

PROFESSIONAL CARDS

MAXWELL LONG
Physician
Suits 11 and 13, White Building
Phone 98

CITY AND COUNTY
ABSTRACT COMPANY
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 W. WHEELER
Physician and Surgeon
Special Treatment
Office hours: 9 to 11:30 a. m.; 1
to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS
URBAN LAUNDRY
Guarantee Best class work as
well as fast class service.
If you have occasion to make
complaint and do not get im-
mediate attention, phone
D. B. CAMPBELL

MRS. A. PETERSTERN'S
CAFE
Not much else,
But plenty to eat.
For a few cents
It will be done.
120 Main Street

Wood! Wood!
16-inch Body Wood ...
10-inch Body Wood ...
6-1/2-inch Body Wood ...
4-1/2-inch Body Wood ...
Black wood, dumped, 20 load
(Extra on hill)
Square Orders at
Special Rates
Our Stock and More
P. C. CARLSON
Phone 125

WOOD
Black wood, load ... \$2.00
Black wood, dumped, load ... \$4.50
10-inch body wood ... \$2.75
16-inch body wood ... \$3.50
Dry slab, 4-foot ... \$2.00
Buy your green slab early
KLAMATH FUEL CO.,
Office 205 Main, O. Peyton, Mgr
Phone 127.

KLAMATH COUNTY
REGISTRARS OFFICE
We furnish all kinds of help at
short notice. If you want work
register here.
MRS. A. PETERSTERN
222 Main St. Phone 944

HOW "TIZ" HELPS
SORE, TIRED FEET
Good-bye sore feet, burning feet, swollen feet, swollen feet, swelling feet, tired feet.
Good-bye corns, calluses, bunions and raw spots. No more shoe tightness, no more limping with pain or drawing up your face in agony. "TIZ" is magical, acts right off. "TIZ" draws out all the poisonous exudations which swell up the feet. Use "TIZ" and forget your foot misery. Ah! how comfortable your feet feel. Get a 25 cent box of "TIZ" now at any drugist or department store. Don't suffer. Have good feet, glad feet, feet that never swell, never hurt, never get tired. A man's feet comfort guaranteed or money refunded.

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 \$5.00
One month .50
KLAMATH FALLS, OREGON
MONDAY, AUG. 10, 1914



"HUMANS IS QUEER CRITTERS"

WHETHER it was that made the
above remark, generally ac-
credited to Davy Crockett, enunciated
a truth that is beyond cavil or dis-
pute.

The circumstances leading to com-
ment on the peculiarities of human
nature occurred last week, after the
advance on sugar was announced
through the columns of the Herald,
the cause of said advance being
charged to the war in Europe.

As soon as the advance became
known generally, frantic haste was
made to lay in a supply of this com-
modity calculated to last the pur-
chaser from six months to a year,
and one particular order received by
a local merchant was for 500 pounds
of sugar for a family of five. Under
ordinary circumstances such a quan-
tity of sugar would last a family of
that size for considerably more than
two years.

Query: Why did these people wait
for the advance in sugar before buy-
ing in quantities? The general con-
ditions were known to all, and it was
to be expected that certain commod-
ities would advance in price.

Why, if the ready money is avail-
able, and the desire to provide against
a possible future embarrassment is
paramount, do not these same people
invest their surplus in some staple
commodity, a necessity, such as
flour? The price of flour will cer-
tainly not drop, and it may go up,
while sugar is a speculative article,
and may go up or down on very short
notice.

People in the "know," men who
study such questions, do not predict
any great disturbance in the wheat
market. When the war was declared
there was a flurry in wheat on the ex-
changes in different cities for a day
or so, but it soon settled to the old
basis and has remained practically at
the same figures since.

One reason for this is the extreme-
ly favorable reports from all wheat
belts in the world. In the United
States alone the preliminary estimates
for winter wheat for the first of the
present month is 675,000,000 bush-
els, while for spring wheat it is 238,
000,000 bushels; a total of 911,000,
000 bushels, compared with a total
of 686,691,000 bushels as an average
production for the last five years.

From other wheat countries come
the same favorable reports, and a
scarcity of flour, even under the present
conditions, is not anticipated.
Notwithstanding these conditions,
the query still forces itself upon one:
Why is this surplus invested in sugar
at an advanced price instead of flour,
or some other necessity, at the old
price? Why wait until an advance
comes to buy?

ADVERTISER WITH A PLAN
(Copyright, 1912, by Geo. E.
Patterson)

There is as much difference be-
tween an advertiser with a plan and
an advertiser without a plan as there
is between the builder of a fine resi-
dence with a plan and the builder of
the residence without a plan. Whether
in the building of a building or the
building of a business the same rule
holds true—success or failure is just
the difference between planning be-
fore building and building before
planning. In one instance the result
is fixed and certain, while in the
other instance it is like taking a leap
in the dark.

In all the catalogue of business ac-
tivity the merchant as a class is op-
erating without definite selling plans,
and the merchant class is falling at
the rate of 95 out of every 100.
The average merchant buys his
goods, hires his clerks, opens his
doors for business and goes after the

British Fleet at Spithead, Greatest Ever Assembled in World



The greatest fleet ever assembled
in the world was mobilized at Spit-
head, England, two weeks before the
outbreak of the European war. Part
of it is now in the North Sea threat-
ening to sink the German war vessels,

should they attempt to leave the se-
clusion of the Baltic Sea bent on des-
troying French commerce.
Such was the announcement of Sir
Edward Grey, secretary of foreign af-
fairs in the house of commons last
Monday afternoon.

Taking the mobilization of the Brit-
ish fleet along with the recent visit
of President Poincare of France to
Czar Nicholas, the guess has been
made by many persons that both na-
tions knew that Austria was about to
begin war on Serbia, and that both

knew this would involve them. At
any rate, it gave a good excuse for the
mobilization of the British fleet just
before the outbreak.
There were more than 200 vessels
in all, a navy perhaps the equal to the
combined fleets of the remainder of

the world. The fleet contained
twenty-four battleships of the dread-
naught type, many cruisers, torpedo
boats, and in the distance may be
seen the fleet of airships. While Great
Britain is not strong in airships, she
has a number of them.

Chicago Called Western
Divorce Clearing House

United Press Service
CHICAGO, Aug. 10.—Chicago is a
clearinghouse for divorcees of the en-
tire Middle West, according to Judge
J. A. Baldwin, of the Cook county
superior court, who recently looked
into the question of increasing di-
vorcees in the Windy City. New York,
said the jurist, performs the same
function for the East.

The remedy for this distressing
condition must be found, in my
opinion, in amending the marriage
laws.
"I favor legislation requiring from
thirty to sixty days notice before a
license to marry is granted. Other
data regarding the proposed mar-
riage, so that full investigation might
be made by friends of the contracting
parties, should be furnished when
notice of intent to marry is served.
"Of course, I would require that
both parties be proven to be free
from any serious diseases or taints
that might be passed on to their off-
spring."

"People come here to obtain di-
vorcees without having the folks back
home know about it," said Judge
Baldwin. "If they were divorced in
their home cities, the papers would be
full of it. They come here and es-
cape publicity unless one of the par-
ties to the suit is sufficiently prom-
inent to attract the attention of the
local newspapers.
"Those of us who hear hundreds
of divorce cases every year feel that

the evils of divorce can hardly be
overstated. Every separation not
only breaks up a home, but also
weakens society. It furnishes a
precedent in each instance for another
action for divorce.

money—the natural effect of business
activity. He says by his conduct:
'I'm after the mon.' There is
nothing so distasteful to the trading
public as a merchant whose only pur-
pose is to get their money. The
people want value received and satisfac-
tion for every dollar expended, and
the merchant who embarks in busi-
ness with the determination to ren-
der the public the best service possible
has really adopted a good selling plan,
and is headed toward the goal of a
permanent and profitable business.

The selling plan is incomplete, how-
ever, without a definite advertising
plan. It is said that over 75 per cent
of the money spent for advertising
is a waste because of no definite ad-
vertising plan. And yet, in the face
of this appalling waste, the majority
of the merchants go at this great
problem of business building with
their eyes shut. They should open
their eyes to the situation and become
master salesmen, which includes
salesmanship on paper. The master
salesmen are the master business
builders.

TO EXCHANGE—For money or
other value, 18-foot motor boat,
fully equipped. Inquire 1117 Main
street. 10-3t *

Philadelphia ranks seventh in the
list of cities of women smokers, Chi-
cago being the leader.

Antoinette Deda, of Astoria, N. Y.,
has patented a machine for drilling
and shaping buttons.

Queen Wilhelmina personally in-
vestigated the living conditions of the
workmen in Amsterdam.

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

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

WANTED—Girl for general house-
work Mrs. Gale, Hot Springs ad-
dition. 10-3t

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 Claremont. 27-12t *

LOST AND FOUND
FOUND—Bunch of keys; owner can
have same by applying at Herald
office and paying for this ad.

LOST—Sunday afternoon on Main
street, child's gold band bracelet.
J. A. Gordon, White Pelican Garage.
10-3t *

EVERY PIANO WE HANDLE
is one of the best in its grade. Car-
load shipments guarantee the right
prices to every purchaser.
SHEPHERD PIANO DEPOT

SUMMER COMFORT CAN BE SECURED
BY THE USE OF ELECTRICITY

Electric Toasters, Electric Coffee Percolators, Elec-
tric Baking Ovens and Stoves.
Electric Vacuum Cleaners and Electric Fans.
Electric Washing Machines, and last but not least,
Electric Irons.
Have you bought your new HOTPOINT ELECTRIC
IRON yet, at the special price of \$2.50. This
price good till August 15, 1914.

California-Oregon Power Co.

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 sac-
rifice by selling property,
stocks, etc., on a pinch when
you want it. Ready cash that
draws 4 per cent interest is
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