for All Bundles

Phone 33



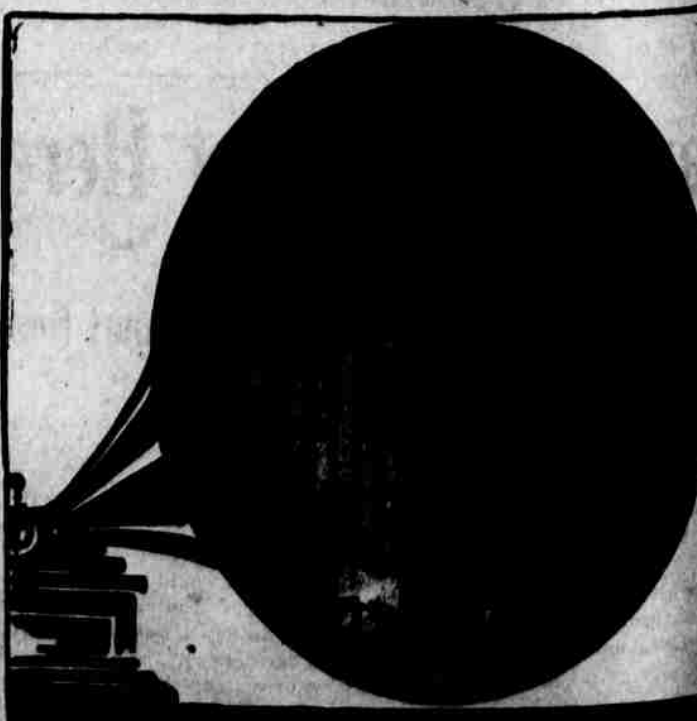
ABSORBENT COTTON

STERILE GAUZE AND SURGICAL BANDAGES OF ALL KINDS ARE A SPECIALTY AT THIS STORE.

THE DOCTOR WOULD TAKE NO CHANCES WITH INFERIOR GOODS OF THIS KIND AND YOU CANNOT AFFORD TO EITHER BUY HERE—AND GET THE BEST.

UNDERWOOD'S PHARMACY

Corned Main and Seventh KLAMATH FALLS, OREGON



CLASSIFIED COLUMNS