



Why Not A "BELBER"

Trunk, Suit Case or Bag for Xmas? Something that you need every day of the year. See the new styles we have just received.

K K K Store

Exclusive on Belber Luggage

O. A. C. BOOSTS ADVERTISING FOR FARMERS

OREGON AGRICULTURAL COLLEGE, Corvallis, Dec. 4.—With a plan to bring the farmer into closer co-operation with the home newspaper the short course on using advertising to sell farm produce to be offered Farmer's week, December 29-January 3, is receiving widespread attention by the farmers, and valuable support by the newspapers of the state.

"The value to the farmer of these discussions on advertising cannot be emphasized too strongly," says Homer L. Roberts, a former newspaper writer for weekly papers in eastern Oregon, and now an industrial journalism student at O. A. C.

"Advertising columns of the home newspaper open a way to clearer and quicker market facilities. The country press is the farmer's travel-matesman. It will sell his alfalfa or clover seeds and grain. I have known of a farmer who had an improved strain of wheat that he wished to introduce to his neighbors. He advertised. The supply was exhausted after the first appearance of his ad."

Fruit growers will find this course of practical value in obtaining a quick and reasonable market. Mr. Roberts predicts. He has seen the lan worked out in the Brogan peach and apple section in Malheur county. The producer advertises his prices and the time the fruit will be ready, and sells a large share of the crop in his own neighborhood. The man who sells purebred livestock will learn the advantages the newspaper offers in placing him in touch with the buyer he wants to meet.

The art of writing advertisements that sell, the preparation of copy for the press, and many other points of practical interest to the advertising farmer, will be explained by C. J. McIntosh of the department of industrial journalism.

WILD LIFE OF PALESTINE

All Kinds of Birds, European and Tropical, Found There, and Fishes in Great Abundance.

Swarms of European birds visit Palestine in winter and many breed there. The cranes, as in Dante's fine line, still pass the winter "trailing their long-drawn line drawn across the sky," and in the spring the voice of the turtle dove is heard in the land.

The Holy Land is appropriately a stronghold of the pigeon family; turtle doves are found, the wood pigeon comes in myriads in winter, and the common pigeon, the true dove of Scripture, is still abundant, both wild and tame, throughout the country.

As a contrast of the "every raven after his kind," the crow tribe of several species is in abundance, and birds of prey, from the great giffon vulture, the "eagle" of Scripture, to the sparrow hawk, are a feature of the country.

In the deep, tropical Jordan valley we find a sort of aviary of real tropical birds, which found there a refuge from the last glacial epoch—the lovely little sun bird, or "Jericho humming bird," the land-feeding, white-breasted kingfisher and a species of the gregarious thrush.

On the coast is found the great Indian fishing owl, and among the rocks of Marsaba the monks have half-tamed the orange-winged blackbird, which is really a startling African type, as much out of his latitude as the hyrax. One of the birds peculiar to Palestine, the pretty little pigmy Moabite sparrow, which lives in reed beds, is one of the rarest birds in the world.

Reptiles abound, and even the Nile crocodile, the leviathan of the Bible, lingered long enough to give Tristram the chance of obtaining a specimen nearly twelve feet long, while in addition to the African cobra, we find the grass snake among the harmless species, and the wicked little horned viper lies in wait, as in older times, to bite the heels of the horses.

As for the fish, they are as abundant and varied as ever, and it is interesting to note that the Sea of Galilee is still packed with them, and that the most common kinds are of an African family, an interesting illustration of the scientific interest which unites with the religious to make Palestine among the most interesting of all countries.

Of people who are lame 85 per cent are affected on the left side. The 66 books of the Bible were written by 40 men during a period of 1600 years.

ALL - WOOL CLOTHES

You want to know frankly whether you are getting all wool or not. Every now and then we're asked, "Is it all wool?" or "There isn't much wool in clothes these days, is there?"

Let us put you right about this. It's a fact, there are a lot of adulterated fabrics on the market these days, and the joke of it is these suits are being sold for just a trifle less than you can buy all-wool for; and you know as well as we do that all-wool gives the best service. Is it any wonder then that we confidently urge you to come to us for

Hart Schaffner & Marx Clothes

There're always all wool, perfectly tailored and designed by the world's master designers.

We'll show you some very striking ideas in young men's suits and overcoats, as well as some very attractive new conservative models. All reasonably priced.

K. SUGARMAN

"I ain't mad at nobody"

Business Hours: 8:30 A. M. to 6:00 P. M.; Saturdays, 8:30 A. M. to 9:00 P. M.



The Home of Hart Schaffner & Marx

GET SLOAN'S FOR YOUR PAIN RELIEF

Just one trial convinces you Sloan's Liniment helps drive away rheumatic twinges

WHY endure pain when you know Sloan's Liniment will relieve it promptly? It couldn't remain the World's Liniment for 88 years if it wasn't highly beneficial in relieving rheumatic aches, stiff joints, sore muscles, lumbago, neuralgia, strains, sprains, exposure to weather results, frostbite, without rubbing, leaving no stained skin, clogged pores, mumps, etc. A pain and ache liniment that stands alone in doing what it is meant to do. Get a bottle today and keep it handy. All druggists. Three sizes—35c., 70c., \$1.40.

Sloan's Liniment
Keep it handy

Nearly 70,000,000 wild animals are killed yearly for the sake of their fur.

Language of Their Own. A "boob" and a "gob" met at one of the entraining stations yesterday, where they serve tea and biscuit. "I don't suppose you army men savvy our sea-going slang," said the sailor, who wore "U. S. Armed Guard" on his hatband and two overseas stripes on his sleeve. "Sometimes the rookie sailors—we call them 'boots' because they always draw rubber boots at the training stations—don't savvy it, either. Now, you know, in the navy the little smoke stack from the galley or kitchen on a ship is nicknamed the 'Charlie Noble,' after some old sea cook of long ago. Well, on my ship one day we tells a rookie that 'Charlie Noble' said he was a fathead and a dub. The rookie got sere as a pup and went hunting all over the ship for 'Charlie Noble.' Finally he goes up to the captain himself and complained of being misled names by Charlie. "Report to the bo'n, said the skipper. Ask for a pot of red paint and tell him I gave you permission to daub it all over Charlie—do a good job of it, too."—New York Sun.

Audiences in Russian theaters are forbidden to applaud.

DON'T SAY "OVERALLS," SAY

UNION MADE Ironalls

They will give you the service They are Union Made and have a number of features over other makes of overalls. First is the material from which they are made; second, all seams are felled and triple stitched; third, cord-bound button holes and full cut in seat. Last, they are Union Made.

We handle the complete line.

K. Sugarman

"I ain't mad at nobody"

Some Things Can't Be Borne. "I thought you said you were not going to quarrel with your wife any more." "So I did, but there's a limit to human endurance." "Nonsense." "When I refused to open my mouth she sat and tapped her foot on the floor until I exploded."—Birmingham Age-Herald.

Made Good Use of Statue. The equestrian statue of George III, that cantankerous old king who was diphtherized the American Revolutionary war, was well camouflaged when President Wilson passed by, following his arrival in London. An American sailor sat on the charger's neck, a Canadian on the tall and an American doughboy on its back, one arm around the neck of the king's image.

WATCH THE BIG 4

Stomach-Kidneys-Heart-Liver Keep the vital organs healthy by regularly taking the world's standard remedy for kidney, liver, bladder and uric acid troubles—

GOLD MEDAL HAZLETON OIL CAPSULES
The National Remedy of Holland for centuries and endorsed by Queen Wilhelmina. At all druggists, three sizes. Look for the name Gold Medal on every box and accept no imitation.

Passengers and Baggage ANYWHERE IN THE CITY QUICK SERVICE REASONABLE RATES PHONE 187 Western Transfer Co.

A New Tire

Here is a tire that is a tire—THE GENERAL CORD. It is guaranteed for 10,000 miles, but you don't have to worry about that, for it will always beat that mark. The next time you buy a tire, buy a General—it's the tire you've been looking for.

Have a full line of accessories here. Drop in and look the 'er.

HOAGLAND & McCOLLUM
NEXT TO POSTOFFICE

Demorest, Dentist, over Sugarman's Store, 6th and Main. 2-11

Best yet. Herald Want Ads.

NOTICE
The Diamond Shine Parlor for gentlemen has removed to the west side of the Star Theatre entrance 3-11

Getting the Fur Coat Out of the Moth Balls Should Be a Reminder That Your Automobile Battery Needs a Little Extra Attention

"The average motorist," said Judd Low, manager of the local "Exide" Service Station, the other morning, "is a queer combination of sound American common sense and unsound American eagerness. And what parts of his car he never sees or hears a complaint from he is prone to neglect. And that, of course, is mainly why the battery suffers—it never complains.

"It does its work, right up to the point where it has nothing more to give, under the most negligent and cruel treatment. But, of course, by the time it has reached such a point it is in mighty bad shape, and building it up again is going to cost Mr. Careless Motorist a penny that he might very well have saved himself.

"And all this in spite of the fact that we are continually writing our customers—talking to them, sending them folders and circulars—on the subject of getting better performance and longer life from the battery and keeping down big repair bills by giving it the right kind of service at the right time. Right now we are sending out a little folder showing the importance of giving the battery proper storage when the car is laid up for the winter. It has been the bad habit of many automobile owners at the approach of cold weather to simply run the old bus, fully equipped, into the garage and then lock the door till next Spring.

"Certainly so far as the battery is concerned, this is a mighty poor proceeding. Inside of the battery, owing to its chemical nature, a certain sort of action and reaction is continually taking place, even when it is idle. For this reason it demands certain attention at regular periods. This attention can best be given it when it is stored under such conditions and superintendence as only the battery expert can give it. Because of this, we advise our customers to remove their batteries from their cars, sending them to us to be stored and cared for in our storage department. The cost of winter storage is small and there is assurance that nothing detrimental can happen to the battery during Jack Frost's reign."

AUTO ELECTRIC SERVICE CO.
23 Main St. Phone 22M

GRIT, BONE, MEAT SCRAPS, EGG MASH FOR CHICKENS Murphey's Feed & Seed Store 126 South Sixth St. Phone 87