

PROFESSIONAL CARDS

MAXWELL M. LONG
Orthodontic Physician
Suite 18 and 19, White Building
Phone 24

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

THE KLAMATH FALLS
SEWING LAUNDRY
Guarantee first class work as
well as first class service.
If you have business to make
complaint and do not get im-
mediate attention, phone
B. B. CAMPBELL

MRS. A. PIERSTREINER'S
CAFE
Not much else.
But plenty of
For a two bit meal.
It can't be beat.
129 Main Street

Wood! Wood!
16-inch Body Wood ...
10-inch Limb Wood
4-ft. Body Wood
4-ft. Limb Wood
Block Wood, dressed, 98 load
(Extra on bill)
Klamath Fuel Co.,
Office 205 Main, O. Puyton, Mgr
Phone 187.

WOOD
Block wood, load ... \$2.00
Block wood, double load ... \$4.25
16-inch Green ... \$2.75
16-inch Dry ... \$2.50
Dry Slab, 4-foot ... \$2.00
Buy your wood early
KLAMATH FUEL CO.,
Office 205 Main, O. Puyton, Mgr
Phone 187.

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 122

KLAMATH COUNTY
EMPLOYMENT OFFICE
We furnish all kinds of help at
short notice. If you want work
register at
MRS. A. PIERSTREINER
129 Main St. Phone 244

To best Klamath county and
The Herald to your Eastern
Friends.

For any itching skin trouble, piles,
salt rheum, liver, skin, cold
sores, scabies, Dean's Oint-
ment is recommended. 50c a
tube.

The Evening Herald

W. O. SMITH, Editor

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

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One year \$5.00
One month .50

KLAMATH FALLS, OREGON
SATURDAY, AUG. 8, 1914



AND STOP AT
KLAMATH FALLS

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

Persistence in advertising is being
constant and steadfast in carrying out
an advertising campaign. "It is the
constant dropping of the water of
publicity that wears away the stone of
indifference."

The advertiser should hammer
home one proposition at a time, never
being afraid of repetition, for adver-
tising may be said to be repetition.
A few advertisements may or may not
be profitable—the chances are they
will not. But regular and judicious
advertising is always profitable, as it
keeps the merchant's name before the
people all the time. It is also in the
nature of useful information to the
public, as it educates the public to
look regularly in a certain paper and
place for certain business news re-
lative to a certain store.

The merchant who is persistent and
masters every detail of his business is
successful. But if he has not studied
advertising and become familiar with
it he has not mastered one of the very
important details of his business. The
reason why only about one in twenty
merchants are successful (as Dun's and
Bradstreet's statistics show) is
because only about one in twenty
merchants master advertising as it re-
lates to their business.

Persistent advertising is not merely
to hold business or to pull business
away from competitors, but to gain
new customers, and satisfy existing
demands and create new demands. A
merchant must be constant, steadfast
and regular to accomplish this desired
result.

One celebrated retail merchant who
has a perfect knowledge of every de-
tail of his business and reaped a rich
reward has this to say:

"A good newspaper—good adver-
tising in that newspaper—persisted
in—backed by the right kind of mer-
chandise and the right kind of store
service—that's a combination that
will spell success for any merchant
who has foresight and understanding
enough to give it a fair trial."

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

Telephone 171. That's where you
get everything electrical. 6-3t



Economy supply station
for the thrifty motorist.
Everything here to de-
crease your running ex-
penses, and increase your
comforts and pleasures.
We specialize in
"Nobby Tread"
Tires
These tires are now being
sold under the United States Tire
Company's regular warranty—
perfect workmanship and ma-
terial—BUT any adjustment is
on a basis of
5,000 Miles
WHITE PELICAN GARAGE

OUR WEEKLY SERMON

Work God's Gift to Man

By ELDER S. D. HARLAN, Pastor Christian Church

2 Thess. 3:10: "If a man will not
work, neither let him eat."

For centuries the worker has stood
bent over, his back the public high-
way to the world's
success. From the
beginning of
thought among
men, which meant
the end of the
rule of brute
force, cunning in-
telligence has used
the giant back of
labor for a highway. In the labor
that built the pyramids, we see men
die and melt away like the rain that
grew the crops. Every foot of royal
road constructed by Rome or Na-
poleon is scattered with the bone dust
of workmen. Even in America, in
our swift travel by rail, auto and air-
ship, we travel on labor's back.

The hard work must be done, but
man's brain is learning to do the
work with muscles of steel, power of
steam, gas and electricity that know
neither pain nor sorrow. An electric
fan will give many times more breeze
than an Asiatic slave and will run day
and night. The steam shovel, dynam-
ite, the modern air-gun of the
human spider and waterfalls are being
harnessed to do the work of many
men. A better day is coming, not the
end of work but of human slavery.

Man is the only animal whose con-
dition is dependent upon work. Man
must be kept busy, for he and work
are inseparable. Able was a keeper
of flocks and Cain a tiller of the soil.
Most criminals come from the ranks
of the idle. Both the father and the
son called busy people to do their
work, while God tells Adam, "In the
sweat of thy face shalt thou earn thy
bread."

God intended work to be a source
of happiness. When a woman works
fifteen hours a day for 15 cents, that
is not labor, but torture. When work

is made painful to body and dwarfs
the mind and the soul, that spells
despotism. Employment and enjoy-
ment should be handmaids. To see
your farm assume beauty, or the
sculptor see his statue take elegant
shape, or the fire burn bright you
have kindled, or to see a soul grow
under our teaching, should bring the
keenest joy.

Work acts as a preservative. When
Nehemiah's enemies (2:13) tried to
hinder the wall falling of Jerusalem
he armed his workmen with a trowel
and a sword. Work supplies an en-
vironment or atmosphere. There is
a difference in the morality of the
soldier on duty and at leisure. The
salvation of any political party is a
great cause. Fathers see that their
son learns a trade. Mothers, train
your daughters to do housework. Let
her pick a guitar if she wishes, but
let her learn to pick a chicken, too.
Give her the broom, apron and needle
and teach her darn-ology, stitch-ology
and sweep-ology.

Work acts as a purifier. Our at-
mosphere is purified by storms and
the ocean tides, so society is purified
by work. We lock our houses and
barns when tramps are abroad. An
idle citizenship is a danger signal. My
brother, do not worry about promotion.
Fill your place full like the
chicken in the shell that is ready to
hatch, and then the world will call
you into a larger life.

Work is God's redemptive force.
When father Adam just out of Eden
found thorns and thistles, it meant
that man's way back to paradise
would be through toil and struggle.
Today, through work, man cooperates
and communes with God. Jesus spent
six times as many years in common
labor as in His public ministry, and
we hear Him saying, "My Father
worketh hitherto and I work." Nature
abhors a vacuum, economics a non-
producer and religion an idler. Let
us work, for the night is coming when
man's work is done.

Hotel Arrivals

White Pelican
Mr. and Mrs. H. A. Willett, Miss C.
Willett, W. J. O'Neill, T. B. Rourke
and wife, Mr. and Mrs. H. H. Swift,
Mr. and Mrs. Naldron, R. S. Bridg-
man, R. D. Fristie, H. M. Gauge, L.
Lachman, H. Lachman, San Fran-
cisco; A. A. Baumann, C. H. Freeman,
T. B. Whipper, T. W. Sloppenbach,
Portland; Dr. C. W. Kellogg and wife,

Bakersfield; L. McLomell, Redding;
Miss E. May Loy, Miss Eva M. Han-
nestein, Chico; Miss Jane Scott,
Thomas Stafford, Redwood City; Mr.
and Mrs. A. Atkinson, Hollywood; F.
W. Rensche, Mrs. E. Rensche Pollak,
Fairfax; James Hansen, Los Angeles;
Roy Keller, Honolulu.

NO DINNER
COMPLETE
IN HOT WEATHER
WITHOUT
ICE CREAM



Phone 74, or call at the
creamery, Seventh and Klamath,
and let us serve you next
time you want ice cream. Pure,
sanitary ice cream is one of the
joys of life, and the cream we
are making will stand the strict-
est inspection and please the
most fastidious taste. Try it
once and no other will ever
satisfy you.

KLAMATH FALLS
CREAMERY
Seventh and Klamath
Phone 74

Accurate information about the
Klamath Basin. See Chilcote, 625
Main.



FOR POTS and Pans
and Grease
Swift's Bride
Washing Powder

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

Van Riper Bros.

LOEWE BROS.

TAILORS
515 MAIN STREET
Our New Fall Woolens Are Now Here Ready
for Inspection.
You will soon be ordering your Fall Clothes. Before you do so,
consider our line of newest suitings and overcoatings. You will
find among them all the latest "Tartan Checks," "Balmacaan" Over-
coatings, and in fact anything you may desire.
As to quality of workmanship, we are leaders.
Ask Those Who Have Tried Us

GRAIN RIPENING
FAST JUST NOW

MT. LAKE FARMERS HAVE COM-
MENCED HARVESTING. SMALL
BOY INJURED BY KICKING A
HORSE. OTHER NEWS NOTES

(Herald Special Service)
MT. LAKE, Aug. 8.—Grain is ripen-
ing fast and several of the farmers
have commenced harvesting. A num-
ber of the farmers are cutting their
second crop of hay, which is proving
to be much better than the first. They
expect a good third crop.

On last Wednesday Floyd McComb,
the ten year old son of J. A. McComb,
of Mt. Lake, was accidentally kicked
by a horse and received very painful
cuts around the right eye. The lad
was immediately taken to Dr. Wright,
who found it necessary to take eleven
stitches in dressing the wound. The
injury is healing rapidly and there is
little danger of the sight being af-
fected.

Mr. and Mrs. Dawson and family
started Thursday on a camping trip.
They expect to join the party com-
posed of Mr. and Mrs. Stewart and
family, Mrs. Schriener and family and
Mrs. John Manning and daughter.
They will visit the berry patch before
returning.

Mr. and Mrs. Lester, Mrs. Murphy,
Wray Murphy, Mrs. Eggarth and Mr.
Avery returned Thursday from their
camping trip. They visited Crater
Lake and report a fine time.

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-
scoll, W. P. Johnson or Geo. Watt.
W. P. JOHNSON CO.
By Geo. Watt, General Manager 1-10t

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 B. O. Box 798
1-6t

FOR SALE—Bush & Lane piano, al-
most new, in good condition. Will
sell at half price. 921 Ross street.
5-6t \*

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

FOR SALE—Complete furnishings of
4-room house at sacrifice. Includes
the range and kitchen furniture. In-
quire 406 Worden ave. 7-4t \*

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

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

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

SITUATION WANTED
WANTED—Position as stenographer
or bookkeeper by young lady. Good
references. Eight years' experience.
Address 8, Herald. 7-5t \*

MISCELLANEOUS
NICE, COOL ROOMS, with hot and
cold water. The Chamber. 27-12t \*

First Swiss Accused
of Being a Traitor

United Press Service
GENEVA, Aug. 8.—For the first
time in history a native Swiss has
been accused of being a spy in his
own land on behalf of another coun-
try, and it so happens that the man
attaining this unenviable distinction
is a member of the national council.
The government has suppressed his
name and most of the facts in the

case, for which the Swiss newspapers
are loudly clamoring.
It is stated, however, that the man,
who was arrested in Zurich, had been
suspected for some time past, and
that a search of his house disclosed
convincing proofs of his guilt.
He had been particularly active in
getting and disposing of information
concerning the Swiss defenses on the
Italian frontier, say the authorities.

SAGE AND SULPHUR
DARKENS GRAY HAIR

IT'S GRANDMOTHER'S RECIPE
TO RESTORE COLOR, GLOSS
AND THICKNESS

Hair that loses its color and lustre,
or when it fades, turns gray, dull and
lifeless, is caused by a lack of sul-
phur in the hair. Our grandmother
made up a mixture of Sage Tea and
Sulphur to keep her locks dark and
beautiful, and thousands of women
and men who value that even color,
that beautiful dark shade of hair
which is so attractive, use only this
old-time recipe.

Nowadays we get this famous mix-
ture by asking at any drug store for
a 50-cent bottle of "Wyeth's Sage and
Sulphur Hair Remedy," which dark-
ens the hair so naturally, so evenly
that nobody can possibly tell it has
been applied. Besides, it takes off
dandruff, stops scalp itching and fall-
ing hair. You just dampen a sponge
or soft brush with it and draw this
through your hair, taking one small
strand at a time. By morning the
gray hair disappears; but what deli-
ghts the ladies with Wyeth's Sage
and Sulphur is that, besides beauti-
fully darkening the hair after a few
applications, it also brings back the
gloss and lustre and gives it an ap-
pearance of abundance.

(Paid Advertisement)
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.

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. 6-2t

Subscribe for the Herald, 50 cents

"OH, SAY,
CAN YOU SEE?"

We don't mean that, ex-
actly, but we do mean,
can you see as well as you could
a few years ago?

Are your eyes giving you the
service they should?
If not, there's something wrong,
and its up to you to see that the
wrong is made right.

The only one to rectify the
wrong is a competent optician,
properly equipped.

We have the experience, the ap-
pliances and the ability to put
you back into as good shape as
ever, and when you see the bill it
will be a

"Sight for Good Eyes."
WINTERS
EXPERT OPTICIAN
625 Main Street

COME IN AND HEAR
THE NEW MACHINES

TWO OF THE VERY
LATEST EDISON
PHONOGRAPHS SENT
RECEIVED BY EXPRESS

COME IN AND HEAR
THE GRAND CONCERT
EVERY EVENING
FROM 7:30 TO 9:30

WE WILL BE PLEASED
TO ENTERTAIN YOU

Klamath Falls Music House
H. OREM, Proprietor

PLAY BALL

Any time, afternoon or night with a pitch that locates the plate
every time. It's the automatic way, and in addition to the fun, it
develops the muscles and improves your batting ability.
THE BALL PLAYERS LIKE IT
Cash Prize Every Evening for High Score.
Next to Klamath Stables, Main Street

There's Money for You



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 sac-
rifice 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