

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suite 18 and 19, White Building
Phone 98

**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
Osteopath
Spondylotherapist
(Spinal Treatment)
Office hours: 9 to 11:30 a. m.; 3
to 5 p. m.; evenings, 7 to 8

**THE KLAMATH FALLS
STEAM 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. B. CAMPBELL

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

Wood! Wood!
16-inch Body Wood ...
16-inch Limb Wood ...
6-ft. Body Wood ...
4-ft. Limb Wood ...
Black Wood, damped, \$8 load
(Extra on hill)
Leave Orders at
Square Deal Store
Cor. Sixth and Main
P. C. CARLSON
Phone 125

WOOD
Block wood, load \$2.00
Block wood, double load ... \$4.25
16-inch Green Slab ... \$2.75
16-inch Dry Slab \$2.50
Dry Slab, 4-foot \$2.00
Buy your green slab early
KLAMATH FUEL CO.,
Office 555 Main. O. Payton, Mgr.
Phone 187.

Don't Let the War Interfere

With your preparations for the winter. Right now is the time to put up your fruit—to prepare for the time when it is so difficult to "set a good table."

This store has one of the choicest lines of fresh fruit ever seen in the local markets, and the prices are such that it makes a golden opportunity to lay in the winter's supply. No canned goods can equal the home product, but even the home product must have the best to be an assured success, and the place to get the best is at

VAN RIPER BROS.
"Quality Groceries"
6th and Main Phone 95

Local news appears first in
The Herald, 50c a month

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 month50

KLAMATH FALLS, OREGON
TUESDAY, AUGUST 18, 1914



EUROPE'S WAR OUR OPPORTUNITY

A STATE of war exists in Europe, but America is at peace with the world.

American soil has been extraordinarily productive at a time when the agriculture of many nations is brought to a standstill through calamitous strife. Our banks are sound, and our financial strength is unimpaired.

Unparalleled opportunity opens before us, bidding us to take our rightful place in the trade of nations.

We must have ships to carry our goods to the world's markets, abandoned by our warring neighbors. Necessity ill provideth them. We must have confidence, inspiration to commercial progress. We have ample foundation on which to build it.

We must have courage to maintain always that higher standard of right that will prove our moral leadership among nations, prerequisite to enduring commercial supremacy.

A great opportunity is here. Let us make the most of it, at the same time working in harmony and with one accord to advance civilization, to supplant war with industry, to replace bloodshed with peace.—American Lumberman.

PREPARING THE COPY

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

"Copy is the soul of advertising," and preparing copy that attracts, interests and convinces is the difficult work of the advertiser. Among the things to be taken into consideration in the preparation of the copy are the headlines, illustrations, type, the space, class of people to be reached, season of the year, etc.

The first purpose of the copy is to attract and interest, through construction and arrangement. That is, the advertiser must so prepare his copy as to draw the attention of the reader away from the news matter long enough to make an impression on his mind so the reader will want to know more of the subject matter. The advertiser is competing with capable writers in the news section of the paper. He should make the copy so attractive as to compel the attention of the reader, for the reader buys the paper to read the news, not the ads.

The attention of the reader can best be secured by a proper arrangement of the copy before placing the copy in the hands of the printer. In arranging copy the advertiser should take into consideration the white space to be filled, type faces and sizes, etc. A matter of essential importance in the preparation of the copy is not to have the space over-crowded, as this materially affects the attractiveness of the ad. The advertiser can guard against this by preparing a "dummy" of his copy. He will find by personally laying out the copy and arranging the type matter, etc., his ads will be much more attractive and, if the ads are convincing, much more effective.

Another very important matter for the advertiser to bear in mind is that good copy in a paper at one place at certain time may not be good copy in another paper at another place as another time. The copy should fit the paper, the place and the time.

There are two kinds of insurance. Chilcote writes the kind that pays. 625 Main.

KLAMATH COUNTY EMPLOYMENT OFFICE

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

MRS. A. PETERSTINE
129 Sixth St. Phone 944

Emperor Franz Josef Is Eighty-Four Today

United Press Service
VIENNA, Aug. 18.—Emperor Franz Josef of Austria-Hungary passed the 84th milestone of his life today.

With a long record of misfortunes and tragedies that have relentlessly followed the Austrian royal house of Hapsburg, the ruler's birthday comes today when his country is joined with Germany in an appalling war against eight nations of Europe who rose in battle protest against Austrian and German aggression.

Franz Josef is the oldest ruler both

in point of age and length of reign of modern times. He will have ruled for sixty-six years in December—if the rigors of his position and the irresistible approach of the Grim Reaper do not claim him before that time.

Instead of the usual unanimous messages of congratulations from every ruler and government of the world, the aged emperor today received such messages only from his own titled followers, from Emperor William of Germany and from the few nations with whom his country is not at war.

Hubbard Returns.

Johnnie Hubbard, manipulator of the projectoscope at the Star theater, has resumed his position after an absence of a month. While away Johnnie visited his parents at Seattle, and also visited in Tacoma, Everett, Washougal, Portland, Medford and other cities.

Home From California.

A. J. Lyle, manager of the Blackburn hospital, returned last night from a business trip to San Francisco. Mrs. Lyle, who is visiting in the Middle West, will return in a couple of weeks.

Subscribe for the Herald, 50 cents a month.

European War Is Declared to Be Northwest's Opportunity

With Her Bumper Crops, America Is Able to Largely Take Care of the Shortage Abroad, in Addition to Feeding All at Home

Europe's production of crops and manufacturers will be seriously curtailed, says War Bulletin No. 2 of Orange Judd service bureau from Northwest Farmstead.

Consequently, American exports must be paid for largely in gold. This will bring back to the United States every dollar of the \$150,000,000 of gold recently exported, and then some!

Only the suspension of export shipments has prevented a steady up-

ward rush in produce prices, but those shipments are now to be resumed as rapidly as possible. The fleets of England and France should keep open the ocean lanes, our coastwise shipping may partly be diverted to the foreign trade, a vast tonnage of mercantile marine will be transferred to the American flag, and other neutral bottoms will become available. Thus the delay in the export movement should be but temporary.

With its bumper crop the United States can export as much as 400,000,000 bushels of wheat, and probably may spare at least 200,000,000 bushels of corn, without creating serious inroads upon our supply for domestic consumption. Canada and India alone will be our principal competitors during the next four months, as not until then will Argentina's new crop become available. Russia is bottled up.

The consuming masses of the world imported in 1913, fully 724,000,000 bushels of wheat and 347,000,000 bushels of corn. Add the movement of oats, rye and barley, and it is conservative to place at 1,250,000,000 bushels the import requirements of the world for all grain during the ensuing twelve months. While continued delay in exports and continued limitation of domestic trade to cash transactions may temporarily hold down prices, this very circumstance may afford rare chances for farmers and the trade to buy live stock, grain, feeds, etc., at lower prices than may prevail when credits become easier and exports renewed.

Fundamentally, therefore, the Northwestern farmer is in a strong position. There is little reason for unwisely rushing grain to market, thus contributing to the present sur-

plus at terminals and artificially depressing prices. Cattle, sheep and hogs, in due time should feel the upward tendency in values, although markets momentarily unsettled. Hay, straw, corn fodder, etc., may advance in sympathy with grain and feeds, thus adding to the cost of making beef, mutton, pork, poultry, milk, butter, cheese and eggs.

Horses and mules may enjoy a boom, owing to the foreign demand for war purposes, if bottoms are provided for transporting same. Other merchandise which can stand a higher freight rate will take precedence over the shipment of horses and mules, which may delay realization of higher prices. Large exports of horses and mules would stimulate the automobile industry.

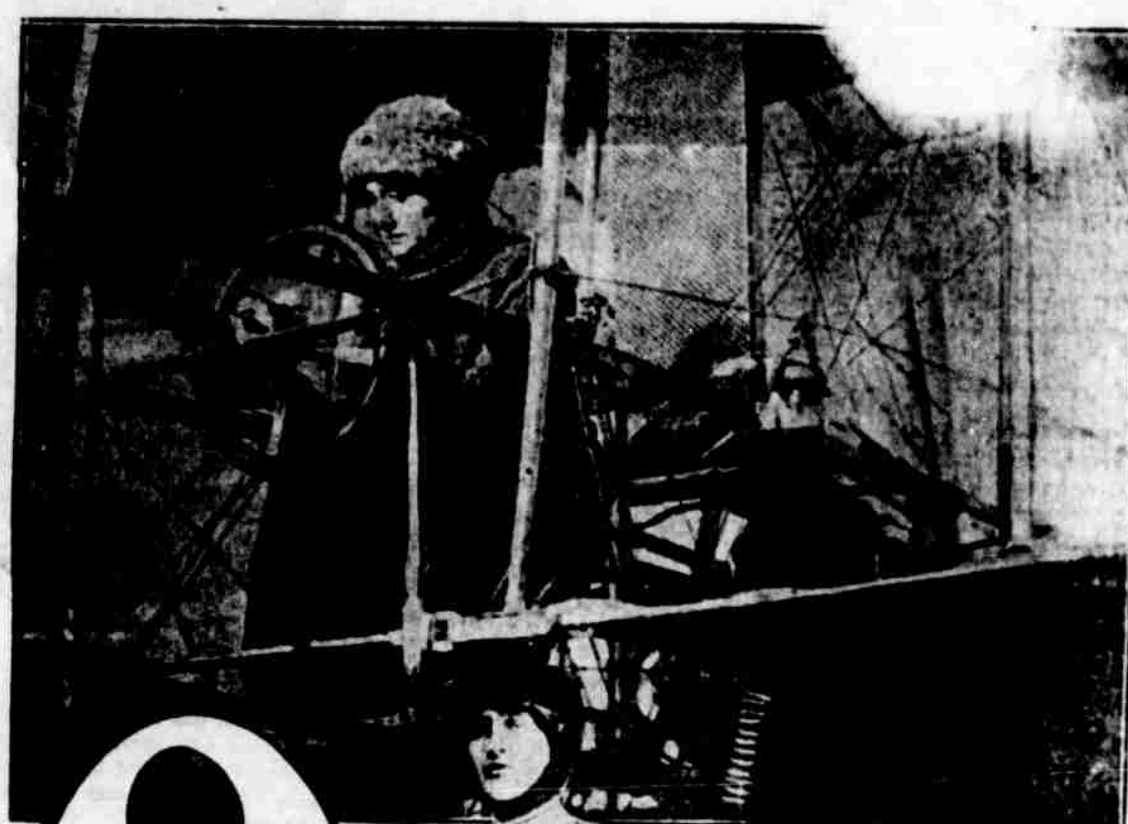
All perishable produce, such as fresh fruits and vegetables, temporarily may meet with a depression in domestic markets, owing to accumulated supplies at the moment of all products usually exported at this season, but so soon as the export movement becomes normal, these perishable products should command fair prices.

Thus if the ensuing twelve months are enterprisingly utilized by farmers, manufacturers, bankers and the general public, the United States may within one year leap into as commanding a position in the world's commerce as she might otherwise attain some years hence.

When baby suffers with eczema or some itching skin trouble, use Doan's Ointment. A little of it goes a long way and it is safe for children. Fifty cents a box at all drug stores.

Housekeeping rooms, near bridge

French Women Aviators Who Will Scout for the Army



Most members of "La Stella," the name given in Paris to the Women's Auxiliary Aviation Corps of the French army, have volunteered for active duty for their country. They will scout over German or any other territory to report to the commanding generals the location of the enemy.

Among them are some very daring aviators who have nerve enough for this duty. So little news of the operation of the French army is coming from Paris that it is not known if the services of any of these women have been actually accepted nor if any of them are actually in the field. Should the loss of aviators prove

heavy and they are needed, there is no doubt they will be called on to sail over the German-French frontier.

Primaries Are on In Nebraska Today

United Press Service
LINCOLN, Neb., Aug. 18.—Weed-pal interest centered on the race for nominations for governor and the nominations of congressional aspirants.

Five parties, republican, demo-

crat, bull moose, socialist and prohibition, have candidates in the field. The state law provides for an open primary, and fixes the date of holding it. The man who gets the greatest number of votes of his own party, regardless of the percentage of vote he polls, must be the nominee of that party.

Governor J. H. Morehead, Richard L. Metcalfe and G. W. Berge are contesting for the democratic nomination. The leading candidates for the republican nomination are Ross Hammond, H. B. Howell and J. H. Kemp. H. E. Sackett is unopposed in his race for the progressive nomination. Many republican candidates for minor offices also are enrolled as progressives. All present congressmen from Nebraska are seeking renomination today.

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.

FURNISHED ROOMS—In private family; good residence district. Enquire 99 West Main, phone 26735. 18-61*

FOR SALE

FOR SALE—One span small mules, buckboard and harness, one camp wagon, complete, set of double harness, one 1100-pound horse, 8 years old, rides and drives, saddle and bridle. Enquire East End Feed barn. 18-11*

LOST AND FOUND

LOST—Fish basket, between Williamson River and Spring Creek. Finder return to Herald office; reward. 17-81

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