

The Evening Herald

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FRIDAY, OCTOBER 20, 1922.

INK GETS 'EM

SALES totals of the great mail order houses show an enormous increase, particularly in strictly farming sections says the Benton County Courier.

This is not pleasant news for retail stores in our average small town, but it is what they may expect.

There is only one way in which the insidious mail order campaigns can be combated, and that is by local merchants frankly explaining their merchandising possibilities to the people through advertising.

It is a well-known fact that the big mail order concerns maintain departments of considerable magnitude to check up the towns where the local merchants appear to lack enterprise.

There they concentrate their batteries of advertising and catalogue distribution.

The mail order house never prospers in a town where the local merchants advertise consistently, because the mail order men know they can only compete with the local store if the merchants appear to lack enterprise.

The cheapness with which the big mail order man can buy is more than offset by the low overhead the local merchant can get along with.

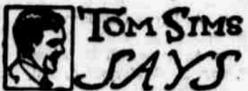
To hold his own, however, the local merchant must not hide his light under a bushel.

The public needs educating to a knowledge that they can buy at home as cheaply, that they can actually see what they are buying before they pay for it, and that they do not have to wait sometimes weeks for the delivery of the article they want.

The National Cloak and Suit company reports a heavy increase in its business, all in the country, though it is doubtful if this great concern carries anything like the line of up-to-date goods carried by local stores throughout the country.

When the merchants get ready to talk plainly to the people they will have nothing to fear from the mail order man, but if they remain silent, then the outsider will surely burrow his way into their profits.

Self-satisfaction has spelled many a bankruptcy.



The goal of many a college man is on the football field.

A baby costs more than an auto but it lasts longer.

Isn't it about time for the monthly news that jazz is dying?

The most hair-raising stores are on hair tonic bottles.

This Boston man who predicts the town will be destroyed by lightning seems to be a lightning calculator.

Caution is a great asset in fishing, especially if you are the fish.

The best alarm clock is ham and eggs cooking in the kitchen.

Only way to prune the national budget is pull off a few plums.

After a drink of home-brewed stuff it is perfectly proper for the crowd to sing "Oh, say can you see?"

Putting eggs in cold storage is a shell game.

Some people think twice before they speak and some speak twice before they think.

It is hard to keep a husband if you keep him hungry.

Prosperity is always about to begin to commence to start to return.

When a girl wants a man to save his money he is going to need it.

Gertrude's Millinery Blouses Pellicots SMART HATS For Every Occasion Hats of Grace and Dignity

Personal Mention

C. W. Warren is in town for the week-end from his ranch near Bly.

F. P. Keen returned from Ashland last evening where he spent the past week attending to business matters.

Joe Zumph was in town this morning from his ranch in the Malin district.

R. A. Gibbs arrived last night from Los Angeles and is registered at the White Pelican hotel.

A marriage license was issued yesterday afternoon to Thomas A. Rosenberg and Miss Leta V. Grivel, both of this city.

Elda, the small daughter of Mr. and Mrs. Leo Houston, left this morning for Oakland, California, after a two weeks' visit here.

Mrs. Willard Smith and son, Thornton, left for Portland this morning expecting to spend the winter in that city.

J. F. Maguire was back at his office yesterday after having been confined to his home several days with tonsillitis.

Mr. and Mrs. Charles F. Stenwell returned last night from the east where they have been traveling for the past two months. They also visited with relatives while away.

Mrs. T. C. Fremiere was a passenger on the out-bound train this morning on her way to Dorris, where she will visit for several days before returning to her home in Fresno.

F. F. McCreedy was a county seat visitor here yesterday afternoon from his home on the reservation. He was accompanied by Mrs. McCreedy who attended to matters of shopping.

C. C. Low left this morning for Salem with a prisoner, Juan Valencia, a Mexican, who will begin serving a one-year sentence for theft upon arriving at the state penitentiary.

Jim Lindsay, an old time pioneer of Klamath county, but who for the past few years has made his home in Ashland, is back for a pleasure and business visit with associates in Klamath Falls.

C. A. Henderson, county agent, and Frank Sexton, county club agent, left Friday for Corvallis where they will attend the annual extension conference. One of the principal subjects at the conference will be the control of the grasshopper epidemic.

Mrs. Ella Liebhart, is here from Portland for a visit with her mother, Mrs. Amanda Hainaker, who for the past two weeks has been ill at her home on Third street. She is better now, however, and will probably be out in the next few days, according to the physician in charge.

Earl Veight, architect and superintendent for the city hall building, was back shaking hands with old friends and business associates along Main street yesterday and today, after an absence of several years. Since leaving Klamath Falls Veight has been living in the Imperial valley, where he says "it doesn't get so very hot, only 118 degrees or thereabouts."

Miss Margaret Rudy, syndical missionary, will arrive here tomorrow afternoon from Medford, and during her visit will be the house guest of Mrs. A. M. Worden. Miss Rudy is hoping to establish a Westminister circle here among the members of the Presbyterian church.

CANADIAN AND AMERICAN FISHERMEN

(Continued from Page 1)

was the feat of Esperanto, the schooner 14 years ago, which, in the first races for the cup at Halifax two years ago, beat Canada's best and brought the trophy here.

Esperanto now lies a wreck on Sable island bar, and beside her is Puritan, a splendid new fisherman launched here last spring, and wrecked there a few months afterward.

Among the fishermen here were several members of Esperanto's crew who recounted incidents of her defeat in successive races with Delaware. The first victory, it was agreed, came easily through Esperanto's windward supremacy and without special incident, but in the second Delaware early gained a lead of five minutes. This Esperanto slowly made up and with the 40 mile race more than half sailed, Captain Marty Welsh, of the Gloucester man, had brought his boat to nearly even terms.

In the leeward berth, approaching the second mark, Captain Marty called to Delaware, close aboard, to give him room. Delaware, gave way, allowing a barely possible clearance between herself and Devil's Island shoal. It was wreck her, or win if he got through, for Captain Marty and Esperanto. He took the chance and, with the breakers almost boiling over his rail, shot through the lee, turned the mark first and having taken the lead beat Delaware on the last leg by more than seven minutes.

This race which brought the cup to America, developed a keen interest in the cup competition in both the Canadian and American fleets, and the succeeding spring found new boats on the ways on both sides of the border.

The Canadians built Bluenose and several others, the Americans built Mayflower as their best bet. But Mayflower was ruled out by the Nova Scotian trustee as more yacht than fisherman, and Bluenose qualified as the Canadian challenger by winning the elimination race. Here in Gloucester Elsie, fresh from the banks, won the elimination race from which Mayflower was barred, and went to Halifax to meet Bluenose, a boat 20 feet longer over all, wider and deeper.

The result of the race the year before was reversed; the Canadian boat won in two straight races. Elsie was outclassed. Fishermen in reviewing those races tonight paid high praise alike to the seamanship of Captain Angus Walters and his Bluenose crew, and to Captain Marty Welsh and the Elsie's men.

Zellerbach vs. Werner Zellerbach Paper company has filed suit in the circuit court against C. F. W. Werner, doing business under the firm name of Lincoln market, for a collection of a promissory note.

The Drug Store of Service, Quality and Low Prices

Chocolates Supreme Selected dainties consisting of Peppermint Patties, Maple, Mocha and Vanilla Creams; Dates stuffed with Walnuts; Divinity Cream Fudge; Honey Nougat Special; Wintergreen creams; Assorted Nuts with cream; Fruit Layers; Panoche and Butterscotch; all dipped and coated with Haas' Supreme Quality Chocolate. pound box \$1.50

Puretest Drugs Lounay Stacomb Kantelek SYMPHONYLAWN watermarked into the sheet conveying your message will show that you have a fine sense of discrimination and excellent good taste.

Dr. West's TOOTH BRUSH SPECIAL Two weeks only 35c

Extra Special Palmolive Soap 7 cakes 50c Saturday only limit 7 cakes to customer

That Reminds Me In making purchases at the Star Drug Store there are specially priced items of regular goods each month. Here's the October List

Pure Food Specials Saturday Only Opeko Coffee 2 pounds 61c Opeko Tea, Black or Green 2 for 66c

STAR DRUG CO

The Rexall Store Fifth and Main Streets Mail Orders Filled Promptly

About Those Cows 125 Holsteins Will Be Auctioned Being a letter written in answer to an inquiry by E. M. Bubb of the American National Bank

Friday At The Liberty The Dramatic Queen—Pauline Frederick, in "The Lure of Jade" and Chapter Five of "Days of Buffalo Bill"

Tom Sims Says The goal of many a college man is on the football field. A baby costs more than an auto but it lasts longer.