

PROFESSIONAL CARDS

MAXWELL M. LONG
Osteopathic Physician
Suite 10 and 19, White Building
Phone 99

**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. WHEAT
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. PETERSEN'S
CAFE**
Not much silver,
But plenty to eat.
For a two bit meal
It can't be beat.
122 Sixth Street

Wood! Wood!
10-inch Body Wood ...
10-inch Limb Wood ...
4-ft. Body Wood ...
4-ft. Limb Wood ...
Black Wood, damped, 60 load
(Extra on hill)
Leave Orders at
Squire Post Office
Our Stock and Sheds
P. C. CARLSON
Phone 255

WOOD
Black wood, load\$2.00
Black wood, double load\$4.00
10-inch Green Wood\$2.75
10-inch Dry Wood\$2.00
Dry Shik, 4-foot\$2.00
Buy your green shik early
KLAMATH FUEL CO.,
Office 545 Main, O. Payson, 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, 60c 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.

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One year \$5.00
One month80

KLAMATH FALLS, OREGON
MONDAY, AUGUST 31, 1914



AND STOP AT
KLAMATH FALLS

Date	Max.	Min.	Weather
1.....	92	53	Clear
2.....	95	59	Pt. Cl'ay
3.....	89	59	Clear
4.....	89	59	Clear
5.....	92	61	Clear
6.....	88	53	Clear
7.....	85	53	Clear
8.....	84	53	Clear
9.....	85	55	Clear
10.....	88	55	Clear
11.....	93	58	Clear
12.....	94	62	Clear
13.....	95	62	Clear
14.....	91	54	Clear
15.....	91	55	Clear
16.....	89	50	Clear
17.....	75	40	Clear
18.....	83	50	Clear
19.....	83	47	Clear
20.....	80	45	Clear
21.....	71	45	Clear
22.....	85	50	Clear
23.....	88	49	Pt. Cl'ay
24.....	83	47	Clear
25.....	83	47	Clear

VALUE OF HEADLINES

Copyright, 1913, by Geo. E. Patterson
The real purpose of the headline is to catch the eye of the reader and interest him in the subject matter. That is the purpose of the headline to the news item, and that should be the purpose of the headline to the ad.

The news item would be extremely unattractive and the paper would be extremely unpopular if the paper did not feature the more important news items with appropriate headings.

In most of the large metropolitan papers the highest salaried men are headline writers. The management of big papers appreciate the great value of headlines consisting of a few well chosen words, which give the gist of the news in the item. Good headlines add to the value of the paper. Very few people read every item in the paper in this busy age, and the headlines make it easy for them at a glance to choose the items they want to read.

Headlines tell the story in the item below in the shortest and most concise form.

The news is gotten up in such shape as to attract and appeal to the readers so as to sell the papers.

Advertising is news, relative to a business. It is equally true of advertising that it should be gotten up in such shape as to attract and appeal to the readers so as to sell goods.

The advertiser has much to learn from the news writer. The news writer writes the news first, and then constructs the heading. Likewise the advertiser should write the body of the advertisement first and then construct the heading.

The first purpose should be to write an ad that is convincing in itself. Then top it off with a headline or headlines that attract the reader and capture his attention.

The headline to a news item contains the gist of the news story, and the headline to an ad should contain the gist of the selling story of the ad.

Hotel Arrivals

Hotel Hall
L. H. Newton and wife, Hornbrook; J. H. Worsley and wife, J. H. Beckley, C. C. Zucignort, Portland; H. O. Martin, Los Angeles; R. M. Colclough, Sacramento; L. M. Hoffman, W. C. Goffers, San Francisco; Mrs. E. Walker, Bray; Geo. W. Temple, John Isaacson, Wahoo, Neb.; Ida Burr, Geo. Otto, Dorris; H. F. Chapman, Worden; Paul Brown, Oakland; Geo. R. Pheniger, Clarence Breen, Dorris; O. W. Engle, J. P. Shelley, Fort Klamath.

The Herald, delivered at your store, office or home, 60 cents a month.

NEVADA WILL NOT EXHIBIT AT FAIR

NO REASON IS GIVEN AS YET BY THE WITHDRAWAL OF CALIFORNIA'S NEIGHBOR FROM PARTICIPATION

United Press Service
RENO, Aug. 31.—The Nevada exposition board, appointed by the governor to arrange for Nevada's exhibit at the Panama-Pacific International Exposition, today announced that it has abandoned the idea of having a Nevada exhibit.
The reason for this has not been made known yet.

"THE JUNGLE" NEXT SUNDAY

FILM PRODUCTION OF UPTON SINCLAIR'S MASTERPIECE WILL BE THE NEXT ATTRACTION AT HOUSTON'S

"The Jungle," the film production of Upton Sinclair's powerful story of capital and labor, is to be shown at the Star theater on next Sunday afternoon and evening. It will also be shown at Merrill.
This is in five reels, and is one of the biggest dramas ever filmed. To bring it here 250 Klamath Falls people signed a petition, asking that it be sent in.

Subscribe for the Herald, 60 cents a month.

NEIL QUILTS THE HOTEL BUSINESS

DISPOSES OF HIS LEASE ON THE DIXON HOTEL AT FORT KLAMATH TO A RECENT ARRIVAL FROM MCMINNVILLE

The Dixon Hotel, leased by Grover R. Neil, has passed under the man-

Herald's Classified Advs.

FOR RENT

FURNISHED ROOMS—Nice cool rooms at the Clairmont. 2-19-1m

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

MRS. DR. STACEY HEMENWAY, 228 Third street, has furnished rooms to let; hot and cold water, bath, light housekeeping. 24-6f

FURNISHED APARTMENTS for rent—As we are going to California for the winter, we will rent our apartments, completely furnished for housekeeping, to desirable parties, either 5 or 7 rooms. Suitable for club of teachers or young ladies. Mrs. G. W. White, White building. 22-2f

"TIZ" FOR TIRED SORE, ACHING FEET

Ah! what relief. No more tired feet; no more burning feet, swollen, hot, aching, sore feet. No more pain in corns, calluses or bunions. No matter what ails your feet or what under the sun you've tried without getting relief, just use "TIZ." "TIZ" draws out all the poisonous conditions which puff up the feet; "TIZ" is magical; "TIZ" is grand; "TIZ" will cure your foot troubles so you'll never limp or drag up your face in pain. Your shoes won't seem tight and your feet will never, never hurt or get sore, swollen or tired. Get a 25 cent box at any drug or department store, and get relief.

Austrian Crown Prince in the Field With Troops



agement of W. B. Boorman and wife of McMinnville, Ore. The continued ill health of Mrs. Neil is the cause of the change, and the Neils will spend the winter at the seashore in Southern California. Mr. and Mrs. Boorman are careful in providing for the comfort of their guests, ably taking the place of Mr. Neil and his estimable wife.—Fort Klamath News.

Linn county officials are planning a new auto road to Cascade.

The Springfield state bank is erecting a new building.

Two new east side docks are to be built at Portland, costing \$140,000.

Housekeeping rooms, near bridge.

Theater Guide

**Houston's
Metropolitan Amusements**

HOUSTON'S
OPERA HOUSE
DARK

STAR THEATER

"Perils of Pauline," 8th Episode, In Two Parts

"Porgy's Bouquet," Edison Comedy

"Their Wives' Indiscretion," Essanay Comedy

ADMISSION 10 CENTS

Coming—Wednesday and Thursday, September 2-3

THE GODFREYS, In Marvelous Acrobatic and Gymnastic Performances

TEMPLE THEATER

"A Bit of Human Driftwood," Biograph Two-Reel Special

"Wigg Takes the Rest Cure," Selig Comedy

"Broncho Billy and the Gambler," Essanay Drama

ADMISSION ALWAYS 10 CENTS

MATINEE DAILY AT 2:00

ALL LICENSED PICTURES

MERRILL OPERA HOUSE

Merrill, Ore.

MOTION PICTURES TUESDAYS AND SATURDAYS

Advertised Lotteries

The following unclaimed mail matter advertised on the 29th day of August, will be sent to the dead letter office at Washington, D. C., on the 13th day of September:

Bernier, J. A.
Card, E. Grace
Caldwell, George
Dugan, Winfert
Dugan, Frank
De Hay, Paul
Drake, E. F.
Duncan, Burnett
Fairchild, Anna E. (foreign)
Glendening, Jennie
Fike, R. F.
Harvey, Mrs. W. J.
Hodges, Mrs. M. D.
Ingram, E. L.
Jones, Mrs. Nancy
Mullen, O. K.
McGuire, E. W.
Mell, L. E.
Owen, Mrs. J. Henry
Owen, Mrs. Mary E. T.
O'Brien, Walter
Parry, Allen
Puvall, Miss Houston (2)
Reynolds, T. C.
Randall, F. (3)
Sturmeyer, F. H. R.
Smith, Chas. I.
Stough, Edward
Stidham, Mrs. D. J. (2)
Turner Bros Lumber Mfrs.

A charge of 1c will be made on all letters delivered from this list. In calling for letters please say advertised.

W. A. DRIERILL, P. M.

Notice to Students.

High school will open Thursday, September 8th. The office will be open from 9 till 4 on Thursday and Friday this week, for the purpose of enrollment. All students who can arrange to do so are urged to enroll at that time, when they will not be pressed for time while arranging the year's work. C. E. FAUGHT.

The Hood River co-operative creamery has secured a site, and will begin construction at once.

Metal production in Oregon for 1913 totalled \$1,748,402.

THE LIFE CAREER

"Schooling in youth should invariably be directed to prepare a person in the best way for the best permanent occupation for which he is capable."—President W. Wilson.

This is the Mission of the OREGON AGRICULTURAL COLLEGE

Forty-sixth School Year Opens SEPTEMBER 18th, 1914

Write for illustrated 20-page Booklet, "THE LIFE CAREER," and for Catalog containing full information.

Degree Courses—AGRICULTURE: Agronomy, Animal Husbandry, Dairy Husbandry, Poultry Husbandry, Horticulture, Agriculture for Teachers. FORESTRY: LOGGING ENGINEERING. HOME ECONOMICS: Domestic Science, Domestic Art, ENGINEERING: Electrical, Irrigation, Highway, Mechanical, Chemical, Mining, Ceramics. COMMERCE: PHARMACY, INDUSTRIAL ARTS.

Vocational Courses—Agriculture, Dairying, Home Makers' Course, Industrial Arts, Forestry, Business Short Course. School of Music—Piano, String, Band, Voice Culture.

Former Business Course by Mail Free. Address THE REGISTRAR, Corvallis, Oregon. (No 4-16 to 9-9)

Fruit By-Products Conference Is Called

(Herald Special Service)
PORTLAND, Aug. 31.—Realizing the importance of the most intensive conservation of values of the great crops of fruits and vegetables now being produced in the Pacific Northwest, and feeling the need of the establishment of methods for changing perishable products into manufactured goods which can be placed on the market at any convenient time, a committee representing the four states of Oregon, Washington, Idaho and Montana was appointed last fall to give careful consideration to this important subject.

In order to enlist the aid of all classes interested in the production or disposition of fruits and vegetables in this section, the by-products committee has sent out the following call:

"Realizing the fact that the situation demands the most careful thought and consideration of all interested in the future of the fresh fruit and by-products industries in

the Northwest states of Oregon, Washington, Idaho and Montana is extending their markets, especially of those actually engaged in the manufacture of canned or evaporated goods, cider, vinegar and fruit juices, a conference is hereby called to be held at Portland, Ore., Thursday, September 10, 1914, at 9 o'clock a. m., at the Commercial Club, for an exchange of views and suggestions of those present as to the best solution of the problems confronting the by-products industries of the Northwest."

All the railroads have granted a reduced rate for this meeting from points in the four states named.

To secure the advantage of this rate, buy a one-way ticket to Portland, and at the same time secure a ticket from the agent.

This will entitle the holder to a return ticket on payment of one-third fare after attending the meeting.

Tickets will be on sale September 7-10, return tickets September 10-12.

C. E. S. Wood, just home from New York, says both the Hill and Harri-man systems will resume extensions in Oregon under better financial conditions.

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

Orpheus
KLAMATH CLASSY SHOW HOUSE

"At Mexico's Mercy," A stirring War Drama

"Hem, the Detective," Comedy

"In the Hands of London Crooks," Apex Feature Film in 5 reels

ORPHEUS SIX-PIECE ORCHESTRA

Admission, 10 Cents
Amateur Night Wednesday.

SUMMER COMFORT CAN BE SECURED BY THE USE OF ELECTRICITY

Electric Toasters, Electric Coffee Percolators, Electric Baking Ovens and Stoves.

Electric Vacuum Cleaners and Electric Fans.

Electric Washing Machines, and last but not least, Electric Irons.

Have you bought your new HOTPOINT ELECTRIC IRON yet, at the special price of \$2.50. This price good till August 15, 1914.

California-Oregon Power Co.

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