

In ancient times merchandising was a system of barter and exchange. There was no such thing as salesmanship, because each party to a transaction had a commodity to exchange and the trade was accomplished after a mutual wrangle over respective values, and each departed believing in his heart that he had the best of the bargain.

With the invention of a medium of exchange—money—bartering gave way to buying on one side and selling on the other, and thus was born the art of salesmanship.

But trickery, deceit, misrepresentation and swindling was yet a recognized condition. The buyer knew the value of what he gave for the goods, because it consisted of coins stamped and guaranteed by the government, but what he bought he had to take upon faith or his own knowledge of values. Everything was sold upon the basis of "Caveat emptor"—let the buyer beware. This state of affairs continued until a comparatively recent date.

When merchants began to realize the

THE EVOLUTION OF MERCHANDISING

fact that the proverb, "Honesty is the best policy," was something more than a mere jumble of words, commercial standards began to advance.

There were yet a number of improvements to be made over the old style "store keeping," perhaps most important of all, the long time credit business—selling to

everybody at a margin sufficiently high to take care of all the losses.

Ask any merchant doing a credit business what per cent he figures for losses, and, if honest, he will tell you he has to figure some certain per cent which necessarily must be added to the selling price.

Some twenty-two years ago, back in a

small Eastern town, the idea was conceived that there were a great number of people who preferred to pay CASH for what they bought and in that way save big interest on the money they were necessarily spending every year. The result was an organization for the purpose of BUYING and SELLING for CASH merchandise of every description, but especially Dry goods, Clothing, Shoes, etc.

Today there is in operation throughout the Middle and Western States an almost endless chain of Golden Rule Stores, one of which is in Klamath Falls.

It is generally conceded by everyone that the most successful stores advertise, and it is this subject that we wish to discuss in next week's issue of this paper.

You may not be an ad reader, but we want to insist on your reading this particular ad, for it is going to be of interest to YOU.



Interesting to the Ladies

BY MARGARET MASON

(Written for the United Press) Said Willie Jones to Tommy Smith, "My goodness gracious me, our styles are simply going to the dickens, don't you see?"

NEW YORK, May 9.—There's the very dickens of a revolution in children's styles, and dickens novelties sartorially bid fair to become popular as Dickens novels. The David Copperfield suits are the best in the field and are as practically comfortable and sensible for the small boy as they are quaint and artistic.

The favorite combination of a white linen or cotton poplin waist with the ankle length trousers of a contrasting color fastening to it with large pear buttons and leaf green, pink, tan and old rose with white. A model that will bring joy as a laundry lighter, however, is an all dark brown cotton poplin relieved only by the big white pearl buttons and frills of thin white batiste at the neck and wrists. Often the waists are fashioned of white cloth striped in the same color as the trousers.

For more elaborate and dressy occasions come the Copperfield suits evolved with waists of corded or china silk and trousers of black satin, and for the little Rollos and Percys who never, never sell their pretty clothes are suits of pale blue satin or all white corded silk.

The Paul Dombey suits are not unlike the middy blouse suits of last season. In fact, the waist is cut exactly like a middy, sans the sailor collar. They are best when developed in colored linen with the straight knee-length trousers of the same, although the two-colored scheme is employed in these suits also to suit one's taste.

Dresses for the small lass called Little Dorrit frocks are exactly like the David Copperfield suits of her small brother, except that in lieu of trousers they have a pleated skirt of colored cotton poplin that fastens with the quaint white pearl buttons high up on the little waist of white.

ladies were dressed this way. Perhaps it is a safer thing to call the new child fashions "character" or "period" suits, as a well known department store one of the first sponsors of the new styles, is doing by way of solving the difficulty of bestowing credit where credit is due.

Another cunning style has the straight knee length pants and a waist cut like a coat with a front of white pique to simulate a little waistcoat. This model is particularly satisfactory in chambray. Even rompers have undergone a complete metamorphosis and in their newest state are little one-piece suits, short kimono sleeve, square low neck and ending in trunk length straight pants instead of the full bloomers of the rompers of yesterday. Nothing cooler or more attractive and comfortable for the wee summer man could be imagined. In striped and checked gingham or chambrays, banded in solid colors, they are too cute for anything except just what they are made for—the partial covering of a pudgy boy.

Cunning washable kid gloves for the kiddies is another innovation bound to bring joy not only to the small man and little woman but to their respected and long-suffering parents who must hand out the price of these expensive infantile dress accessories. Of white and chambray toned doeskin, they are exactly like mother's washable gloves and can be popped into sopsuds black as small grubby hands can make 'em and come out again as immaculate as a brand new pair. Hence, a wash in time will save buying a new pair of gloves nine times out of ten.

HORTON PROJECT IS BEING RUSHED

The work on the Horton irrigation project in the Yonna Valley, which was taken over by Don Jolly, is being rushed to an early completion. Mr. Jolly, who has just returned from a three weeks' trip to Bend, Portland and way points, will leave this evening for Boanaza, and will be right on the works from now till the laterals and ditches are ready for water.

Jack Donnelly is the contractor in charge of the construction work, and his prediction is that the water will be turned on by the first of August. Many farmers under the project have planted crops, with the belief that the water would be available by the time of need.

Mr. Jolly, on his recent trip, disposed of a couple of farms in other parts of the state.

He says he intends to make Klamath county his permanent abiding place, and is selling his outside property in order to devote his entire time to the better development of Klamath county holdings.

REGULARS TAKE SUNDAY'S GAME

Quite a goodly sprinkling of fans turned out to see the first ball game on the home grounds Sunday afternoon, when Morrow's Regulars threw a "natural" and the Yannigans failed to make a pass.

Despite the lop-sidedness of a 7-to-0 score, the game furnished several opportunities for exercising the vocal organs of the fans.

Both teams left the barrier in big brush style, but the Yannigans weakened in the third, fourth, fifth and seventh, allowing the Regulars to tuck the game away.

As in the Bonanza game, "Heavy" Noel started the rumpus that resulted in the first run. No one had measured beyond second when Noel opened the third with a neat little infield hit. Not liking Hurn's comments on first, Noel trekked to second and third while Browne was working Shive for free transportation to the first station. Ambrose poked one to Jester, but Noel was too near the plate for a try, so Jester threw to Hurn, killing Ambrose. Dale lived on a fielder's choice that caused the death of Browne at the hands of Hardenbrook, Motschenbacher figuring as an accomplice. Maxwell waited for four wide ones, but Hayden dropped the curtain by flying out to Leavitt.

The Yannigans came near breaking into the tally column in the third, when Hurn stretched a two-sacker into a third base finish. Outside of that, Motsey was the only Yannigan to get as far as second.

In the fourth Mesner singled to the right meadow, and never lingered long at any station, stealing second and third, and scooted home while someone slumbered after Thrasher caught Baum's high foul.

In the fifth, after Dale expired by the Motschenbacher-Hurn combination, Maxwell dead-beated his way to first on four bad ones, acquired second on the wind-up, and scored in a mix-up of bum pegs by Jester and Motschenbacher. Hayden singled to right; Mesner followed with a safe one just over the infield, and Arnold went to first on a fielder's choice, forcing Mesner at second, but allowing Hayden to score. Baum hit to Motschenbacher, forcing Arnold at second.

In the seventh Dale lifted one to deep left, but only went to first, owing to an injury received when Thrasher caused him to misjudge a high fly. Maxwell sacrificed Dale to second, then took Dale's place on the path, and Hayden scored Maxwell with a long hit to center, tallying himself when Shive overthrew second and Hilton pegged wide to Hardenbrook. After Mesner fanned, Arnold smashed one to left field for three sacks, and scored when Hurn off-ended in handling Baum's grounder.

Next Sunday Manager Morrow will take his team to Yreka, and it's a pretty safe bet that they will give a good account of themselves. Tuesday evening the boys will go out for prac-

lice, and will probably practice two or three evenings during the week. Kieth Ambrose worked behind the bat Sunday like an old veteran, and Morrow is satisfied that with Ambrose and Thrasher on the receiving end and Browne, Foster and Shive on the mound, he has good material to carry him through the season as far as the battery is concerned.

Here's the dope:

REGULARS		AB.	R.	H.	PO.	A.	E.
Ambrose, c	5	0	0	6	0	0	0
Dale, 1b	3	1	13	0	1	0	0
Maxwell, 2b	2	1	1	3	0	0	0
Hayden, 3b	5	2	2	3	2	0	0
Mesner, ss	3	1	2	0	1	0	0
Arnold, rf	3	1	1	0	0	0	0
Baum, cf	3	0	0	2	1	0	0
Noel, lf	4	1	1	1	0	0	0
Browne, p	1	0	1	0	2	0	0
Foster, p	1	0	1	0	1	0	0
Totals	31	7	10	27	11	1	1

YANNIGANS		AB.	R.	H.	PO.	A.	E.
Hurn, 1b	4	0	1	12	1	2	0
Jester, 2b	4	0	0	5	2	2	0
Shive, p	4	0	1	0	3	0	0
Thrasher, c	3	0	0	3	2	0	0
Bradford, rf	3	0	0	0	0	0	0
Motschenbacher, ss	3	0	0	0	7	2	0
Leavitt, lf	3	0	0	1	0	0	0
Browne, p	3	0	0	0	1	0	0
Hardenbrook, 3b	3	0	0	3	3	0	0
Totals	30	0	2	24	18	8	0

*Last half of ninth unnecessary.

SUMMARY
Three base hit—Arnold. Two base hit—Hurn. Sacrifice hit—Maxwell. Stolen bases—Dale (2), Maxwell, Mesner (2), Baum (2), Noel (2). Browne, Motschenbacher. Left on bases—Yannigans 3, Regulars 8. Struck out—By Shive, 3; by Browne, 3 in five innings; by Foster, 2 in four innings. Hits—Off Shive, 10; off Browne, 2 in five innings. Hit by pitched ball—Mesner. Base on balls—Maxwell (2), Browne. Double plays—Jester to Hurn. Umpire—Cale Oliver. Time of game—1:40.

LABOR GENERALS ARE VICTORIOUS

(Continued from Page 1)

the first and present prosecutions.

The St. Louis manufacturing firm filed an equity suit August 19, 1907, in the District of Columbia supreme court—a federal court—asking an injunction to restrain the American Federation of Labor, its officers and officials of local unions from boycotting its manufactures. It had maintained an "open shop" and pine-hour day for employees.

The district supreme court issued a temporary anti-boycott injunction in December, 1907, commanding Gompers, Mitchell, Morrison, John Lennon, James Duncan, Dennis A. Hayes, Daniel J. Keefe, afterward immigration commissioner, and other labor officials from continuing the boycott. It also enjoined the defendants from "blacklisting"

the Buck products by publishing the company in "We Don't Patronize," or "Unfair" list of the Federation. This injunction was later made permanent.

Contempt charges were filed July 29, 1908. The labor leaders were charged with continuing the boycott. Gompers, Mitchell and Morrison were convicted of contempt, and on December 23, 1909, sentenced to jail for one year, nine months and six months respectively. They appealed by the District of Columbia court of appeals, but that court affirmed their conviction and sentences.

On May 15, 1911, the United States supreme court reversed the decree of conviction, set aside the sentences, but remanded the case "without prejudice" to the supreme court of the district.

Less than twenty-four hours after the high court's decree, Justices Gould and Wright moved to renew the contempt proceedings.

In the meantime the Federation and the Buck company had settled their differences. Van Cleave had died, and the new owners had capitulated to labor's demands. Representatives of labor and the company met at Cincinnati July 19, 1910, and agreed upon a settlement. The following day the anti-boycott injunction and the original suit was dismissed.

On June 26, 1911, new contempt charges were filed against Gompers, Mitchell and Morrison before Judge Wright by the "prosecuting committee." Sixteen counts were in the indictment against Gompers.

Mitchell was charged with having presided at a United Mine Workers' National convention at which a resolution was passed fining any union member \$5 who purchased a Buck stove or range. Morrison was charged with circulating copies of "The Federationist" containing the boycott order against the Buck products.

The "prosecuting committee" and Judge Wright proposed to the three defendants that they confess their guilt and apologize, offering a promise to dismiss the contempt charges. The defendants refused to apologize, denying their guilt.

The statutes of limitations was also pleaded. The labor chiefs contended that all acts charged against Mitchell and Morrison and practically all against Gompers occurred during 1907 and 1908, or three years before the institution of the second contempt cases.

All defenses were swept aside by the district supreme court. On June 28, 1912, judgments of "guilty" were directed by the court. Justice Wright wrote the opinion, flaying the defendants. The original sentence of one year in jail upon Gompers, nine months upon Mitchell and six months imprisonment upon Morrison were reimposed.

Upon appeal, the district court of appeals by a vote of 2 to 1 sustained this verdict of conviction. But the appellate court held that the sentences were excessive. Finding the three defendants guilty, how-

ever, the appellate court reduced Gompers's sentence to thirty days in jail, and fined Mitchell and Morrison \$500 without any penal servitude.

The entire bench of the district supreme court also appealed to the high court from the district court of appeals decree. The judges of the trial court denied that the appellate court had any right to reduce sentences imposed. They insisted that it was mandatory upon the appellate court to affirm their decision of conviction and impose the same sentences, or acquit the defendants entirely.

In this country the telephone industry employs 152,000 people.

Near Los Angeles the La Brea fossil fields yielded up the practically complete skeleton of a prehistoric elephant which is said to have roamed the earth 200,000 years ago.

Kellers Returning. A card just received from J. J. Keller states that they have left Fremont, Ohio, where they spent the winter, and are on their way to Klamath Falls via Chicago, New Orleans, El Paso and Los Angeles, expecting to reach here May 25th. The Kellers are well and favorably known here, where they conducted Keller's cafe for several years before selling to A. J. Wiggins last winter.

Meets Class Mate. One of the happy incidents of the Merrill candidates' ball was the accidental meeting of Miss Della M. Marjowitz, teacher of the Malin school, and Tom Watters, candidate for the republican nomination for county treasurer. Miss Marjowitz and Mr. Watters were classmates in the University of Nebraska, but neither knew, till last night, of the others presence in Klamath county.

EXPERIENCE COUNTS
In every line of business experience is what makes efficiency. It is with great pride that we can truthfully state that the different departments of our business are managed by men of experience. Experienced buyers, experienced butchers, experienced cutters, experienced salesmen and experienced deliverymen—all combine to give you the benefit of their efficiency. Think this over when ordering your supplies for the table.

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ABSTRACTING

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