

PROFESSIONAL CARDS

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The Evening Herald

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KLAMATH FALLS, OREGON THURSDAY, SEPTEMBER 17, 1914

Table with columns: Date, Max. Min., Weather. Rows 1-11 showing daily forecasts.

WHAT POOR ADS LOSE

Copyright, 1913, by Geo. E. Patterson What will a merchant lose in one year if his salesman was only one-half efficient?

Now that the merchant must ever keep in mind that there is a direct relationship between a salesman and an advertisement.

Suppose the merchant puts a \$3.00 ad in a paper with 1,000 subscribers. If the ad didn't produce a single sale or stimulate business it was wholly inefficient.

IN RECOGNITION of his long, but finally successful fight for magazines to enlighten our city officials, Councilman Matthews has been elected as the Maid Adhesive of the Stick Club.

THE GERMANS say the allies are cruel and bloodthirsty, and the allies say the Germans are not human, and each one calls the other very naughty names.

Even Sporting Circles Are Hurt by the European Conflict

With the Red Blooded Englishmen at the Front, There is Little Reason to Look for More International Events-- So America's Vengeance Will Be Delayed

By HAL SHERIDAN (Written for the United Press)

NEW YORK, Sept. 17.—The death knell of international sports—for a couple of seasons, at least—has been sounded by the great war now raging in Europe.

The cream of Europe's athletes are practically all on the battlefields now. A great majority of those who helped to wrest many and diverse honors from Uncle Sam during the past year on the athletic field were at that time members of the armies in their respective countries.

At relay racing, golf, polo, boxing and tennis, Uncle Sam's athletic representatives got such a licking as they never had had in the history of international sports.

Figuring it out on the percentage basis, it has been a pretty bum year for American athletes. Their two wins against five defeats gives them a percentage of 28.6, and even a tail end club in a baseball league would sneer at that.

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The next few years should see America improving all along the line. Uncle Sam's athletes probably would have wrested back a great many of the lost laurels, even had Europe's ranks not been devastated by war.

Chancellor Is Reported to Have Resigned His Position



Has Chancellor Bethmann-Hollweg, Germany's foremost diplomat, resigned this important office after a quarrel with Kaiser Wilhelm? Press dispatches told of this a couple of weeks ago, but there is reason to believe that after the Teutonic tempers had subsided, both Wilhelm and the chancellor took a patriotic view of it, and

Nearly 175,000 girls under the age of 16 are employed in the industries of Germany.

One-third of the votes polled at a recent election held in Independence, Kan., were cast by women.

A woman's choice with women officers, and a woman minister, is to be established in Wallasey, Cheshire, England.

One church in an Oklahoma town advertised free lemonade at its Sunday service. A rival church is advertising free buttermilk.

The Southern Pacific will open a dining room at Roseburg.

Live Rats Worth a Nickel; Deceased 2c

United Press Service PHILADELPHIA, Sept. 17.—Philadelphia has declared war on rats. Every rodent has a price on its head.

Wild West Days Are On at Walla Walla

United Press Service WALLA WALLA, Wash., Sept. 17.—With hundreds of cowboys, cowgirls, pioneers and Indians participating, the Frontier Days celebration began here today with a series of events characteristic of life in the Wild and Woolly West in the gone, but not forgotten, days.

Ontario will try for the county seat of Malheur county, and promises a big new court house.

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.

THE BRIDE AND GROOM

Who start life together with a savings bank book are starting right. We advise all young couples to begin saving as soon as the honeymoon is over.



Better get yours before the war causes an increase in price. We have them-- good ones. From \$1.25 up UNDERWOOD'S PHARMACY