

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suits 11 and 13, White Building
Phone 96

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

A. S. LOWMAN
CHIROPRACTOR
Rooms 11 and 13
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 Treatment
(Special Attention)
Office hours: 9 to 11:30 a. m.; 2 to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS
STEAM LAUNDRY
Guaranteed first class work as well as first class service.
If you have occasion to make complaint and do not get immediate attention, phone
D. B. CAMPBELL

MRS. A. PETERSTEINER'S
CAFE
Not much silver,
But plenty to eat
For a two bit meal
It can't be beat.
120 Sixth Street

Wood! Wood!
16-inch Body Wood
16-inch Lamb Wood
4-ft. Body Wood
4-ft. Lamb Wood
Block Wood, Standard, \$8 load
(Dry in Mill)
Lumber Office at
Square Deal Store
Our Shop and Main
P. C. CARLSON
Phone 155

WOOD
Block wood, load \$8.00
Block wood, double load \$4.35
16-inch Green Slab \$8.75
16-inch Dry Slab \$8.50
Dry Slab, 4-foot \$8.00
Buy your green slab early
KLAMATH FUEL CO.,
Office 505 Main. O. Foyten, Mgr
Phone 157.

We operate a fine sanitary laundry equipped with the best methods for washing and ironing goods of all kinds. Experienced workers and courteous delivery men have made us successful.
SUPERIOR LAUNDRY
1815 Main Street
Phone 128

KLAMATH COUNTY
EMPLOYMENT OFFICE
We furnish all kinds of help at short notice if you want work register at
MRS. A. PETERSTEINER
120 Sixth St. Phone 844

To boost Klamath county send
The Herald to your Eastern friends.
For any itching skin trouble, piles, sores, salt rheum, bites, itch, scald head, herpes, scabies, Doan's Ointment is highly recommended. 50c a box at all stores.

The Evening Herald

W. O. SMITH, Editor
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KLAMATH FALLS, OREGON
SATURDAY, AUGUST 1, 1914



AND STOP AT
KLAMATH FALLS

THE ADS THAT PAY

(Copyright, 1912, by Geo. E. Patterson)
Ads that are effective are the ads that are simple and filled with common sense. The common sense of the advertiser comes into play in the preparation of every ad, and the more ads he prepares the more experienced he becomes. It is the experienced advertiser, after all, who appreciates the value of newspaper advertising, knows how to advertise, and writes the ads that count. If a merchant is going to advertise, there are but three things for him to put into his ads—name the article for sale, tell why the article is good to have, and then say that he sells it.

An ad should catch the eye of the reader. This can be done by preparing the ad so as to have it easily distinguished from other ads in the paper. It is up to the advertiser or merchant to lay out his ads, and then he puts his own taste and ideas into his ads. By continually studying this phase of his advertising and putting his best ideas into practice he will find that his ads will grow in attractiveness.

Ads must interest by appealing to the intelligence of the people. For instance, let us illustrate a good way to advertise soap. To make the soap interesting and convey information we might show the value of cleanliness, use and misuse of soap, value of this particular kind of soap, how it is made and the ingredients it contains, and wherein it excels other kinds of soap. In this way we secure the attention and interest, and if the soap can stand the test the ad will be convincing.

The attractive, interesting and convincing ads are the ones that sell the goods. They are the telling ads and those that pay.

Hotel Arrivals

White Pelican
Abner Weed, Dunsmuir; Robert Clary Jr., Medford; J. H. Albert and wife, Salem; W. G. Steel, Crater Lake; Max Elliott, A. A. Mitchell, Miss A. Whitaker, Stanley Whitaker, R. F. Wilson and wife, San Francisco; I. S. Ruth, R. C. Cook, Portland; A. F. Ayers, Mrs. M. E. Ayers, Miss Eva Ayers, Howard Ayers, Kansas; Fletcher Ayers, Visalia, Calif.; M. A. Grant, Redlands.
Hotel Hall
E. S. Budiek, San Francisco; C. Prehm, Merrill; H. O. Hogue, Stockton; F. L. Evans, New Pine Creek; O. C. Turner, Livingston, Calif.; L. M. Holt, North Yakima, Wash.; Will E. Roemer and wife, Macdoel; J. F. Hearne, J. B. Holatin, Charles Wicks, T. S. Erbentrau, Dunsmuir.

YESTERDAY'S COAST LEAGUE RESULTS

Table with columns for location (Oakland, Portland, Fruit, etc.), score, and player names.

OUR WEEKLY SERMON

"HARVEST TIME"
By R. J. S. Stubblefield, Pastor First Presbyterian Church

"When thou cuttest down thine harvest in thy field, and hast forgot a sheaf in the field, thou shalt not go again to fetch it; it shall be for the stranger, for the fatherless, and for the widow." Deuteronomy 24:19.
This is one of God's commandments which reaches the man in the harvest field. It touches his conduct while gathering in the golden grain. The religion of our Lord has always been pre-eminently a rural religion. Its deepest thoughts are especially fitted for the contemplation of the tiller of the soil.
The great majority of our older people were born in the country. This harvest season brings very vividly the recollection of the pleasures and hardships of childhood life on the farm, the smell of new mown hay in the meadow, the great stacks of wheat, oats, clover and timothy which clustered around the barnyard, the dust in the road that burnt the bare feet at noon but was like a carpet of velvet in the cool of the evening. With these thoughts of the long ago, we associate the religion which put purity and piety into the lives of our fathers and mothers, the religion which comforted them in their hours of sorrow, and put a smile of hope on the face when the burdens of life were heaviest.
Farm life became monotonous. The call of the city was heard on every hill and the echo reached every valley. Hundreds and thousands of young men and young women left the farm and went to the city. This movement from the farm to the city has not been strengthened, but has rather weakened, the cause of Christ in our land. This harvest season has helped greatly in turning the thoughts of our people toward the farm again. The "back to the farm movement" ought to be a back to the Bible movement also. The Bible is full of farm thoughts. Adam was the first great gardener, and Cain was a farmer, but the evil that grew in his heart surely cannot be charged to his vocation. Noah was a husbandman, and Jacob spent his boyhood days in the garden. Elisha was some farmer, for when we first discover him he is plowing with twelve yoke of oxen. Job had 7,000 sheep, 3,000 camels and 500 yoke of oxen. Jesus spoke of God as being a husbandman. Many of our Lord's most profound spiritual truths were illustrated by incidents taken from farm life.
The lesson that we are to learn from our text is a lesson of unselfishness, a lesson of regard for others. In this harvest lesson God teaches us that we are our brother's keeper. We ought not to appropriate for ourselves the last sheaf of wheat that grows upon the land we call our own. The stranger, the fatherless and the widow all have a claim upon us, and we should give them a part of that which we produce.
Spiritual blessings which come from God, like the material blessings of the harvest field, are not all to be selfishly appropriated, but to be shared with others.

Work Is Begun on San Francisco Drydock

United Press Service
SAN FRANCISCO, Aug. 1.—Work on San Francisco's new \$2,000,000 naval drydock at Hunter Point will start before the end of this month, according to President J. A. McGregor, of the Union Iron Works.
The intention is to have it completed and ready for use before January 1, 1917.
By the terms of the company's arrangement with the government, the dock will be capable of handling the biggest dreadnaught that can pass through the Panama Canal. In turn, the last naval appropriation bill guaranteed rentals for it amounting to at least \$50,000 annually for six years.

At the Churches

Grace Methodist Episcopal Church—Corner Tenth and High streets; E. C. Richards, minister.
10 a. m., Sunday school, Geo. J. Walton, superintendent.
Preaching at 11 a. m., subject, "The Gravity of the Ascending Cross."
Mrs. Zumwalt will sing at the morning service.
Prayer meeting Wednesday evening at 8:00 o'clock.
Judge Benson's class meets at 10 a. m.
Young people's meeting at 7 p. m.
Union platform temperance meeting at 8 p. m.
First Presbyterian Church—Corner of Third and Pine Streets. J. S. Stubblefield, pastor.
Superintendent of Sunday school—J. B. Mason.
Clerk of Sessions—C. C. Hogue.
Organist—Miss Vera Houston.
President Christian Endeavor—Roy LaPrairie.
Sunday school at 10 a. m.
Preaching at 11 a. m.; subject, "Harvest Time."
Union temperance meeting at the Grace M. E. church at 8 p. m.
Prayer meeting Wednesday evening at 8 o'clock.
You are cordially invited to all of these services. A special invitation is given to strangers.
Church of Christ Scientists—Services are held on Sunday morning at 11 o'clock and Wednesday evening at 7:30 in Christian Science Hall, in the Jacobs block, corner Third and Main streets, upstairs.
Lesson for Sunday, "Love."
Baptist Church—Corner Eighth and Canal streets. Rev. A. F. Simmons, pastor.
Bible school at 10 a. m. every Lord's Day, C. R. De Lap, superintendent.
Union temperance meeting in the Grace M. E. church at 8 p. m.
Preaching at 11 a. m. and 8 p. m. every Lord's Day, unless otherwise notified.
Women's Home and Foreign Mis-

NEWS NOTES OF MOUNT LAKE

(Herald Special Service)
MT. LAKE, Aug. 1.—The social given at the Mt. Lake church Wednesday evening by the Christian Endeavor was a great success. The evening was spent in games of contest, dramatization of Mother Goose rhymes, etc. A program of music and readings was rendered, and cocoa and cake served. A large number were present. Friends from Klamath Falls, Midland and Poe Valley attended. About eighty were present.
The Mt. Lake Cemetery Association met Thursday afternoon, July 30th, and elected John Koonits director for three years and Karl Robley for two years. They also made plans for fencing and cleaning the cemetery. All interested are requested to meet at the cemetery on August 5th to help with the work.
Miss Lottie Wilson is spending a few days with Miss Mabel Morrison. A party of young folks spent Tuesday evening with them, finish being the amusement for the evening.
Miss Lou Bussey, of Poe Valley, spent several days with her sister, Mrs. Everett Griffith, this week.
The Ladies Aid of the Mt. Lake church will meet with Mrs. Bussing next Wednesday. It will be an all-day session. All the ladies of the community are invited to attend.
Mr. and Mrs. Clyde Griffith, Theodore and Austin Case and Faye West started on a camping trip Thursday. They will be joined in town by Marie Griffith and will visit Crater Lake during their trip.
Mrs. Murphy and family, Mr. Avery, Mrs. Eggerth and Mr. and Mrs. Lester and Mr. and Mrs. Phyles have gone on a camping trip of a week to Crater Lake.
President to Greet Kings
United Press Service
WASHINGTON, D. C., Aug. 1.—President Wilson tomorrow will send cablegrams of congratulation to two European monarchs—King Haakon of Norway and King Constantine of Greece—in honor of the birthday anniversaries of those rulers.

Congress Considering Prohibition Bill Today

United Press Service
WASHINGTON, D. C., Aug. 1.—A postponed meeting of the house rules committee to consider the order of a special rule for presentation to the house of the Hobson national prohibition amendment was scheduled for today.
Suffragist leaders threatened to complicate an already delicate situation by a demand that if a special rule expediting the national dry amendment consideration goes, that similar action be taken regarding the Mondell woman suffrage amendment.
Accurate information about the Klamath Basin. See Chilcote, 623 Main.



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

FRESH FISH AND GAME

Make mighty fine eating when in camp, but just the same it's a mighty good idea to be well supplied with some of the famous
DIAMOND BRAND HAMS AND BACON
not only for an emergency but for a change in the menu. You never taste better.
KLAMATH MEAT CO.
Main Street Phone 68

Advertisement for Klamath County Abstract Co. including names of President and Secretary, and services provided.

Advertisement for First State and Savings Bank, featuring an illustration of a man and a woman, and text about banking services.

Advertisement for Ford cars, featuring the Ford logo and text about the cost and benefits of Ford vehicles.

Advertisement for Nobby Tread tires, featuring an illustration of a tire and text about their durability and performance.

Advertisement for Sunday Excursion, featuring text about a steamer trip to Shippington Dock and a round trip for \$1.00.