

Herald's Classified Ads.

FOR RENT

NICELY furnished apartments at the Oregon House, Klamath, near Sixth street. Rooms at the Crawford, in Klamath block, 621 Main. 5-1m

ROOM TO RENT—Hot and cold water, light, heat and bath in room. R. H. Smith Realty company. 5-47

FOR SALE

CIDER made to order; winter apples. 91 a box. H. Newham, phone 288W.

FOR SALE—Thoroughbred Poland China boars, 6 months old; also some steer calves. Apply Ben Southwell, Olney. 4-47

HELP WANTED

WANTED—Girl for general housework. Phone Lindsay ranch, Dairy. 3-47

MISCELLANEOUS

CHICKENS—I will buy your chickens; will pay good prices for good chickens and fair prices for fair ones. C. D. Wilson. 5-104

FASHIONABLE Dressmaking. 621 Main street. 5-1m-4m

WANTED—Two roomers and boarders. Nice clean furnished heated rooms and good board. Inquire corner 7th and Washington streets or phone 39. 5-47

PROFESSIONAL CARDS

CITY AND COUNTY ABSTRACT CO.
ABSTRACTS INSURANCE
Members Oregon Association
Title Men

A. C. STRATTON
Dentist
White Bldg. Klamath Falls
Telephone Connection

Old Stoves Made New
Now is the time to get out your old heaters and have new heaters made. No need to buy new stoves. We can fix your old one as good as new. Our charges are very moderate.
Pade, Fingle & Lorenz
705 Main St.

Best of Livery Hips and Saddle Horses at the
MODOC STABLES
Hay, Grain and Feed for Sale
R. I. OHLBERG, Prop.

How's Your Roof?

FIX IT WHILE THE
SUN SHINES
W. D. MILLER
Does all kinds of roofing and concrete work
Walnut and 6th. Phone 205

Peoples Market

OPEN FOR BUSINESS
Complete stock of
FRESH MEATS
of all kinds.
PHONE 205
B. S. Grigsby, Prop.

Your Choice

ALUMINUM WARE,
PAINTS, OILS,
CROCKERY,
FURNITURE,
ELECTRICITY.
EVERYTHING NEW
Henderson's
115-25 Main Street

The Evening Herald

W. O. SMITH Editor

Published daily except Sunday by The Herald Publishing Company of Klamath Falls, at 115 Fourth Street.

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KLAMATH FALLS, OREGON
MONDAY, NOVEMBER 8, 1915



AND STOP AT
KLAMATH FALLS

INDUCING COMPARISONS

SO LONG as mail order catalogs are sent out consumers will be led to make purchases by mail—whether they can buy more cheaply at home or not. If, however, the local merchant actually can undersell the catalog house, his problem in securing the trade is to devise a means of convincing the purchaser that his prices are lower for the same grades of merchandise.

Some rural merchants are bitterly outspoken in denouncing mail order concerns and mail order buyers. Others say nothing about catalog concerns on the theory that to mention them is only to advertise them. Neither class is wholly right in its methods. In the first place the catalog houses advertise themselves better than the local merchants are likely to advertise them, and the little that the local merchants can do is insignificant in its practical results. Moreover, there can be no good purpose served in antagonizing mail order buyers. Denunciation will never win their trade. They know well enough that they are independent American citizens, and that they are doing only what the average citizen would do under the same circumstances.

If, however, the local merchant will present his case as persistently and as forcefully as the mail order concern presents its case, he will get as much business as a result as does the mail order house. He need not mention the catalog concerns in his advertising, nor need he talk about "meeting competition." But he should make his prices say for themselves that they do meet all competition. The trouble is that not all local merchants are willing to "meet all competition." They are too often inclined to get all they can under the false notion that all they have to do is to meet the competition that presents itself to be met. But in practice a whole lot of so-called "competition" steps in and takes the trade without the local merchant ever knowing what it is.

Mail order prices go out broadcast, and may be known as well to the local merchant as to the local consumer, and if the former does not take steps to let the latter know what he has to offer he has no cause to complain if a lot of his legitimate trade goes to the out-of-town concern at prices higher than he himself would make. In that case both the consumer and the local merchant suffer to the advantage of the mail order concern. In a sense, the local merchant penalizes his own community by neglecting to advertise his merchandise in such a way as to show local trading advantages.

Advertised Letter List

The following unclaimed mail matter advertised on the 6th of November will be sent to the dead letter office at Washington on the 30th day of November, 1915:

Reel, Ross
Ploof, John
Frye, Ernest
Hedlund, Lawrence
Hubusch, A. L.
Hus, Vergil
Kalbough, Otto
Lorenzen, August
Malone, James M.
Parr, M. D.
Pater, S. A. D.
Rasmussen, Chris
Spencer, A. E.
Smith, Mrs. Carrie
Toed, Byron
Turney, Russell M.
Vasiloff, C.

A charge of 1 cent will be made on all letters delivered from this list. In calling for letters, please say advertised.
W. A. DUNNELL, P. M.

You should be interested in life insurance. Ask Chilcote about the "Dividend paying company of America."

HOLD RECITAL IN SUN ROOM

FAVORITE LOCAL MUSICIANS TO APPEAR AT THE WHITE PELICAN TOMORROW NIGHT IN MUSICALS

Mrs. Don J. Sumwalt has arranged to present two of her most promising pupils, Mrs. Vernon T. Motchenbacher and Miss Margaret Worden, in recital tomorrow evening. The musicale will be held at the sun parlor of the White Pelican hotel, and the young ladies will be assisted by Mrs. Charlotte Satterlee.

No invitations have been issued for this affair, as Mrs. Sumwalt and her pupils wish it understood that all friends and persons interested in music are welcome.

What the War Moves Mean

By J. W. T. MASON
(Written for the United Press)

NEW YORK, Nov. 8.—Lord Kitchener probably has gone to the Near East to assume command of the allies' forces, and to direct personally the Balkan campaign. The fact that he saw the king and that Premier Asquith has taken over his duties as war minister, signify that he has left for a considerable period.

It is reasonable to suppose that the allies, especially England, want to consolidate the Balkan, Gallipoli and Egyptian campaigns under a single leadership, for on other fronts their armies are already under distinguished leadership.

Kitchener made his reputation in Egypt, and specialized on Levantine military problems. If he has gone to the Near East Great Britain has played her highest trump to watch the German lead. Should he fail, the grave of his reputation will be in the vicinity of his birth. This must inspire him for his supreme effort.

Former Premier Venizelos, who caused the latest upset in the cabinet affairs of Greece, is apparently preparing to challenge King Constantine regarding the rights of a constitutional monarchy. The Greeks may be asked to decide whether a democratic government rules during the present crisis.

It is most unusual for a parliament to attack the king. It is unprecedented that a responsible statesman should do likewise. So Venizelos' denunciation of King Constantine for opposing the popular will, probably means that he has decided it is necessary on behalf of democracy to put the king in his place as a constitutional limited monarch.

But there is no guarantee that Venizelos can carry the country with him. The Greeks borrowed their monarchical constitutional ideals from Great Britain, but Constantine is safe in attempting constitutional evasions that would cost an English king his throne.

Venizelos is right in declaring that the present crisis is a test of democracy against monarchism. Hence, the Greeks' decision may affect the future development of their political institutions.

TWENTY ACRES

Have 20 acres 5 1/4 miles from Falls on main road and under irrigation. Just the place for chickens, pigs and a few cows. Will sell for \$1,000, on easy terms. Would take lot as part payment. See Chilcote, 625 Main street.

Don't fail to see our nifty line of trunks and suit cases, at Bradley Harney company. 27-17

Want Ads Are Money Makers

\$

USE OUR

Train Wrecked and Bridge Burned by Mexican Desperados in Texas



Upper—Overturned locomotive beneath which engineer was killed. Lower—Bridge burned by bandits to prevent aid to passengers.

These two scenes show what took place within six miles of Brownsville when Mexican bandits tore up a rail from the track of the St. Louis, Brownsville and Texas railroad to wreck a train. Ten Mexicans were shot by posse the following day. A state health officer, who was a passenger, was shot to death by the bandits, and the engineer was killed when his locomotive overturned. One other life was lost. In order to prevent posse

and United States troops reaching the scene from Brownsville the bandits burned a bridge between the scene of the wreck and the city. How thoroughly they did their work may be seen from the rails hanging across the burned piles.

Ute Indians on Rampage

SALT LAKE, Nov. 8.—Thirty armed Ute Indians have barricaded government buildings at the White Rock reservation, and threaten an uprising. They are defiant, and threaten an attack on the jail at Vernal, Utah, unless imprisoned Indians are released.

largest body of this timber is found in the Cascade forest, which lies on the west slope of the Cascade range in Lane county.

For the first time in twelve years moose hunting is permitted in Wyoming, while in Maine the moose are to be protected for four years. This is the first absolutely close season on this species for thirty-five years.

There are over 98,000,000,000 feet of Douglas fir in the national forests of Washington and Oregon. The

Better see that your fire insurance policies are right. See Chilcote. 5

How Germans and Bulgarians Are Opening Road to Constantinople



1-AUSTRO-GERMAN ADVANCE INTO SERBIA
2-WHERE GERMANS AND BULGARIANS HAVE JOINED FORCES
3-BULGARIAN ADVANCE

The territory in the black map shows where the Austro-German forces have joined hands with the Bulgarians in northeastern Serbia. The rough mountainous country along the Danube is now cleared of Serbian defenders, but before Germany can send any aid of importance to Turkey she must control the Orient railway as far south as Nish. The Austro-German move south down the Morava Valley makes slow progress. In the south the French and British have joined the Serbs defending the Nish-Salonika railway and have driven the Bulgarians who occupied Kupali as far east as the outskirts of Nish.



HINTS ON EYESIGHT

If you have frequent headaches which medicines do not cure; if you see distant objects more (or less) clearly, or need to hold printed matter nearer to or further from the eyes than formerly, or need more light; if you have observed any of these things, your sight needs the aid of correctly adapted glasses to assist as well as preserve it.

Accurately fitted glasses are only possible when the sight has been scientifically tested. We have every facility for doing this, and exercise the greatest care, so that you may receive the utmost benefit from wearing glasses.

We offer you accurate service.

H. J. WINTERS

SALMON
"Commerce Brand" Columbia River No. 1 Tins.

MACKEREL
Norway Pack, new, each 10c

COD FISH
"Snow Flake Brand," Dandy for breakfast, 2-lb brick, 25c

SARDINES
"Normandy Brand" in pure Olive Oil. Be ready for the guest—and be kind. 15c

FISH FLAKES
"Burnham & Morrill's" Fine creamed, 2 for 25c

TUNA FISH
"S. & W. or Panama Brand." The Chicken of the Sea. Fine in salad, 15c and 25c

MINCED CLAMS
"S. & W. Brand." Small Tins Packed in Clam Juice, 2 for 25c

VAN RIPER BROS.
"GET THE HABIT" Phone 85 6th and Main

Boot and Shoe Repairing While You Wait

SATISFACTION GUARANTEED
M. K. Lauro
No. 1000 Main St., Near 16th

Quick and Reliable Service

Freight, baggage or passenger. Equipped with auto buses and auto trucks. Meet all trains and boats. Day or night service.

Western Transfer Co.
Phone: Office, 187; Residence, 250-R.

The Rainy Day

which comes to all sooner or later has no terrors for those who have provided for it. Fair weather is the time to provide for the rainy day. While you are able to earn put by something now against the time when earning powers cease or are interrupted. A few dollars will open an account with this bank.

FIRST STATE AND SAVINGS BANK
KLAMATH FALLS, OREGON

WINTER DEMANDS

COLD CREAM

Rose Cold Cream

Used every day it will effectively relieve the trouble. It removes all cosmetics, gives positive relief and acts as a perfect skin food. Price 25c a jar.

Underwood's Pharmacy
KLAMATH FALLS, OREGON
WHERE FAMILIAR PEOPLE BUY THEIR DRUGS