

PROFESSIONAL CARDS

MAXWELL M. LONG

Osteopathic Physician
Suits 15 and 16, White Building
Phone 95

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
Spinal Therapist
(Spinal Treatment)
Office hours: 9 to 11:30 a. m.; 2
to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS

STRAM 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. E. CAMPBELL

MRS. A. FINTERSTEINER'S

CAFE
Not much silver,
But plenty to eat.
For a true bit meal
It can't be beat.
122 Sixth Street

Wood! Wood!

16-inch Body Wood ...
16-inch Limb Wood ...
4-ft. Body Wood ...
4-ft. Limb Wood ...
Black Wood, dumped, 95 load
(Extra on hill)

Leave Orders at
Square Deal Store
Our Shop and Main
P. C. CARLSON
Phone 155

WOOD

Black wood, load\$3.00
Black wood, double load\$4.50
16-inch Green Slab\$2.75
16-inch Dry Slab\$3.00
Dry Slab, 4-foot\$3.00
Buy your green slab early

KLAMATH FUEL CO.,
Office 505 Main. O. Peyton, Mgr.
Phone 157.

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"
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 address in the United States:
One year\$5.00
One month\$0.50

KLAMATH FALLS, OREGON
TUESDAY, AUGUST 25, 1914



AND STOP AT
KLAMATH FALLS

Date	Max.	Min.	Weather
1.....	92	53	Clear
2.....	95	59	Pl. Cl'dy
3.....	89	59	Clear
4.....	89	59	Clear
5.....	92	61	Clear
6.....	83	53	Clear
7.....	85	53	Clear
8.....	84	53	Clear
9.....	88	55	Clear
10.....	93	58	Clear
11.....	94	62	Clear
12.....	95	62	Clear
13.....	91	54	Clear
14.....	91	55	Clear
15.....	89	50	Clear
16.....	75	40	Clear
17.....	88	50	Clear
18.....	83	47	Clear
19.....	80	45	Clear
20.....	71	45	Clear
21.....	85	50	Clear
22.....	82	49	Clear

ADVERTISING TO WOMEN

Copyright, 1913, by Geo. E. Patterson

Women do over 90 per cent of all the trading, spend 90 per cent of the family income, and exercise more or less influence over the expenditure of the other 10 per cent. In fact, women are the great purchasing agents for themselves, their children, household furnishings, necessities, luxuries, etc.

When the merchant realizes the vast influence in the retail world, that they represent the great consuming mass of people, and that to reach the people it is imperative to influence women first, then will the merchant be started right and be prepared to reach out after trade with some assurance of success.

Advertising to women is a business problem for every merchant to solve. The appeal must be properly made. It is a well known fact that over 75 per cent of all advertising is fruitless for the reason that the advertising does not have in it the right kind of appeal.

Women are always interested in the kind, quality, color, style and price of an article, and every advertisement should go carefully into detail in regard to these matters. They are very particular that all goods they purchase for themselves, their children and their home have style, are seasonable and priced right. Another important thing for the advertiser to remember is that women insist upon honesty in advertising and in business dealings. They want no "just-as-good" articles substituted—a custom which is frequently practiced by some merchants that is always reacting unfavorably. When women have once lost faith in the sincerity of a merchant it is difficult to again win their confidence, either in him or his goods.

All advertising intended for women should be a direct appeal to them. The advertiser should put into his ads a straight forward, honest and very specific talk on the goods for sale, endeavor in every way to please women and gain and hold their good will.

Scattered Shots

A LIVE newspaper is like a spark of electricity—it always gives you a thrill.

THE ONLY thing that prevents its being a battle royal is the fact that very few royalties are doing the real battling.

"EVERYBODY doing it," lately—even the stars are shooting.

"FOODSTUFFS are soaring," is the cry. Chasing the eagle.

IN THE meantime—Klamath's new court house, Carnegie library and city

hall are being pushed right along toward completion.

MEANWHILE the sun shines as brightly as ever.

AND THEY speak of the Chinese as heathen!

Hotel Arrivals

Hotel Hall

Frank Carr, Sisson; W. H. Sutter and wife, Dorris; Mrs. H. Wilson, Coalinga; J. J. Combers, Buck Lake; W. J. Delelantz, O. Jansen, R. O. Thet, Louis G. Schelling, San Francisco; John A. Durst, Marysville; W. H. Lee, Portland; Jess Otto, Haselle; Little, Dorris; Paul Brownell, Oakland; Otto Rosenfeld, Bray; C. E. Hoyt, Fort Klamath; Mrs. E. Carlow, Victoria, B. C.; Mrs. W. S. Hoyt, Merrill; Mrs. E. A. Sullivan, Mrs. E. K. Loosler and son, Montague; W. W. Smith, Bly.

White Pelican

John McGown, Anthony, Kans.; Mrs. D. P. Thompson, Miss Irene McGown, Miss Mary Meldrum, Herman Uhlig, W. T. Andrews, Portland; W. P. Smith, F. W. McSotash, Mrs. J. H. Gagliardi, Miss Mary Griffith, San Francisco; L. B. French, H. S. Jones, Los Angeles; E. B. Pinelli, Richmond; Robert Craig Jr., B. E. Anderson, Medford; Mrs. A. W. Kitchen, Oakland; E. P. McCormack, Salem.

If you want a good desk blotter see Chilcote, 635 Main street. 22-6t

Herald want ads bring results.

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*

OFFICE ROOMS—Choice suites in the Odd Fellows and Willis buildings; best location in the city. See W. O. Smith, Herald office. 20-1t

LOST AND FOUND

LOST—Two Goodyear tires, between Klamath Falls and Pelican Bay Lodge; size 34x4, with covers and rims. Notify Central garage. 24-4t*

SITUATION WANTED

SITUATION WANTED—By woman in rooming or boarding house; can give good references. Address Mrs. Cora Hill, Sisson, Calif., box 135. 24-5t*

MISCELLANEOUS

WANTED—To rent or care for a piano. Phone 26 25-1t

KLAMATH COUNTY EMPLOYMENT OFFICE

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

MRS. A. FINTERSTEINER
122 Sixth St. Phone 244



Economy supply station for the thrifty motorist.

Everything here to decrease your running expenses, 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 uniformity and no skidding—BUT any apartment is on a level

5,000 Miles

WHITE PELICAN GARAGE

Blind Boy Reports Speech

Wonderful Development Is Reached in
New Stenographic Method to Be
Taught in High School

Bert Cutting, a 19-year-old blind boy of Indianapolis, several days ago performed a feat which probably earned for himself the distinction of being the first and only blind short-

shorthand notes which are legible only to those who write them. Instead, he uses a universal system in which words are spelled out in plain print on the stenotype, the new short-



BLIND BOY RECORDS SPEECH

hand reported in the world. He reported a speech delivered by Governor Ralston of Indiana. Cutting does not write the usual shorthand machine, and which can be read by anyone familiar with stenotypy. Four years ago Cutting was in every way a normal boy, but a case of

typhoid, with other complications, deprived him of his sight. When this new shorthand machine came into use, Cutting found an opportunity to make himself self-supporting by its use.

The stenotype has been introduced in the Klamath county high school, and during the term to come a course in "machine shorthand" will be offered by Mr. F. G. Smelzer, the new head of the commercial department. This will be available to both the day and night classes.

On account of the rapidity with which the new system is replacing the older ones, Principal W. E. Faught of the high school last year secured machines, and students began work on them. Their work on the stenotype was so remarkable that the addition of stenotypy as a regular course this year was considered a necessity.

Mr. Smelzer is an expert stenotypist, and will devote much attention to the day and night classes in this subject.

DARKEN GRAY HAIR,
LOOK YOUNG, PRETTY

SAGE TEA AND SULPHUR DARKENS SO NATURALLY THAT NOBODY CAN TELL

Almost everyone knows that Sage Tea and Sulphur, properly compound-

ed, brings back the natural color and lustre to the hair when faded, streaked or gray; also ends dandruff, itching scalp and stops falling hair. Years ago the only way to get this mixture was to make it at home, which is messy and troublesome. Nowadays, by asking at any drug store for "Wyeth's Sage and Sulphur Hair Remedy," you will get a large bottle of this famous old recipe for about 50 cents.

Don't stay gray! Try it! No one can possibly tell that you darkened your hair, as it does it so naturally and evenly. You dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, and after another application or two, your hair becomes beautifully dark, thick and glossy.

(Paid Advertising)

A finished deed to transfer of the locks and canal to the United States has now been sent to the law department, and it is believed the property at Oregon City may finally be turned over to Uncle Sam.

Accurate information about the Klamath Basin. See Chilcote, 635 Main.

Housekeeping rooms, near bridge

For any itching skin trouble, piles, eczema, salt rheum, hives, itch, scald head, herpes, scabies, Doan's Ointment is highly recommended. See a box at all stores.

NOSTRILS AND HEAD STOPPED UP
FROM COLD? TRY MY CATARRH BALM

Instantly Clears Air Passages; You Breathe Freely, Nasty Discharge Stops; Head Colds and Dull Headache Vanish

Try "Ely's Cream Balm." Get a small bottle anyway, just to try it—Apply a little in the Nostrils and instantly your clogged nose and stopped-up air passages of the head will open; you will breathe freely; fullness and headache disappear. By morning, the catarrh, cold-in-head or catarrhal sore throat will disappear.

End such misery now! Get the small bottle of "Ely's Cream Balm" at any drug store. This sweet, fra-

grant balm dissolves by the heat of the nostrils; penetrates and heals the inflamed, swollen membrane which lines the nose, head and throat; clears air passages; stops nasty discharges and a feeling of cleansing soothing relief comes immediately.

Don't lay awake tonight struggling for breath, with head stuffed; nostrils closed, hawking and blowing Catarrh or a cold, with its running nose, foul mucous dropping into the throat, and raw dryness is distressing but truly needless.

Put your faith—just once—in "Ely's Cream Balm" and your cold or catarrh will surely disappear.

(Paid Advertisement.)

TWO THOUSAND
Fresh Watermelons

Just Arrived

CHEAPER THAN
EVER BEFORE

Ashland Fruit Store

There Is No Kodak

Save the Eastman Kodak

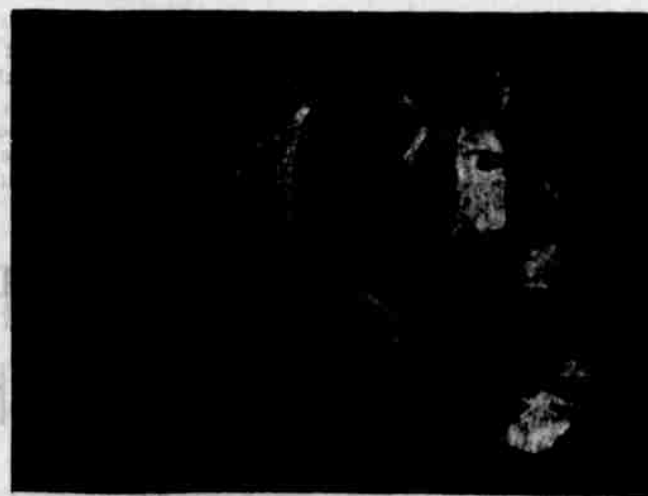
We are the ONLY drug store in Klamath Falls having the genuine Kodaks and Eastman Films

Beware of imitations.
Some firms advertise Kodaks,
but, have none for sale.

UNDERWOOD'S PHARMACY
Corner Main and 7th Streets, Klamath Falls, Oregon

COMING
Sunday and Monday
ORPHEUS

Klamath's Klassy Showhouse



"In the Hands of London Crooks"

A Thrilling Drama in Five Reels

ADULTS, 15c

CHILDREN, 10c

On Your Way to the Bank



to make your first deposit you meet many men bound in the same direction—men whose company you will be glad to be in. They represent the most progressive business men in the community. Put yourself in that class by starting your account today. The amount doesn't matter. Start with what you have.

FIRST STATE AND SAVINGS BANK
KLAMATH FALLS, OREGON