

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suite 18 and 19, White Building
Phone 66

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

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

MRS. A. PETERSEN'S
CAFE
Not much silver,
But plenty to eat.
For a two bit meal
It can't be beat.
120 1/2 5th Street

Wood! Wood!
16-inch Body Wood ...
16-inch Limb Wood ...
4-ft. Body Wood ...
4-ft. Limb Wood ...
Block Wood, dumped, \$2 load
(Extra on hill)
Leave Orders at
Square Deal Store
One 5th and Main
P. C. CARLSON
Phone 195

WOOD
Block wood, load ... \$2.00
Block wood, double load ... \$4.00
16-inch Green Slab ... \$6.75
16-inch Dry Slab ... \$8.50
Dry Slab, 4-foot ... \$8.00
Buy your green slab early
KLAMATH FUEL CO.,
Office 500 Main. O. Payton, Mgr
Phone 197.

A Good Eater
Makes
A Good Thinker
Good groceries build up the
system, stimulate the brain and
increase your capacity to think.
And RIGHT thinking brings the
BEST results. Our groceries
MAKE YOU THINK.
VAN RIPER BROS.
"Quality Groceries"
6th and Main Phone 65

Local news appears first in
The Herald, 50c a month

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 month60
KLAMATH FALLS, OREGON
SATURDAY, AUGUST 29, 1914



Table with 3 columns: Date, Max. Min., Weather. Lists weather forecasts for days 1 through 25.

CALLING TO US

In these days of wars and rumors
of wars, when Europe is drunched
with rivers of blood, and the
shadow of the little brown man is
threatening the peace of our own
continent, it is meet that we turn our
thoughts at times to a house where
nobler things are taught.

While the peoples of other nations
are answering to the call of the god
of war, let us consider the teachings
of the prince of peace.
When the labors of the week are
ended and the day of rest is at hand,
let us spend an hour in the house of
darkened windows, where sweet
voices sing the praises of the meek
and lowly Nazarine, who gave of His
life's blood that we and others might
be enabled by the fruits of His sacri-
fice.

While the day of rest is being pro-
fessed by other nations of the earth—
while shot and shell are leaving the
maimed and the dead and dying on
the crimson field of carnage—let us
of America give heed to the wisdom
of the black-robed men of God, whose
teachings proclaim peace on earth
and good will toward men.

While the Omnipotent One is bow-
ed with grief that His children in
other climes should be as the beasts
of the jungle—rending, tearing, des-
troying—let us look into our own
hearts, that we may avoid the pit-
falls that are engulfing our brothers
across the seas.

Let us journey to the house of God
on Sunday and there join with the
minister in his supplication to the
King of Kings for the restoration of
peace and a return to the ways of
righteousness and sanity.

And let us emulate the wise ex-
ample of the talented ruler of our own
nation, who, stricken with his private
grief, yet implores his people to re-
frain from comment or action which
might tend to create racial strife or
jeopardize our own position as the
people at peace with the world.

The house of God calls us in this
hour of gloom.
Let us go!

CUTTING DOWN EXPENSES

Copyright, 1913, by Geo. E. Patterson
Is advertising an expense or an in-
vestment? This is an interesting
question, and one that should com-
mand the thoughtful consideration of
every merchant.

Expense is the laying out of money
temporarily in the conduct of busi-
ness, while investment is "the act of
laying out money in the purchase of a
species of property, usually of a
permanent nature." Expense is money
spent in running a business, while in-
vestment is money spent in building
up a permanent and profitable busi-
ness.

We frequently hear a merchant
say, "I'll have to cut down on my ad-

vertising, as my expense is too high."
The merchant really means that his
selling cost is too high. If the mer-
chant's selling cost is too high, the
one real way to reduce it is to in-
crease sales. In this way advertising
reduces selling cost, or expense. It
is readily seen that anything that in-
creases sales reduces the expense, or
selling cost, and becomes thereby
a valuable force or asset in business.
How can advertising be an expense if
it reduces expense?
Advertising is lasting in its effect.
For instance, the right kind of ad-
vertising put in this issue continues
to pull business until the paper is
destroyed and for a long time after-
ward. The right kind of an ad will
leave an impression upon the mind of
the reader that time will only brighten.
A big retail firm in New York
City said that \$10.00 spent in the
right kind of advertising this year
would be worth \$20.00 next year, and
\$20.00 the next, and so on.

It is very evident that advertising
is permanent in its nature and is an
investment. That being true, it is
foolish for the merchant to cut down
his advertising with the misguided
notion that he is cutting down ex-
pense.

Scattered Shots

WAR IN all its horrors, and a few
added thrills, has penetrated the
peaceful boundaries of the United
States. Rich Americans marooned
abroad are straggling home by way
of the steerage, and their tongues and
imagination are working overtime
for the edification of a heartless and
unbelieving public.

THIS IS AN opportune time for the
United States to set a worthy exam-
ple to the rest of the world by at-
tending strictly to its own knitting.

HAVING denounced the earth, the
armies of Europe expect to eat their
Christmas dinner in the capital of
Paris.

THAT "OPEN DOOR" in China
swings on a broken hinge.

Hotel Arrivals

Hotel Hall
John A. Durst, Marysville; John A.
J. Jeffrey, Lee Kemp, Portland; J. K.
Roberts, Louis H. Schelling, San
Francisco; E. R. Smith, R. M. Col-

Herald's Classified Advs.

HELP WANTED

WANTED—Girl to do general house-
work; trustworthy and willing to
help with children. Apply afternoons
at 706 Walnut street. 29-1f

FOR RENT

FURNISHED ROOMS—Nice cool
rooms at the Clairmont. 8-19-1m*

OFFICE ROOMS—Choice suites in
the Odd Fellows and Willis buildings;
best location in the city. See
W. O. Smith, Herald office. 20-1f

MRS. DR. STACEY HEMENWAY,
238 Third street, has furnished
rooms to let; hot and cold water,
bath, light housekeeping. 26-6f*

MISCELLANEOUS

WANTED—To rent or care for a
piano. Phone 26 25-1f

LOST, STRAYED OR STOLEN—
August 25, a suckling colt, bay.
Finder notify Nurm Bakery Co. 28-2f

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. OREM, Proprietor

War Relief Fund Is Started
by Young Austrian Woman



MRS. KOHANYI AND HER BOR-
LAND ELECTRIC, DECORATED
WITH HUNGARIAN COAT OF
ARMS.

orials and directs the work of the
force, which she controls since the
death of her wealthy husband, Ed-
ward T. Kohanyi, last March.
Recently Mrs. Kohanyi purchased
a five-passenger Borland Electric
from the American Electric Car
Company which she uses daily to as-
sist in the house solicitation work in
connection with the relief fund.

As Mrs. Kohanyi passes through
the streets she is given frequent
recognition. Her car, with the Hun-
garian coat of arms painted on both
doors, is known to almost every
Hungarian in Cleveland.

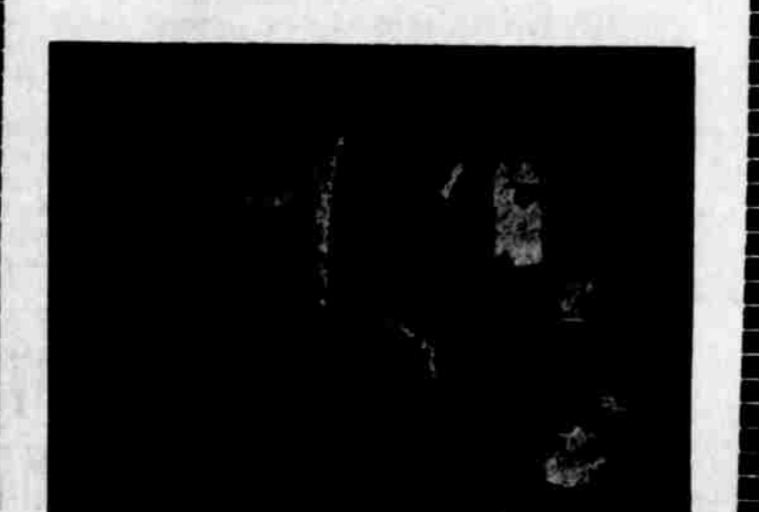
Mrs. Kohanyi spends much time
writing letters to prominent Hun-
garian women in all parts of the
United States, seeking to interest
them in her Hungarian relief plan,
which is being carried out un-
der the name of the American-Hun-
garian Relief Society. Branches are
being formed in two thousand one-
hundred towns and cities in which
the Szabadag circulates. A big sum
will eventually be raised, Mrs.
Kohanyi says.

This is the first time in history
that a woman has started a big
movement for the relief or uplifting
of the Hungarians. Mrs. Kohanyi
also has the distinction of being the
first woman to be the permanent
head of such an organization. It was
her own idea and is being carried
out just as she wants it.

clough, Sacramento; J. C. Perry,
Weed; A. Winders, LeMolne; J. E.
Pelton and wife, Roseburg; C. W.
Warren, S. B. Gardner, Fort Klam-
ath; Edna Miller, Klamath Agency;
W. P. Piper, Medford.
White Pelican
A. H. Elliott, Fort Klamath; Mrs.
J. H. Hough, Hewlett Hough, Stock-

Herald want ads bring results.

COMING
Sunday and Monday
ORPHEUS
Klamath's Massey Showhouse



"In the Hands of London Crooks"
A Thrilling Drama in Five Reels

ADULTS, 15c CHILDREN, 10c

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

OF INTEREST TO
WOMEN

BY MARGARET MASON
(Written for the United Press)

When the school bells 'gin to ring
Clothes for school belles are the thing
Uppermost in mother's mind—
And dad's check book, too, you'll find.
Frocks and trills for girlish scholars.
For the boys, new suits and collars;
For 'tis plain as A, B, C,
School clothes should be smart, you
see.

NEW YORK, Aug. 29.—With the
approach of school days, father and
mother are in a daze themselves, oc-
casioned by the astounding revelation
that the high cost of learning isn't
caused so much by school books as
by Fashion books. Smart children
call for smart attire, and neither little
Willie, nor Polly Ann can "do that
sum" without some clothes.

Fortunately, in spite of the fashion-
able expense perpetrated on big folks,
simplicity is the keynote of the fash-
ions for school children this fall. The
long straight lines so recklessly adopt-
ed by the fat and thin grown-ups
alike, are the ideal lines for the adol-
escent grace of school girlhood.

Serge is the favorite material and
blue the approved color, with dark
green and brown, and dark shades of
red not lacking in popularity. Many
quaint and original little frocks are
evolved by a combination of dulled-
Roman stripes and plaid fabrics
with the plain serge and a penchant
for gold and silver buttons promises
to bring gleams of brightness into the
dark depths of an examination day.

One particularly artistic model of
the plain and striped combinations is
of dark blue serge with a sleeveless
tunic of Roman striped gabardine,
falling in a straight line from the
neck to just above the knee. The
tunic is bound with black braid frogs
of the same and two rows of brass
bullet buttons across the breast, little
rolling white collar is of plain white
linen and a black patent leather belt
confines the hips.

Another model like big sister's new
frock coat is of plain blue serge hang-
ing straight from the white collared
neck to the knees, and buttoned all
the way with round buttons of silver.
The long plain sleeves have a row of
buttons four deep over the wrist. It
has a plain blue serge girdle and the
underskirt is of dull plaid.

Quintups of white crepe de chine
pussy willow taffeta and white chine
silk worn under quaint blue serge
jumper dresses brightened occasion-
ally with brass buttons or catches in
black satin are as practical as they
are charming, for all of the quintups
can be "tubbed" beautifully at the
first spot of ink or other school mark.

A cunning smock frock of dark
blue serge and blue taffeta has an
accordion pleated skirt of the serge
with the loose smock waist of the
taffeta belted and finished around the
bottom with a band of serge. The
collar and cuffs are of white linen.

Another good style dress is of blue
and green check material made with
the long straight waist cut out lev-
el in the neck, over a little front of
fluted batiste, with a rolling collar.
A belt of green leather completes a
costume that will keep any little girl
who wears it from feeling blue and
turn green with envy any little girl
who doesn't.

Small hats are as de rigueur for the
school miss as for her big sister, and
they are as good in the small sizes
shades as they are in the little round
velvet brimless affairs. It is all merely
a question of youthful fancy or
maternal choice.

On the sailor shapes usually only a
band of ribbon is used, and even so
all other shapes little trimming is
seen save a tiny cluster of fruit or
flowers, or, perchance, a smart quill
or a saucy wing.

With tiny hats, pleated skirts, long
loose waists and hip sashed and belted,
it certainly is hard to tell whether
school girls are dressing like their
elders or whether the elders are dress-
ing like the school girls.

Accurate information about the
Klamath Basin. See Chillicothe, 600
Main.

"Dr. Thomas' Eclectic Oil is the
best remedy for that often fatal dis-
ease—croup. It has been used with
success in our family for eight years."
—Mrs. L. Whiteacre, Buffalo, N. Y.

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