

PROFESSIONAL CARDS

MAXWELL M. LONG

Osteopathic Physician
Suits 13 and 15, White Building
Phone 95

CITY AND COUNTY

ABSTRACT COMPANY
ABSTRACTS
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.; 3
to 5 p. m.; evenings, 7 to 8

THE KLAMATH FALLS

GERMAN 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. E. CAMPBELL

MRS. A. PETERSTERN'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 Body Wood ...
16-inch Limb Wood ...
4-ft. Body Wood ...
4-ft. Limb Wood ...

Black Wood, damped, 25 load
(Extra on bill)

Leave Orders at
Square Deal Store
Our Sixth and Main

P. C. CARLSON
Phone 285

WOOD

Black wood, load ... \$2.00
Black wood, double load ... \$4.00
16-inch Green Slab ... \$1.75
16-inch Dry Slab ... \$1.50
Dry Slab, 4-foot ... \$2.00

Buy your green slab early
KLAMATH FUEL CO.,
Office 525 Main, O. Farion, 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"
6th and Main Phone 95

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 26, 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.....	93	63	Clear
7.....	95	63	Clear
8.....	94	63	Clear
9.....	94	63	Clear
10.....	94	63	Clear
11.....	94	63	Clear
12.....	94	63	Clear
13.....	95	62	Clear
14.....	91	54	Clear
15.....	91	55	Clear
16.....	89	50	Clear
17.....	76	40	Clear
18.....	83	50	Clear
19.....	83	47	Clear
20.....	80	45	Clear
21.....	71	45	Clear
22.....	65	50	Clear
23.....	83	49	Pl. Cl'dy
24.....	83	47	Clear

SCATTERING BIRD-SHOT

Copyright, 1913, by Geo. E. Patterson
Did Roosevelt hunt the lion and the rhinoceros in Africa with a rifle or a shotgun? He might have taken tons of bird-shot and scattered it all over Africa, but what big game would he have bagged?

It is just as true in hunting for big business as in hunting for big game—concentrate all force possible, and with perfect aim it is not so difficult to hit the bull's eye, accomplish results.

Bagging game in advertising cannot be realized until the advertiser gets two things finally impressed on his mind. First, do not try to tell about every article in the store in one ad; second, do not think that everything must be told about any article advertised in one ad. The ad should be educational in tendency and each point should be elaborated upon specifically and carefully. Drive home one point at a time, even if it is necessary to devote the entire space set apart for the ad to impress convincingly the merit of the article upon the people.

The advertiser hits the bull's eye when he concentrates all his force in one point at one time, and speaks to the people in language that they understand.

The trouble with advertising is the majority of advertisers have only a partial knowledge of their goods, knowing little about advertising, less about what to expect from advertising, and give little thought and time to the preparation of their ads. It is impossible to write an intelligent ad without an absolute knowledge of the merits of the article to be advertised, its use and how it compares with competitive goods.

The skill of the best advertisers is ever worked to the limit in learning everything about their goods, and in devising the best ways to "play up" selling points in novel advertisements containing striking contrasts.

Scattered Shots

ALTHOUGH THE European imbroglio has been blamed for the raise in sugar, rubber, perfumery, and many other commodities, let it be stated here that there has been no increase in the price of metal numerals for numbering houses. Therefore, Mr. Townsman, if you wish to do something really patriotic, spend about two bits in this way, and help the city get free mail delivery.

THE GLORY of being a war correspondent has lost its glory.

TO LET—One perfectly good building, known as the Palace of Peace.

THE UNITED STATES will use every honorable effort to keep out of

this foolish war, but if we are eventually forced into the conflict, the other fellow is liable to get his shins barked. There are a hundred million people in this country, and about thirty million of that number are sturdy and stubborn fighters when aroused. Snapping curs are wise when they avoid the mastiff's teeth.

CHARLES G. DAWES, the former comptroller of the currency, predicts an era of tremendous prosperity as a result of the war in Europe. May history record him as the greatest prophet of his day!

German Commander
Is Reported Dead

Rumor in Belgium has it that General Otto von Emmich, the commander of the German forces which tried in vain for two weeks to capture Liege, had committed suicide because of his failure. Other reports said he was killed in battle while leading his troops. Reports continue to come that some German officers and many privates have committed suicide. There had been nothing, however, to prove that General von Emmich ended his own life. General von Emmich was 66 years old. He joined the army as a volunteer in 1866, and was promoted two years later to a lieutenant. He took part in the Franco-Prussian war in 1870-71. Afterward he was promoted through all the grades until he became major-general in 1901. When he was appointed to the command of the Tenth army corps he was made a general.

Miss Sybilla Schnatz, who recently celebrated her 80th birthday in Philadelphia, has spent fifty-nine years in bed, having been bedridden since she was 21 years of age.

If you want a good desk blotter see Chilcote, 625 Main street. 22-41

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. 5-19-1m*

OFFICE ROOMS—Choice suites in the Odd Fellows and White buildings; best location in the city. See W. O. Smith, Herald office. 20-41

LOST AND FOUND

LOST—Two Goodyear tires, between Klamath Falls and Pelican Bay Lodge; size 34x4, with covers and rims. Notify Central garage. 24-41*

SITUATION WANTED

SITUATION WANTED—By woman in rooming or boarding house; can give good references. Address Mrs. Cora Hill, Sisson, Calif., box 125. 24-51*

MISCELLANEOUS

WANTED—To rent or care for a piano. Phone 26 25-41

KLAMATH COUNTY

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

MRS. A. PETERSTERN
122 Sixth St. Phone 244

General Joffre, the
French Commander

There is considerable question if General Joffre has the ability or the experience to lead the French forces to success. He is now in the field, in Alsace, the last reports have it. He has not seen real fighting before, and heretofore has been in command of a small section of the French army. His efforts in the field to date, however, according to Paris information, have been successful.

YESTERDAY'S COAST
LEAGUE RESULTS

	R.	H.	E.
Oakland	6	12	1
Sacramento	0	3	4
Killikay and Mitt; Malarkey, Gregory and Rohrer and Hannah.			
Portland	4	9	5
San Francisco	10	14	1
Krause, Reiger, Evans, West and Yantz; Pernoll and Schmidt.			
Venice	5	14	3
Los Angeles	8	11	2
Called at the end of the eleventh inning on account of darkness.			
Decannier, Koestner, White, Harkness and Elliott; Hughes, Ehmke, Love and Brooks and Meek.			

Herald want ads bring results.

This Uncle Sam of Ours Is
Very Busy Himself Just Now

Problem of Caring for Americans Who Are in War Ridden Europe Is a Most Serious One, But One That Is Being Solved Satisfactorily

By HURTON K. STANDISH
(Written for the United Press)

WASHINGTON, D. C., Aug. 26.—In these uncertain war days Uncle Sam is about the only great world figure who is keeping his head.

Uncle Sam today is standing not only for peace at home, but he is doing everything he can to keep the 100,000 Americans scattered throughout the European war zone content and safe.

As soon as he saw the first war cloud coming across Europe he established in the State Department a bureau of information, and immediately notified his 235 diplomatic and consular representatives in the warring countries to "look out for the Americans."

In Washington the headquarters were established. A large room on the first floor of the department used by the consular bureau was designated the information office. A half dozen officials of the consular service were designated to act as clerks, and the latch string was hung out, the country was notified, and since then the bureau has been "swamped."

First it undertook to inform relatives or friends in the United States of the whereabouts and condition of their relatives or friends traveling in Europe. If a business man in Springfield had relatives in Germany he asked the state department to cable the American consul at the station nearest the last stopping place of the tourist. This the state department did, and when the reply came the business man was notified immediately.

Few hours passed, however, until the bureau discovered it would have to come to the financial relief of Americans. Telegrams poured into this country that travelers checks of

the tourists and their letters of credit would not be cashed. It became necessary for friends and relatives in this country to come to their assistance, and semi-official banking business was started.

The first day \$25,000 was received and forwarded to European points. The second day checks ranging from \$100 to \$5,000 and \$10,000 were deposited, to be forwarded abroad.

In this way the information bureau not only looked after the inquiries from persons here in the United States, but it sought to put ready money in the hands of stranded tourists. To illustrate just how this is done, let me cite an instance of a New Yorker who came to Washington to find out about a daughter "somewhere in France." He gave her itinerary, and stated just where she had expected to be on that day. The clerk took her name and address, and the information her father gave. He explained to the father that the state department had no funds to pay for telegrams, and that it would cost him between 19 and 25 cents a word to send the cable.

The father said he would pay any bills, and deposited \$3,000 with the clerk, with the understanding that all except the state department expenses

should be forwarded to his daughter. By midnight of that day a message was en route to the consular near where the girl was expected to be. The consul was notified to pay the girl the money.

This incident is duplicated in scores of ways every day. Men and women in nearby cities are coming to the bureau, while those in other parts of the country are wiring their congressmen to inquire for them. On the day the bureau opened more than fifty congressmen inquired in behalf of the constituents. Practically the whole Minnesota delegation in congress called first.

A large number of Norwegians were somewhere in Northern Germany, en route to a convention in Norway.

Friends and relatives in the Northwest were concerned about their safety, and the state department started an investigation. As this is written it has not been concluded.

According to the state department register the number of consular officials in the countries in the war territory are as follows: Germany 41; France 61; Austria-Hungary 7; Russia 29; Italy 28; Serbia 2. In the same countries the United States has 29 officers in the various diplomatic stations.

Hotel Arrivals

Hotel Hall

C. L. Clark, S. G. Lovdon, L. M. Hoffman, James F. McCue, San Francisco; Chas. Horton and wife, Hildebrand; W. B. Simpson, Algoma; Otto Rosenthal, Bray; Edith Ellis, Pearl Ellis, Ross Walker, David Gugin, Portland; Ada M. Rapp, Kansas City; H. H. Treat, Medford; D. T. Godall, M. Green, Percy Drinkwater, Lakeview; Frank Carr, Sisson; Jas. Hossig.

White Pelican

Mrs. John Otto, Pasadena; C. H. Hogg and wife, J. Del Valle, J. S. Loventhal, H. A. Schulz, San Francisco; Herbert Gayles, Mrs. T. H. Gayles, Oakland; Oliver Harbaugh, Jacksonville; W. A. Jones, Medford; G. A. Johnson, Sacramento; R. C. Farnon, Berkeley; A. J. Kroenert, Portland; E. C. Carter, Spokane; Mrs. Landall, city.

Today's news in The Herald.

CLOGGED NOSTRILS OPEN AT ONCE,
HEAD COLDS AND CATARRH VANISH

In One Minute Your Stuffy Nose and Head Clears, Sneezing and Nose Running Cease, Dull Headache Goes.

Try "Ely's Cream Balm."

Get a small bottle anyway. Just rub it. Apply a little in the nostrils and to the sides of your nose and you get no more messages of the head cold; you will breathe freely, stiffness and headache disappear. By rubbing the nostrils, cold in head or catarrhal sore throat will disappear.

Get the small bottle of "Ely's Cream Balm" at any drug store. This sweet, fragrant 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.)

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

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