

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

Herald's Classified Ads.

FOR RENT

NICELY furnished apartments at the Oregon House, Klamath, near Sixth

ROOM TO RENT—Hot and cold water, light, heat and bath in room. R. E. Smith Realty company. 5-4f

FOR RENT—Room, steam heat, hot and cold water, suitable for one or two men, at the Claremont, 4th street, near Pine. 13-4f

FOR RENT—Modern six room house, connected range. Phone 365-X. 23-3t

FOR SALE

YOUNG CHICKENS for sale. Inquire Mrs. Hector, Maguire's store. 17-4f

FOR SALE—Snap, team of small horses, good harness, good wagon. Sample Shoe Store, 715 Main street. 19-3t

SELLING OUT—All goods at sacrifice. See us for money. See us. Sample Shoe Store, 715 Main street. 19-3t

THANKSGIVING TURKEYS—Next Thursday you'll need one. Order it now for delivery when you want it. P. W. Riggs, Phone 93, between 8 a. m. and 5 p. m. 19-3t

SITUATION WANTED

POSITION as practical nurse, cook or housekeeper. Enquire Herald. 18-6t

SITUATION WANTED—Boy who wishes to attend school this winter desires to secure work of some kind for board and room. Inquire Herald office. 23-3t

LOST AND FOUND

LOST—On Monday, Nov. 15, between Klamath Falls and John Tipton's on Bonanza road, paper bundle containing laprobe, two small carpets, \$19.50; two blind bridges, one lock-stitch awl harness mending outfit; shipping card attached; shipped from Montgomery Ward & Co., Portland, Ore. Finder please leave at Herald office or write J. Newton Warner, Langell Valley, Oregon. Liberal reward. 19-4t

MISCELLANEOUS

DON'T forget to put in your order now for turkeys and chickens for Thanksgiving; prices right. Grand Union Tea Store, Sixth street. Phone 286-J. 20-4t

HELP WANTED

WANTED—Middle-aged woman for general housework; to go home nights. Call 363M. 20-4t

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 things made. No need to buy new stoves. We can fix your old one as good as new. Our charges are very moderate.

Pade, Pingle & Lorenz
706 Main St

Best of Livery Rigs and Saddle Horses at the
MODOC STABLES
Hay, Grain and Feed for Sale
R. L. CHILDRIS, Prop.

WINDOW WASHING, CARPET LAYING
Decorating and General Work
Call
"UNCLE JOE"
Corner Klamath and Sixth

The Evening Herald

W. O. SMITH Editor

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KLAMATH FALLS, OREGON
MONDAY, NOVEMBER 22, 1915

TRY A COMPARISON

ONE TROUBLE prevalent among hardware men and other merchants who complain of mail order houses cutting in on their business is the failure in many cases of these establishments to forcibly prove to the people of their section that they can do as good or better by buying the article in the home town store. A good advertising campaign, inviting the men receiving mail order catalogs to bring in his catalog and compare prices is one of the most effective ways of bringing this about.

The following regarding the subject is by the Community Builder of the American Lumberman:

In many rural communities where the merchants are most outspoken in their denunciation of catalog concerns and of the persons who buy by mail a little investigation unquestionably would disclose the fact that the same persons who exasperate the local merchants by buying by mail would prefer to buy at home if they were convinced that they could do as well. In fact many of them do not ask that the local merchant shall meet the prices of the catalog house if he can show that he gives a service worth having that can not be given by the catalog concern.

The writer saw two excellent illustrations of these facts only a few days ago. One neighbor who bought a corn planter from a mail order concern last spring was recently in the market for a set of automobile tires. He got a price from a mail order house whose tires he had used and then got a price at a local garage. The price of the mail order concern was lower than that of the local dealer and he declared that he really liked the mail order tires better than those offered at home. Nevertheless he bought from the local dealer. In explaining he said: "Well, I would always prefer to buy at home if I can get anywhere near as good prices. In this case I had to pay a little more for the tires; but, you see the dealer here puts the tires on and if anything goes wrong he makes it right and I feel more secure with tires the local dealer stands back of."

It will have been noted by this time that in every case where comparison was made between the mail order price and the local merchant's price the latter was found either to be lower or to have been so near the mail order price that the service accompanying it made the purchase at home a better bargain than that by mail. The inference from these experiences is that if the local merchant can induce local consumers to make such comparisons he is pretty sure of their trade. Of course the examples here cited are only a few of hundreds that might be given, and they only serve to illustrate what is going on in a rural community all the time. There is hardly a farmer that does not have the catalog of one or both the big mail order houses, and he uses these catalogs most persistently in making his purchases. In by far the most cases, however, the catalog is so convincing, in view of the local merchant's indifference, that the catalog house gets the business. While the consumer is wondering and doubtful about prices and quality the mail order house comes to him with positive and convincing statements and the local merchant stands idly by. Can there be any wonder that the catalog house gets the business?

Scattered Shots

AMERICAN WAR BULLETIN—Great slaughter of Turkey started today, and total annihilation and total dismemberment certain by Thursday night.

IT'S ALL RIGHT for these fellows to keep on preaching about chances of getting wealth by economy; but it is necessary to have something with which to economize.

THE MOST CERTAIN WAY to get anything you want is to "go get it." Go down to the Pelican this evening, and show Struborn and his associates

Says Klamath Is State's Best Stockraising Center

(Continued from Page 1)

yards, and I can state positively from experience that the grading in Portland is not near as exacting and close as it is in Omaha, Kansas City, and the other big markets of the nation. The grading should be done on the ranch before the cattle are shipped. If a man is incapable of grading his stock properly, he is incapable of shipping to an advantage, and his best plan is to sell his stock to a grader."

According to Hunt, the demand for beef in the Northwest is at present the lightest ever known. He estimates that beef consumption has fallen off about half, due largely to the shutting down of the sawmills and logging camps, throwing out of work thousands of men whose strenuous occupation made them great meat eaters. The beef consumed by 1,000 of these lumbermen being equal to the amount consumed by Klamath Falls' entire population. The falling off in the South has been offset by the number of visitors to the exposition, but with the next presidential election past and the mills and other industries humming again, Hunt looks for the meat demand to pick up again, and continue good, being better than ever for Klamath county—and Lord knows, we're not bearing the "hard times"

that we want the railroad and expect to get it.

KLAMATH COUNTY is again enjoying that sense of security that can only come after the adjournment of a grand jury session.

MAIL ORDER firms never make donations toward new churches or halls, nor do they purchase tickets to benefit dances or basket socials. Home merchants couldn't do so either, if EVERYBODY sent away for their merchandise.

NOW, MISTER MAN, if another storm catches you with your wood not put in, your sidewalk not in repair, nor your auto properly housed for the winter—well, you've got it coming to you.

IT LOOKS NOW as though Greece is sliding toward the Teutons. The slippery son-of-a-gun!

Lake County Folks Wed.
George S. Lewis of the Lakeview country and Miss Stella M. Reinhold of Barnes Valley stole a march on their friends when they drove into Klamath Falls and were married with a quiet wedding ceremony at the home of Rev. Charles T. Hurd yesterday afternoon. They left for Lake county this morning, where they will make their home.

Subscribe for the Herald, 50 cents a month.

howl that is prevalent in other sections.

"I consider Klamath county one of the best, if not the very best stock sections in Oregon," he continued. "There is already an abundance of fine pasture, but I look in time for the drainage of Klamath Marsh and other marshes, thus making rich pasturage for many times the amount of cattle now being raised here."

"There is lots of farming territory all over the United States, but little real cattle and stock country. Klamath is essentially a stock country, and this should be the output of the Klamath farmers and ranchers. With a little better knowledge of grading, and the grading of cattle at home, the Klamath ranchers should get the highest prices in all markets."

"If the railroad being promoted at present is built, then the stock of this section can go north to Portland and Seattle, and even reach the Middle West markets much cheaper, but at present the freight rates, and the long haul, extra feeding en route, etc., make the profit on northern shipments none too large. When it is possible to load the stock here, and then unload in the Portland yards, the advantage will be largely with the Klamath stock raiser, and I predict he will be so well pleased that all Klamath cattle will go out that direction."

◆ DON'T PICK A LEMON WHEN THE PEACHES ARE NEAR ◆

Dearest Public:

Who put the stock in stockings? 'Twas a girlie with a couple of calves. Don't tell anybody.

We have the latest in diamond mountings—the white gold 14K. "No, you are not my really first love but you are something just as good."

Don't you remember last year, dear heart, you waited till the last minute and then you were sorely disappointed 'cause you did not Xmas shop sooner, and I told you and thought I didn't know, are you going to do it sooner this year? Better do it now.

Gold and silver bob-o-links. We have the missing link, but don't talk loud when you ask for it. Remember, we have a big stock of diamonds.

Better have your umbrella recovered.

If you were going to live always, dear heart, I'd not say a word about your having some pleasure as you go along, but you don't, so.

If a bracelet watch affords you a pleasure, have it, as there is a long wait between the Egyptian mummy's body and soul getting together, so they will work to any advantage.

Love cometh in the morn and sometimes at night. Hurry to my aid.

McHATTAN.

Could Fitz Do Manslaughter With His Mighty Left?

Bob Fitzsimmons, 51 Years Old



His Mighty Left, Also 51 Years Old

Because he was afraid he would kill a man with it, Bob Fitzsimmons, former champion of the world, restrained his mighty left the other day in Newark, N. J., when he was tempted to put it on the other fellow's jaw. That is what the old fighter said in court when he was fined \$10 for assault. Bob's left was a mighty fist when he was 35 years of age. But how many men 51 years old believe their lefts could kill a man with a single blow.

James Hendricks, brother of Dr. Hendricks, who holds a mortgage on Fitzsimmons' farm at Dunellen, N. J., served a dispossession notice on the old fighter in a Newark barroom. Bob just hates to give up the old home. In court Fitz said he had called the doctor a harsh name, and went on:

Then Hendricks said, "The doctor is my brother, and I won't stand for that," and at the same time he punched me in the mouth, cutting my lip, and I bled like a pig."

"What followed?" asked the judge. "What followed?" said Bob. "What would be likely to follow?" a broad grin spreading over his face. "Why, I just put my left across on his cheek, he staggered, caught the bar rail, and hung there."

"Was he dazed?" "I should say he was."

"Then what happened?" "I took hold of him with my right, turned him around and was going to put the left to his jaw, but I was afraid I would kill him. Instead, I gave him the solar plexus, and he doubled up in a heap."

When Fitzsimmons was cross-examined by Dr. Hendricks, who is a lawyer as well as a physician, he was asked which hand he hit Hendricks with, and he answered, "with my left."

"Let me see that hand," demanded the interrogator, who when Bob held it up asked, "Is not that the same hand you hit Corbett with?"

"It is. And it is the same hand I'm going to hit somebody else with," answered Bob.

At the conclusion of the hearing

Dr. Hendricks asked that the threat made by Fitzsimmons be put in the record.

"I do this," said the doctor, "because I mean to protect myself in the event of an attack when I leave this court room."

Surety bonds while you wait. See Chilcote.

Today's news in The Herald



Come to the Garage that Guarantees you Satisfactory Service in everything.

Whether you store your car with us permanently or just buy occasional supplies, we guarantee to please you in both Quality and Price.

The Best Grade of Gasoline at the Lowest Market Price.

Try our Service once and notice the difference.

Howie Garage

Klamath Falls Athletic Club
PAVILION
Membership Fees, \$4.00.
Social Membership, 75c.



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

Van Riper Bros. GROCERS

A man is known by the company he keeps, as well as a merchant by the stock he carries, and Sumner & Wormser, who stand for quality, have placed their H. & W. line with Van Riper Bros., who stand for service. Choice selections of

FRUITS, BERRIES, JELLIES, JAMS, OLIVES, VEGETABLES, CONDIMENTS.

"Get the Habit"

Phone 85 6th and Main

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, 286-R.



THE ROAD TO FORTUNE

Is through the savings bank route. No one who doesn't save will ever have. Open an account here and acquire the habit of saving. You'll find it more and more pleasant as your savings grow, and you'll always be glad you acquired the saving habit.

FIRST STATE AND SAVINGS BANK
KLAMATH FALLS, OREGON

THE VERY LATEST

The only sanitary tooth brush on the market. Made of rubber, fits on the index finger. No bristles to come out; reaches all surfaces of the teeth. Massages the gums. Endorsed by dentists and physicians. PRICE 25c



Underwood's Pharmacy
KLAMATH FALLS, OREGON
WHERE FORTUNE IS MADE
BUY YOUR GROCERIES

Gather it in!

Light a PIEDMONT and see for yourself why they hold such a record for sales.

Men wouldn't be going after more and more and MORE PIEDMONTS if they didn't find them exactly what we say they are.

PIEDMONTS are made of all-pure Tobacco blended in a way to give them an unusually good taste.

Legitimate Myners Tobacco Co.

Piedmont
The Cigarette of Quality

Also Packed 20 for 10c

Coupon in Every Package—"Tackle It"