

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suite 12 and 13, White Building

CITY AND COUNTY
ABSTRACT COMPANY
Members Oregon Association
Title Men

A. S. LOWMAN
OPTICIAN
Room 12 and 13
First National Bank Building

Office and Residence, Phone 115
NW cor. 7th and Main
CLAYTON E. WHEELER
Physician and Surgeon

THE KLAMATH FALLS
STREAM LAUNDRY
Guarantee first class work as well as first class service.

MRS. A. FOSTERSTELNER'S
CAFE
Not much else
But good to eat.

Wood! Wood!
16-inch Red Wood
16-inch Lamb Wood
4-ft. Red Wood
4-ft. Lamb Wood

WOOD
Block wood, load
Block wood, double load
16-inch Green Stab
16-inch Dry Stab
Dry Stab, 4-foot

We operate a fine sanitary laundry equipped with the best methods for washing and ironing goods of all kinds.

KLAMATH COUNTY
EMPLOYMENT OFFICE
We furnish all kinds of help at short notice.

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

For any itching skin trouble, pimples, eczema, oak rheum, hives, itch, scald head, herpes, scabies, Doan's Ointment is highly recommended.

The Evening Herald

W. O. SMITH, Editor

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KLAMATH FALLS, OREGON
FRIDAY, AUG. 7, 1914



AND STOP AT
KLAMATH FALLS

HOW TO REDUCE SELLING COST

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

Every merchant is in business for profit—not gross profit but net profit. Gross profit is the difference between the purchase price (or producing cost) and the selling price, while net profit is the difference between the purchase price plus selling cost and the selling price.

Every merchant knows that if the selling price does not exceed the purchase price and selling cost combined at the end of the year there is no real profit coming to him out of the business.

To remedy this he must do one of three things—reduce purchase price, increase selling price or reduce selling cost. A merchant may reduce the purchase price a little by buying in quantities, or watching the market and always buying safe—but the purchase price is fixed by others and he must pay their price. Of course, if the article is one the merchant produces himself he may reduce the cost of production. The merchant may increase selling price, although the demand and competition have a great deal to do with fixing the selling price. But the selling cost is in the hands of each merchant. It is by manipulating selling cost that each business becomes a success or a failure. Therefore, it stands each merchant in hand to reduce his selling cost.

Every merchant could handle more business than he now handles with the same selling force. By increasing the sales with the same selling force the selling cost is reduced. The problem for the merchant is to educate people to want his goods and buy them.

John D. Rockefeller said: "The great cost in business is waste." To do away with this waste or reduce it to the minimum is the purpose of advertising. Judicious advertising will increase sales, thus reducing the selling cost and waste.

Hotel Arrivals

White Fellows
Dr. and Mrs. J. J. Henderson, A. A. Curtis, A. R. Curtis, Walter B. Hafer, Harold C. Rayman, Lester N. Sachs, A. A. Mitchell, Mr. and Mrs. W. R. Sherwood, Master Billy Sherwood, San Francisco; S. A. Bushman, Folsom; Dr. R. F. Rooney, Auburn; Miss E. J. Morrison, Santa Barbara; A. A. Baumann, W. J. Lyons, Mr. and Mrs. W. S. Baker Jr., Portland; R. C. Myer, Berkeley; O. G. Euckson, Detroit; E. P. McCormack, Salem.

Hotel Hall
Mrs. C. F. Eddierno, Murrian, Cal.; S. I. Towers, Seattle; G. W. Zimmerman, Los Angeles; Charles Story, Anderson; W. E. Burdett, Portland; W. M. Williamson, Sacramento; Linena Rambo, Chillicothe; J. A. Frixell, Tacoma.

Notice for Bids

Sealed bids as follows will be received by the school board of school district No. 1, Klamath Falls, Oregon, until Monday, August 3, 1914. Bid for conveying the school children in a safe and comfortable vehicle from the southeastern boundary of the district to Mills Addition school (children to be delivered at Mills school building or the west end of Main street, as the board may elect). Bids must specify mode of conveyance. The board reserves the right to reject any and all bids. Mail bids to Chairman of Board of Education P. L. Fountain. 25-7t

Herald want ads bring results.

Military Club in Belgrade Deserted



The military club in Belgrade was the headquarters of Servian officers, veterans of the Turkish and the second Balkan wars. It is now deserted, and when the Austrian gunboats on the Danube shelled the city it was one of the buildings destroyed, according to the newspaper reports.

IN THE DAY'S NEWS

Mrs. George J. Walton and daughters left this morning for Eagle Ridge Tavern, where they will sojourn for a week.

O. C. Jensen is home from a fortnight's visit in Eureka.

On his way to Crater Lake and the Lake of the Woods, Fred Patton of Ashland passed through this morning with a camping outfit.

Mrs. Rose M. Torrey, who has a homestead at Coon Point on Upper

Klamath Lake, is here attending to business matters.

Prentiss Puckett was a Thursday visitor in the county seat, coming in from Keno.

Mrs. Dollarhide and son are here from Algoma while the youngster is receiving attention from Dr. Johnson.

A. A. Mitchell, who has made "M. J. B." a household necessity in these parts, is in from a trip through the Klamath country. He leaves tomorrow for other points.

Europe Has Nothing on Shippington These Days

(Herald Special Service)
SHIPPINGTON, Aug. 7.—This war in Europe is not the only big noise. The Kaiser is by no means the only feather on the chicken. Why, there are things doing at Shippington that would make ye sit up and look around. Just listen:

Captain Parker has built a big addition to his laundry building. The captain says he is now ready to wash everything in sight. Cleanliness takes second place only to Godliness, you know.

Winter Knight, the cartoonist, is hard at work getting out some grotesque ads for local merchants, and his pen work for cleverness, etc., compares well with that of Davenport—which, to say the least, is going some. The other day he made a drawing of your correspondent that to the scribe resembled a sow—but

some mean-minded people of course insisted that the drawing was true to life.

Mrs. John Totten, who has been here on an extended trip, will return to her home near Ball's Bay in a few days. The Tottens have a fine homestead in that section, on which they will shortly prove up. After that we hope to get them to come to Buena Vista to live, for they are among our best people.

B. V. Finnell's spacious new residence is nearing completion. Jim says his house is next, and durned if we don't think so, for it looks that way so strong that we have several old cans and cowbells ready.

The Klamath Falls-Shippington road is getting fearfully dusty, and as we are still without a sidewalk, it is very disagreeable for women and children to walk over this route.

YESTERDAY'S COAST LEAGUE RESULTS

Table with 2 columns: Team and Score. Includes Venice, Portland, Hitt, Krause, Sacramento, Malarkey, Hannah, Pernoll, Schmidt, Oakland, Los Angeles, Pruitt, Killilay and Stize, Ryan, Brooks.

NOTICE
To whom it may concern: We, the W. P. Johnson company, collectively will not be responsible for any goods ordered except by a receipt signed by Miss Alice McCourt, Jas. H. Driscoll, W. P. Johnson or Geo. Watt. W. P. JOHNSON CO. By Geo. Watt, General Manager 1-10t

Link River Electric company has moved next door to the chamber of commerce and carry everything in the electrical line. We will deliver you the goods. 6-3t

There are two kinds of insurance. Chilcote writes the kind that pays. 425 Main.

Housekeeping rooms, near bridge.

ENGLISH SLATED TO BE VICTORS

WINNERS OF CONTEST FOR THE DAVIS CUP WILL THEN CLASH WITH UNITED STATES CHAMPIONS

United Press Service

BOSTON, Aug. 6.—The crack English team was expected to be returned the victor in the final round of the preliminary competition for the coveted Davis challenge tennis cup, which started today on the courts of the Longwood Club.

The English team defeated Belgium's team and the Frenchmen. The Australians, who are meeting the Britons, recently defeated the Canadian team.

The two singles matches were to be played today, the doubles matches tomorrow, and the third and fourth singles matches Friday.

The winners of the series which started today will meet the champion United States team at the West Side Tennis Club, Forest Hills, Long Island, on August 13th, 14th and 15th.

When baby suffers with eczema or some itching skin trouble, use Doan's Ointment. A little of it goes a long way and it is safe for children. Fifty cents a box at all drug stores.

Herald want ads bring results.

Notice to Taxpayers

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

Herald's Classified Ads.

FOR SALE

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

FOR SALE—Bush & Lane piano, almost new, in good condition. Will sell at half price. 921 Ross street. 5-4t

FOR SALE—Four-room house and two lots, \$750. Terms. Inquire 1117 Main street. 2-3t

FOR SALE—Complete furnishings of four-room house. Includes the range and kitchen furniture at sacrifice. Inquire 496 Worden ave. 4-4t

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 J. P. Rose, Crystal, Oregon.

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

HELP WANTED

HELP WANTED—Girl wanted at the Marshall Hotel for general housework. 5-1t

WANTED MALE HELP—Bookkeeper or office man ambitious to get ahead. One who has it in him to work up to the most responsible and better paying positions through us. State age, experience, education and present salary. H. G. Phelps, manager, Ashland, Ore. 7-2t

SITUATION WANTED

WANTED—Position as stenographer or bookkeeper by young lady. Good references. Eight years' experience. Address S. Herald. 7-5t

MISCELLANEOUS

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

TO EXCHANGE—For money or other value, 16-foot motor boat, fully equipped. Inquire 1117 Main street. 5-3t

New Haven Suit Is in the Court Today

United Press Service

BOSTON, Aug. 7.—The bitter legal battle, long threatened, to compel New Haven directors to restore to the stockholders \$306,000,000 alleged to be due through their default of the judiciary trust was finally joined in the supreme judicial court here today.

First rumored last winter, then revived by the interstate commerce commission suit, and finally filed the day after the interstate commerce commission's scathing condemnation of the road and its directors, the suit seeks the appointment of a receiver for the road and the issue of an injunction restraining sale or transfer of any stock of the defendant directors.

It has been brought by the law firm of Whipple, Sears & Ogden in the nature of an equity suit for Ralph Bartlett, trustee for the estate of Olea Bull Vaughan, owner of fifty shares.

The bill of complaint declares that the defendants, through the illegal acquisition of the Boston and Maine trolley and steamship properties, are

bound to pay the New Haven's treasury \$162,000,000 withdrawn for illegal and ultra vires purposes. Losses from these acquisitions are said to total \$102,000,000, recovery to threefold that figure being allowed under the anti-trust act.

Preliminary to the main question as to the actual guilt and liability of the directors, the defense, led by Counsel Moorfield Storey, will probably make contest on two points.

First, it is claimed that under the federal anti-trust laws, action should only be taken in the federal courts. Secondly, it is maintained that one stockholder having only fifty shares out of 30,000 has no right to tie up all the property represented by the stock of the defendants.

If those two points are decided against the defense, it is thought plea will be made for continuance until the outcome of the federal suit in New York is available.

Great interest attaches to the suit here, and when the case was called today many of the best known lawyers in Boston were within the rail

GLASS OF SALTS CLEANS KIDNEYS

IF YOUR BACK IS ACHING OR BLADDER BOTHERS, DRINK LOTS OF WATER AND EAT LESS MEAT.

When your kidneys hurt and your back feels sore, don't get scared, and proceed to load your stomach with a lot of drugs that excite the kidneys and irritate the entire urinary tract. Keep your kidneys clean like you keep your bowels clean, by flushing them with a mild, harmless salt which removes the waste and stimulates them to their normal activity. The function of the kidneys is to filter the blood. In 24 hours they strain from it 500 grains of acid and waste, so we can readily understand the vital importance of keeping the kidneys active.

Drink lots of water—you can't drink too much; also get from any pharmacist about four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast each morning for a few days, and your kidneys will act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to clean and stimulate clogged kidneys;

also to neutralize the acids in urine so it no longer is a source of irritation, thus ending bladder weakness. Jad Salts is inexpensive; cannot injure; makes a delightful effervescent lithia water drink which every one should take now and then to keep their kidneys clean and active. Try this, also keep up the water drinking, and no doubt you will wonder what became of your kidney trouble and backache. Advertisement.

EAT MEAT LIVE LONGER DIE HAPPIER

Get your steak while living, for you will find none in Paradise.

You stake us, We "steak" you.

KLAMATH MEAT CO. Main Street Phone 68

Monuments and Tombstones Memorial Arches and Artistic Steel Fencing

Don't forget that you have in your own town a man of twenty years' experience in this business

Work Done to Order and Guaranteed

C. D. GRIZZLE 1028 Main Street

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 State and Savings Bank. You don't have to sacrifice it by selling property, stocks, etc., on a pinch when you want it. Ready cash that draws 4 per cent interest in yours, 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