

PROFESSIONAL CARDS

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

CITY AND COUNTY
ABSTRACT COMPANY
ABSTRACTS INSURANCE
Members Oregon Association
1215 Main

A. S. LOWMAN
CHIROPRACTOR
Rooms 12 and 13
First National Bank Building
Klamath Falls, Ore.

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

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

MRS. A. FETTERSTHEIMER'S
CAFE
Not much else,
But plenty to eat.
For a two bit meal
It can't be beat.
129 South Street

Wood! Wood!
10-inch Red Wood ...
10-inch Limb Wood ...
4-ft. Red Wood ...
4-ft. Limb Wood ...
Black Wood, 4-inches, 35 lead
(Extra long)
Lumber sold at
Square Deal Store
One South and Main
P. C. CARLSON
Phone 125

WOOD
Black wood, lead ... \$2.00
Black wood, double lead ... \$4.25
10-inch Green Wood ... \$2.75
10-inch Dry Wood ... \$2.50
Dry Wood, 4-inches ... \$2.00
Buy your green wood early
KLAMATH FUEL CO.,
Office 205 Main, O. Payton, Mgr.
Phone 127.

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

FOR FOTS and Pins
and Stubborn Dirt
and Grease
Swift's Brite
Washing Powder
It brightens the home,
Pleases the wife,
Tidies the kids,
Makes washing easy,
Disappears like Monday,
Helps on Day Tuesday,
Washes up Wednesday,
Lightens work Thursday
Gives rest for Friday
Pleasure on Saturday
Van Kiper Bros.

The Evening Herald

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KLAMATH FALLS, OREGON
WEDNESDAY, AUG. 12, 1914



AND STOP AT
KLAMATH FALLS

ONE WAY TO STOP IT

THE greatest calamity in history
is being enacted in Europe. Five
great nations of the world and sev-
eral of the smaller ones are grappling
in the grip of death.

Fears are entertained lest even
others be drawn into the furnace of
war.

Death and destruction stalk abroad
now, and famine and pestilence will
follow.

Wars of the past will be as the
games of children when compared
with the present struggle.

Men will go down like blades of
grass before the modern engines of
destruction, and once fair land will
be peopled with widows and orphans
and the maimed from the field of
carnage.

It is terrible to contemplate!
Some hand should stay the conflict,
but whose hand will it be?

President Wilson, sitting by the
bedside of his dying wife, was im-
pelled by his sense of duty to pen
a strong plea for peace. It was with-
out effect.

But there is one power which can
stop the war, if it so desires, and that
is the money power.

If the great bankers of the world
will unite and close their vaults to
the kings and emperors whose per-
sonal jealousies have plunged their
patriotic citizens into the deadliest
strife of the age, this war will soon
end.

Nations cannot fight and feed
armies without money, and when
money fades away rational sense re-
turns.

The banks of the United States
have wisely set the example. Their
vaults have been closed.

If the money barons of Europe will
follow their example we will have
peace.

It is time for action.

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

A perplexing point for every
merchant who has come to the point
where he sees advertising is essential
to his success is what amount should
be appropriated for the purpose of
advertising. This is a question that
confronts every man in business soon-
er or later. He may drift along with
the tide and "grab out an existence,"
but he never can hope to build up a
permanent and profitable business
without a definite advertising cam-
paign backed up by a definite adver-
tising appropriation.

The appropriation should be large
enough to provide for failure at the
start. The beginner generally finds
advertising discouraging, but it is
not a game for the quitter.

It is well for the advertiser to move
with caution. He is entering a large
field. However, "to make money you
must spend money." Result getting
is the definite purpose of every ad-
vertising appropriation. In making
an appropriation the results desired
and expected should be taken into
consideration, and an appropriation
made that is reasonable under all the
circumstances. But when the ap-
propriation is once made—stick. The
advertising plan may be changed, but
caution should be used in cutting the
appropriation during progress of the
advertising campaign.

When a merchant is just embark-
ing in business his advertising ap-
propriation should of necessity be
larger than that of the established
merchant. The retail merchant just
starting in business frequently spends
about 10 per cent in advertising. The
merchant prince of New York City
spent 50 per cent in advertising when
he started in business.

The per cent usually spent by re-
tail houses in advertising ranges from
3 to 10 per cent, depending on con-
ditions. Some retail houses spend
more than 10 per cent in advertising.

Matty Is 35 Years Old Today

"Big Six" Thirteen Years With the Giants

United Press Service

NEW YORK, Aug. 12.—Old Mas-
ter Mathewson, idol of the fans, and
as great a pitcher as ever faced a
batter, celebrated his thirty-fifth
birthday today. Despite his "age"—
lief pitcher against the Cardinals, af-
ter they had whaled the life and a
bunch of runs out of McGraw's first
selection.
In 1913, on his birthday, Matty
went to the relief of Art Fromme, af-



35 is pretty old for a ball player, and
especially for a pitcher.

"Big Six," after thirteen years of
pitching in the big towns, today
stands close to the top of the heap
among National League pitchers.

The Cards today are to finish a
three-day invasion of New York. As
Matty has an old grudge against this
rejuvenated bunch from the West, it
is expected McGraw will send him
into the box.

Only once has Mathewson been
beaten on his birthday. That was in
1912, when Matty went in as a re-

liever for the Giants had a two-run lead
over Brooklyn, and Fromme had be-
gun to wobble. He held the Superbas
safe and won.

On August 12, 1911, it was for-
tunate that Matty didn't pitch against
the Phillies, for on that day Chalmers
held the Giants scoreless and beat
them. Matty had a day off on Aug-
ust 12, 1910.

On his natal day in 1909 he blank-
eted the Cubs with four hits, and he
pitched the Giants into second place
August 12, 1907, when he beat the
pirates.

When the shadow of death enters
a man's home the sympathy of the
world goes out to him. The nation
bows its head in the presence of the
grief of its president.

Telephone rates have been ad-
vanced at Newport on basis of re-
venues sufficient to maintain improved
service.

Hotel Arrivals

Hotel Hall

Mr. and Mrs. West, Malin, A. T.
Ayers and wife, Miss Ayers, Howard,
Kansas; F. Ayers, Visalia, Calif.; S.
A. Graham and wife, Salem; O. O.
Tveitmore, San Francisco; B. St. Geo.
Bishop, "The Cedars;" James Finley
and family, Yakima, Wash.; Fred
Thompson and wife, Hogue, E. Wight-
man, Portland; E. S. Terwilliger and
wife, L. L. Parrish, Merrill; C. G.
Young, H. T. Carroll, Sacramento;
E. G. Weed, Weed; Will E. Patter-
son, Poe Valley; A. J. Florey, Eagle
Point; Mr. Shannon and wife, city;
Mrs. C. L. Ankeny and daughter, city;
E. B. Hillman, Fort Klamath.

White Police

E. C. Hart, K. C. Hart, Fred P.
Hart, Little Shasta; J. B. Bedford,
Klamath Agency; Lionel R. Webster,
O. C. Bill, Portland; S. H. Lewis,
Seattle; C. E. Faulkner, Fresno; J.
E. Light, Sacramento; James Doug-
las, Doak ranch; Captain and Mrs.
S. H. Wilbur, Mr. and Mrs. Jessie W.
Churchill, Mrs. Julia Churchill, Miss
Dorothy Churchill, Yreka; Miss Helen
Euell, Marysville.

YESTERDAY'S COAST
LEAGUE RESULTS

R. H. E.
Venice 0 5 1
Los Angeles 1 6 0
Kieffer, Decannier and Elliott;
Love, Boles.

R. H. E.
San Francisco 3 9 2
Oakland 7 15 1
Pernoll, Fanning and Schmidt;
Clarke, Prough, Mitze.

R. H. E.
Portland 8 5 1
Sacramento 3 7 2
Martinson, Pape and Yantz; Wil-
liams, Hannah.

Queen Mary is now a colonel in
the British army, having been made
colonel-in-chief of the Eighteenth
Hussars. Queen Alexandra and two
princesses have also been given cor-
responding ranks in other regiments.

There are two kinds of insurance.
Chinese writes the kind that pays.
225 Main.

Detroit Prepares for National
Encampment of the G. A. R.Elaborate Arrangements Even to the Establishing of a Hos-
pital Corps to Care for Taken Ill, Nearing Completion

United Press Service

DETROIT, Mich., Aug. 12.—That
"coming events cast their shadows be-
fore," is being demonstrated in De-
troit in the preliminary preparations
and the intense interest manifested
by old soldiers and their children and
their children's children throughout
the country in the national encamp-
ment of the G. A. R. to be held here
August 31st to September 5th.

No stone is being left unturned to
make this encampment the banner
one in the history of the annual
gatherings. Special facilities are be-
ing arranged for the accommodation
of the story tellers at the "camp-
fire." Open house will be kept by

local posts at the G. A. R. building
on Grand River avenue, where numer-
ous impromptu campfires will be held.

The large campfires of the week,
however, will be held in the army
on Tuesday, Wednesday and Thurs-
day nights, September 1st, 2d and 3d.

The Association of Civil War
Musicians, with 200 fife, drums and
bugles, will attend the encampment
here in a body. These old veterans
will be here a day in advance of the
crowds, so as to meet all incoming
trains bearing the old soldiers. Many
of the departments, of which there
are about forty-five, will bring bands
with them. The local committee also
has proposals from the musicians'
union to provide whatever music or
what number of bands required.

In addition to these bands which
will echo through the city, making
the shuffling feet step lighter and the
stiffening muscles quicken, programs
will be arranged by all the church-
es, in honor of the veterans.

During the parade, 2,000 school
children will sing patriotic songs as
the old soldiers pass their grandstand
in Grand Circus Park.

The great event will be the parade,
and Detroit, the city of the motor car,
will provide automobiles for all of
the enfeebled and disabled. It is es-
timated that 20,000 old soldiers will
be in line.

The route will be lined with twenty
ambulances and an equal number of
special police telephones will be in-
stalled along Woodward avenue, the
main thoroughfare, for emergency
use.

Michigan will have four thousand
in line the morning of September
2d. Ohio and Indiana are making
special efforts to snow under Mich-
igan. Illinois, the oldest department
in the country, having been organized
first and bearing the honor of being
No. 1 and consequently having the
right in line, promises 2,500.

New York, with the largest depart-
ment in the country, expects to close-
ly press all other in point of numbers.
Friends and relatives and those ac-
companying the veterans, and mem-
bers of auxiliary organizations, will
swell the number of parade witnesses
close to the 2,000 mark.

Buffalo, having the largest post in
the organization, Chapin Post 2, G.
A. R., will give free transportation
to all of its members in good stand-

ing. The post commanders have ar-
ranged for a leave of absence with
pay for all the veterans employed.
The members of the 120 posts of the
G. A. R. in Western New York will
make the trip by boat from Buffalo
to Detroit.

Arrangements for the care of the
soldiers who may become ill and
in need of hospital privileges
are complete. Every established hos-
pital in the city will be prepared to
do everything in its power to give
relief.

For first aid, two large hospital
tents will be erected, one in Grand
Circus Park and the other back of the
Soldiers' Monument in Cadillac
Square. Rest rooms will be estab-
lished at all the depots, hotels, vari-
ous headquarters, campfires, and
wherever else it may be deemed ad-
visable.

The care of the patients will be
under the direction of the National
Red Cross Society. Fifty nurses and
a dozen orderlies will be in atten-
dance besides the physicians. All
steamers carrying veterans on ex-
cursion trips will be provided with
hospital quarters, nurses and
physicians, as well as also the public
boats, especially on the night of the
fireworks on Belle Isle. Emergency
cases will be placed on the police
hospital boats and hurried to the
mainland.

During the encampment the na-
tional headquarters of the Grand
Army of the Republic will be tem-
porarily established at the Hotel Fou-
chartrian, Detroit.

Back of the candidacy of Mrs.
Helen K. Williams for lieutenant gov-
ernor of California is the fervid de-
sire of the women of that state to de-
feat Governor Johnson and his pol-
icies. Mrs. Williams is the publisher
of the Women's Citizen in San Fran-
cisco.

Just to please her husband, Mme.
Poincare, wife of the president of
France, spends \$20,000 a year on
dress.

Fourteen-year-old Mildred Baker is
conceded to be the brightest public
school girl in New York City, having
secured 990 for a general average
out of a possible 1,000 points.

Herald's Classified Advs.

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, Crys-
tal, Oregon.

HELP WANTED

WANTED—Girl for general house-
work Mrs. Dale, 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

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

LOST AND FOUND

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

LOST—Between Bonanza and Klamath
Falls, lady's green skirt. Finder
notify Herald. 11-2t *

LOST—In Klamath Falls, on Main
Sixth or Wantland street, on Sun-
day afternoon, a lady's light tan
coat. Finder kindly return to this of-
fice and receive reward. 11-3t *



The more pleas-
ant your vaca-
tion the more
you'll need a

Premo

Step into our store
and let us show you how
easily you can make
good pictures of all the
pleasures of vacation
days and of all the days
that follow.

Premos are remark-
ably light, compact, and
efficient cameras, and so
simple that anyone can
use them successfully
from the start, without
previous experience.

We carry all that's
best in photography,
and do prompt develop-
ing and printing.

UNDERWOOD PHARMACY



There Is No Kodak

Save the Eastman Kodak

We are the ONLY drug store in Klamath Falls having the genuine Kodaks and Eastman Films

Beware of imitations.
Some firms advertise Kodaks,
but, have none for sale.

UNDERWOOD'S PHARMACY

Corner Main and 7th Streets, 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
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