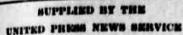
ADVERTISERS SHOULD INVESTIGATE EXTRAVAGANT CIRCULATION CLAIMS



wenth Year-No. 2.028

KLAMATH FALLS, OREGON, FRIDAY, MARCH 20, 1918

Evening

"Let Unfortunates of Ohio and Indiana Come to Land of Nod," is Plea of Klamath County Residents Rotermund on Herald Staft OPE

ESCAPES

NER LOS

COLUMBUS HIT HARD HIGH

MUCH SUFFERING

Coroner of Great City Believes That Many Families Have Been Completely Wiped Out of Existence. Halt of Discovered Dead in Colum- magazine writer he achieved some but Have Been Identified-Zanes

ville is Almost Out of Food.

United Press Service COLUMBUS, O., March SB .--- Pifty bodies were in the morgue here at Half of them have been iden-2:45. tilled.

Coroner Benkert at 1 o'clock esti- CALIFORNIA LAW MAKERS ARE A mated that the dead would be 200 in this city alone.

Whole families are reported to be dead in some houses.

The streets are thronged with peo ple seeking lost relatives.

s. K. Mitchell, superintendent of the Ohio Electric railway of Zancatille, reached a telephone four miles west of Zanesville, and telephoned to Governor Cox:

for three miles."

Calted Press Service

INDIANAPOLIS, March 18. - A tes in most of West earch of the how Indianapolis failed to disclose a sin gle death.

United Press Service

INDIANAPOLIS, March 28 .- It is

It May be Sam's Swan Song DAYTON Sam Evans left Thursday night for success, but he made his fatal mis-San Francisco, and rumors are cur- take when he entered the field of rent on the streets today that another journalism. He came to Klamath spectacular newspaper venture in Falls about a year ago and acquired Klamath Falls has about reached an an interest in the Klamath Falls end. Probably never before has money Northwestern, a morning newspaper. been so extravagantly wasted in a The plant of the paper was amply newspaper enterprise in the West as suited to the needs here at the time, TELEPHONE MANAGER TELLS OF the Klamath Falls public has been but Mr. Evans had some "Broadway privileged to witness during the past ideas," which he proposed to try out

year. But it would appear that the on the Klamath Falls public. last act of this newspaper drama is With backing not yet identified, he nearing an end, and that same meth- proceeded to buy an entirely new ods will be adopted from this time on. plant. He selected machinery calcu-Mr. Evans is described by those lated to serve a city of 100,000 popwho know him best as a young man ulation and installed it here. Alwith a hobby-newspapers. As a though the morning paper with the

(Continued on Page 4)



DETERMINED TO PROTECT THE OWNERS OF CHUG WAGONS PROBE WILL BE MADE AGAINST CARELESS ONES

United Press Service

SACRAMENTO, March 28 .- Joyfor a ride" will be guilty of a felony, elect from Hoquiam, Washington, to be free of deaths. with a fine of \$500 or one year's im-

prisonment, if Assemblyman Mouser's hours," he said. "The fatalities have bill is favorably acted upon by the **Court House Question is** been heavy. The city is under water of the committee.

nited Press Service



the belief here that relief has reached DE LAP AND ARANT GIVE SPUDS all of the refugees in Central and TO THE SUFFERERS OF THE

TRICT PLEASES Mr. Rotermund's experience should the advertiser. Neither will be be be of great benefit to Klamath Falls permitted to accept from any adveradvertisers. He has made a life study tiser any copy which promises impos-It is Not Believed That Death Roll of publicity, and one of the arrange- sible things. Will Be Anywhere Near as Many ments under which he is working is The Herald believes that Mr. Rote that he shall consider the public first, mund will be faithful to his trust, and as Has Reported-Crest of and next the advertiser. In other commends him to the public as well the Flood Has Arrived, and Water words, Mr. Rotermund has been in- as to the advertisers. Is Now Receding-People Wade

inited Press Service

Out of Danger

DAYTON, March St-(Bulletin)-At 3:30 this afternoon reports from all sections of the city indicate that the deaths here will not exceed 200.

EXAMINATION OF FLOODED DIS-

WASHINGTON CONGRESSMAN SAYS THAT HE HAS FAVORED

This statement is based on an in

of by Judge Benson, Probably, on Evidence

WASHINGTON, D. C., March 28 .---The parts expected to produce the riders who steal automobiles "just Albert Sidney Johnson, congressman- greatest number of fatalities appear

(Continued on Page 41 (Continued on Page 4)

TAKE NO CHANCE WITH SPOIL-ERS-THOUSANDS OF OHIOANS

ARE MISSING

public.

COLUMBUS, O., March 28-Thous

Kinmath Falls well recommended,

mates of the dead here vary from ands of people are missing and hun-100 to 500. Fifty corpses have been dreds are known to be dead as a reidentified. (Continued on Page 2)

Herald.

Hundreds of people are missing. The streets are piled with debris.

Fred G. Rotermund, well known structed by the management of The

from San Diego to Vancouver, B. C., Herald that he is not to accept ad-

as an advertising expert, has joined vertising except where he believes the

The Herald staff, and hereafter will advertising will prove a benefit to

be in charge of the advertising de- both parties to the arrangement-the

partment of this paper. He comes to public first and then the advertiser.

and The Herald believes he will will be permitted by The Herald. Mr.

"make good" with the Klamath Falls Rotermund will not be authorized to

nited Press Service

CLEVELAND, O., March 28 .- The receding waters have greatly relieved Now Before Circuit Court the flood situation.

DRED-MANY PROPLE ARE RE-

HAMILTON, O., March 28 .--- Hati-

PORTED MISSING

United Press Bervice

No false statements as to result

promise any fictitious circulation to

Cessation of heavy rain makes rescues possible, but reveals great destruction and death.

A conservative estimate of the dead in Indiana is as low as 500. The worst danger now is

The clear, cold weather conditions re bettering the situation.

nt Wilson Will Be Asked to Throw Open Indian Land-Ma Acres Are Available for the Purpose of Nettlement if the Pr Will lasue the Order-Fred Mi

HOMES ARE WAITING MERE POR

VICTIMS OF FLOOD

KVANING NEWSPAP

Price. Five Co

PRINT THE NEWS, NOT

Outlines Plan

"Let's make a place for the home less in Ohio and Indiana."

Today this is the slogen of the who have at heart not only the inter OHIO MILITIA COLONEL WILL ESTIMATES OF DEAD VARY FROM ests of the Klamath country, but of ONE HUNDRED TO FIVE HUN. the farmers who are today without homes in the fertile valleys of the Miami, Wabash, etc.

> The plan is to bring press bear on President Wilson, so that he will immediately open to estil the vast Klamath Indian report It is said by those who are pos that there are almost a million and a half acres of fertile lands in the res vatin, of which less than one-third has been alloted to Indians. Should his land be thrown open places would be easily found for the unfortunate people who have lost their all in the stricken districts of the Hast, and would do more toward alleviating the suffering, both physical and m tal, than anything else.

> Fred Mills, a well known los torney, who is credited with being the father of the plan, is confi that President Wilson will take a on the suggestion. Many pro

