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STEAM LAUNDRY
Guarantee first class work as
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Not much else,
But plenty to eat.
For a two bit meal
It can't be beat.
120 Sixth Street

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16-inch Body Wood ...
16-inch Limb Wood ...
4-ft. Body Wood ...
4-ft. Limb Wood ...
Black Wood, damped, 98 load
(Extra on hill)
Leave Orders at
Square Deal Store
Our Main and Main
P. C. CARLSON
Phone 185

WOOD
Black wood, load ...\$8.00
Black wood, double load ...\$14.00
16-inch Green Oak ...\$12.75
16-inch Dry Oak ...\$12.00
Dry Oak, 4-foot ...\$12.00
Buy your green oak early
KLAMATH FUEL CO.
Office 505 Main, O. Peyton, 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 pre-
pare for the time when it is so
difficult to "get a good table."

This store has one of the
choicest lines of fresh fruit
ever seen in the local market,
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 65

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

The Evening Herald

W. O. SMITH, Editor
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KLAMATH FALLS, OREGON
WEDNESDAY, AUGUST 19, 1914



AND STOP AT
KLAMATH FALLS

PERSONALITY IN ADS

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

What is it in one individual that
gives him a greater influence and
command over people than another?
What is it in one salesman that
makes him more productive of sales
than another? The answer to these
questions is simple—it is personality.
Personality has always had a won-
derful influence in business. The
salesman's success depends upon his
personality, as he meets his prospects
face to face.

Personality speaks through written
words as well as through spoken
words, and the influence of written
words is just as potent as the in-
fluence of spoken words. The press is
fast displacing the pulpit and the or-
ator as a potential force.

Today a new force is at work in
business, and instead of one sales-
man talking to one individual, the
salesman-advertiser talks to thou-
sands. If the advertiser puts the same
measure of personality into his ad-
vertisements that the good salesman
puts into his talks to the individual,
the results will be multiplied by
thousands.

It is the personal appeal in the
salesman's talks that makes what he
says productive of results. The per-
sonal appeal in advertisements is
just as essential to sell goods through
advertising. Back of the personal
appeal must be personality, sincerity
and confidence. The advertiser who
is strong in personality and puts his
whole personality in his advertise-
ments, has a big product, and believes
firmly in his product, will have no dif-
ficulty in establishing confidence.

The great orator in the preparation
of his oration takes into consideration
the occasion, his prospective hearers,
and how best to say what he has to
say to influence them. If the orator
has great personality, a masterful
oration and a masterful delivery there
is no question that he will influence
his hearers.

What is true of an orator is true of
an advertiser. If the advertiser has
a great personality, a big product and
prepares a masterful advertisement,
he will influence his readers, and big
results will follow in the natural
course.

SCATTERED SHOT

Our foodstuffs are accumulating,
bumper crops are reported from ev-
ery direction, we can't ship it to
Europe, we have no ships in which
to ship to South America, and yet we
are forced to pay higher prices—war
prices—for what we eat. Let the
now asking why, compel the answer.
It is not the fault of the small local
retailer, nor is it the producer. It is
the man between who should be in
jail.

The food question is causing grave
concern in Europe. But that will
soon adjust itself. At the present
rate it is only a matter of a short
time when there will be but few
mouths left to feed.

Let us hope congress will take
some prompt action for the establish-
ment of an American merchant ma-
rine. It is doubtful if such a golden
opportunity will ever be offered again.
European exporters have been driven
from the seas, and South America is
crying for goods. Opportunity and a
ready market is pounding at our door.
Will it be opened?

Better sell that European map
while the selling is good.

Panic? It's a joke. We can't
even rock the boat.

This boost in the price of living is
an excellent anti-fat remedy.

ENGINEER MENDS THE BROKEN LEG

BY TIME THE DOCTOR REACHES THE SCENE OF MISHAP, THE VICTIM IS ON THE JOB AGAIN. DOING SOME DETAIL WORK

(Herald Special Service)

FORT KLAMATH, Aug. 19.—C. F. Gertny, the chief mechanical engineer employed on the Modoc Point project work, suffered a fracture of his leg Monday, while working on the dam on Sprague River, near Chilco-
quid.

Dr. A. A. Soule, who is giving medical attention to the project people, went to the dam, but the injured man had his leg set before his arrival, and was at work at his bench.

Mr. Webb, who runs the engine at the place, acted as surgeon. The leg was fastened together with screws and nails, and except for a slight squeak, is as good as ever.

TAKE SALTS TO FLUSH KIDNEYS

BACKACHE OR THE BLADDER TROUBLES YOU—SALTS IS FINE FOR KIDNEYS.

Meat forms uric acid which ac-
cites and overworks the kidneys in
their efforts to filter it from the
system. Regular eaters of meat
must flush the kidneys occasionally.
You must relieve them like you re-
lieve your bowels; removing all the
acids, waste and poison, else you feel
a dull misery in the kidney region,
sharp pains in the back or sick head-
ache, dizziness, your stomach sour,
tongue is coated and when the
weather is bad you have rheumatic
twinges. The urine is cloudy, full
of sediment; the channels often get
irritated, obliging you to get up dur-
ing the night.

To neutralize these irritating acids
and flush out the body's urinous
waste, get about four ounces of Jad
Salts from any pharmacy; take a
tablespoonful in a glass of water be-
fore breakfast for a few days and
your kidneys will then act fine and
bladder disorders disappear. This
famous salt is made from the acid
of grapes and lemon juice, combined
with lithia, and has been used for
generations to clean and stimulate
sluggish kidneys and stop bladder
irritation. Jad Salts is inexpensive
and harmless and makes a delightful
effervescent lithia-water drink which
millions of men and women take now
and then, thus avoiding serious kid-
ney and bladder diseases.

Advertisement.
For any itching skin trouble, piles,
eczema, salt rheum, hives, itch, scald
head, herpes, scabies, Doan's Oint-
ment is highly recommended. 50c a
box at all stores.

Subscribe for the Herald, 50 cents
a month.

Accurate information about the
Klamath Basin. See Chilcoote, 625
Main.

When You See Double It's Time to See Me

Your eyes are strain-
ed and failing and
need a rest.

I fit glasses that bright-
en life's pathway.

WINTERS
EXPERT OPTICIAN
625 Main Street

First Sufferer From the War



The young Grand Duchess of Lux-
emburg, who rules the little principal-
ity south of the war between France
and Germany. The Kaiser sent his
troops across her domain, regardless
of the fact that the neutrality of the
little nation was guaranteed by treaty.
The country is now being
ravaged by soldiers, and it may be-
come one of the main fighting
grounds of the war.

Hotel Arrivals

Hotel Hall
Eugene Kelbrey, Walla Walla; Mrs.
Joseph Hessig, Beswick; T. H. Fred-
eburg, Malin; Frank Carr, Sisson; D.
E. Wood, Roseburg; J. A. Newell, R.
L. Willard, A. J. LeDue, San Francis-
co; R. J. Lowe, Oakland; Dr. L. A.
Wadell, R. A. Hirsch, Chas. H. Wood-
cock, Portland; B. E. Wolford and
wife, Yainax; J. L. Pixley, H. C. Mc-
corder, Dunsmuir; O. E. Lowe, Med-
ford.

White Pelican
J. M. Bedford and wife, Klamath
Agency; Mrs. N. D. Martin, M. K.
Thompson, J. Taylor, Seattle; B. A.
Sifford, Portland; D. T. Ayres, Oak-
land; J. J. Kiehl, Berkeley; C. V.
Imeson, W. C. Byrne, San Francisco.

"Dr. Thomas' Eclectic Oil is the
best remedy for that often fatal dis-
ease—croup. It has been used with
success in our family for eight years."
—Mrs. L. Whiteacre, Buffalo, N. Y.

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

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approval of thousands of read-
ers because it gives
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LATEST EDISON
PHONOGRAPHS JUST
RECEIVED BY EXPRESS

COME IN AND HEAR
THE GRAND CONCERT
EVERY EVENING
FROM 7:30 TO 9:30

WE WILL BE PLEASED
TO ENTERTAIN YOU

Klamath Falls Music House
H. OREM, Proprietor

Special Session of Legislature May Be Called by Governor

Irrigation Matters, Benson-Hyde School Land Fraud and Other Questions Are Slated for Consideration Then

SALEM, Aug. 19.—A special ses-
sion of the legislature for December
1 may be called, Governor West, at
the meeting of the desert land board,
declaring that unless he changed his
mind he would call a special session
to consider the irrigated land project
situation, the Benson-Hyde
school land fraud case, the Summer
and Albert Lake lease proposition and
the unemployed problem.

"I want to see settlers get relief
and I want to see the companies get
justice," declared the governor, re-
ferring to the situation on the re-
clamation projects. "It is impossible
to get the legislature to consider the
reclamation situation at its regular
session, and I propose to have it deal
fairly with the people who have in-
vested money in these projects. The
man who has his money invested is
entitled to fair treatment."

"I am tired of hearing reports of
seepage losses at every meeting of
this board, and want something prac-
tical done."

The announcement of the governor
was made after the desert land board

had discussed the situation in the
Central Oregon Irrigation company's
project. State Engineer Lewis has
refused to certify lands so that set-
tlers could get patents, and the law
provides that without certification
from the state engineer, no patent
could be issued. The governor told
of his efforts to get justice for the
settlers and companies, and how he
had succeeded in a trip to the east
some time ago in getting money to
keep things going on the Central Ore-
gon project, and said he recently
learned that State Engineer Lewis
had criticized him at Bend for doing
it. The question of forfeiting the ir-
rigation project lands on which the
companies had failed to comply with
their contracts had not reached a vote
when the matter was brought up by
Governor West, but State Engineer
Lewis said that lands could be for-
feited only when the companies had
failed to begin or complete their con-
tracts.

Before the meeting he intimated
that none of the contracts were in
such shape that the board could de-

clare them forfeited. At the board
meeting he suggested an action at
law, such as receivership appoint-
ment, but it was pointed out by West
that receivers were never named by
courts to engage in construction work.
A settler named Williams made a
plea for patents, and asserted that the
company had been furnishing them
with more than enough water during
the past season. He declared that
it was a bad time to tighten up things,
and declared the settlers wanted
their patents, even if it should ap-
pear later that there was not water
enough. Engineer Lewis has insist-
ed that no patents shall be issued un-
til the exact amount of water speci-
fied in the contract shall be placed on
the lands.

"It is out of the question for re-
clamation companies to borrow money to
complete their work," declared Gov-
ernor West. "Something must be
done. The settlers have paid their
money in good faith, and it is unfair
to give them the worst of it because
the company has a controversy with
the state."

Another Brand of Fly to Be Swatted

United Press Service
WASHINGTON, D. C., Aug. 19.—
A nation wide campaign against the
Hessian fly, the pest of wheat grow-
ers, has been inaugurated by the De-
partment of Agriculture. General co-
operation in fighting the pest is the
aim of the movement.

There is every indication, accord-
ing to the department, that the fly
will be unusually troublesome this
fall. Every wheat grower in the coun-
try who suspects that his wheat has
been infested by the fly is being urged
by the department to send immediate
notification and a campaign will then
be begun to eradicate the pest.

The department is also co-operating
with certain state experiment sta-
tions against the pest, and infested
straw will be examined by the local
authorities.

"Probably no other insect causes
more damage to the wheat crop in the
United States than the Hessian fly,"
the department declares, "although
there are certain years when the cinch
bug exceeds the fly devastations."

"During the season when the fly is
abundant hundreds of thousands of
acres of wheat may be totally de-
stroyed or so badly injured as to re-
duce the yield 50 to 75 per cent. The
monetary loss runs far up into mil-
lions."

Late sowing of seed and burning of
stubble when not needed to grass or
clover are the only known measures
effective in controlling the Hessian

fly for winter wheat growing sections,
late seeding being injurious rather
than a precaution in the spring wheat
sections.

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.

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Corner Main and 7th Streets, Klamath Falls, Oregon

Prompt Service Reasonable Prices

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Good Printing

Fourth St., between Main and Klamath