

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suits 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.; 2 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 immediate attention, phone
D. B. CAMPBELL

MRS. A. PETERSTRIKER'S
CAFÉ
Hot lunch 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 Limb Wood ...
4-ft. Body Wood ...
4-ft. Limb Wood ...
Block Wood, dumped, 98 load
(Lextra on hill)
Leave Orders at
Square Deal Store
Cor. Sixth and Main
P. C. CARLSON
Phone 188

WOOD
Block wood, load ...
Block wood, double load ...
16-inch Green Slab ...
16-inch Dry Slab ...
Dry Slab, 4-foot ...
Buy your green slab early
KLAMATH FUEL CO.,
Office 505 Main, O. Frey, 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 "set a good table."
This store has one of the
cheapest 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"
5th and Main Phone 85

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 \$1.00
One month . . . . . 80

KLAMATH FALLS, OREGON
THURSDAY, AUGUST 20, 1914



AND STOP AT
KLAMATH FALLS

REASON IN ADS

(Copyright, 1912, by Geo. E.
Patterson)
Every advertisement should give a
reason why people should buy the
goods. While people may not sit down
and reason out their need for getting
a certain article, still they are never-
theless influenced to purchase an article
when the advertisement presents some
argument or reason for buying it. Reason in an advertisement suggests a use to which the article can
be put, and creates a feeling or pur-
pose in the mind of the prospect to
purchase the article.

"Reason why" copy is the copy that
counts. The following copy gives a
reason for purchasing: "Jones sells
high grade candies 25 cents a pound."
The price and quality each presents a
reason for purchasing. The expres-
sion "Jones sells candies" contains
only general information, and is in
the nature of general publicity. This
latter copy may not sell goods.

The only advertisement worth while
is the advertisement that does sell
goods, and the kind that sells goods
is the copy that sets forth the reason
for purchasing in a convincing way.

Advertising is an investment, and
the advertiser should see that his in-
vestment is well made. If he hired a
clerk he would insist upon the clerk
making sales. He should also insist
upon his ads making sales, as adver-
tising is salesmanship on paper. If an
advertisement does not make sales
there is something the matter with
the advertisement or the medium, and
generally the fault is with the adver-
tisement.

When a customer visits a store the
salesman puts forth every argument
possible that will tend to effect a sale.
Likewise when an advertiser prepares
copy for an ad he should put into that
copy arguments that will make the ad
convincing and produce sales. He
should talk through the ad as though
he were talking to the prospect face
to face.

The number of arguments to use in
an advertisement depends upon the
space to be used, kinds of commodity
to be advertised, and class of people to
be reached.

SCATTERED SHOT

WHY NOT pass a federal law dele-
gating to the Interstate Commerce
Commission the right to fix the prices
of all foodstuffs? Or a special gov-
ernment commission might be created
for this purpose. It would be prefer-
able to leaving that important duty
in the hands of a gang of price-boost-
ing thieves, plunderers and highway-
men.

AUSTRIA declares war; Servia de-
clares war; Germany declares war;
Russia declares war; France declares
war; England declares war; Belgium
declares war; Montenegro declares
war; Portugal declares war; Greece
declares war; Japan de—hold on,
missed one somewhere!

AND NOW the price of print paper
is floating around in the clouds! We
are mad—mad clean through—and
we hope the whole European bunch
gets soundly thrashed, every one
of 'em.

A WELL-WRITTEN advertisement
is like a hungry mosquito. It com-
mands instant attention.

TO FORESTALL foolish questions,
let it be understood that the war will
continue until they stop fighting.

"GERMANY is best prepared for
war," says one paper. "Germany is
unprepared," says another. Who
lied?

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

A British Regiment Passing by
Westminster Abbey on Way to Battle



With bands playing and colors fly-
ing, the first British regiment to be
sent off to the continent to help little Bel-
gium hold off the mighty German
army, marched past Westminster Ab-
bey, the most famous church in Eng-
land, on the way to Victoria station.
Crowds lined the streets and cheered
the soldiers. These men are now in
the field in Belgium, for they were
among the first 22,000 sent to the
front. Since their arrival nothing
has been heard of them because of
the strict censorship on the movement
of troops on the continent.

War Is Cutting Into the Gate
Receipts of Major Leagues

Managers, Though Loath to Admit It, Say That Blame Is
Partly the Neglect on the Part of the
Newspapers These Days

By HAL SHERIDAN
(Written for the United Press)

NEW YORK, Aug. 20.—Baseball
magnates, Fed., major and minor,
are beginning to wear a very worried
look these days. They all share Gen-
eral Sherman's opinion of war. They
are wondering where they are going
to get off if this big European scrap
de luxe lasts much longer.

Reluctant as they are to admit that
anything at all will hurt the great and
grand American game of baseball,
they will tell you, when closely
pressed, that the war across the pond
isn't doing them a bit of good. That
some concession, from a B. B. owner,
take it from us.

This has been a mighty tough year
on ye national pastime, anyway. The
great strength shown by the Feds on
their second year out, combined with
a lot of bickering and quarreling be-
tween players and owners, has given
baseball a terrific wallop. The tar-
nishes have not been clicking so mor-
rily as in years gone by.
Old General Public seems to be get-

ting wary of the once great sport, be-
lieving that like everything else, it is
getting commercialized.

Now, with this war thing coming
down on the top of all their other
troubles, the aforementioned mag-
nates are passing many a sleepless
night. They fear that if the war
draws out very long it will cause a
financial stringency, and they know
that when money gets scarce they
will be among the first to suffer.

Common sense—some baseball
powers still show signs of having that
article—tells them that fans, and even
thirty-third degree "bugs," will stay
away from the ball orchards when the
50 cents and six bits that they hand
in there will be needed to keep the
family larder supplied. Baseball isn't
a necessity—except to the athletes
who derive their living therefrom.

Where baseball will get walloped
the hardest will be in the world's
"serious" (apologies to you-know-me-
Al). This annual battle in the fall

between the two pennant winners in
the major leagues, as we all know,
has been a veritable golden harvest
for the club owners and players.

The newspapers the country over
have obligingly boosted along the
cause of the game by playing this
world's "serious" stuff all over the
front pages. This year, with Europe
involved in the greatest war the world
has ever known, it isn't hard to im-
agine what will be done to baseball.

It is possible there will be sporting
pages left in some newspapers by the
time the world's series is started. We
doubt it.

War news by that time will have
engulfed every newspaper in the
country, front page and all. In that
event you'll probably have to look at
what used to be the market page to
see a little item, with a one-line head,
reading about as follows:

"Giants Lose Again"
"After winning the pennant in the
National League for the fourth con-

YESTERDAY'S COAST
LEAGUE RESULTS

San Francisco . . . . . 6 9 1
Venice . . . . . 2 9 4
Perrill and Schmidt; Klepper and
Elliott.
Los Angeles . . . . . 5 9 1
Perrill and Bales; Williams and
Korher.
Portland . . . . . 13 10 0
Oakland . . . . . 0 3 1
Higinbotham and Fisher, Yast;
Frouch, Christian and Arbogast.

Naturally a lot of money isn't going
to be spent "covering" some such
more thing as a world's series. And
if the newspapers don't give the world
series its usual amount of space, that
will be another blow at the attend-
ance at the parks.
All in all, it looks as if General
War is going to hand General Baseball
an awful wallop, right in the mush!

Subscribe for the Herald, 50 cents
a month

There are two kinds of insurance.
Chitcote writes the kind that pays.
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.

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—Nice cool
rooms at the Clairmont. 5-12-13\*

FURNISHED ROOMS—In private
family; good residence district.
Enquire 93 West Main, phone 247M.
18-6t\*

OFFICE ROOMS—Choice suites in
the Old Fellows and Willits build-
ings; best location in the city. See
W. O. Smith, Herald office. 29-1t

FOR SALE

FOR SALE—Second hand Ford tour-
ing car, for sale cheap. Enquire at
Ford garage. 20-2t

KLAMATH COUNTY
EMPLOYMENT OFFICE

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

MRS. A. PETERSTRIKER
122 Sixth St. Phone 211

Stop! Look! Read!
Economy supply station for the thrifty motorist.
Everything here to de-
crease your running ex-
penses, and increase your
comforts and pleasures.
We specialize in
"Nobby Tread"
Tires
These tires are now being
sold under the United States Tire
Company's regular warranty—
perfect workmanship and ma-
terial—BUT any adjustment is
on a basis of
5,000 Miles
WHITE PELICAN GARAGE

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