PROFESSIONAL CARDS

CITY AND COUNTY BSTRACT COMPANY

A. B. LOWMAN same 11 and 19 attend Bunk Bull th Polls, Ore-

Office and Residence, NW cor. 7th and Main CLAYTON E. WHEELEN Physician and Surgeon inal Treatment) Office bouse: 9 to 11:30 a m;

THE KLAMATE PALLS PERM LAUNDRY

to f p m.; evenings, 7 to 8

ates and do not get im-

Wood!

16-tech Body Wood ... 16-tech Limb Wood t-ft. Body Wood t-ft. Limb Wood

Wood, damped, (Extra on hill)

WOOD

KLAMATH FUEL CO. 105 Male. O. Popters, Mg

A Good Eater A Good Thinker

Good groceries build up the system, etimulate the brain and And RIGHT thinking brings the MAKE YOU THINK.

AN RIPER BROS

The Herald, delivered at your

Front Livery d Feed Stables

Formerly the Goodman Stables

LL BOULPPED LIVERY AND D STABLE

The Evening Herald

W. O. SMITH. . . .

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

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KLAMATH PALLS. . ORBGON TUESDAY, SEPTEMBER 8, 1914



WASTED ADVERTISING

RLAMATE FALLS

Copyright 1913 by Geo. E. Patterson A noted scientific writer said that "at least two-thirds of all human effort is wasted, and the remaining one-third is largely misdirected." If this assertion is true it would be in-

teresting to figure out what portion \$35,000,000,000, the amount spent annually in the world's market. is wasted. It is likewise interesting to know what per cent of the millions of dollars spent annually is wasted and why it is wasted.

Men who have made a careful study of advertising tell us that over 75 per cent of all advertising is wasted. Why this wast per cent of inefficiency? It was only recently we noticed that three department stores in a town advertised on the same day that they were now holding the "Greatest Semi-Annual Clearance Sale Ever Held Here." Each of the stores could not be holding the greatest sale. The proprietors did not believe it, the public did not believe it, and the three

bringing buyer and seller together, is will get a large bottle of this old-

tising not backed up with a definite splendid for dandruff, dry, itchy scalp plan, is wasteful advertising. This and falling hair. kind of advertising never can be re- A well-known downtown druggist lied upon to produce definite results. says everybody uses Wyeth's Sage

salesmen are made efficient by proper tell it has been applied—it's so easy training and handling so advertising to use, too. You simply dampen a is properly trained. It is just as fool- through your hair, taking one strand ish to prepare advertisements with- at a time. By morning the gray hair out a knowledge of advertising as it disappears; after another application is to perform a critical operation or two it is restored to its natural

Green Mountain mine, in Douglas

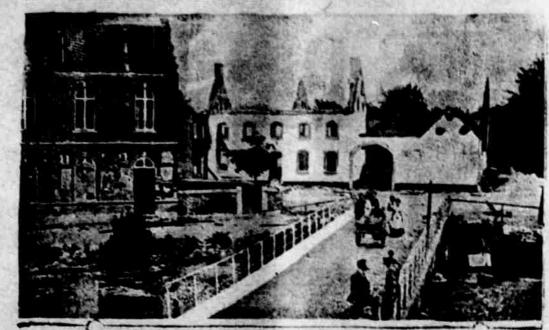
Warrenton has carried a \$150,000 ad lesse for gravity water.

Pendleton has a building boom, and the Daily Tribune has a new home.

Winard Edison says he expects to per directly from coal.



Town of Mouland, Burned to the Ground by German Invaders



This photograph was taken a few hours after the German troops had occupied the town of Mouland in Belgium. They decided to wipe the place from the face of the earth. But before doing so they gave notice to the inhabitants to leave, and thousands of men, women and children hurriedly packed their household goods in carts and went out seeking shelter. In a few moments the town was in flames, and little was left of it.

Advertisement

WITH SAGE TEA

Grandmother kept her hair beautifully darkened, glossy and abundant went for a picule on Mount Stukel on school houses in this community were with a brew of Sage Tea and Sulphur. Friday. They drove to the other side all ready. Mt. Laki and Spring Lake Whenever her hair fell out or took of the mountain, where they had advertisements were inefficient and on that dull, faded or streaked ap- lunch. They climbed to the top from wasteful. Dishonest advertising is pearance this simple mixture was apthat side. The smoky condition of Nearly 2,000 piles have been driven the atmosphere prevented a first class on the Astoria municipal dock to date. ing at any drug store for "Wyeth's view of the valley. The problem of distribution, of Sage and Sulphur Hair Remedy," you the great problem in business. Any time recipe, ready to use, for about advertising that does not accomplish 50 cents. This simple mixture can this result is wasteful advertising. be depended upon to restore natural odic, and in fact all adver- color and beauty to the hair and is

There is one certain way of reduc- and Sulphur, because it darkens so ing waste in advertising. Just as naturally and evenly that nobody can will be efficient when the advertiser comb or soft brush and draw it without a knowledge of surgery. color and looks glossy, soft and abundant.

unty, may operate on a large scale. King Albert Is Reported Hurt

United Press Service

LONDON, Sept. 8-A news agency dispatch via Amsterdam says King Albert of Belgium was slightly wounded on the hand by fragments of ive the problem of securing electric a shell Saturday, while leading the Belgians near Antwerp. This has not been confirmed.

> Several Central Western roads are to build bathhouses for cattle that unpleasant odors may be avoided.

Herald's Classified Advs.

FOR RENT

PURNISHED ROOM, with or with out board, with private family; gentleman preferred. Inquire Tenth

FURNISHED ROOMS-Nice cool rooms at the Clairmont. 8-19-1m*

OFFICE ROOMS-Choice suites in the Odd Fellows and Willits buildngs; best location in the city. See W. O. Smith, Herald office. 20-tf

LOST AND FOUND

LOST-Sunday night, on Main street blue chinchilla cost. Finder notify Herald office. 7-1t*

MT. LAKI NOTES

(Merald Special Service)

Aid Society of the Mt. Laki church held its regular monthly business NOBODY CAN TELL WHEN YOU meeting at the church Wednesday DARKEN GRAY. PADED HAIR afternoon. A special meeting will be chine is heard over this section of the held September 16th at the church, valley. All the ranchers are either in the afternoon, to tle comforters,

The young people of Mt. Laki were entertained last Wednesday evening at the home of Mr. and Mrs. Clyde Griffith. A very pleasant evening was spent in playing games. Just before lock.

leaving the guests were served with delicious refreshments.

bath school class at her home Monday evening. After games and much MT. LAKI, Sept. 8 .- The Ladies' pleasure Mr. Addison drove the chil-The whistle of the threshing ma-

Mrs. Addison entertained her Sab-

threshing or preparing for it.

districts both built this summer.

School started today. The two new

Main street, Oregon City, will be repayed with bitulithic.

really the first test the telephone has Fifty thousand combinations are had, and without it the war would possible with a new-combination padhave been conducted much differently. This photograph shows a Belgian

Admiral Sir David Beatty, Great Britain's New Hero



Admiral Sir David Beatty is Great of age, and has been advanced rapid-Britain's new hero. He has shown ly through the navy. Most British what the fleet in which England has admirals are well over 50 years of FOR SALE—Cow, half Jersey, half
Durham, J. E. L., Herald. 2-6t*

FOR SALE—Spring chickens, average which encountered a German fleet age weight 2 pounds, 40 cents each delivered. C. E. Widdom, Phone 32 7-6t*

what the fleet in which England has admirals are well over 50 years of age. Beatty married a daughter of the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, thirteen years ago. As a result he Princess Royal, Queen Mary and other beautiful the late Marshall Field of Chicago, the late of the late Marshall Field of Chicago, the late of the late Marshall Field of Chicago, the late of the late Marshall Field of Chicago, the late of the late Marshall Field of Chicago, the late of the late Marshall Field of Chicago, the late of the late Marshall Field of Chicago, the late of t

First Women's State Political Convention On

Inited Press Service

first state political convention ever sion. held in the world by women opened in the afternoon a paper a here at 10 a. m. today in the Phelan "War," written by President Wiles being at 10 a. m. than Fernald of the was read. Plans to aid the fello Women's State Democratic Club pre- cratic candidates nominated in the sided as chairman.

Every county in the state was rep- several of the women were resented by delegates, and in addi- to campaign the state. tion, every women's democratic club A paper on "Peace" was also red in California sent several members by Mrs. Virginia Marshall Clepta to aid in making the world's first po- of Los Angeles. Other speakers welitical convention of women a bri- Mrs. Cecelia K. Cameron and Mr. 1 itiant success. The appointment of T. Duncan, both of Bakersfield. committees by Mrs. Fernald, the re- The convention will close tough port of various committees and an with a reception at a local hotel

address of welcome by Mrs. Charles SAN FRANCISCO, Sept. 8 .- The H. Spink, occupied the morning

recent state primary were made, ast

Germans Avoided

Fortified Town

Belgian Telephoning To Headquarters

The telephone has played an im-

portant part in this war, and most or-

ders from headquarters of the armies

in the field have been sent by it. It is

soldler in the field sending word of movements of Geman troops to head-

In Berlin there has been construct-

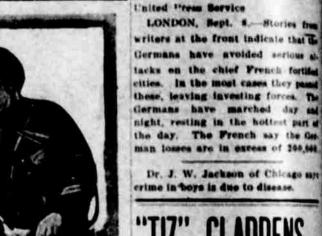
ed a skating rink with all the prop-

Coos River consolidated district will

erties of ice, but made of sait.

erect a \$10,000 high school.

quarters.



crime in boys is due to disease.



set tingle for joy; shees never tight.

Get a 25 cent box of "TIX"

CLOGGED NOSTRILS OPEN AT ONCE. HEAD COLDS AND CATARRH VANISH

Head Clears, Succeing and Nose inflamed, swollen membrane white Running Cease, Dull Headache lines the nose, head and threst

Try "Ely's Cream Halm."

ry it Apply a little in the Nostrila gling for breath, with head stuffed; and instantly your clogged nose and dopped-up air passages of the head Cutarrh or a cold, with its russia all open; you will breathe freely; nose, foul mucous dropping into the tuitness and headache disappear. By throat, and raw dryness is distressed ring the catarrh, cold in-head or but truly needless. atarrhal sore throat will disapper.

small bottle of "Ely's Cream Balm" or catarrh will surely disappear. it any drug store. This sweet, fra-

grant balm dissolves by the heat In One Minute Vour Stuffy Nose and the nostrils; penetrates and heals the clears air passages; stope nasty to charges and a feeling of cleaning scothing relief comes immediately.

nostrils closed, hawking and bloving

Put your faith--just once-End such 'nisery now! Get the "Ely's Cream Balm" and your cold (Paid Advertipment.)

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