

Jennie Gets a Shave




NEW"Z"ENGINE



G. C. LORENZ

CHILDREN'S POET
EUGENE FIELD, TO


## WHY SOME PEOPLE SEND AWAY FOR MERCHANDISE

Mail order houses understand the art of advertising; they reach the people with an appeal of price and quality, yet the local merchant is in a position to give better price for the same or higher quality.

The trouble lies mainly in that the local merchant does not present his merchandise in a manner which shows what this price and quality really is.

Where ever possible the Mail Order houses use the local newspaper for advertioing. Every country newspaper has repented offers from mail order houses to buy space and in liberal quantities at liberal prices.

Few indeed are the country papers which necept this business, they see the need of building up the home community by having and supporting local business houses.

Properly prepared and properly diaplayed advertising, backed by quality and service, will hold business at home. The local newspaper in this and other communities can present your retail business to the people. The local nowspaper can increase your business and hold trado at home if you will co-operate. It's up to you. Put on an advertising campaign and get your share of the business.

The live advertiser is getting his share of business which used to go out of this county. You can get part of this trade by proper presentation of your business to prospective buyers.

The
Evening Herald
"Covera the Klamath Fiold"

