

PROFESSIONAL CARDS

MAXWELL M. LONG
Ophthalmic Physician
Suite 11 and 17, White Building
Phone 93

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

A. S. LOWMAN
CHIROPRACTOR
Room 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
Ophthalmic
(Special Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS
SERVING LAUNDRY
Guarantee that your work is
done as fast as service.
If you have occasion to make
complaint and do not get im-
mediate attention, please
D. E. CAMPBELL

MRS. A. PETERSTINE'S
CAFE
Not much coffee
But plenty to eat
For a two bit meal
It can't be beat.
129 Sixth Street

Wood! Wood!
16-inch Red Wood
16-inch White Wood
4-ft. Red Wood
4-ft. White Wood
Block Wood, 4x4, 6x6, 8x8
(Extra on hand)
Leave Orders at
Square Deal Store
Or 7th and Main
P. C. CARLSON
Phone 125

WOOD
Block wood, 4x4, 6x6, 8x8
Block wood, double end
16-inch Green Wood
16-inch Dry Wood
Dry Slab, 4x4, 6x6, 8x8
Buy your green slab early
KLAMATH FUEL CO.
Office 905 Main, O. Fugate, Mgr
Phone 127.

KLAMATH COUNTY
EMPLOYMENT OFFICE
We furnish all kinds of help at
short notice. If you want work
register at
MRS. A. PETERSTINE
129 Sixth St. Phone 944

FOR POTS and Pans
and Stubborn Dirt
and Grease
Swift's Bride
Washing Powder
It brightens the home,
Pleases the wife,
Satisfies the kids,
Makes washing easy,
Disinfects Monday,
Helps on Easy Tuesday,
Shines up Wednesday,
Lightens work Thursday
Goes out for Friday
Flourishes on Saturday
Van Riper Bros.

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 \$0.50
KLAMATH FALLS, OREGON
THURSDAY, AUG. 13, 1914



AND STOP AT
KLAMATH FALLS

Scattered Shot
Why shouldn't the European scrap-
pers make strenuous efforts to retain
the friendship of the United States?
Some one must feed the starving mil-
lions when the war is over.

If unwilling to do it yourself, ask
the other fellow. His courage may be
greater than yours.

It is indefinitely settled that men
will not wear shadow trousers next
season.

Wheat prices have not yet reached
the "dollar a grain" point. But the
farmers have hopes.

The Dove of Peace has been swal-
lowed by the God of War.

Some people spend so much money
getting ready for a vacation they
never have enough left to get there
with.

ADVERTISER SELLS CHEAPER
(Copyright, 1912, by Geo. E.
Patterson)

The far sighted merchant is not so
much concerned in getting big profits
on individual sales as in getting a big
volume of business at reasonable net
profit. He realizes that if he is to
reach out and get and hold business
he must get the volume of business
so he can sell on a smaller margin.
The larger the volume of business
the more the selling cost is reduced,
because every concern could do far
more business than they do with the
same selling force. Salesmen's salar-
ies and other expenses do not materi-
ally increase as the sales increase.
One business man who had watched
the effect of his advertising upon his
business for a number of years said
his advertising increased the sales to
such an extent his selling cost was re-
duced to one-fourth of what it was
before, and after adding the cost of
advertising his selling cost was still
less than one-half the previous selling
cost. This is the experience of every
merchant who has advertised his busi-
ness as it should be advertised.

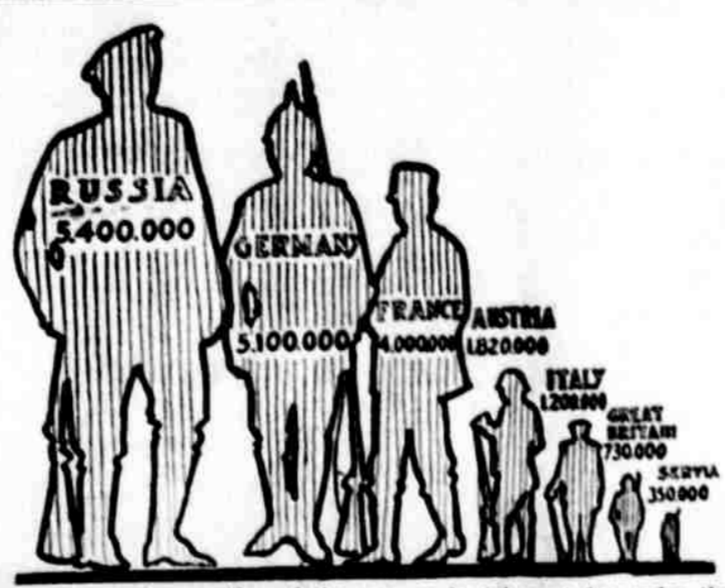
The merchant who increases his
sales and the volume of his business
buys more goods in bigger quantities
than the smaller merchant and thus
gets a bigger discount. The producer
can manufacture cheaper if he manu-
factures in bigger quantities. He is
thus naturally going to give a better
discount to the bigger merchant who
buys in bigger quantities, thus en-
abling the manufacturer to manufac-
ture in bigger quantities.
Now doesn't it stand to reason that
the man who through judicious ad-
vertising sells more goods, buys his
goods at a bigger discount, and re-
duces his selling cost one-half, could
sell cheaper than the man who never
advertises? He can and he does.

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

In the United States district court,
for the district of Oregon (in
bankruptcy 2,967).

In the matter of C. E. Atkinson,
bankrupt.
To the creditors of C. E. Atkinson:
Notice is hereby given that on the
10th day of August, 1914, C. E. Atkinson
was duly adjudged a bankrupt, that
the first meeting of his creditors
will be held at the office of J. C.
Rutenic, referee in bankruptcy, at
Klamath Falls, Klamath county, Ore-
gon, in the district aforesaid, at 3
o'clock p. m. of the 24th day of Aug-
ust, 1914, at which time creditors
may attend, prove their claims, ap-
point a trustee, examine the bank-
rupt and transact such other busi-
ness as may properly come before the
meeting.
18-St J. C. RUTENIC, Referee.

Relative Military Strength of
the European Powers



These figures give an idea of the
military strength of the seven na-
tions now at war, or which may soon
begin fighting. The estimates of mili-
tary strength, however, are to be
taken for what they are worth. They
show the fighting strength, according
to each nation's own estimate, on
paper.
There isn't any likelihood that Rus-
sia will ever have 5,000,000 men in
the field, nor that Germany will have
as many. Nor can France equip and
manage 4,000,000. If these estimates

Jacketing of Milk
Cans Is Beneficial

WASHINGTON, D. C., Aug. 13.—
The dairy division of the department
of agriculture has just completed a
series of tests on the change in tem-
perature of milk in cans during trans-
portation from the farm to the con-
sumer. These tests established the
importance of jacketing cans of milk
with some appropriate insulating ma-
terial.
It has been found that milk that
has to be sent only short distances
or preserved for only a few hours
should maintain a temperature of less
than 50 degrees. Even at these tem-
peratures, some bacteria will multi-
ply and cause the souring of the milk,
but the increase is slow and during a
few hours no serious results will oc-

Hotel Arrivals

White Pelican
Mr. and Mrs. J. C. Burcule, Everett
Burdole, Mr. and Mrs. C. S. Woody,
Portland; Charles F. Okell, B. Ohl-
son, San Francisco; Mrs. L. L. Gage,
I. H. Gerard, W. R. Gerard, Berkeley;
G. T. Morrill, Merced; J. S. Cone,
Palo Alto; Mrs. G. C. Burnhurst,
Oakland; R. H. Dearborn, C. J.
Green, Salem; D. E. Ward, Roseburg.
Hotel Hall
Will E. Patterson, Poe Valley; H.
T. Hoswell, Medford; O. P. Arthur,
Seattle; G. D. Hoffman, W. E. Wods-
worth, F. O. Eaton, Portland; C. J.
Luttrell and wife, Yreka; Mrs. N. D.
Gunshosh, Lorena Rambo, Chiloquin;
Earl D. Boaka, Merrill; C. W. War-
ren, Ft. Klamath; Paul Browell, Oak-
land; L. D. Sommerfeld, C. T. Cien-
genperl, Tacoma; Mall Cohen, San
Francisco; Geo. R. Jenkins and wife,
Chicago; J. J. Striger and wife, J. J.
Striger Jr., Freda Striger, Oshkosh;
E. R. Smith, Sacramento; Myra But-
ler, Katie Denmore, Howard Morlon,
Mabel G. West, Monmouth, Ore.; O.
A. Macy, Independence, Ore.; M. E.
Shannon and wife, city; J. Y. John-
son, Pelican Bay.

COOKING SCHOOL
FOR K. F. WOMEN

PUBLIC SCHOOL DEPARTMENT IS
TO BE CONVERTED INTO SHORT
COURSE FOR THE BENEFIT OF
THOSE INTERESTED
A chance for those uninitiated to
learn how to cook, and for those who
are already proficient to learn meth-
ods of conserving foodstuffs—handy
to know in these war times—will be
given the women of Klamath Falls by
the board of education. Monday a
short course in home science will
open at the home science building at
the Central school.
This will be under the direction of
Miss Clara Elmer, and there will be
no charge, except the slight charge
for materials actually used. Miss
Elmer will be at the department to-
morrow and Saturday afternoons to
list those desiring to take the course,
and to advise them as to what they
may need.

The Hygienist
is rapidly winning the interest and
approval of thousands of read-
ers because it gives
HEALTH PRINCIPLES
in a
Practical, Understandable,
Result Bringing Style
Our Beliefs and Health is the
Natural Heritage of All Mankind
The Hygienist tells you how to Get
and Keep Good Health.
A monthly magazine edited by
Dr. E. E. DANIELS
10c a COPY \$1.00 a YEAR
At your Newsdealer, or
The Hygienist Publishing Co.
MAESTRO BLDG., DENVER, COLO.

The Base Line road is to be paved
with Warrenite from Portland to
Sandy at 88 cents per square yard.
Oregon City will expend \$600 on
fountains, feeding racks and hitching
posts for horses to draw country
trade.
Federal and state officials are
urging a large expenditure for ex-
termination of rats in Oregon.
State Prison Superintendent Law-
son is putting in a rock crushing
plant near the feeble minded institu-
tion to be worked with convict labor
and supply material for state and
county highways on a large scale.

LETTERS FROM THE
PEOPLE

Spite Work
Apparently about as low a trans-
action as has ever been sprung in this
neck of the woods has just bobbed up
out of the dark. Said transaction is
to dispossess Captain John Totten
from his homestead near Balls Bay, a
tract of land whereon Mr. Totten
has made his home for several years,
where he has resided constantly, has
erected substantial buildings, has
cleared and cultivated land and other-
wise conformed with all requirements
of the law.

These facts can be abundantly
proven, notwithstanding the fact that
would-be people of veracity have
made affidavit to the contrary. The
whole thing savors of petty spite
work and furnishes some material for
the court to look after, if we are
rightly informed.

It is our opinion that the move will
carry no farther than to force Mr.
Totten to spend a few hard earned
dollars to defend himself, but this is
even too much for a hard working
man to be forced to.

ALLEN NOSLER

Angora goats have been used with
profit to keep fire zones clear of in-
flammable vegetation on national for-
ests.

Subscribe for the Herald, 50 cents
a month.

COME IN AND HEAR
THE NEW MACHINES

TWO OF THE VERY
LATEST EDISON
PHONOGRAPHS JUST
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. ORLEM, Proprietor

THE LIFE CAREER

Selection in course should invariably be
directed to procure a person in the best way
for the best permanent occupation for which
he is capable. — President C. W. Eliot.
This is the Mission of the
OREGON AGRICULTURAL COLLEGE
Forty-sixth School Year Opens
SEPTEMBER 15th, 1914
Write for illustrated 10-page Book-
let, "THE LIFE CAREER," and for Cata-
log containing full information.
Degree Courses — AGRICULTURE:
Agronomy, Animal Husbandry, Dairy Hus-
bandry, Poultry Husbandry, Horticulture,
Agriculture for Teachers, FORESTRY,
LOGGING ENGINEERING, HOME ECO-
NOMICS: Domestic Science, Domestic Art,
ENGINEERING: Electrical, Irrigation,
Highway, Mechanical, Chemical, Mining,
Ceramics. COMMERCE. PHARMACY.
INDUSTRIAL ARTS.
Vocational Courses — Agriculture, Dairy-
ing, Home Makers' Course, Industrial
Arts, Forestry, Business Short Course.
School of Music — Piano, String, Band,
Voice Culture.
Farmers Business Course by Mail Free.
Address THE REGISTRAR,
Corvallis, Oregon.
(9-7-15 to 9-9)

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

SITUATION WANTED
WANTED—Position as stenographer
or bookkeeper by young lady. Good
references. Eight years' experience.
Address 8, Herald. 7-51 *

LOST AND FOUND
LOST—Between Bonanza and Klamath
Falls, lady's green skirt. Finder
notify Herald. 11-21 *

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. 11-21 *

Oh! John! Hey! John,
Listen to This One

United Press Service
EATON, Ind., Aug. 13.—John's day
was celebrated today at Riverast

"TIZ" FOR ACHING,
SORE, TIRED FEET

Good-bye sore feet, burning feet, swell-
ing feet, sweaty feet, smelling feet, tired
feet.
Good-bye corns, callouses, bunions and
raw spots. No
more shoe tight-
ness, no more limp-
ing with pain or
drawing up your
face in agony.
"TIZ" is magical.
sets right all
"TIZ" draws out
all the poisonous
exhalations which
puff up the feet.
Use "TIZ" and for-
get your foot
misery. Ah! how comfortable your feet
feel. Get a 25 cent box of "TIZ" now at
any druggist or department store. Don't
suffer. Have good feet, glad feet, feet
that never swell, never hurt, never get
tired. A year's foot comfort guaranteed
or money refunded.
Accurate information about the
Klamath Basin. See Chilcote, 685
Main.

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 Is No Kodak
Save the Eastman Kodak

We are the ONLY drug store in Klamath
Falls having the genuine Ko-
daks 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

On Your Way to the Bank

to make your first deposit you
meet many men bound in the
same direction—men whose
company you will be glad to be
in. They represent the most
progressive business men in
the community. Put yourself
in that class by starting your
account today. The amount
doesn't matter. Start with what
you have.

FIRST STATE AND SAVINGS BANK
KLAMATH FALLS, OREGON