

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suite 16 and 17, White Building
Phone 99

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
Specialties:
Spondylitis
(Spinal Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 4 p. m.; evenings, 7 to 9

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

MRS. A. PETERSTHNER'S
CAFE
Not much more,
But plenty to get
For a two bit meal
It can't be beat.
129 1/2 5th Street

Wood! Wood!
16-inch Body Wood
16-inch Limb Wood
4-ft. Body Wood
4-ft. Limb Wood
Black Wood, standard, 98 load
(Every of mill)
Lumber Orders at
Super Best Store
Our Shop and Sale
P. C. CARLSON
Phone 129

WOOD
Block wood, load \$2.00
Block wood, double load \$4.00
16-inch Green Slab \$2.75
16-inch Dry Slab \$2.50
Dry Slab, 1-foot \$2.00
Buy your green slab early
KLAMATH FUEL CO.,
Office 505 Main, O. Payson, Mgr
Phone 197.

KLAMATH COUNTY
EMPLOYMENT OFFICE
We furnish all kinds of help at
short notice. If you want work
register at
MRS. A. PETERSTHNER
129 1/2 5th St. Phone 244

FOR POTS and Pans
and Stubborn Dirt
and Grease
Swift's Pride
Washing Powder
It brightens the home,
Pleases the wife,
Tidies the kids,
Makes washing easy,
Disinfects like Monday,
Helps on busy Tuesday,
Keeps up Wednesday,
Lightens work Thursday
Gives rest for Friday
Pleases on Saturday
Van Riper Bros.

The Evening Herald

W. O. SMITH, Editor

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KLAMATH FALLS, OREGON
FRIDAY, AUG. 14, 1914



AND STOP AT
KLAMATH FALLS

THE BEST NEWS YET

THERE is great rejoicing through-
out the West today as the result
of the passage of the reclamation
extension bill, for by placing his sig-
nature to this act, President Wilson
paved the way for one of the grand-
est constructive eras in the history
of the country. It is the real birth
of the new West, and the progress of
Klamath county from this date for-
ward will be noticeable.

The majority of the farmers on the
Klamath project have been here but
a few years, coming from the East
or Middle West, and investing their
savings as part payment for ranches.
Progressing farming demands ma-
chinery, stock, etc., and there are no
more progressive or energetic farm-
ers in the world than our Klamath
men—if they have a chance. They
had payments to meet on their lands,
and in addition, they had to pay an-
nually an installment of \$3 per acre
for the construction cost of the pro-
ject, besides operation and main-
tenance and association fees, mak-
ing the total about \$4.00. To
meet these payments, often they
were compelled to borrow money at
a stiff rate of interest, and it was a
hard battle to keep even, much less
to get ahead.

Alfalfa is the most productive crop
raised here, and the one raised with
the greatest success, but with freight
rates high to outside points and an
oversupply of hay here, what chance
had the farmer to realize money on
his crop, unless he could purchase
dairy cattle, through which he could
convert the hay into dairy products?
The Klamath farmer believes that for
dairying a dairy strain of cows is
necessary, but in his position it was
up to him to get along with inferior
and less productive grades, or pay
interest on more money if he wanted
stock, or neglect payments to the
business houses he traded with.

Secretary Elder of the Water Users
Association says that under the new
bill the construction charge payments
for the next four years will amount
to from 32 to 47 cents an acre.
Placing maintenance charge and as-
sessment dues at \$1—a big estimate—
the farmer would still be saving
\$2 per acre, which, invested in a herd
of "mortgage lifters," would before
long not only pay off the farmer's
bills at the stores, but place him in a
position to take advantage of the re-
ductions ready cash can secure, and,
in short, to soon work himself into
"Easy street."

SCATTERED SHOTS

It will cost some ships as much as
\$10,000 in fees to pass through the
Panama Canal.

Brotherly love has been interred
with the honors of war.
A slight unpleasantness prevails
among the other nations of the world,
but our time is too limited to give it
more than passing thought.

After the war comes the bargain
counter sale of scattered throngs.
The commercial greatness of our can-
try is so overpowering we can't
even scare up a respectable bank
panic.

The Atlantic is between us.
All honor to President Wilson,
whose sense of duty impels him to
write an appeal for world peace while
sitting at the bedside of his dying
wife!

Advertising is like investing money
at 100 per cent. The returns are a
hundred fold.

WHO PAYS FOR THE ADS?

(Copyright, 1912, by Geo. E.
Patterson)
It is common to hear a non-adver-
tising merchant say that he doesn't
believe in advertising, but gives the
customer the benefit of the money he

Gen. Joffre, French Commander-in-Chief
Asking Artillerymen About Efficiency



General Joffre, commander-in-chief
of the French army, has gone to
Belgium to check the advance of the
Germans—or to lead his forces on to
Berlin in answer to the cry of the
Parisian mob the night Germany de-
clared war on Russia.

Since most of the fighting seems to
be in Belgium it was considered like-
ly that he would march in with the
French army headed to help King Al-
bert maintain his wonderful stand
against the determined and relent-
less attack of the Germans on Liege.

Let us examine this statement and see how
much truth it contains. Judicious
advertising sells more goods for the
merchant, turns his stock quicker and
makes it possible, by increasing the
volume of business, to buy in bigger
quantities and obtain a bigger dis-
count. Increasing the volume of busi-
ness decreases the selling cost. A
merchant will sell cheaper, if possi-
ble, because he will thus gain cus-
tomers from his competitors, and also
increase the demand, as lowering the
price of an article places it within the
reach of a larger per cent of the
people and is thus a stimulant to
trade.

Hotel Arrivals

White Pelican
Mr. and Mrs. E. A. Weber, Ella-
worth Weber, C. C. Lamb, Akron,
Ohio; J. E. Barkdul and wife, W. H.
Cimon and wife, E. M. Daniels, Med-
ford; C. T. McLenger, A. E. Jensen,
Coof Bay; L. P. Bergman, H. J. Mc-
Court, O. M. Williams, San Francisco;
T. Northrup, P. E. Ance, J. A. Bailey,
A. M. Baker, Portland; D. Wilson,
Berkeley; H. D. Mortensen, city.
Hotel Hall
W. C. Dalton, Malin; W. E. Bor-
dett, A. E. Ebert, G. Cain, Portland;
D. E. Wood, Roseburg; S. S. Mitchell
and wife, Ashland; A. G. Towner,
L. S. Blake, Los Angeles; Fred
Stukel, John Colwell, Merrill; Stan-
ley A. Peltz, A. E. Nelson, C. V. Mon-
nier, Wm. A. Rogers, C. Pilgrin, San
Francisco; R. M. Colclough, Sacra-
mento; Mrs. C. L. Wilcox, King Fish-
er, Oklahoma; R. L. Smith, city; Paul
Bronzel, Oakland.

Help the Kidneys

Klamath Falls Readers Are Learning
the Way.
It's the little kidney ills—
The lame, weak or aching back—
The unnoticed urinary disorders—
That may lead to dropsy and
Bright's disease.
When the kidneys are weak,
Help them with Doan's Kidney
Pills.
A remedy especially for weak kid-
neys.
Doan's have been used in Kidney
troubles for fifty years.
Endorsed by 20,000 people—en-
dorsed by citizens of this locality.
R. E. Allison, railroad conductor,
556 B street, Ashland, Ore., says:
'I suffered from my back and
kidneys. I have never found any-
thing that has given me as quick and
positive relief as Doan's Kidney
Pills. They are just as represented.
Anyone can try them with confidence
as to the results.'
For sale by all dealers. Price 50
cents. Foster-Milburn Co., Buffalo,
New York, sole agents for the United
States.
Remember the name—Doan's—
and take no other.
(Paid Advertisement)
Accurate information about the
Klamath Basin. See Chilcote, 625
Main.

Herold'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 at J. P. Rose, Cryst-
al, Oregon.
LOST AND FOUND
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. 11-2t *
MISCELLANEOUS
WANTED—Six or seven room house,
unfurnished, at once. Address
J. J. S., Hotel Hall. 12-2t *

If Federal League Runs in
1915, There'll Be Changes

St. Louis and Kansas City Receipts Are by No Means What
the Third Major Organization Expected This Season

By HAL SHERIDAN
(Written for the United Press)

NEW YORK, Aug. 14.—If the
young and ambitious Federal Base-
ball League is around doing business
again as usual next year—and there
are many who believe that it will not
be—it is a particularly sure bet that
said business will be carried on in
some new fields. In other words, the
"outlaw" circuit is due for a change
in makeup. Its complexion is going
to be mused up considerably before
the sounding of the gong sends the
clubs away in the chase for the 1915
race—if it ever clangs at all.

In some cities the new circuit has
gone over with a bang and a hurrah.
In Baltimore it went over with such
a smash that it put the international
club in that city on the blink for fair.
It practically put Jack Dunn's Orioles
clear out of commission. Against the
Feds Dunn's gang didn't draw enough
to pay the gate-keepers. Conditions
around the circuit, however, were not
so roseate. In St. Louis the Feds
started off with a big rush, slowed
down quickly and in a month or two
the scribes were counting the attend-
ance from the press box every day—
and they didn't tote adding machines
along with them either.

Psychological conditions—what-
ever they are—figured importantly
in the woe of the St. Louis club. It
just "happened" this year the Browns
and Cardinals are going wild, play-
ing bang-up ball and keeping within
shouting distance of the leaders in
their respective leagues. It was the
first time in many moons that St.
Louis fans had been treated to the
spectacle of seeing the Browns and
Cards win consistently and they
couldn't pass it up. The Feds St.
Louis club is at the bottom in the per-
centage column. Tall-enders are no
attraction in St. Louis—there have
been too many of them there.

Kansas City is not particularly a
Fed stronghold. The Feds have never

done any better than break even with
the American Association team on
conflicting dates. And when the Kan-
sas City attendance is split, neither
club is going to get rich. Judging
from talk the Fed magnates have let
slip now and then, Kansas City is
due to be dropped sometime during
the next winter. It's a fair cry, too,
from Baltimore to Kansas City, and
the magnates realize they must have
a more compact organization to suc-
ceed.

Persistent rumors are heard that
Cincinnati will have a berth in 1915
"outlaw" circuit. The Feds were rep-
resented there when the first spring
up last year. The club was in Covin-
gton, across the river, however, and
the fans wouldn't journey that far to

see the class of ball then being dished
up in the Fed circuit. It is declared
that a downtown site has been ob-
tained and that the Feds will have a
team battling the Reds for patronage
on even terms in 1915.
Chicago, Brooklyn and Pittsburg,
while they haven't made oceans of
coin, are pretty sure to stick. Buff-
alo is a dubious location. The Feds
have done little better than break
even there, and they had expected to
coin a lot of money. Summing it
up, Kansas City is almost certain to
lose its franchise and Buffalo and St.
Louis are very dubious points. In-
dianapolis seems sure of a berth as
the Hoosier Club has done even bet-
ter than break even most of the
season.

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
need 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