

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suite 11 and 12, White Building
Phone 92

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

A. A. LOWMAN
CHIROPRACTOR
Rooms 11 and 12
First National Bank Building
Klamath Falls, Ore.

Office and Residence, Phone 115
NW cor. 7th and Main
CLAYTON R. WHEELER
Physician and Surgeon
Osteopath
Spondylotherapist
(Spinal Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 5 p. m.; evenings, 7 to 9

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. FROSTBERG'S
CAFE
Hot lunch offered,
But plenty to eat.
For a two bit meal
It can't be beat.
129 1/2 Main Street

Wood! Wood!
16-inch Body Wood ...
16-inch Lamb Wood ...
4-ft. Body Wood ...
4-ft. Lamb Wood ...
Block Wood, dumped, 50 load
(Extra on hill)
Leave Orders at
Square Deal Store
Cor. 5th and Main
P. C. CARLSON
Phone 122

WOOD
Block wood, load ... \$8.00
Block wood, double load ... \$14.25
16-inch Green Slab ... \$8.75
16-inch Dry Slab ... \$8.50
Dry Slab, 4-foot ... \$8.00
Buy your green slab only
KLAMATH FUEL CO.,
Office 505 Main, O. Payton, Mgr
Phone 127.

A Good Eater
Makes
A Good Thinker

Good groceries build up the
system, stimulate the brain and
increase your capacity to think.
And RIGHT thinking brings the
BEST results. Our groceries
MAKE YOU THINK.

VAN RIPER BROS.
"Quality Groceries"
5th and Main Phone 55

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 \$4.00
One month .50

KLAMATH FALLS, OREGON
FRIDAY, AUG. 21, 1914



AND STOP AT
KLAMATH FALLS

Table with 3 columns: Date, Max. Min., Weather. Rows 1-20 showing daily weather forecasts.

WHO IS TO BLAME?

FROM THE sale of public lands
Oregon has contributed \$10,
\$17,387.18 to the reclamation fund to
June 30, 1913.

Oregon has been allotted from that
fund for reclamation work up to
same date only \$4,224,218.77.

Of this amount \$1,277,132.01 has
been returned, leaving us a net in-
vestment of \$2,957,086.76, or less
than one dollar out of three paid in.

There has been allotted to various
states up to April 30, 1914, \$10,207,
396.73, of which Oregon gets \$1,294,
724.93.

In amount contributed Oregon is
only surpassed by one state, North
Dakota. But in distribution wise
states get more than Oregon.

The above facts were brought out
in an address in congress by N. J.
Sinnott, congressman from the East-
ern Oregon district.

HARMONY IN ADS

Copyright, 1913, by Geo. R. Patterson

The value of proper type display is
apparent to every advertiser. Most
advertisements contain too much dis-
play—too many points are sought to
be emphasized. Emphasizing one
point at a time centers attention and
produces less confusion.

Name of the article and price
should be in larger type than the
body of the description, but caution
should be used in displaying other
points. The larger display should be
at the top of the advertisement, and
the display and body of the advertise-
ment should be made to balance.
When a display has more than one
line the top line should generally be
the long line.

The advertiser and the printer
should work hand in hand in deter-
mining what to display. It is poor
policy for the advertiser to give the
copy for an ad to the printer without
instructions and a definite under-
standing between the advertiser and
the printer. The printer may be an
artist salesman, but the results are
always best when the artist salesman
and the advertising salesman work
hand in hand.

Effectiveness of an ad depends to
a large extent upon the type in which
it is set. An ad could be set in large,
bold faced type and be repulsive, or
set in lighter, more delicate and
plain type and be attractive. Large
bold faced type is intended rather for
posters, window cards, etc., that are
to be read from a distance.

The element of harmony will domi-
nate in all successful ads. In all
typographical arrangement the dis-
play, body of the ad, border, etc.,
should harmonize. For instance, it
would be out of place to put a heavy
black border around an ad set in
light faced type. A careful study of
high class advertising, such as auto-
mobile advertising, would give a good
idea of what is meant by harmony in
advertisements.

The advertiser who gets the best

Type of German Soldiers, Who Are
Advancing Despite Heavy Losses



While all the world wonders, the German infantry is advancing—slowly, but surely—across Belgian territory, despite the withering fire of the allies and the fearful losses sustained. Wednesday's fighting before Brussels is referred to as butchery, so great was the loss of life sustained by the Kaiser's infantrymen. This seemed not to dishearten the troops at all. As fast as one regiment was shot to pieces, the survivors were ordered to the rear, and a fresh regiment came up, yelling and cheering to continue the overwhelming advance, which heavy fire cannot stop and which has been compelling the Belgians and French to move back ahead of the Germans.

results out of his advertising studies
and masters type faces and typog-
raphical display.

SCATTERED SHOT

THERE is no shortage in the food
supply in this country. In fact, the
war has prevented the shipment of
foodstuffs to other countries, thereby
increasing the supply on hand. And
yet in the face of this overwhelming
fact men in control of the markets
in the large centers of population
have been forcing prices up by leaps
and bounds, and there appears to
be no end to their insatiable greed.
It is no more or less than a case
of gouge, a hold-up, robbery, the
meanest and vilest kind of thievery,
because it falls hardest on those who
are least able to afford it.

WE HAVE just heard of a man in
this country who married an angel
and then kicked himself because he
didn't marry a cook.

FARMERS will view with interest
the process of dismembering the In-
ternational Harvester company, which
a federal court has ordered shall be
done within the next ninety days. A
little more competition in the man-
ufacture of farm implements would
not go amiss. The octopus has too
many tentacles.

WE ARE more than satisfied to
continue in the peaceful—if less spec-
tacular—occupation of gathering in
the crops.

IF BACKACHY OR
KIDNEYS BOTHER

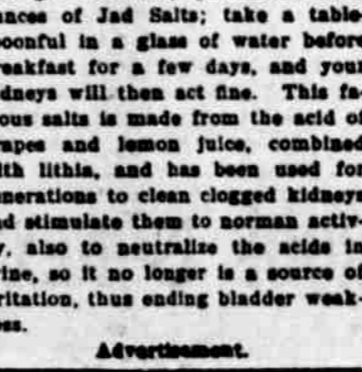
EAT LESS MEAT AND TAKE A
GLASS OF SALTS TO FLUSH
OUT KIDNEYS—DRINK PLENTY
WATER

Uric acid in meat excites the kid-
neys, they become overworked; get
sluggish, ache, and feel like lumps of
lead. The urine becomes cloudy; the
bladder is irritated, and you may be

obliged to seek relief two or three
times during the night. When the
kidneys clog you must help them
flush off the body's urinous waste or
you'll be a real sick person shortly.
At first you feel a dull misery in the
kidney region, you suffer from back-
ache, sick headache, dizziness, stom-
ach gets sour, tongue coated and you
feel rheumatic twinges when the
weather is bad.

Eat less meat, drink lots of water;
also get from any pharmacist four
ounces of Jad Salts; take a table-
spoonful in a glass of water before
breakfast for a few days, and your
kidneys will then act fine. This fa-
mous salts is made from the acid of
grapes and lemon juice, combined
with lithia, and has been used for
generations to clean clogged kidneys
and stimulate them to normal activ-
ity, also to neutralize the acids in
urine, so it no longer is a source of
irritation, thus ending bladder weak-
ness.

Advertisement.



Economy supply station
for the thrifty motorist.
Everything here to de-
crease your running ex-
penses, and increase your
comfort and pleasure.
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—BUY any adjustment is
on a basis of
5,000 Miles
WHITE PELICAN GARAGE

"Dr. Thomas' Ectetic 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. Whiteside, Buffalo, N. Y.

Subscribe for the Herald, 50 cents
a month

Herald's Classified Advs.

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. 8-19-1m*

FURNISHED ROOMS—in private
family; good residence district.
Enquire 99 West Main, phone 267M.
13-6*

OFFICE ROOMS—Choice suites in
the Odd Fellows and Willits build-
ings; best location in the city. See
W. O. Smith, Herald office. 20-1f

FOR SALE

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



Take your fam-
ily and dearest
friends.

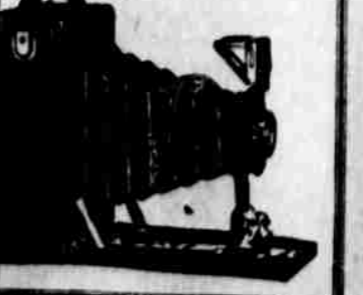
How would you like
pictures of them in their
natural, everyday, fam-
iliar surroundings?
Step into our store
and let us show you how
easily you can make
good pictures of them
and of everything else
you care about, with a

Premo

You need no experi-
ence, and these remark-
ably simple, compact,
efficient cameras can be
had at from \$1.50 to
\$150.00.

Fresh films, paper,
chemicals—everything
for photography, always
in stock.

UNDERWOOD PHARMACY



LOUIS W. HILL OFFERS HANDSOME SILVER CUP AT
FIFTH ANNUAL PUNKIN SHOW, JUNCTION CITY,
ORE., SEPTEMBER 17, 18 AND 19, 1914.



Louis W. Hill, president of the Great
Northern Railway, has signaled his in-
terest in the 5th Annual Punkin Show
to be held at Junction City, Ore., Sep-
tember 17, 18 and 19, 1914, by offering
a handsome silver cup as a special prize
for the best individual exhibit of Shred
Grains, Grasses and Seeds.

Accurate information about the
Klamath Basin. See Chilcote, 625
Main.
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.
There are two kinds of insurance.
Chilcote writes the kind that pays
625 Main.

There Is No Kodak

Save the Eastman Kodak

We are the ONLY drug store in Klamath
Falls having the genuine Ko-
daks 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

Monuments and Tombstones
Memorial Arches and
Artistic Steel Fencing

Don't forget that you have in
your own town a man of twenty
years' experience in this business

Work Done to Order
and Guaranteed

C. D. GRIZZLE
1025 Main Street