



The Very Latest Ideas of the Country's Best Designers Are Shown in Our Stock of Ladies' Suits and Coats

The materials are beautiful both in coloring and in texture, and include both the serviceable and handsome plain weaves and the nobbiest of the novelty creations.

Some of the garments are plain and others are trimmed according to the latest vogue. They are beautiful garments and you will find all of them splendid values, as we make it a point to buy with the greatest care.

We have a large enough variety to insure you just what you want. You will find it a pleasure to examine our Ready-to-Wear Garments, and the values are so meritorious that it will be to your advantage to buy of us.

WE CAN FIT YOU

We Have Splendid Suits and Coats and the Latest Styles at

\$10.00, \$12.50, \$13.50, \$15.00, \$16.50 and Up to \$30.00

GOLDEN RULE THE PEOPLE'S STORE

OF INTEREST TO WOMEN

The hat upon Belinda's hair
Tips up with just a little flare;
Her collar flares; her Russian coat
Flares out decidedly, you'll note;
And in a manner quite discreet
Her full skirt flares above her feet.

In fact most everything she'll wear
Flares up and out a bit somewhere.
But I don't care a bit, do you?
Unless her temper flares up, too.

NEW YORK, Sept. 18.—Isn't it just like Fashion to decree flaring coats and skirts for the winter season, when chill blasts find getting under flares the easiest thing they know? It's a great little chance, though, for lovely women to get back into her old stride, for she actually can get there now, with a long, swinging gait, in the new full skirts. Some are frankly gathered or shirred at the waist bands, while in some other models all over pleats offer complete emancipation to nether limbs. Of course, this summer many pleated skirts of filmy materials were tried out either as under skirts beneath long tunics of lace or chiffon, or the tunics themselves were pleated over a scant and plain underskirt. Now, however, there are pleats a-plenty—sun, box and accordion—and the entire skirts of the smartest tailor suits and frocks, as well as the diaphanous evening gowns are made of 'em.

Indeed, the tailored girl's whole toilet is replete with pleats for the newest chimesettes and lawn esteves are all finely pleated like the bosom of a man's dress shirt, and even the flaring roll collar attached to the chemise is also pleated. And while on the subject of rolling collars it is sad to relate but true, methinks, that fair femininity is going to get it in the neck again this season. In plain words, the high collars have already many a fashionable throat in its vise-like clutch, and is shown on all the chic plain tailored blouses for the fall and winter. Along with the high tight collar is returned the high lace shoe. With her coats, blouses, skirts and sleeves so lavishly garnished with buttons a la Militaire, it probably is a relief for a much buttoned maiden to feel that at least her feet are buttonless. Hence some of the very best ankles are all wrapped up in shoe strings. But to return to the flaring points. The really most flagrant flares of all are found on the coat and wraps. For street wear the redingote coats are the thing in the suit line, but the separate coats are all cut like a Cossack's, and the most stunning are finished around the bottom, cuffs and collars with wide bands of fur—skunk, monkey or sable preferred. The Cossack coat for evening wear has almost the same cut as the street coat for day wear, but is developed in brilliant hues of chiffon velvet, an exquisite model is of yellow velvet, the shade of a California poppy. A long, loose waist line is indicated by a wide band of dull gold galleon and the wide collar, deep cuffs like two muffs, and broad banding around the flaring skirt is of sable. The lining is of old blue chiffon, long, loose capes flaring out about the heels and banded with fur are also lovely for evening wraps, and are made of velvet also. An adorable one of magenta velvet with a broad band of chinchilla around the feet has a Capuchine in lieu of a collar. Carrying out the ever popular black and white effect, a white velvet cape is trimmed in monkey fur, its pointed hood furnished with long jet tassels and a gorgeous salmon velvet coat, or rather a wrap, shows a sleeve on one side with a deep skunk cuff. On the other side it wraps around the figure like a cape. A dull silver ornament of metallized embroidery fastens the cape side over to the sleeve side, and a wide band of skunk finishes the bottom and the neck. Almost all of the wraps are made of plain unfigured velvet, but so brilliant are the colors and so rich the combination with the fur bandings that the effects obtained are positively dazzling to the naked eye, and a bit staggering also to father's denuded bank roll.

Margaret Mason
The hat upon Belinda's hair
Tips up with just a little flare;
Her collar flares; her Russian coat
Flares out decidedly, you'll note;
And in a manner quite discreet
Her full skirt flares above her feet.

Austrians Try to Cross River; Fail

NISH, Sept. 25.—It is reported that the Austrians endeavored to cross the Danube to attack Belgrade, but they were repulsed. Before they retreated the Austrians shelled Belgrade for five hours.

Servians Are Slowly Advancing

NISH, Sept. 26.—The war office has issued the statement that Krupania is the only place where Austria still has a foothold in Serbia. Fighting has been going on there for a week, and it is said the Servians are slowly advancing. Efforts to cross the Drina and Danube rivers has met with repulses. The government denies the declaration from Vienna that the Servians are suffering from cholera. It is also announced that the bombardment of Belgrade continues.

Japs and Germans Fight in Air

PEKIN, Sept. 26.—Advices from Shantung are to the effect that while Japanese aviators were maneuvering over the German forts they were attacked by German aviators. One Japanese machine was wrecked and the aviator killed. The Japanese and British are bombarding the outer forts.

Hydroplanes Bombard Cattaro

ROME, Sept. 26.—The fleet of French hydroplanes have been bombarding Cattaro. It is not known as yet what damage was inflicted.

TORONTO, Sept. 26.—Sir Thomas P. Whitney, premier of Ontario province, died last night, following an illness of several months. Whitney early in the summer realized that he could not recover, and he has been slowly sinking.

Miss Willa Leonard, operated upon Friday by Drs. Johnson and Cahay for appendicitis, is improving nicely, according to advices from the Blackburn hospital.

The position of secretary to the newly created market commission in New York city, which pays \$4,000 a year, is open to women.

Anna Held, the French actress, recently won \$7,000 on a dream she had about a race horse.

Turkish rugs are largely made by women and children, who are paid from 5 cents to 25 cents a day.

The greater portion of the new St. Elizabeth hospital at Baker will be completed by the first of the year, costing \$250,000.

Accurate information about the Klamath Basin. See Chilcote, 635 Main.

SHOT AT

Your attention—do we have it? LISTEN! Many a square meal is spoiled in the making by unwise grocers who think of profit's rather than quality.

Stale butter, bad eggs, cheap coffee, poor potatoes, inferior off-brand canned goods, any one of which, to say the least, will spoil an otherwise perfect meal.

Some grocers make it a point of honor never to sell an article that is "off." They build up a reputation from which they are inseparable. Their WORD, as it were, is a trade mark, and becomes a force and power in their business.

WE KNOW IT. Our customers know it—others know it. And still there are others who should know it for their own sake.

Sunset Grocery

COMMUNICATION RE-ESTABLISHED

WASHINGTON, D. C., Sept. 26.—Telegraphic communications have been re-established between Vera Cruz and Mexico City via Nogales. This was made necessary by the destruction of the telegraph and telephone wires between Vera Cruz and the capital and the destruction of the railroad tracks for some distance between the two cities.

The officials have been advised that President Carranza says that it would be impossible for him to treat with General Zapata, which strengthens the rumor that Zapata and Villa will unite their forces.

Sues on Account.

Suit to recover \$268.68, alleged due on account, was commenced in the circuit court by the Farmers Implement and Supply house against J. L. Fielder and J. C. Loudon. J. C. Rutenic is attorney for the supply house.

Today's news today in The Herald.



FIRST NATIONAL BANK OF KLAMATH FALLS, OREGON

Capital Stock, 100,000 Surplus, \$11,000 U. S. DEPOSITARY

OUR POLICIES—To distribute the banks assets in such a way as to maintain under any conditions and at all times an ample reserve to meet the demands of its depositors and take care of its borrowing customers.

LOTS OF FOOTBALL MATERIAL THIS YEAR

With a big army of all kinds of promising material and five games in prospect, football is the big topic at the Klamath County high school this year. The local students are much elated at the showing the candidates for the team made against an alumni organization Friday night, and have hopes of capturing the Southern Oregon championship.

Saturday the team will go to Merrill to play Merrill high. Two games each are also assured with the Medford and Ashland high schools.

Coach Vernon Moteschenbacher believes he has plenty of timber for a winning team. Many of the boys are inexperienced in the rudiments of the game, but all are plucky fighters.

Earl Elliott, the old Nebraska star, has agreed to coach the line, and Oscar Willey, a veteran from the University of Colorado and later coach of the Aberdeen high school eleven, will specialize on the backfield. With this form of training great results are expected.

With the exception of the students who are interested in tennis, about every boy in the high school is a candidate for the football squad. Among those who show dashes of real ability are Ira Oren, Lawrence Moteschenbacher, Red Stewart, Bill McMillan and Gus Page in the backfield, and "Shrimp" Steiger, a plucky little 120 pounder at quarter. Graves work at center is good, and on the ends it is a fight between Noel, Beals, Hill and Kiehl.

For other positions on the line Mel-base, Wade and Clyde Short, Verl Brewbaker, Everett, O'Loughlin and the La Prairie brothers are showing class. Linkenbach, a Central school star of last year, and other players will be in school next week, and will fight for places.

Going Around Lake.

Mr. and Mrs. Leslie Rogers, Alex Martin Sr., Miss Ida Momyer and Miss Stewart made the trip around the Upper Lake Sunday in Rogers' car.

Back to Meva.

Cecil Miller left Friday for Meva, after a day's visit here.

Polish Statesman Arrested by Czar

ANTWERP, Sept. 25.—The foreign office today states that Germany has made a peace offer to Belgium. King Albert, it is reported, declined the proposal.

FORT WILL SHOW CLASS AT THE DISTRICT FAIR

FORT KLAMATH, Sept. 26.—At a meeting of the boosters of the Wood River Valley, called by Jas. C. Pelton of the county fair board, plans were outlined for the district fair to be held here next Saturday, and the reports of the committees show that it will be a hummer. The fair will be held only one day.

The premium list for exhibitors will be the same as used at Bonanza. Although it will be a little late for the best selection of our agricultural products, this part of the fair will be a surprise, for the Wood River Valley claims to be able to show the best forage crops of any part of the county.

A purse is being raised for foot racing and a bucking contest. The Fort people gave away \$500 in prizes at the "July Time," when they also brought sixty Warm Springs Indians here, and there is no doubt but what we will spend a little money in this way at the fair.

The heads of committees are as follows:

Farm exhibits, Ray Loosley; livestock, L. C. Sismore; domestic art, Mr. Gordon and Mrs. Turner; field day sports, John Utter.

Sister is Married.

J. W. Tyrrell has received word of the marriage of his sister, Miss Evelyn Tyrrell of Portland, to C. N. Comstock, a prominent Albany (Mo.) attorney. The couple will reside in the "show me" state.

Coon to Move Shop.

C. B. Coon, "The Electrical Man," is preparing to move his electrical store and motorcycle supply house from its present location to the old shooting gallery on Main street, between Sixth and Seventh.

THE REASON WE ARE EXPECTING SUCH A Large Shipment of Pianos and Player Pianos IS THAT WE BELIEVE THAT KLAMATH COUNTY PEOPLE, CONSIDERING POPULATION, PURCHASE MORE INSTRUMENTS THAN ANY OTHER COUNTY ON THE PACIFIC SLOPE

SHEPHERD PIANO DEPOT

WHAT STARTED THE PRESENT WAR

LONDON, Aug. 25.—(By Mail to New York)—The bullet fired by Gabriel Prinzip into the brain of Archduke Ferdinand of Austria-Hungary, came almost straight from the Servian government itself, insisted the Austro-Hungarians.

Twenty-five days after the assassination, Austria-Hungary sent a note to Servia. Servia had countenanced criticism of Austria-Hungary, the note declared. It had permitted its newspapers and its people to carry on movements in behalf of Slavs in Austro-Hungarian dependencies.

It said that the assassination of Archduke Ferdinand had been planned at the Servian capital. Officers in the Servian army had helped Gabriel Prinzip, the Servian high school boy, to get a revolver and ammunition with which to perform the deed. Servian government officials along the border had helped Prinzip to cross into Bosnia on his journey to Serajevo.

Austria-Hungary demanded that Servia, within forty-eight hours, must print in the official Servian paper, these exact words: "The royal government of Servia condemns the propoganda against Austria-Hungary which has the aim of separating Austria-Hungary from some of her dependencies."

The note also demanded that Servia must curb its free press and its speech in order to stop criticism of Austria-Hungary, and it must change its system of education so that in schools nothing should be taught the children that would cause them to hate Austria-Hungary.

Servia must also discharge from its army certain officers whom the Austro-Hungarians would name, and who had spoken too freely in regard to the crime of June 28.

Servia was given forty-eight hours in which to comply with all of these demands. Prinzip's bullet has been flying for twenty-six days, directly toward its target. It will soon cut the string which holds European civilization hanging directly over the precipice of war.

It will soon reach the powder magazine over which Europe has been resting these many years. It will soon reach the heart of Peace, and kill her.

That same night, the night of July

23, the statesmen of Russia, in distant St. Petersburg, received a cablegram from Servia.

"Help!" it said. The Russian statesmen talked for four hours about it in the country home of M. Goremykin. They reached some decision, secretly. At 7 o'clock in the evening they dashed off in their automobiles to their various offices, each man to do his own work in connection with what was at hand.

By this time the armies of Europe were mobilizing.

Servia's forty-eight hours were up on July 26th at 6 o'clock in the evening. But before that time the Russian army was moving toward Germany, and the German army was moving toward Russia, and in a dozen other different directions.

Prinzip's bullet had reached its target. It had struck the mine under Europe, and this mine will probably kill a million men and create more havoc than anything else that has ever happened to humanity.

What Prinzip really said or thought after he committed the assassin is not known publicly. The Servian government, in a note, said that he said:

"I was not influenced by any other person or persons. The reading of anarchistic literature made me believe that there could be nothing finer in the world than to be an assassin. When in Belgrade I read that the archduke was going to Serajevo, and so I bought a revolver and went there."

But what he said or thought matters little now. Europe is not fighting because Prinzip was a murderer, but because the long and ancient quarrel for "a place in the sun," a place for each nation to put its feet in the crowded land, has suddenly been turned from a contest of words and diplomacy into combat on the battle fields.

Some jolt would have set off the European mine, some time.

It just happened that Prinzip's bullet did it.

BAVARIANS ON TRIAL BY GERMAN OFFICERS

OSTEND, Sept. 26.—It was announced today that the German military authorities at Brussels are trying a number of Bavarian soldiers. The charge is that the Bavarians were conviving for the escape of French prisoners of war. It is also stated that the friction between the Germans and Bavarians is growing.

County Agriculturist Rollin Glaesyer and Earl Chandler left Saturday for Fort Klamath. If the weather is right, they plan to go on to Crater Lake Sunday.