regiment to the conversation be but

he described as having "red hair"

that there is an extensive secre

heard nothing of such a conversation

sleep. I tried plasters and linimest.

but nothing helped me. When at

most discouraged, I heard of Desay

Kidney Pills. In less than two weeks

after I began taking them, I felt be-

ter. I used in all four busm of

Doan's Kidney Pills and they make

me well. I gladly confirm the ...

dorsements I have given Dema

Kidney Pills before. Doan's Kidney

Pills so completely cured me d

kidney trouble that I have had to

For sale by all dealers. Price to

Remember the name Doug's-

(Paid Advertisement)

Accurate information about

cents. Foster-Milbura Co., Buffala

sign of it for over three years."

Given Three Years

BERLIN, Sept. 4, (By mail) with one of his soldiers whom he

Three years in prison was the sen- claimed he did not know but when

tence imposed upon a private sol- All the red headed men in the reg. dier named Fischer by the military ment were lined up and Herr va

having expressed just before the out- During the trial it developed the

break of hostilities the opinion that the quarters of the men are often in the event of war the socialists in esarched for socialistic literature the army would shoot their own of Pischer is also alleged to have all

Herr von Lengerke, a former sol- propaganda and quiet agitation pofler, testified that while riding in ing on in portions of the German

had expressed himself in this way Although Pischer's companion

and further had doclared that a large who were riding in the same con-

percentage of the soldiers in the partment testified that they had

Herr von Lengerke called the at- which Fischer also denied, the min-

Mrs. William Charley, 305 N. New York, sole agens for the Canal

tention of the commander of the tary court found him guilty.

court of the Third Army Corps for Lengerke picked out Flacher

one of the suburban trains Fischer army.

Prussian army were socialists.

No Reason for It

There can be no reason why any

eader of this who suffers the tor-

to heed the word of a resident of

this locality who has found relief.

The action of my kidneys was ir-

were unnatural. I had much pala

in the small of my back and some-

Grape street, Medford, Ore., says: States.

bothered me and often I couldn't Main.

regular and the kidney secretions and take no other.

The following is convincing proof:

ROFESSIONAL CARDS

CITY AND COUNTY BETRACT COMPANY

A. S. LOWIMAN Booms 11 and 19 at National Beat Bull Elementh Palls, Ore.

Office house: 9 to 11:80 a. m;

to f p m.; ovenings, 7 to

BLAMATE COUNTY MULOTHERY OFFICE

BELLMASS PALLS

B. B. CAMPBELL

Wood!

16-inch Body Wood ... 16-inch Limb Wood 6-ft. Body Wood 6-ft. Limb Wood

P. C. CARLSON

WOOD

KLAMATH FUEL CO. Main. O. Payton, M. Phone 107.

A Good Eater Makes A Good Thinker

Good greeeries build up the votem, stimulate the brain and and RIGHT thinking brings the

The Evening Herald

W. O. SMITH, Batte

Published daily except Sunday by The Herald Publishing Company of Klamath Pails, at 115 Pourth Street

Entered at the postoffice at Klam ath Falls, Oregon, for transmission through the mails as second-class

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KLAMATH PALLA . . ORBGON FRIDAY, SEPTEMBER 4, 1914.



ADVERTISING TO MEN.

Copyright 1913 by Geo. E. Patterson It is interesting to know just what kind of ads influence men. While it is true beyond all question that women do the great bulk of trading for themselves and their homes, still there is a certain amount of trading

Men are occupied with their busion affairs and if the merchant writes an ad designed principally for as it is more difficult to attract and influence men through ads, than wo men. Women like detail in ads while men are not given to spending much time over ads and all advertising to men should be to the point and be as free from detail as possible.

Proper Illustration and beadlines are of immeasurable value in securing the attention of men. This is seen in the best clothing advertising In this character of advertising the artists are working over time preparing illustrations that will attract the atention of men as they read the papers. At present clothing advertising is among the best. The only clothing ads are prepared in New York or Chicago, and do not fit the time, place and people. The ad writ- 50,000 bushels of United States er in New York cannot hope to pre- wheat in Toronto. A firm in Detroit, pare stock ads that will compete suc-cessfully with ads prepared by a local ad writer, providing the local man is an ad writing expert. The local man knows his stock, his people and is bound to put more individuality into his ad. Many of these stock ads are very handsome from an ar-tistic standpoint but miserable failures from the standpoint of business PURNISHED ROOMS-Nice cool

Men, when once attracted to ads are convinced by an honest, straight- OFFICE ROOMS-Choice suites in orward statement of the goods, giving prices, all in the most concise yet pleasing style.

Scattered Shots

. . . . AMERICAN diplomats reporting for duty in the capitals of Europe lodge room. See Chilcote, 635 Main would do well to take along a supply of sandwiches

SPEAKING of distinguished men who are contributing to the greatness of our glorious country-but modesty forbids.

the clouds the American farmer is tween Klamath Falls and Grigaby not making any pronounced objectranch. Notify Geo. Chastain, 4-3t tions to the war.

GENERAL VILLA declares he will oust Carransa from the presidency of Mexico. Nothing doing, old boy;

front page is fully occupied. A FORMER prime minister of American politician would expect to 66.

be a colonel at least, has just anounced the European trouble has not materially advanced the cost of tin. Therefore the cost of house numbers is by no means is much better.

to Studen

High school will open Tuesday, September 5th. The office will be open from 9 till 4 on Thursday and Priday this week for the purpose of saroliment. All students who can grange to do so are urged to earoll at that time, to avoid the rush of to opening day.

W. E. PAUGHT.

sero are two kinds of in

French Battery Waiting to Shoot German Dirigibles Socialist Soldier Is



The French army has in the field guns especially designed to bring down aeroplanes and dirigibles. These have succeeded so far in the war in destroying a number of airships flying over their troops. In order to get out of range of these guns, airships must fly so high that they can see but little of what is below.

By instructions from the Canad-

ian government the holders of ware-

house receipts covering oats of com-

mercial grade in store at the termin-

al elevators at Fort William and Port

Arthur, Ont., are requested to pre-

sent these receipts to the Canadian

YESTERDAY'S COAST

LEAGUE RESULTS

Leifield, Schmidt, Love, Boles.

cents a box at all drug stores. .

son, Grimes and Mitze.

men there are some points to bear in mind. The ad to men should be brief and more than ordinarily attractive. Canada Purchasing United States Wheat No. P. Heilbron and wife, Honolulu; Tom A. Williams, San Francisco,

portation.

tions today were that Canada, usual- selling Alberta wheat. ly a wheat country, will become a

One grain firm reports the sale of

FOR RENT

rooms at the Clairmont. 8-19-1m. British government.

the Odd Fellows and Willits buildings; best location in the city. See W. O. Smith, Herald office. 20-tf FOR RENT-S.x unfurnished rooms

in stone building near postoffice; suitable for light housekeeping or roomers; will make some improvements for good tenant. Also small street, phone 66.

LOST AND FOUND

LOST-Ladies' stray suit case, containing ladies' gray tailored suit, WITH THE price of meat lost in children's clothing, etc. Lost be-

FOR SALE

FOR SALE OR TRADE-Two story frame building; good location; France has been fighting in the See Chilcote, 625 Main. Phone 66. 1ranks as an enlisted man. An See Chilcote, 635 Main street, phone

SECRETARY of the Interior Lane FOR SALE-Cow, half Jersey, half Durham. J. E. L., Herald. 2-61*

house with 16 rooms, well furnishprohibitive and if we all put them ed; good location. See Chilcote, 635 up our chance for free mail delivery Main street, phone 66. 1-6t

Blue Front Livery and Feed Stables

Formerly the Goodman Stables

WELL EQUIPPED LIVERY AND FEED STABLE

Mundy & Hilyard, Props. \$22 Klamath Ave. Phone 252-W

White Pelican.

R. E. Haley, Petaluma.

Hotel Hall.

WINNIPEG, Man., Sept. 4.—Even \$1.10 duty paid and delivered to the Bessie Rodden, B. F. Thomas, E. J. times I could hardly bend or though the wheat business of the mills. A wire from British Columbia Gorman, San Francisco; J. E. Pad- straighten. At night the trouble Klamath Basin. See Chilcon United States may be imperilled by states that the United States wheat dock and wife, Lorella, Frank Obenthe European war, so far as export is being shipped into that province chain and family, Bly; E. J. Wendt to Europe is concerned, demonstra- and after paying the duty is under- and wife, Bly; Chas. Horton and wife, Hildebrand; B. St. Geo. Bishop, Wife and STOPPED UP With the impetus given the Canmarket for the United States. The adian miling industry by British pur- eley; W. M. Williamson, Sacramento; vertising is that too many of the crop of Canada is smaller than it has chases of flour and the enormous R. H. Lambert, Portland; Helen I wheat crop in the United States, the Paxson, Wascon, Ia.; May Mercadier, Canadian duty on wheat will prob. San Jose; Mr. A. L. Bradburn, Dorably be inadequate to stop the im- ris.

Notice

lowing section of the city ordinance against starting fires in the city: "Section 23,-It shall be unlawful

Grain Commissioner immediately. chased 700,000 bushels of oats stored in these terminals for the to be kindled on any asphalt or sim-....... 10 Oakland 6 6 said city without first obtaining per-Decannier, McClain; Ables, Jackter, leaves, wood or other substance Portland 6 10 0 emitting in combustion sparks, flying Williams, Rohrer; Higginbotham, ashes or cinders, or dangerous to adfacent property."

San Francisco 9 9 3 The charter provides a penalty for fine of not less than \$5 nor more than \$100 or by imprisonment in the When baby suffers with eczema or city jail not less than two nor more ome itching skin trouble, use Doan's than fifty days. You are hereby noti-Ointment. A little of it goes a long fled to take warning. way and it is safe for children. Fifty

Golden Whitnack, Independence, la.:

wheat into Ontario. The price is H. J. Schuller, K. Heppe, Miss

Your attention is called to the fol-

for any person or corporation, either The Canadian government has pur- by him or themselves or his or their agent or employee to cause any fire Har pavement or to heat any roofing duliness and headache disappear. By throat, and raw dryness is distressed or other material on or above such avement, OR TO BURN IN THE OPEN ANYWHERE IN THE CITY LIMITS, offall, refuse, garbage or small bottle of "Ely's Cream Balm" other matter causing nozious odors, at any drug store. This sweet, fraor to burn on the unpaved or any street or alley or private property in mission from the chief of police, and under such precaution as he may direct, any paper, straw, vegetable mat-

Monuments and Tombstones

Don't forget that you have in

your own town a man of twenty

years'experience in this business

C. D. GRIZZLE

1028 Main Street

Memorial Arches and

Artistic Steel Fencing

Work Done to Order

and Guaranteed

Hotel Arrivals tures of an aching back, the annoyance of urinary disorders, the pains and dangers of kidney ills, will fall

H. G. Wilson, Miss M. Wilson,

Try "Ely's Cream Halm."

Get a small bottle anyway, just to ry it - Apply a little in the Nostrile gling for breath, with bead staffed; nd instantly your clogged nose and storped-up air passages of the head will open; you will breathe freely; nose, foul mucous dropping into the morning, the catarrh, cold-in-head or but truly no catarrhal sore throat will disapper. End such 'misery now! Get the

FROM COLD? TRY MY CATARRH BALM grant balm dissolves by the heat of instantly Clears Air Passages; . You the nostrile; penetrates and beals its Breathe Freely, Nasty Discharge Inflamed, swollen membrane whit Stope; Head Colds and Dull Head- lines the nose, head and threat; clears air passages; stops nasty die charges and a feeling of cleaning

soothing relief comes immediately. Don't lay awake tonight strap nostrile closed, hawking and blowing Catarrh or a cold, with its runting

Put your faith-just once- in "Ely's Cream Balm" and your cold or catarrh will surely disappear. (Paid Advertisment.)



With new buildings, better equiptment, enlarged grounds, and many selditions to its faculty, the University
of Oregon will begin its thirty-minth
year Tuesday, September 18.
Special training for Rustmees, Journalism, Law, Medicine, Testching, Lilerary Work, Music, Architecture,
Physical Training and Pine Arts.
Largest and etropgest departments
of liberal education.
Libery of more than Most valuance, two
piccolid gramacome, eleves buildings fully Now Stores Add

UNIVERSITY OF OREGON

The Greater Oregon"

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