

PROFESSIONAL CARDS

MAXWELL M. LONG
Occupational Physician
Suite 16 and 19, White Building
Phone 66

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
Outpatient
Specialty: Gynecology
(Special Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS
SERVING 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, please
D. B. CAMPBELL

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

Wood! Wood!
16-inch Solid Wood ...
16-inch Lumber Wood ...
4-ft. Solid Wood ...
4-ft. Lumber Wood ...
Block Wood, dumped, 95 load
(Extra on hill)
Leave Orders at
Square Deal Store
Our Sixth and Main
P. C. CARLSON
Phone 285

WOOD
Block wood, load ... \$2.00
Block wood, double load ... \$4.00
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 225 Main, O. Payton, Mgr
Phone 197.

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 65

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 116 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 month50

KLAMATH FALLS, OREGON
SATURDAY, AUGUST 22, 1914



AND STOP AT
KLAMATH FALLS

Table with columns: Date, Max. Min., Weather. Rows 1-31 showing daily forecasts.

OCCASIONAL ADVERTISING

Copyright, 1913, by Geo. E. Patterson
Suppose there were two stores side
by side, selling the same kind of
goods, one store open for business all
the time, while the other store was
open for business occasionally—other
things being equal, which store would
get the business? Suppose there were
two railroads between objective
points, one road running trains on
schedule time, while the other road
only ran trains occasionally—which
road would get the travel? Suppose
there were two boys starting out in
life with equal opportunities, one very
active, while the other was only active
occasionally—which boy would be
the greater success in life? The answer
to each question is obvious.

Now, then, let us consider another
question the answer to which is just
as obvious. Suppose there are two
stores side by side, with similar
goods, equal facilities, one store giving
news in the local paper in each
issue concerning the business while
the other has a business announce-
ment occasionally—which store would
be doing the most to enlighten the
people, secure their attention and ultimately
get the business?

There are several reasons why the
regular advertiser is successful. The
regular advertiser educates the people
to expect and look for his business
news regularly in the local paper.
The regular advertiser by being
constant and watching the effects of
his advertising, becomes, through
practice, proficient in the art of ad-
vertising. He knows what he is doing,
he knows how to write the ads that
count, he knows results will fol-
low constant publicity, and he is a living
testimonial to the worth of publicity.

Does a man become a master of any
trade or profession except by hard
work? How, then, can a merchant
know anything about advertising and
expect anything out of advertising unless
he puts hard work into it. The more
hard work the merchant puts into
his ads the more regular he becomes
in advertising.

SCATTERED SHOT

IN SETTING the stage for the
transferring of the Mexican govern-
ment to the constitutionalists, the
back door was left conveniently open
for a counter revolution. Nobody
expects lasting peace. It is quite im-
possible for those fellows to exist
without a revolution. They were born
revoluting, and will revolute in the
hereafter.

UNCLE SAM will soon be "Uncle"
in fact as well as in name. Europe
will be holding out its hat.

THE UNITED STATES is a mighty
big country, with some mighty little
people in it. Beef barons and market
manipulators, for instance.

APPALLING! There is only two

weeks' supply of imported beer left
in the United States.

IF FOOD STUFFS go much higher
we will have to imitate the bear and
subsist on our own fat.

THIS CRUEL and bloody and wicked
and useless war is coming right
home to us. The startling announce-
ment is made that the "makins" are
in danger. The cigarette paper supply
is about exhausted, and no more
can be imported from France or
Austria. Let's meditate.

At the Churches

Church of Christ Scientists—Services
are held on Sunday morning at 11
o'clock and Wednesday evening at
7:30 in Christian Science Hall, in the
Jacobs block, corner Third and Main
streets, upstairs.
Lesson for Sunday, "Mind."

First Presbyterian Church—Corner of
Third and Pine Streets. J. S. Stub-
blefield, pastor.
Superintendent of Sunday school—
J. B. Mason.

Clerk of Sessions—C. C. Hogue.
Organist—Miss Vera Houston.
President Christian Endeavor—Roy
LaPrairie.
Sunday school at 10 a. m.
Preaching at 11 a. m. and 8 p. m.
Morning subject, "Peace."
Evening subject, "Abraham."
Christian Endeavor at 7 p. m.
Prayer meeting Wednesday at
8 p. m.
You are cordially invited to all of
these services. A special invitation is
given to strangers.

Grace Methodist Episcopal Church—
Corner Tenth and High streets; E.
C. Richards, minister.
10 a. m., Sunday school, Geo. J.
Walton, superintendent.
Preaching at 11 a. m. and 8 p. m.
Prayer meeting Wednesday evening
at 8:00 o'clock.
Judge Benson's class meets at 10
a. m.
Epworth League at 7 p. m. E. M.
Chilcote, president.

Christian Church—Corner of Ninth
and Pine streets. Elder S. D. Har-
lan, minister. Residence, corner
Tenth and High streets. Phone 167.
Bible school at 10 a. m., C. C. Col-
vin, superintendent.
Preaching at 11 a. m. and 8 p. m.
Morning subject, "The Seed of
Promise."
Evening subject, "Life's Temple
Foundation."
Christian Endeavor at 7 p. m.
H. S. Fox, president.
Wednesday evening, prayer meet-
ing.
Friday night at the church a "Meas-
uring Social" will be given. Program
will be rendered and supper served.
All welcome.

Church of the Sacred Heart—Corner
Warden avenue and Donald streets.
Rev. Wm. McMillan, S. J., pastor.
First Mass at 6 a. m.
High Mass and Benediction at
10:30 a. m.
Catechetical instructions every Sat-
urday and Sunday morning at 9:30.
Week day Mass every morning at
7:15.
Services at Merrill on the third
Sunday of each month.
Baptist Church—Corner Eighth and
Canal streets. Rev. A. F. Simmons,
pastor.
Bible school at 10 a. m. every Lord's
Day, C. R. De Lap, superintendent.
Preaching at 11 a. m. and 8 p. m.
every Lord's Day, unless otherwise
notified.
Women's Home and Foreign Mis-

sionary Society meet first Thursday of
each month at 2:30 p. m.
Prayer meeting every Wednesday
evening at 7:30 p. m.
Choir practice Friday evenings.
Everyone cordially invited to all of
these services.
"I was glad when they said unto
me, Let us go into the house of the
Lord."—Psa. 122-1.

KLAMATH COUNTY
EMPLOYMENT OFFICE
We furnish all kinds of help at
short notice. If you want work
register at
MRS. A. PIETRETTI'S
122 Sixth St. Phone 244

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.
18-51*
OFFICE ROOMS—Choice suites in
the Odd Fellows and Willis build-
ings; best location in the city. See
W. O. Smith, Herald office. 20-1f

Herald's Classified Advs.

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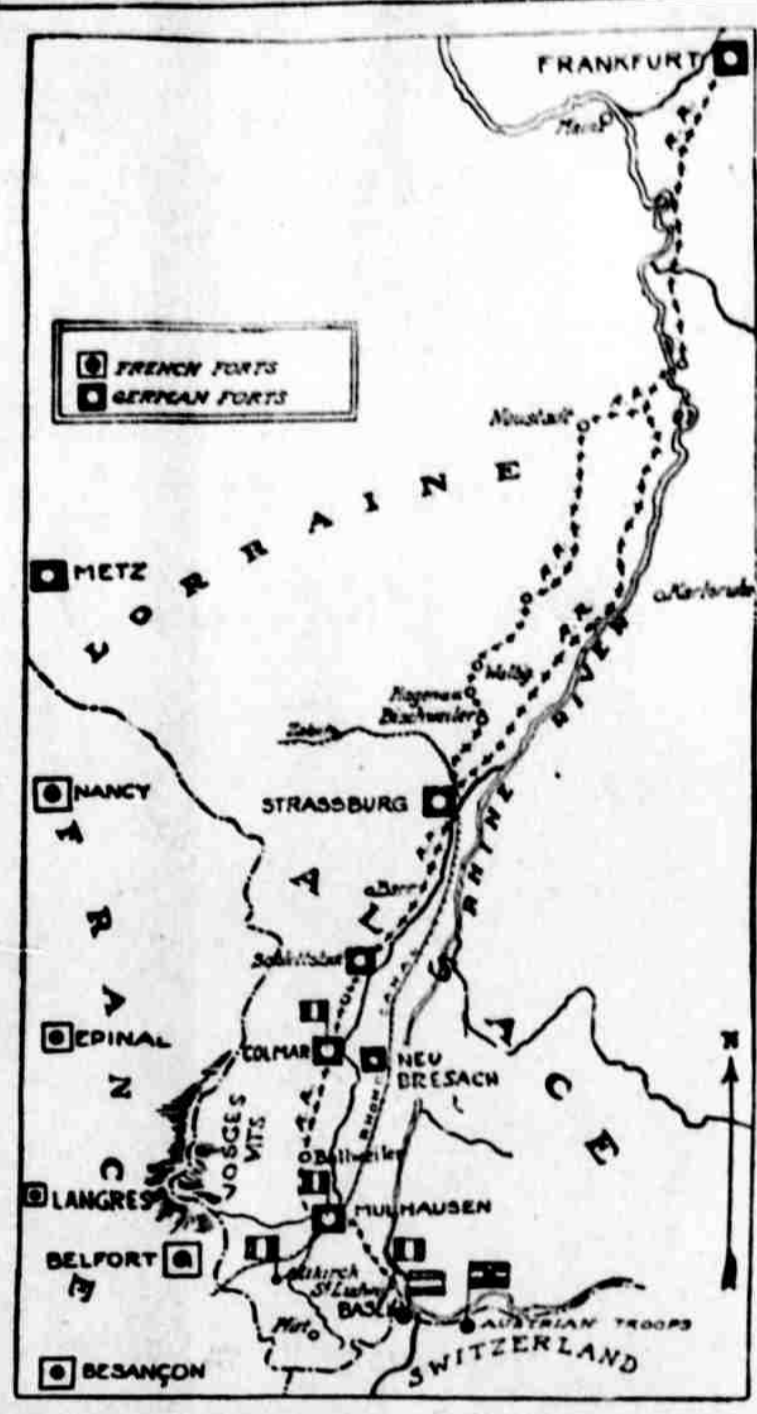
FOR SALE

FOR SALE—Second hand Ford tour-
ing car, for sale cheap. Enquire at
Ford garage. 20-3t

There are two kinds of insurance.

Chilcote writes the kind that pays.
625 Main.

France's Dream Come True;
She Has Invaded Alsace



This diagram shows the French
dream of forty-four years has come
true. Since the Franco-Prussian war
the invasion and reconquest of Alsace-
Lorraine has been a French obsession.
Now her troops are actually within
the territory, and victorious after sev-
eral hot fights. They started for
Strassburg, a flourishing German city,
and they had hopes of taking it. The
French crossed the border from their
mobilization camps at Langres and
Belfort. They went through the
passes in the Vosges mountains, and
had some hard fighting, in which

their losses were heavy. But they
pushed on and took Altkirch and then
the important city of Mulhausen. In
the meantime Austrian troops to the
number of 40,000, it was reported,
were in Switzerland (thereby violat-
ing the neutrality of the little nation)
ready to follow the French. The
Germans having retired to Strassburg
the theorists had it that the invaders
would be caught between two fires.
But those who had confidence in Gen-
eral Joseph Joffre, commander in
chief of the French army, were not
worried.

YESTERDAY'S COAST
LEAGUE RESULTS
R. H. E.
Los Angeles 0 2 4
Sacramento 1 5 0
Musser and Boles; Malarkey and
Rohrer.

R. H. E.
San Francisco 7 11 0
Venice 2 8 2
Fanning and Schmidt; Koestner,
White, Smith and Elliott, McClain.

R. H. E.
Portland 4 7 0
Oakland 3 7 0
Reiger, Martinoni, Evans, Higgin-
botham and Fisher; Geyer, Klawitter
and Mitze.

Lower Prices on Ford Cars
Effective August 1, 1914, to August
1, 1915, and guaranteed against re-
ductions during that time. All cars
fully equipped f. o. b. Detroit.
Runabout \$440
Touring Car \$490
Town Car \$690
In the United States of America only
BUYERS SHARE IN PROFITS
All retail buyers of new Ford cars
from August 1, 1914, to August 1,
1915, will share in the profits of the
company to the extent of \$40 to \$60
per car, on each car they buy, PRO-
VIDED: we sell and deliver 300,000
new Ford cars during that period.
FORD MOTOR COMPANY
Geo. Biehn, Local Agent

OUR WEEKLY SERMON

"Peace"

By R. J. S. Stubblefield, Pastor First Presbyterian Church

"For He is our peace, who hath
made both one, and hath broken
down the middle wall and partition
between us, . . . so making
peace."—Ephesians 2:14, 15.

This may not seem an opportune
time for a sermon on peace, as a large
part of the civilized world is now en-
gaged in war, but the motto of the
militarist for years has been, "In
times of peace prepare for war." The
motto of every Christian ought to be,
"in times of war pray for peace."

The blessings of peace are appre-
ciated most by those who have ex-
perienced war. Sherman said, "war
is hell." The Duke of Wellington
said, "next to a defeat, there is nothing
more terrible than a victory."

I have a friend who is one of the
prominent editors of the state of Ok-
lahoma today. He was only seven
years old when the Civil War came to
a close. Two of his brothers had
been killed in the war, his father and
one other brother were still in the
army. He, his mother and sisters
had lived for months on corn alone.
One day the grandfather came and
called the small boy from his work in
the garden, and putting his hand on
his head, said: "David, what do you
want above everything else in this
world?"

Tears came into the little fellow's
eyes, and he said, "Peace."

That little fellow had experienced
war, and the one thing he wanted
above everything else was peace. I
am sure that today in Europe there
are thousands of mothers and little
children who are longing for peace,
and praying for peace.

Last summer the Palace of Peace
was opened with much ceremony at
The Hague. Some thought the open-
ing of the Palace of Peace stood for
the end of war among our civilized
nations, and now we are in the midst
of the greatest of all wars, either of
ancient or modern times.

The present war in Europe ought
to eliminate forever the theory that,
"The best way to avoid war is to
prepare for it." Not very long ago
many of our very good citizens thought
that the best way for a man to avoid fight-
ing was to be always prepared to
fight; so many a man who really
wanted peace carried a gun. We
know now that it does not make for

peace in a community to have every
man prepared to fight. Nations are
made up of men, and that which does
not make for individual peace will not
make for national peace. We know
now that the militarist's method of
insuring peace will not work.

The statesmen who met at The
Hague to discuss world peace said that
the way to obtain world peace was
through a "world court house." Let
the nations of the world send their
representatives to the Palace of Peace
and there arbitrate their differ-
ences. "Come, now, and let us rea-
son together," might well be the
motto of every one who looks for
eternal peace to come from the door
of the world's court house.

Paul expects peace to come through
Christ. "For He is our peace." This
expectation is based upon the fact
that He has broken down, between his
true followers, "the middle wall of
partition." The wall of hatred, the
wall of suspicion. Let a nation build
a Chinese wall, whether of forts, or
ships, or prejudices, about itself, and
it will come to think of those on the
other side of the wall as "foreign
devils." The same is true of indi-
viduals. The only true protection is
the pulling down of the walls.

More Christianity is the only real
cure for war.

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

Sunday Excursion

STEAMER ANNIE LAURIE
LEAVES SHIPPINGTON DOCK
AT 9 A. M. FOR UPPER LAKE
POINTS

ROUND TRIP,
\$1.00

BOAT IS ALSO AVAILABLE
DURING WEEK FOR SMALL
PARTY CRUISES AND TOW-
ING AND FREIGHTING

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