

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suite 18 and 19, White Building
Phone 98

CITY AND COUNTY
ABSTRACT COMPANY
ABSTRACTS INSURANCE
Members Oregon Association
Title Men

A. S. LOWMAN
CHIROPRACTOR
Rooms 11 and 12
First National Bank Building
Klamath Falls, Ore.

Office and Residence, Phone 115
NW cor. 7th and Main
CLAYTON E. WHEELER
Physician and Surgeon
Osteopathy
Spondylitis (Spinal Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS
SERAM LAUNDRY
Guarantee first class work as
well as first class service.
If you have occasion to make
complaint do not get im-
mediate attention, please
D. B. CAMPBELL

MRS. A. PIETTERSTEINER'S
CAFE
Not much coffee,
But plenty of cream.
For a two bit meal
It can't be beat.
129 1/2 Sixth Street

Wood! Wood!
16-inch Body Wood ... \$2.00
16-inch Lamb Wood ... \$4.25
4-ft. Body Wood ... \$2.75
4-ft. Lamb Wood ... \$5.00
Block Wood, dumped, \$3 load
(Extra on hill)
Leave Orders at
Square Deal Store
Our Shop and Main
P. C. CARLSON
Phone 125

WOOD
Block wood, load ... \$2.00
Block wood, double load ... \$4.25
16-inch Green Slab ... \$2.75
16-inch Dry Slab ... \$5.00
Dry Slab, 4-foot ... \$2.00
Buy your green slab early
KLAMATH FUEL CO.,
Office 595 Main, O. Peyton, Mgr
Phone 127.

We operate a fine sanitary laun-
dry equipped with the best meth-
ods for washing and ironing
goods of all kinds. Experienced
workers and courteous delivery
men have made us successful.

SUPERIOR LAUNDRY
1215 Main Street
Phone 128

KLAMATH COUNTY
EMPLOYMENT OFFICE
We furnish all kinds of help at
short notice. If you want work
register at
MRS. A. PIETTERSTEINER
129 1/2 Sixth St. Phone 844

To boost Klamath county send
The Herald to your Masters
friends.

For any itching skin trouble, piles,
eczema, salt rheum, hives, itch, scald
head, herpes, scabies, Dean's Oint-
ment is highly recommended. 50c a
box at all drug stores.

The Evening Herald

W. O. SMITH, Editor

Published daily except Sunday by
The Herald Publishing Company of
Klamath Falls, at 115 Fourth Street

Entered at the postoffice at Klamath
Falls, Oregon, for transmission
through the mails as second-class
matter.

Subscription terms by mail to any ad-
dress in the United States:

One year ... \$1.00
One month ... \$0.10

KLAMATH FALLS, OREGON
THURSDAY, AUG. 6, 1914



AND STOP AT
KLAMATH FALLS

ADVERTISER AND LOCAL PAPER

(Copyright, 1912, by Geo. E.
Patterson)

The relation of the local paper and
the advertiser should be congenial, as
one is more or less dependent upon
the other. When the advertiser
places advertising in the local paper
he expects results. The newspaper
when it accepts advertising promises
in effect that the paper has a local
circulation commensurate with the
rate charged.

Advertising should be given in good
faith as it is accepted in good faith.
It is purely a business transaction.
The newspaper sells its space, or ser-
vices, to the advertiser, just as any-
one sells any other commodity.

There are three things for the ad-
vertiser to bear in mind. First, he
should map out a systematic adver-
tising campaign and be persistent in
carrying it out. Second, he should
prepare his advertisements so they
are attractive, interesting and con-
vincing. Third, he must back up his
advertising campaign with good ser-
vice or he cannot expect to hold his
trade and get the best results out of
his advertising.

The advertiser must realize that all
responsibility for the preparation of
his advertisements are with himself.
If the advertisements have no merit
no results should be expected. It is
ridiculous to blame the newspaper
when neither the advertisements nor
conditions warrant results.

There is no one more interested in
seeing advertisements profitable than
the newspaper, as the advertising in
the newspaper is what makes the pub-
lication of the paper possible, thus
aiding in the dissemination of local
news, the creation of local interest,
and the building of the local com-
munity—all of which is necessary to
the success of local business.

On the other hand, there should be
no one stronger in his friendship for
the local paper than the local adver-
tiser. The local newspaper is the best
friend the local advertiser has. Hence,
the local paper should not be treated
as an enemy, but rather as a friend
and semi-partner in the task of busi-
ness getting.

Subscribe for the Herald, 50 cents
a month.

NOTICE

To whom it may concern: We, the
W. P. Johnson company, positively
will not be responsible for any goods
ordered except by requisition signed
by Miss Alice McCourt, Jas. H. Dri-
coll, W. P. Johnson or Geo. Watt.
W. P. JOHNSON CO.
By Geo. Watt, General Manager 1-107



FOR POTS and Pans
and Stubborn Dirt
and Grease
Swift's Frise
Washing Powder

It brightens the home,
Pleases the wife,
Tickles the kids,
Makes washing easy,
Dispels Blue Monday,
Helps on Busy Tuesday,
Eases up Wednesday,
Lightens work Thursday,
Gains rest for Friday
Pleases on Saturday

Van Riper Bros.

General Type of Servian Infantryman



This photograph shows the general
type of the Servian infantryman, who
have been called out to fight Austria.

While the Servian soldiers have
been said by enthusiasts to be well

equipped it is not believed by those
who have seen them that they are in
any position to make a campaign un-
der modern methods.

Many of these soldiers are veter-
ans because they have served against

Turkey and Bulgaria. But they were
never properly equipped.

In many cases their only means of
transporting their munitions of war
is with ox carts. In the days of auto-
mobiles such methods will not go far.

IN THE DAY'S NEWS

G. L. Eldredge, travelling agent for
the Transcontinental Freight Bureau,
came in last night from Dunsmuir
to adjust claims here.

Mr. and Mrs. S. W. Grant and
daughter, of Los Angeles, motored to
Klamath Falls to see Crater Lake,
Harriman Lodge and other attrac-
tions.

Miss Restora French, Miss Kathryn
Sinnott, Howard Caldwell and Grah-
am Kiehl formed a party who left
here yesterday with Project Engineer
J. G. Camp to visit Tule Lake and the
Lava Beds. At Merrill, they were
joined by Miss Catherine Prehm, and
a highly enjoyable day was spent.

H. H. Chapman of Worden is a
Thursday visitor in the county seat.

Fred Jensen left yesterday after-
noon for his ranch in Swan Lake
Valley, after attending to business
matters here.

Mrs. J. A. Foster and daughter are
here from Biggs, Calif., the guests
of Mr. and Mrs. J. H. Foster.

Victor L. Flint is a Klamath Falls
visitor, coming from Ashland last
night.

J. Walter Call, of the Medford

Grocery company, is here calling on
the trade.

L. M. Holt, supervisor of irrigation
in the Northwest for the Indian ser-
vice, is here from North Yakima to
inspect the work being done on the
Modoc Point project by Engineer H.
H. Hincks.

Mr. George Shell, who has a ranch
near Keno, was here Wednesday.

Mr. and Mrs. Mike Motschenbacher
and Mrs. Mary Sullivan left today for
the Lake of the Woods and Huckle-
berry Mountain, where they will
spend several weeks gathering huckle-
berries.

Circuit Court Clerk George Chas-
tain and family returned last
night from Spring Creek, where they
spent two weeks at their summer
home. While away, the Chastains
motored to Crater Lake.

Harold G. Lincoln and Joe P. Brett
left this morning for a deer hunt.
They will be taken back into the hills
by the Wamples.

Mr. and Mrs. Ernie Hosley of Mer-
rill and Mr. and Mrs. Bert E. With-
erston and Mr. and Mrs. O. W. Rob-
ertson returned last night from a two
weeks' camping trip at the headquar-
ters of the Rogue river, they report
fine fishing but a dearth of venison.

Hotel Arrivals

White Pelican
Mr. and Mrs. W. H. Gore, Jay I.
Gore, Mary E. Gore, J. Walter Call,
Edward Souther and wife, Henry
Souther, Katherine Souther, J. E.
Ohnstead and wife, Vera Ohnstead,
Jay Ohnstead, Medford; J. R. Wade,
Margaret E. Munn, Mr. and Mrs. Per-
ry Syll, C. Kaufman, S. S. Whipple,
Joseph Jacobs, San Francisco; Harry
Shuman, New York; Victor W. Flint,
Ashland; W. L. Moore, G. S. Briggs,
Los Angeles; E. G. Hoopes, Anthony,
Kansas; Mrs. H. W. Owen, Bertha B.
Owen, Mrs. H. C. Yates, Bakersfield;
John Munford, Menlo Park; C. H.
Terry and wife, Berkeley; Mr. and
Mrs. J. H. Gray and son, J. H. Gray
Jr., S. W. Moringo, Mrs. T. Mench,
Reno; Mrs. J. H. Halland, Riverside;
Hugh McGinn, Healdsburg; Charles
Story, Anderson; O. W. West, Port-
land.

Hotel Hall
Wm. Kelley, Pelican Bay; C. W.
Howard, Bly; L. M. Holt, North Ya-
kima, Wash.; Dolla Panter, Central
Point; J. A. Thomas and wife, Mer-
rill; Lurena Rambo, Chiloquin; Mr.
and Mrs. S. W. Grant, Los Angeles;
Miss Grant, Los Angeles; J. M. Stew-
art, Lincoln, Neb.; A. A. Crisell, W.
H. Mamoe, Portland; T. C. Wells, Se-
attle; L. Pfenneger, San Francisco;
G. F. Elvidge, Dunsmuir; H. T. Chap-
man, T. S. Wilson, Worden; A. H.
Sadler, city.

Subscribe for the Herald, 50 cents
a month.

COMB SAGE TEA IN
LIFELESS, GRAY HAIR

IF MIXED WITH SULPHUR, IT
DARKENS SO NATURALLY NO-
BODY CAN TELL.

Grandmother kept her hair beauti-
fully darkened, glossy and abundant
with a brew of Sage Tea and Sulphur.
Whenever her hair fell out or took
on that dull, faded or streaked ap-
pearance this simple mixture was ap-
plied with wonderful effect. By ask-
ing at any drug store for "Wyeth's
Sage and Sulphur Hair Remedy," you
will get a large bottle of this old-
time recipe ready to use, for about
50 cents. This simple mixture can
be depended upon to restore natural
color and beauty to the hair and is
splendid for dandruff, dry, itchy scalp
and falling hair.

A well-known downtown druggist
says everybody uses Wyeth's Sage
and Sulphur, because it darkens so
naturally and evenly that nobody can
tell it has been applied—it's so easy
to use, too. You simply dampen a
comb or soft brush and draw it
through your hair, taking one strand
at a time. By morning the gray hair
disappears; after another application
or two it is restored to its natural
color and looks glossy, soft and
abundant.

(Paid Advertisement)
Herald want ads bring results.

YESTERDAY'S COAST
LEAGUE RESULTS

Table with columns for location, R, H, E. Includes Oakland, Los Angeles, Ables, Mitze, Hughes, Brooks, Venice, Portland, Koestner, Decanier and Elliott, Martinson, Reiger, Higginbotham and Fisher, Sacramento, San Francisco, Arellanes, Rohrer, Baum, Schmidt.

There are two kinds of insurance.
Chilcote writes the kind that pays.
635 Main.

Notice to Taxpayers

Notice is hereby given that the as-
sessment rolls will be open for in-
spection at the assessor's office until
August 9th. Taxpayers are request-
ed to call and examine roll before
same are turned over to the board of
equalization.
27-13t J. P. LEE, Assessor.

Herald's Classified Advs.

FOR SALE

PIANO FOR SALE—Nearly new Gil-
bert & Son's piano for sale at a
bargain. Address P. O. Box 798
1-6t

FOR SALE—Bush & Lane piano, al-
most new, in good condition. Will
sell at half price. 92 1/2 Rose street.
5-6t

FOR SALE—Four-room house, and
two lots, \$750. Terms. Inquire
1117 Main street. 5-3t

FOR RENT

FOR RENT—Two-room furnished
house on hill. Electric lights and
city water. Inquire W. O. Smith
Printing Co.

PASTURE FOR RENT—Ninety acres
excellent pasture enclosed by 56-
inch woven wire fence; running
water. Enquire of P. Rose, Cryst-
al, Oregon.

FOR RENT—Rooming house with
ten rooms, some for heat house-
keeping, central location. Will rent
furnished or will accept furniture and
rent rooms. See Chilcote, 635 Main
street. 3-2t

HELP WANTED

HELP WANTED—Girl wanted at the
Marshall House for general house-
work. 5-tf

MISCELLANEOUS

NICE, COOL ROOMS, with hot and
cold water. The Clarendon. 27-12t

TO EXCHANGE—For money or
other value, 15 foot motor boat,
fully equipped. Inquire 1117 Main
street. 5-3t

Apple Traders, Growers
Banquet and See Fights

United Press Service
BOSTON, Mass., Aug. 6.—The con-
vention dinner at the Hotel Copley
this evening was the big event
of today's program of the twentieth
annual gathering of the International
Apple Shippers Association. Between
200 and 300 members of the organiza-
tion who are here from all sections
of the country spent today in a brief
business session and in sight-seeing
tours to the many spots of historic
interest about the Hub.
Texas, Oklahoma and California
delegates vied with each other today
in their efforts to get the 1915 con-
vention of the organization. Al-
though California had the promise of
an interesting session during the Pan-
ama-Pacific Exposition, Texas put in
a strong argument in favor of the

Line Star state. Colorado delegates
also put up a strong fight today for
the next year's meeting. They want
it held either at Denver or Colorado
Springs. The convention closes to-
morrow.
Cooks, nurses, maids and other do-
mestic servants in Pennsylvania will
only work eight hours a day if the
bill advocated by the Industrial com-
mission becomes a law.
Today's news today in The Herald
When baby suffers with eczema or
some itching skin trouble, use Dean's
Ointment. A little of it goes a long
way and it is safe for children. Fifty
cents a box at all drug stores.

'TIZ' FOR TIRED
SORE, ACHING FEET

Ah! what relief. No more tired feet;
no more burning feet, swollen, hot, swell-
ing, sweaty feet. No more pain in corns,
callouses or bunions. No matter what
you do or what under
the sun you've
tried without
getting relief,
just use "TIZ."
"TIZ" draws
out all the pe-
nicious exuda-
tions which puff
up the feet,
"TIZ" is mag-
ical; "TIZ" is
grand; "TIZ"
will cure your
foot troubles so
you'll never limp or draw up your face
in pain. Your shoes won't seem tight
and your feet will never, never hurt or
get sore, swollen or tired.
Get a 25 cent box at any drug or
department store, and get relief.



EAT MEAT
LIVE LONGER
DIE HAPPIER

Get your steak
while living, for
you will find none
in Paradise.
You make us,
We "steak" you.

KLAMATH MEAT CO.
Main Street Phone 68

DON J. ZUMWALT, Pres. K. M. HUBB, Vice Pres. and Treas.
BERT E. WITHERSON, Secretary

Surveyors and Irrigation Engineers
Klamath County Abstract Co.
ABSTRACTING
MAPS, PLANS, BLUEPRINTS, Etc. KLAMATH FALLS, OREGON

There's Money for You



to draw upon in time of need
whenever you want it when
you have it safely invested in
the First Trust and Savings
bank. You don't have to sac-
rifice it by selling property,
stocks, etc., on a pinch when
you want it. Ready cash that
draws 4 per cent interest in
years, and is making money
while you sleep, when you have
an account in the First State
and Savings Bank.

FIRST STATE AND SAVINGS BANK
KLAMATH FALLS, OREGON

Prompt Service Reasonable Prices
W. O. Smith Printing Co.
Good Printing
Fourth St., between Main and Klamath