

To The—
**Men and Women Who Work and
Earn Their Money in Klamath Basin**

**A Big Pay Day Occurs Throughout the Basin Industries
on Saturday, July 14th**

*How Are You Going To Spend Your
Pay Roll Dollar?*

Klamath merchants and other business people are here to serve the people who work and earn; they are the life blood of business, and fully realizing this fact, the business man who considers increasing his business offers to the wage earner his bargains through the local newspapers—

Read the papers for the offerings. It is a business matter to every household to watch closely the advertisements, for they constitute the business news of the day—

In the quietude of the home the Pay Roll Dollar is spent, for it is there the economic housewife reads the ads of every merchant and contemplates what she wants and what she can pay—

Every merchant who seeks the working people's trade; who wants to sell to the man and woman who works, uses the newspapers to carry his message of description and price for his commodities into the home—

You are going to plan the spending of that Dollar so that it will bring you the greatest return—

No longer do people in this Basin carelessly throw their money out as they did a few years back—

Nowadays the buying public demands to know what firm offers the best bargains—the best inducements to the consumer—

Women, and men also, stop now and consider how far their dollar will go; how much it will buy; what quality of goods are offered—

It has not been so long ago when men and women threw their money down and bought without much consideration—

The Klamath Falls of that day has passed forever; now it is a case of make the price and show the quality of goods—

Women plan their dollar now before they spend it—men are doing likewise—

It is the Modern Way of doing business and any who fail to understand this are not bidding for the vast pay roll money which is paid to the army of consumers in this Basin—

Watch for the offerings of the stores—watch throughout the week, for there are merchandising institutions who sincerely believe and know the Dollars that is spent on Friday or on Saturday is planned the fore part of the week, and the housewife comes down in town with her mind fully made up how she will spend that dollar from reading the business news contained in the merchants' advertising—

**Newspaper Advertising Today Is the Key to
Economical Buying and Also the Key to
Successful Selling by the Merchant**