

PROFESSIONAL CARDS

MAXWELL M. LONG
Occupational Physician
Suite 12 and 13 White Building
Phone 99

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

A. S. LAWMAN
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
Specialist in Rheumatism
(Natural Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS
STEAM LAUNDRY
Guarantee that clean work as
well as first class service.
If you have occasion to make
completing and do not get im-
mediate attention, please
D. E. CAMPBELL

MRS. A. PETERSTERN'S
CAFE
Not much other,
But plenty to eat.
For a two bit meal
It can't be beat.
129 1/2 Sixth Street

Wood! Wood!
16-inch Body Wood
16-inch Lamb Wood
4-ft. Body Wood
4-ft. Lamb Wood
Block Wood, stamped, \$8 load
(Extra on hill)
Leave Orders at
Square Deal Store
Our Sixth and Main
P. C. CARLSON
Phone 155

WOOD
Block wood, load \$4.00
Block wood, double load \$4.25
16-inch Green Wood \$2.75
16-inch Dry Wood \$2.50
Dry Slab, 4-foot \$2.00
Buy your green slab early
KLAMATH FUEL CO.,
Office 505 Main, O. Foyton, Mgr
Phone 157.

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

FOR POTS and Pans
and Bathroom Dirt
and Grime
Swift's Pride
Washing Powder
It brightens the home,
Pleases the wife,
Tidies the kids,
Makes washing easy,
Dissolves Blue Monday,
Helps on Busy Tuesday,
Shines up Wednesday,
Lightens work Thursday
Gives rest 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 .50

KLAMATH FALLS, OREGON
SATURDAY, AUG. 15, 1914



AND STOP AT
KLAMATH FALLS

VALUE OF PRICES IN ADS
(Copyright, 1912, by Geo. E.
Patterson)

The purpose of advertising is to
sell goods. Goods can be sold
through advertising by giving a clear
and concise description to arouse the
interest of the reader in the goods.
Then after the reader has become
favorably impressed with the goods
give the price, as this is a vital factor
in convincing the prospective buyer.
Every person is more or less inter-
ested in the price of goods. Care-
fully compiled statistics show that
over 75 per cent of the people of the
United States live on a salary of \$1-
200 or less per year. It is very evi-
dent that most of the people in the
United States must be economical.
They must be saving and careful in
their expenditures, and they are care-
ful. They count the dollars, and
when they read an advertisement in
the paper they want to know the sell-
ing price of the goods so as to do
some figuring of their own.
Someone has said that "money
talks." That is true, and lowering
the price of goods is always a most
effective argument. Whether the ad-
vertiser lowers the price or not he
should never omit the price of the
separate items he describes, unless
possibly the advertising space at his
disposal does not permit him to de-
scribe specifically so the reader can
thoroughly understand the merits of
the articles. In this latter case it is
frequently customary to reserve the
price for the catalogue which is sent
out on inquiry, or until the customer
visits the store.
It is generally better to state the
price after giving a careful and con-
cise statement of the goods. If the
price is a real inducement it serves as
a climax.

Good headlines and illustrations to
attract attention and secure interest.
good description to interest and con-
vince, accompanied by the price of the
article make an ad that is hard to
beat.

SCATTERED SHOTS
"Home, Sweet Home" is a popular
song with marooned Americans
abroad.

In the meantime our bumper crops
continue to annex more bumps.

Man proposes—and woman lets
him propose again.

Europe is recovering from its
ennui.

If we can't pull off a war of our
own, we can at least indulge in the
peaceful occupation of watchful
watching.

The man who never advertises is
like the general who goes into battle
without ammunition.

Our distinguished citizen, General
Depression, has departed for an ex-
tended tour of Europe.

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.

FOR SALE
FOR SALE—Practically new 7-pas-
senger auto. Make fine truck or
family car. Owner will sacrifice. You
will never find a snap like this again.
302 Hotel Hall. 14-2t *

FOR SALE—5-horsepower motor.
Ford Garage. It

Panama Canal Now Open to
the Commerce of the World



United Press Service
WASHINGTON, D. C., Aug. 15.—
Messages of congratulation were ex-
changed today between President
Wilson, and Secretary of War Gar-
field and Secretary of the Navy Dan-
iels and Governor Goethals of the
Panama Canal zone upon the open-
ing to commerce of the world today
of the "big ditch."

program of unostentation to be
carried out.
A war department vessel, the
steamer Cristobal, loaded to the gun-
wales with Isthmian, war and naval
officials, and a hefty cargo of news-
paper men, was given the honor of
being the first "official" vessel to go
through the inter-oceanic waterway.
The formal opening of the canal
will not occur until March 4, 1915,
when President Wilson, Admiral

Dewey, cabinet and congress mem-
bers will head a gigantic fleet.
Today active operation for com-
mercial vessels drawing not over
thirty feet of water was begun, al-
though smaller vessels, including a
lighter service, have been passing
through for a couple of months.
Some of the smaller fruit liners
are expected to establish a regular
schedule of traffic through the canal,
beginning today.

OF INTEREST TO
WOMEN

BY MARGARET MASON
(Written for the United Press)

With fashions and love to fill our
minds,
Wars and suffrage and strikes
seem petty;
So Betty smiles in her basque of
black—
And I bask in the smiles of Betty.

NEW YORK, Aug. 15.—The black
basque plays an important part in
the sartorial make-up of the dainty
maid who follows the fashions as
the black masque in the sartorial
make-up of the taking person who
follows the dark lantern and the jimmy.

Preferably and almost invariably
of black velvet, this newest basque is
worn with a fluffy and many-floated
skirt of white organdie or tulle. Of-
ten the skirt, while it has an organdie
foundation, breaks out in bouffants
of either tulle or chiffon. Delicate or-
chid and sweet pea tints are also used
for these skirts as well as the all-
white and the effect of the froth of
many ruffles bursting out below the
close sheath of rich black velvet
basque is charming enough to com-
pensate for the rather obvious dis-
comforts of such apparel on a mid-
summer day.

As a concession to the heat, varia-
tions of these basques are shown de-
veloped in either black taffeta or
black satin, but they lack that in-
describable air of chic of the velvet
brand. Hence, they are not much
favored by the fashionably elect, who
have long since bowed to the inexor-
able mandate of the mode that one
cannot be truly smart and com-
fortable all at the same time.

The velvet basque is always low of
neck and long of sleeve and buttoned
either up the front or back with vis-
ible bullet buttons. On some of them
sheer roll collars of organdie or a
tulle fringe softens the effect about the
throat.

The run on velvet is by no means
confined to the basque. Already the
all velvet hat, saucy and perky in
its miniature proportions, has ousted
the fragile straw from the heads of
summer beauties. So tiny and close
fitting are they that they seem inad-
equately to dispute the prophecy that
large chapeaux of picture proportions
are coming to the top again ere long.
And yet following the immutable law
that everything goes the limit before
it changes and things are always

worse before they are better, this
August crop of wee velvet hats may
be to prove the rule that they have
only gotten smaller to get larger.

The parasol indeed practices being
useful as well as ornamental this
season of small hats, and even they
are now being shown in velvet. So
you see the mid-summer madness for
this rich and lustrous fabric has not
only gone to lovely woman's head,
but over it as well.

There is certainly nothing half way
about fashion and from the extremity
of no sleeves at all, or at least
none to speak of, the long sleeve is
now being the drier cri. For af-
ternoon and street wear they are ab-
solute the only permissible sleeves
as the total absence of arm cover-
ing still holds good for evening
to get it is simply a case of long
sleeves or none. While the velvet
and satin basques all show uncom-
promisingly long, tight sleeves of
the same materials long sleeves of
lace and tulle are very smart in com-
bination with the silken bodices of
many of the dressy little afternoon
frocks of taffeta or crepe. The lin-
gerie gowns are all showing the long,
sheer, small artificial flowers be-
tween the elbow and the shoulder
to peep through the mist of lace or
tulle. Bracelets of sparkling jewels
are also given a welcome haven in
like position and many are the rare
fortunes in gems that one fair maid
is thus enabled to keep up her sleeve.

As a sort of reaction against the
multi-colored strands of beads that
have all summer decorated the
bosoms of both Judy O'Grady and
the colonel's lady, that latter per-
sonage is now going in exclusively
for strands of pearls. Real or other-
wise strings of these luminous tear-
like jewels show to best advantage
atop the background of the black
velvet basque and contrary to the long-
accepted decree that pearls before
breakfast were as bad as pearls be-
fore swine, pearls are now being
faunted in the face of tradition and
the rosy dawn.

and bags of silk and velvet, they will
fulfill a different but an equally
prominent sphere this fall and
winter.

YESTERDAY'S COAST
LEAGUE RESULTS

Table with 2 columns: City and Score. Includes San Francisco (2-19-0), Oakland (3-1-0), Los Angeles (1-3-0), Venice (5-15-1), Chech, Boles; Hitt, Blas.

Subscribe for the Herald, 50 cents
a month.



ARE YOU GOING TO LET US
MEASURE YOU FOR A
FALL SUIT OR OVERCOAT?

We carry one of the most com-
plete stocks of Woolens to be
found anywhere and only need a
trial to convince you that our
tailoring is far superior to that to
be had from mail order or other
so-called tailors.

Loewe Bros.
Tailors

Hotel Arrivals

White Pelican
Alexander T. Vogelsang, O. M.
Williams, W. J. Cunningham, W. H.
Farley, San Francisco; R. F. Fike,
Portland; Mrs. F. H. Swan, San Ma-
teo; V. DeMarais and wife, Chico;
H. H. Plummer, Berkeley; James
Douglas, Doak ranch.

Hotel Hall
Paul Bronzell, Oakland; Mrs. F.
Soleon, Fred Stukel, Frank Bloom-
ingcamp, John Colwell, Merrill; Wm.
Caker, Ralph H. Caker, Harold H.
Caker, L. B. Elmer, Portland; Dan
Jolley, Eugene Kelley, Prairie City;
Mrs. I. S. Houfe, Miss Jane Stafford,
San Francisco; C. L. Holliday, Lan-
gell Valley; Geo. W. Corrigan, Thos.
Connor, C. Pilgrini, Hornbrook; C. C.
Campbell, Z. C. Potter, Waltersville.

Accurate information about the
Klamath Basin. See Chilcote, 625
Main.
Today's news today in The Herald.

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 9:00

WE WILL BE PLEASED
TO ENTERTAIN YOU

Klamath Falls Music House
H. OREM, Proprietor



With the recent cut in the price of Ford cars in
effect, we are now offering this popular car at the
following prices, f. o. b., Klamath Falls:

Touring Car - - - \$590
Runabout - - - \$40
fully equipped

We are also agents for the celebrated Firestone
Tires; and can outfit you in the following sizes:

30x3 32x3 1-2
30x3 1-2 34x4
35x4 1-2

GEO. BIEHN, Agent

PLAY BALL

Any time, afternoon or night, with a pitcher that locates the plate
every time. It's the automatic way, and in addition to the fun, it
develops the muscles and improves your batting ability.

THE BALL PLAYER LIKE IT
Cash Prize Every Evening for High Score.

Next to Klamath Stables, Main Street

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