



# CLASSIFIED ADVERTISING

## WHAT IS IT?

It is the best paying class of advertising in the world if you have something to sell that belongs among little ads that you find in The Herald.

## JUST TRY IT ONCE

If you have something in your attic, your basement, your spare room, your barn, around you anywhere that you want to sell, try The Herald classified ads and you will find a buyer.

## IF YOU WANT SOMETHING

Advertise for it, trying The Herald's classified ads. Someone has something for sale that you want. Let The Herald find it for you. It costs you but a few cents a day.

Classified ads cost you 5 cents a line a day—five words to the line. They must be paid for in advance and cannot be received over the telephone—that is why they are so cheap.

## CUSTOMERS CAN CUT THE H. C. L. SAYS OFFICIAL

Chicago—A nation wide movement to police our own pocket books and develop courage of the customer in front of the counter to refuse to buy an article which he cannot afford, was advocated today by Orrin C. Lester, vice-director of the savings division of the Treasury Department. Speaking before the annual convention of the International Lyceum and Chautauqua Association, in session here, Mr. Lester said that the development of courage to refuse to buy and to do it with as much grace and praise as the clerk behind the counter names the price, would make economy both fashionable and respectable in America.

"It is estimated," Mr. Lester said, "that for most incomes an average of 20 to 40 per cent may be allotted for food and from 10 to 20 per cent for clothing. Why should not the people of not too small incomes start a concerted effort to refuse to buy an article of food or clothing that costs more than a proper proportion of the above percentages? A dollar is only half as large as it was four and a half years ago. We must either increase the size of the dollar or adjust our wants to the size it now is."

### Merchant Co-operation

"In a movement of this character, the people would be co-operating with the merchants in a most practical way. They would make it possible for the merchant to render the sort of service that he desires to render to his customer and which he can only render as the customer exercises discretion and intelligence in his buying and buys only those things which his income justifies."

"Goods were made to use, not to see, and when a people will not use them they will not sell. When they will not sell, they come down in price or go out of existence."

In discussing thrift and the need for the wise use of money, Mr. Lester made especial appeal to the women of America. He said:

"The government movement for saving, conducted through the medium of the sale and distribution of Thrift and War Savings Stamps and Treasury Savings Certificates, is very closely connected with the question of the high living cost. The practical and lasting answer to this question lies more in education than in investigation. The Federal Food Administration found that 90 per cent of products consumed in this country passes through the hands of the women of this country."

### People Supreme

"All the profiteers combined and all the combines together cannot defeat the people on this question when they get interested enough and information enough to act together. The thing I want to see in this connection is a 'Refuse to Buy' movement among the people of this country. A prominent produce dealer of San Francisco said the other day, 'If the people should take it into their heads to stop eating any one perishable food for five days, they could ruin the market.'"

"A Pacific Coast newspaper, discussing this statement editorially, put its finger on the cost of living remedy when it said: 'It may be that profiteering is at the bottom of present high prices, but a man cannot profiteer if you refuse to buy his goods.'"

"Regardless of investigations and criminal prosecutions, we shall have the problem of the high cost of living so long as we have an extravagant and thoughtless consuming public."

Mr. Lester concluded with an appeal for the speeding up of production, the elimination of useless waste, consistent and rigid economy and saving and investment of those savings in government savings securities and Liberty Bonds.

kidneys and causes no bad effects whatever.

Here you have a pleasant, effervescent lithia-water drink, which quickly relieves bladder trouble.

A waterproof coating for aero plane propellers, which incorporate thin aluminum leaf in the finish, has been developed.

Holland has more than ten thousand windmills, each of which drains an average of three hundred and ten acres of land.

# IF YOU

you have never been here, we want you to get acquainted with our service, delicious cuisine and cozy accommodations.

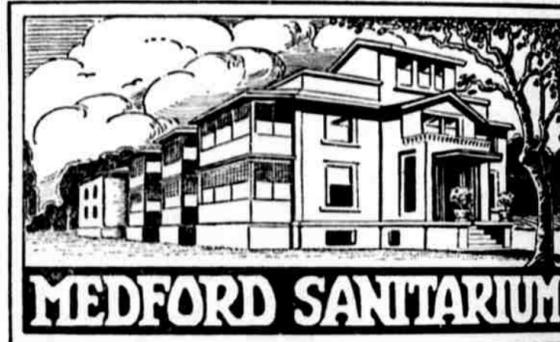
— TO —

## THE JEWEL CAFE

Jesse Bailey, Prop.

Phone 185

610 Main St.



## MEDFORD SANITARIUM

Diseases of Women a Specialty.

MEDFORD, OREGON.



No matter at what speed you shave with a Gem Damaskeene Razor it leaves your face cool and refreshed.

That's because the Gem has a soft, comfortable, velvet-like feel and does such smooth, clean-cut work.

We sell the complete Gem Damaskeene Razor outfit for \$1.

The outfit includes the razor, seven Gem Damaskeene Blades, shaving and stropping handle—all in a handsome leather case.

Enjoy the comfort of velvet-smooth self-shaving.

Come in and get your Gem to-day!

BALDWIN HARDWARE CO.

"The House of Quality"

## HAS YOUR CLUB SET ITS RED CROSS DAY?

A series of Red Cross "club days" are to be held in all parts of the United States during October. Granges, Church Societies, Business, Commercial, Rotary, Kiwanis, Advertising, Fraternal, Woman's and other clubs, are being invited to set aside a regular meeting or a day for a special luncheon at which plans will be made for aiding the Third Red Cross Roll Call, to be held throughout the country November 2 to 11.

The clubs will call for volunteer workers, including prominent members for speakers, in the interest of enrolling members for the peace-time program of the Red Cross. Many of the speakers on the war-time activities of the Red Cross will be former service men and women who came in contact with the Red Cross on the field of action.

## OPEN NOSTRILS! END A COLD OR CATARRH

How To Get Relief When Head and Nose are Stuffed Up.

Count fifty! Your cold in head or catarrh disappears. Your clogged nostrils will open, the air passages of your head will clear and you can breathe freely. No more snuffing, hawking, mucous discharge, dryness or headache; no struggling for breath at night.

Get a small bottle of Ely's Cream Balm from your druggist and apply a little of this fragrant antiseptic cream in your nostrils. It penetrates through every air passage of the head, soothing and healing the swollen or inflamed mucous membrane, giving you instant relief. Head colds and catarrh yield like magic. Don't stay stuffed-up and miserable. Relief is sure.

## IF KIDNEYS AND BLADDER BOTHER

Take Salts to flush Kidneys and neutralize irritating acids.

Kidney and Bladder weakness result from uric acid, says a noted authority. The kidneys filter this acid from the blood and pass it on to the bladder, where it often remains to irritate and inflame, causing a burning sensation, or setting up an irritation at the neck of the bladder, obliging you to seek relief two or three times during the night. The sufferer is in constant dread, the water passes sometimes with a scalding sensation and is very profuse; again, there is difficulty in voiding it.

Bladder weakness, most folks call it, because, they can't control urination. While it is extremely annoying and sometimes painful, this is really one of the most simple ailments to overcome. Get about four ounces of Jad Salts from your pharmacist and take a tablespoonful in a glass of water before breakfast, continue this for two or three days. This will neutralize the acids in the urine so it no longer is a source of irritation to the bladder and urinary organs which then act normally again.

Jad Salts is inexpensive, harmless, and is made from the acid of grapes and lemon juice, combined with lithia, and is used by thousands of folks who are subject to urinary disorders caused by uric acid irritation. Jad Salts is splendid for

## We Clean, Press and Repair EVERYTHING

From a Heavy Suit to Flimsy Lingerie. We re-block Hats, and call for and deliver your goods.

## Klamath Dye Works

431 Main St.

Phone 408

# GRIT, BONE, MEAT SCRAPS, EGG MASH FOR CHICKENS

Murphey's Feed & Seed Store

126 South Sixth St.

Phone 87