

PROFESSIONAL CARDS

MAXWELL M. LONG

Osteopathic Physician
Suite 15 and 16, White Building
Phone 98

CITY AND COUNTY
ABSTRACT COMPANY

Members Oregon Association
Title Men

A. S. LOWMAN
CHIROPRACTOR

Room 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
Specialties: Rheumatism
(Spinal Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS
SEAM 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. E. CAMPBELL

MRS. A. PETERSTEN'S
CAFE

Not much silver,
But plenty to eat,
For a few bits more
It can't be beat.
129 Ninth Street

Wood! Wood!

16-inch Body Wood ...
16-inch Limb Wood ...
4-ft. Body Wood ...
4-ft. Limb Wood ...
Black Wood, damped, \$8 load
(Extra on hill)
Leave Orders at
Square Deal Store
Cor. Ninth and Main
P. C. CARLSON
Phone 185

WOOD

Black wood, load\$8.00
Black wood, double load ...\$16.00
16-inch Green Slab\$8.75
16-inch Dry Slab\$8.00
Dry Slab, 4-foot\$8.00
Buy your green slab early
KLAMATH FUEL CO.,
Office 205 Main. O. Puyton, Mgr.
Phone 187.

KLAMATH COUNTY
EMPLOYMENT OFFICE

We furnish all kinds of help at
short notice. If you want work
register at

MRS. A. PETERSTEN
129 Ninth St. Phone 244

FOR POTS and Pans
and Stubborn Dirt
and Grease
Swift's Pride
Washing Powder

It brightens the home,
Pleases the wife,
Satisfies the kids,
Makes washing easy,
Saves time Monday,
Keeps on Tuesday,
Keeps on Wednesday,
Keeps on Thursday,
Keeps on Friday,
Keeps 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.

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dress in the United States:
One year \$5.00
One month \$0.50

KLAMATH FALLS, OREGON
MONDAY, AUG. 17, 1914



AND STOP AT
KLAMATH FALLS

VALUE OF ILLUSTRATED
ADVERTISING

(Copyright, 1912, by Geo. E.
Patterson)

"The broadest, smoothest avenue
of approach to the average mind lies
in a judicious use of pictures." That
the average man is more or less at-
tracted by, and susceptible to the in-
fluence of newspaper illustration can-
not be successfully disputed. Approp-
riate pictures and illustrations exer-
cise a wonderful influence in the
realm of advertising. They serve,
with headlines, to attract attention
and hold it long enough for the read-
er to get the convincing part of the
selling story through the reading
matter of the ad.

There are two kinds of illustra-
tions used by advertisers. One shows
specifically the article or use of the
article, that is, by looking at the cut
alone it would be possible to tell
what is advertised. The other kind
of illustration is merely a picture de-
signed to attract attention without
necessarily indicating in itself just
what is advertised.

There is a distinct advantage in
the use of cuts that illustrate, for the
advertiser should make the best pos-
sible use of the casual glance of the
reader. The cut should not be a
mere picture but an illustration, and
it should speak for itself and tell
the selling story of the ad so distinctly
that the reader gets the gist of the
advertisement at a glance. What-
ever may be said in behalf of one or
the other kind of illustration, it must
be admitted that the illustration that
does not express a distinct selling
idea, and that does not attract atten-
tion and hold it, is a poor illustra-
tion.

The average person is moved by
feeling rather than reason. For in-
stance, a reader may purchase an ar-
ticle advertised, as an illustration
may have suggested certain use to
which the article could be put, and
the article is bought to appropriate
it to that suggested use rather than
for any real reason in buying it.
It is the attractive and suggestive
features in illustrations that make
them so valuable in newspaper ad-
vertising.

Quail for Bugs

Ten thousand Bob White quail to
eat the lady cucumber bugs and sim-
ilar pests that have wiped out dozens
of farmers' corn and vegetable patch-
es this summer will be asked of the
state at the next meeting of the
Farmers' Protective Association. As
destroyers of pests the quail have a
unique record and the farmers are
of the opinion that once introduced
here the birds would rapidly multi-
ply, as have the China pheasant, and
bugs would disappear before their
voracious appetites.—Eugene Regis-
ter.

Herald's Classified Ads.

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. 14-3t *

LOST AND FOUND

LOST—Fish basket, between Wil-
lamson River and Spring Creek.
Finder return to Herald office; re-
ward.

Types of Servian Officers Who Are Fighting Austria



Servian soldiers were ready for war
with Austria despite the fact that
they knew their enemy could place in
the field many more troops. But these
men have been trained in the war
with Bulgaria. They are veterans.
They have seen more fighting than
most of the Austrian soldiers.

This photograph of officers of the
army was taken during a dress pa-
rade in their barracks at Belgrade,
the capital.

The Servian army numbers 230,-
000 infantry, 9,500 cavalry and 624
guns. Since the last war they have
been kept in readiness. The troops
are well trained and of a much high-
er standing than previous to the war
with Turkey and Bulgaria.

With Its Cosmopolitan Make-
up, New York Sees War Effect

Besides Reservists From All Over the Land Mobilizing to go
Home to Fight, Others Are Excited

By CARLTON TEN NYCK
(Written for the United Press)

NEW YORK, Aug. 17.—War and
war alone has gripped New York for
the past two weeks. On the street
in the subway, on the "L"—every-
where one hears nothing but war talk.
It is as if Manhattan itself is
in the center of the great European
conflict.

And New York with its great mixed
population is greatly concerned
about the war, too. When the first
news of the then impending conflict
was published crowds immediately
besieged the consulates of the involved
nations. Servians, Austrians,
Frenchmen, Germans, and English-
men flocked to their respective head-
quarters to get official news of the
situation in their native countries.
When it became apparent that there
would be war—and a great war—
hundreds and thousands there who

proclaimed themselves willing, even
anxious, to give their country their
services.

New York immediately became
the meeting place for all the foreign
reservists in the United States. From
the Southwest they came in pairs, in
fives, in tens, twenties and hundreds.
They were grim, were these men
coming here to depart for their
countries to help the fatherland in
the titanic struggle now on. They
gathered in groups and talked quiet-
ly about the situation. Some there
were—mostly young men—who pa-
raded and sang patriotic songs. But
these were in the minority. The vast
part of great armies of reservists who
gathered here came quietly and wait-
ed quietly and grimly until they sail-
ed for distant shores, where they
may meet their death.

It was at the sailing of ships car-
rying these reservists back to their
native countries that the most touch-
ing scenes ever witnessed at New
York piers were staged. Aged
parents, daughters, sweethearts and
wives gathered to see their loved
ones leave—possibly never to return.
Many there were who never gave a
sign of the great grief that was
theirs. Others wept and moaned un-
til veteran newspaper men—hard-
ened by years of work amid touching
scenes—turned away with tears
streaming down their faces.

One elderly couple in particular
attracted much attention when the
French ship Lorraine sailed away
with 1200 reservists aboard. This
couple had two sons returning to
France to fight. The four stood to-
gether on the pier talking but little.
When the time came for parting, the
father first walked over to the eldest
son and placing his hands on his
shoulders kissed him on each cheek.
Then the mother embraced him. Not
a tear was shed nor was there any
visible sign of emotion apparent.
Then the father walked towards the
younger son. As he did so, a sob
escaped him and his body shook with
suppressed emotion. But only for a
moment. The aged man halted,
straightened and mumbled something
in French and kissed his youngest
son as he had the other.

"What did he say?" enquired a
newspaper man of a Frenchman who
stood nearby with tears streaming
down his face.

The mother did not give a sign
of emotion as long as her boys were
in sight. But as she started to walk
up the gangplank to the pier she col-
lapsed. Moaning, "My boys!" she
was half supported and half carried
by her husband to the car line.

Poor old Broadway! The Euro-
pean war has dealt it an awful joke.
The supply of champagne and im-
ported beer is about exhausted and
there isn't a chance of getting any
more. To the uninitiated that may
not seem like a calamity, but believe

us, it is. Cafe proprietors are moan-
ing and wringing their hands in real
grief because it won't be long before
one of their chief resources of reve-
nue will be cut off.

Another result of the war is the
scarcity of waiters. Hundreds of
waiters employed at New York's best
cafes are foreigners and they are re-
turning to their native countries by
the score.

Cafe proprietors are badly wor-
ried. They can't replace them very
quickly and they declare that Amer-
icans never will be the efficient wait-
ers foreigners are.

Advertised Letters

The following unclaimed mail mat-
ter advertised on the 15th day of
August, will be sent to the dead let-
ter office at Washington, D. C., on
the 20th day of August, 1914:

Anepuny, Dr. (Foreign)
Bastide, A. H.
Coomings, George
Cusick, Anna
Coyal, Jim
Earns, C. D.
Fleming, Mrs. Rose
Fiely, Mary
Hale, Charley
Hudson, Raymond
Harford, Mrs. Lynian
Harmon, Frank
Hanley, Mr. and Mrs. Mack
Miller, Chas. L.
Nary, W. M.
Poole, Mrs. Mary J.
Parrish, Lillian
Perkins, R. T.
Ramus, Martin
Vincen, Mr. and Mrs. Aile
Van Fossel, Ruth
Whyple, H. C. (2)

A charge of 1c will be made on all
letters delivered from this list. In
calling for letters please say adver-
tised.

W. A. DELZELL, P. M.

Cheese Factory

Articles of incorporation for the
Murphy Cheese Factory have been
completed for filing today, and the
new institution at the village on
the Applegate will be rushed through
to completion at the earliest possible
date. The company is being incor-
porated with a capital stock of \$2,-
000, which is being subscribed by the
farmers on the basis of the number of
cows which they will milk for the fac-
tory.—Rogue River Courier.

Home Grown Melons

Native grown watermelons began
to reach the local market today, and
by the last of the week they will be
plentiful, according to reports. The
Douglas county melons are unusu-
ally large and delicious this season
and will not doubt meet with ready
sale in the distant markets.—Rose-
burg Review.

Subscribe for the Herald, 50 cents
a month.

Ford Profit Sharing
Plan Fully Outlined

DETROIT, Mich., Aug. 17.—That
the Ford Motor company's announce-
ment of its reduction in prices
coupled with a profit-sharing plan for
the prospective benefit of the retail
buyers has lifted the people "off their
feet" is indicated by the huge volume
of correspondence that has over-
whelmed the Detroit office.

While the Ford company's an-
nouncement of its new profit-sharing
plan—a plan for the benefit of new
buyers only—was clearly stated, it is
evident that many wish to be assured
on two or three points. The officials,
therefore, find it necessary to re-
iterate that the profit-sharing plan
for the benefit of the new owners

has nothing to do with the immediate
reduction in price. Sixty dollars is
cut off the price of every car at once
and this reduction is not contingent
on any production figure, although
there is no guarantee that present
prices will not be advanced, so that
all orders are accepted for immediate
delivery only.

The profit-sharing plan, by which
each buyer who purchases a Ford
between August 1, 1914, and August
1, 1915, is to receive from \$40 to
\$60 as his share of the season's
profits, is an entirely separate and
distinct proposition and is contingent
on the sale and delivery at retail of
300,000 new Ford cars between the
dates named.

Hotel Arrivals

White Pelican

Mrs. F. S. Heath, C. Heller, Mr.
and Mrs. P. F. Hols and daughter,
Eagle Point; Joe Schloss, Mr. and
Mrs. Joseph K. Hutchinson, Mr. and
Mrs. M. A. Cutter, San Francisco;
Mrs. S. S. Johnson, B. M. Cullough,
Berkeley; Miss C. J. Shaw, Los An-
geles; E. G. Stinson and wife, Oak-
land.

Hotel Hall

Saturday—Mrs. W. O. Huxon, G.
R. Neil, T. C. Norris, Fort Klamath;
John W. Cox, Oakland; B. L. Hall,
Merrill; A. H. Schadler, F. A. Kelley,
city; W. A. Johnson, F. A. Soracero,
J. A. Hanley, C. S. Mahones, San
J. B. Vieler, Chico; S. H. Keller,
"Omar Cigarettes," J. Waters,
Phoenix; H. Beyer, Stockton; Carl
C. Hartig and wife, W. A. Hudegar,
Lakeview.

Sunday—Emma Hatfield, Merrill;
Eugene Kelley, Walla Walla; Sam
Black, Chas. F. Boner, J. Pooner,
Eugene; Mrs. San Francisco; Dr. J. B.
Des Rochers and wife, Portland; N.
Holgeta, Reno; E. E. McKay and
wife, Carlsbad, Pa.; F. Carr, Blason;
P. L. Borus, Wm. Hodson, Fort
Klamath; R. G. Sneed and wife, Los
Angeles.

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

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

Prompt Service

Reasonable Prices

W. O. Smith Printing Co.

Good Printing

Fourth St., between Main and Klamath