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Local news appears first in
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The Evening Herald

W. O. SMITH, Editor
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Klamath Falls, at 115 Fourth Street

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One month ... .50

KLAMATH FALLS, OREGON
FRIDAY, AUGUST 28, 1914



AND STOP AT
KLAMATH FALLS

Table with columns: Date, Max. Min., Weather. Rows 1-25 showing daily forecasts.

PEOPLE WILL KNOW

WHAT'S THE USE? Nobody
knows.
How often have young men—and
men not so young—and some women
—deluded themselves into a false
security by the thought that "nobody
knows?"
But somebody does know—often
everybody knows.
No matter what our imperfections
may be, there are those who know—
and what a few know, the people will
know.
It matters not what our aims and
aspirations may be, the people will
know sooner or later—will always
know.
No mouth is so close but that a
word is dropped here and there, and
when two and two are put together
brains will call it four.
The man who totters on the brink
of dishonor must reconcile himself
to the fact that someone will know—
many will know—eventually every-
body will know—and will judge as
they know.
The woman who perils her soul
must accept the world as her audi-
ence, for a few people will know—and
others will know—and then all
will know—and again will judge you
as they know.
The churchman who bespatters his
cloak of religion is not immune. Peo-
ple know—know him—know his ways
—know him for what he is—and
judge him as they know.
The man who swaggers through life
with pride in his wickedness is also
known—known by his deeds—by his
sins—by his lack of morality—of
sense—and of brains. He, too, will
be judged as he is known.
No act is so small, no characteristic
so infinitesimal, but that the people
will know—will always know.
And people will talk—some softly
—others noisily—with a shrug here
—a wink there—or a grin.
For the people will know—will al-
ways know—and will judge us by
what they know.
What's the use? There's every use.
Make it a good deed here, a word
of kindness there, a helping hand to
the afflicted and the needy, for every
little act has its influence on each
and every one of us.
And in this the people will know—
will always know—and will judge us
as they know.
For people were born to know.

THE CUSTOMER'S VIEWPOINT
Copyright, 1913, by Geo. E. Patterson
It is idle folly for the merchant to
go at the problem of business build-
ing without considering the custom-
er's viewpoint.
The customers differ wonderfully in
their ideas, their likes and dislikes;
but the minds of the customers act
much alike in a general way. They

Russian Courier in the War
Stopping at a Road House



analyze things much in the same way
and have much the same viewpoint.
Were this not true the problem of ad-
vertising would be impossible of solu-
tion, as the advertiser would then be
compelled to have as many different
kinds of appeal as there are individ-
uals. But human nature is much the
same, and the problem for the adver-
tiser is to strike a character of adver-
tising his goods that appeals to most
of the people, and his success is as-
sured.

Herald's Classified Advs.

FOR RENT
FURNISHED ROOMS—Nice cool
rooms at the Clairmont. 8-19-1m\*

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

MRS. DR. STACEY HEMENWAY,
238 Third street, has furnished
rooms to let; hot and cold water,
bath, light housekeeping. 24-6f\*

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

For any itching skin trouble, piles,
eczema, salt rheum, hives, itch, scald
head, herpes, scabies, Doan's Oint-
ment is highly recommended. 50c a
box at all stores.

A most valuable advantage to the
advertiser is to have the article for
sale used by a few who heartily rec-
ommend it. This is the best kind of
argument to induce hosts of others to
try the article. People want to know
an article is in common use, and then
they rush for it simply because it is
in use. In this way the advertiser
corral the customer's viewpoint.
A merchant may fill his ads with
high-sounding phrases, giving cut
prices, etc., but if he does not study
the conditions of his prospective cus-
tomers, construct advertisements that
attract the customer's attention, and
interest and convince him by adver-
tising from the customer's viewpoint
he cannot be at all certain of his re-
sults.

Herald want ads bring results.



Take your home
for instance.
Of course you would like
pictures of that, inside
and out. Then step into
our store and let us show
you how easily you can
make all the pictures
you want of everything
you care about, with a

Premo

No previous experience
is necessary. These are
the simplest of all cam-
eras to load and operate
and are remarkably
light, compact and ef-
ficient. Prices, from
\$1.50 up.
Everything for photog-
raphy and we do prompt
developing and printing.



Russia Promises Autonomy
to Poland for Its Assistance

Czar's Move in Offering Independence to Poland Considered
Most Important Strategic Move in
European War

By J. W. T. MASON

(Former European Manager of the United Press)

NEW YORK, Aug. 28.—A new
autonomous state of Poland, some-
what larger in area than the state of
Colorado, with a population approxi-
mating 20,000,000, will be one of the
results of the European war if Ger-
many and Austria are defeated by the
allies. This is the meaning of the
czar's proclamation promising auton-
omy to a United Poland if the Poles
come to Russia's assistance.

Poland was the second largest king-
dom in Europe from the eleventh cen-
tury to 1772, when Russia, Prussia
and Austria each seized a portion of
Polish territory. Other partitions
followed, until now the ancient king-
dom consists of the province of
Galicia in Austro-Hungary, the provin-
ces of West Prussia and Posen in
Prussia, and Poland proper, as well
as other districts in Russia.

Russia and Prussia have treated
the Poles like a conquered people.
Both countries have attempted to
force their own languages and insti-
tutions on their Polish subjects by
military methods. Poland has been
to Russia, and Posen, where most of
the German Poles live, has been to
Prussia, what the Irish question be-
fore the passage of the home rule bill
was to England.

Austria has treated her Polish in-
habitants far more liberally than has
Russia and Prussia, and the province
of Galicia, which is Austrian Poland,
has enjoyed comparative freedom.
Many Poles hold high office in the
Austrian government. Many are
trusted with important posts in the
army.

The Galician Poles hitherto have
been against Russia in the present
war, but the czar's assurance that
Russian, German and Austrian Pol-

and will be re-united—that "torn and
bleeding Poland" will bleed no more
—undoubtedly will cause a change in
Galicia's attitude.

More sentimental interest is at-
tached in Galicia to a re-united Pol-
and than elsewhere, because Cracow
is Galicia's chief Polish city. Cracow
was the original capital of Poland,
and after the capital was removed to
Warsaw, Polish kings continued to
be crowned in the Galician city for
50 years. Cracow, with the surround-
ing district, was the last part of Pol-
and to resist absorption, holding out
as a republic until 1846.

The czar's promise to the Poles to
restore their language, religion and
history and customs, and to let them
govern themselves in a united provin-
ce under Russian imperial sover-
eignty ought to facilitate the advance
of the Russian armies through the
eastern borders of Prussia and
Austria.

The Russian troops probably will

be received by all Poles as deliverers,
and the military consequences should
be considered. At the same time the
czar's promise of liberalism will per-
mit England and France to answer
Germany's claim that the alliance
against her and Austria is being domi-
nated by the spirit of Russian reac-
tion.

The czar's move in offering auton-
omy to Poland is the most important
strategic and statesmanlike move the
war probably will bring forth.

By unanimous vote of the council
of education of Spain, presided over
by Senor Gonzalez Besada, it was re-
solved to create a Spanish-American
university in Madrid.

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

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Electric Irons.
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price good till August 15, 1914.
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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.
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Klamath's Klasy Showhouse
"In the Hands of London Crooks"
A Thrilling Drama in Five Reels
ADULTS, 15c CHILDREN, 10c

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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.
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