

PRINTS THE NEWS WHILE IT IS NEWS

# The Evening Herald

KLAMATH FALLS OFFICIAL NEWSPAPER

Ninth Year—No. 2,000

KLAMATH FALLS, OREGON, MONDAY, OCTOBER 19, 1914

4

Price, Five Cents

## ARE SIEGE GUNS MOVING FOR THE DUNKIRK FORTS?

ROTTERDAM DISPATCH SAYS "IT IS NO"

There is No Confirmation From British War Office—Berlin Says Troops Are Being Rearranged, and Speaks of the General Situation as Excellent—Fighting Continues South of Ostend Now.

United Press Service LONDON, Oct. 19.—According to a Daily Mail dispatch, reported from Berlin, the Germans have succeeded in crossing the Belgian frontier near the coast, and are now ten miles from Dunkirk.

United Press Service BERLIN, Oct. 19 (wireless via Bayville, N. J.)—According to today's official statement, the general situation in France and Belgium is not changed. This says that the troops are being rearranged in the field, but gives no details.

## LONG LOST "BOX" JUST RECOVERED

PHONOGRAPH STOLEN BY J. D. TAPPAN IN SUMMER OF 1913 IS FOUND BY HUNTERS FOUR MILES FROM OLENE

An echo of the infamous record of John DeWitt Tappan, accused here of a criminal assault upon his little children, but released later in Siskiyou county, is heard in the finding of a talking machine four miles from

## New King and Queen of Roumania



King Ferdinand and Queen Marie, who have come to the throne in Roumania by the death of King Charles, are very unpopular. The queen is notorious for her love affairs. Gossip about her has gone on for many years.

The marriage of Ferdinand and Marie was one of royal expedience. Ferdinand is supposed to this day never to have forgotten his youthful love for Helen Vaccaro, the most beautiful woman in Roumania, the daughter of one of the country's most noble families.

## Public Good Should Be Party Good

Occasionally in the history of a newspaper, particularly one representing a political party, it becomes necessary to decide between what might be considered duty to the party, and what is plainly the duty of the paper to its readers and the people it serves.

I now feel that such a time has arrived with The Herald, where I am called upon either to use the influence of The Herald toward accomplishing what I am firmly convinced would be to the detriment of the people of Klamath county, or else oppose one of the leading candidates for office on the Republican ticket.

I have carefully considered the matter from all angles, and the more study I give it the more plainly my duty appears, both to the people of Klamath county and to the republican party as well.

I am convinced that the re-election of Judge Worden for four more years would be nothing less than a calamity to this county, and for this reason I feel the people are entitled, through The Herald, to be informed of existing facts in the affairs of the county, which heretofore they have not been permitted to secure through any of the newspapers of the county.

In opposing Judge Worden, I do not feel that any unfair advantage is being taken of him, as he still has the support of the Northwestern, a democratic paper, and the other papers of the county, which have a leaning toward the progressive party.

The Herald supported and helped elect Judge Worden four years ago. It stayed with him during the recall election, because it believed he was entitled to serve his full term, so that he might have sufficient time in which to demonstrate what he could do.

He had four years at the job, and has utterly and absolutely failed. This he will have to admit himself. He was advised by leading republicans that it was his plain duty to the party to stay out of the race, and let the people nominate some republican for the office.

Whether Judge Worden is a republican or not, neither he nor the republican party can find proper objection to a truthful review of his administration of county affairs during the past four years. If this should show that Judge Worden is not a competent or proper man for the position, I believe that the republican party would be stultifying itself by trying to force him on the people.

It is the duty of every man and woman of either party to use, as far as in their power, that their party is creditably represented in public office. They should take pride in selecting the most capable men possible for each and every office.

The people of Klamath county have followed Judge Worden through four long years of quarrelling, fighting and dissention, which has made the county a joke all over the coast.

Francisco de la Barra, the Mexican ambassador to France, has telegraphed his resignation to the constitutional government of Mexico.

## CHAMBER BOOSTS FOR THE NORMAL

LETTERS BEING SENT TO ALL THE BOOSTER BODIES OF THE STATE, ASKING SUPPORT OF THE BILL

The following letter is being sent to 500 commercial clubs, development bodies and influential citizens throughout the state by the Klamath Chamber of Commerce:

"Our club and the people of this county, in common with all Southern Oregon, are getting behind the move to reopen the Southern Oregon State Normal School at Ashland. We want the support of every section of the state. We feel that it is a matter that should receive such support, for it reaches to the most fundamental considerations of our well-being, that of putting our children in the hands of teachers who know how to teach.

"Hence this normal school, which is solely for the purpose of training teachers, is of great concern to this section of the state, and we bespeak for it your hearty support. You know your section and its people better than we, hence can better judge how that support can best be exerted. We have in mind, of course, the local papers. It ought to be easy for you to get them, on the thoroughly logical plea that by your helping Southern Oregon in an effort that is important to them, you will be in a position to expect the help of that section when you need it.

## KLAMATH-LAKE MAILS NOV. 1ST

CONTRACT FOR CARRYING MAIL FROM BLY TO LAKEVIEW IS AWARDED, SO OLD TIME SERVICE WILL BE RENEWED

P. M. Cory, of the Consolidated Stage company, has received a telegram from Senator Chamberlain, advising him that he has been awarded the contract for carrying the mail between Lakeview and Bly, the portion of the Lakeview-Klamath Falls route that was abandoned when contracts were re-let last spring.

Mr. Cory states that he will have the line in operation by November 1. It will be daily service, seven times weekly. Autos will be used and continued as long as weather conditions permit, after which horse stages will be inaugurated.

This comes as good news to all concerned in this section, and especially to the settlers along the route, who have suffered great inconvenience since the stage line was taken off the first of July.—Lake County Examiner.

## NEXT EDITORIAL SESSIONS HERE WILL BE HELD NEXT SUMMER AT PELICAN BAY LODGE—LOCAL NEWSPAPER MAN IS HONORED BY ASSOCIATION

According to advices from Oregon City, where the Oregon Editorial Association has been in session, the next convention will be held at Pelican Bay, on Upper Klamath Lake. This was after an invitation issued by Editor Sam Evans of the Northwestern.

## ALLIES CLAIM THE GERMANS CHECKED

United Press Service PARIS, Oct. 19.—The German invasion of France via Southern Belgium has been checked. This is the interpretation given to this afternoon's communique.

Headquarters, highly optimistic, believes that the German offense has again failed. It is expected that the proposed German advance toward Paris from the southeast will soon be abandoned.

Some predict that the Germans will soon abandon all of France. This may be premature, but undoubtedly the tide of the last seventy-two hours has been distinctly in favor of the allies.

The allies are reported to dominate the north, repelling the Germans everywhere. It is reported by the war office that the allies have driven the Germans back in the north.

The Belgian forces, who concentrated along the new line inside the Belgian frontier, drove the Germans to Roulers, thirteen miles northwest of Courtrai.

The left wing of the allies is advancing towards Lille, and is encountering severe fighting in the neighborhood of LaBassee. It is stated that the German opposition in this section is most formidable, and that the allies are compelled to advance "literally from house to house."

The latest war office statement follows: "Efforts on the part of the Germans to utilize the heavy artillery at the fort at Nieuport and east of Dix Mude have failed."

"The allied forces, notably the Belgians, have themselves advanced toward Roulers, twenty-two miles from the coast."

United Press Service LONDON, Oct. 19.—It is announced that the British lines have been straightened out as the result of hard fighting. It is stated that this is the meaning of last night's announcement that the Germans have been driven back thirty miles.

The British, in a series of heavy engagements, prevented von Seeker from attacking Dunkirk from the south.

The Germans, reinforced, advanced westward of Lille toward Stenay, the British retreating.

## TO DEMONSTRATE CHOLERA SERUMS

G. A. C. INSTRUCTOR WILL BE HERE IN DECEMBER, AND COUNTY AGRICULTURIST IS ARRANGING MEETINGS

County Agriculturist H. Roland Galsayer is in receipt of a letter from the extension division of the Oregon Agricultural College, stating that Dr. W. Virgil W. Knowles, in charge of the demonstration and educational hog cholera work being done in Oregon by the United States Department

## War Names a Confusion

### Savants Outline Rules for Pronunciation

By CARLTON TEN EYCK (Written for the United Press)

NEW YORK, Oct. 19.—Pronouncing war names is the newest and most popular form of amusement in Manhattan these days. Some of the jaw-breakers and tongue-twisters uncovered for the first time by the European war have been given as many different pronunciations by the general public as a certain manufacturer has brands of pickles.

Therefore, an attempt has been made, in the list which follows below, to give the correct, or at least as near correct, as possible, pronunciation of the names that one sees every day or two in stories of the conflict raging in Europe.

It should be borne in mind, however, that it is utterly impossible to indicate exactly the sounds employed in pronouncing some of the names. Some of them you can't describe in the English language.

Here's one for which a professor stands responsible: The French U

## "The Mutual Girl and Her Auntie"

A subject that ought to interest every business man, THE ADVERTISING MEDIUM AND THE ADVERTISEMENT. Read these articles published in the Herald exclusively. This is one of the first of four articles that will appear in the Herald. What constitutes a good advertisement? Why does one advertisement "pull" and another not "pull"? How is an advertisement to be judged, whether it will "pull" or not? What is the secret of the advertisement that "pulls"? Can you answer these questions, Mr. Advertiser, to satisfy your own mind? These are not academic questions. They are questions that you should be able to answer to yourself, whether you spend one dollar or one thousand for advertising; whether it is newspaper, magazine, program, billboard, street car sign, picture show, or what not advertising. Ten or even five years ago advertising was as much a matter of guessing as a matter of the glib talk of the advertising solicitor. Today we demand facts. We demand results. When we spend a dollar or a million for advertising we must know beforehand that this amount is an investment, not an expense. How? By studying beforehand our sales problems, the mediums to be used and the advertisements themselves. STUDY OUR ADVERTISEMENTS. ARE THEY BUILT TO ATTRACT ATTENTION? DO THEY AROUSE AND MAINTAIN INTEREST? DO THEY STIMULATE PURCHASES? DO THEY COMPEL ACTION? Get your advertisement in the Herald; we will take care of your copy and make it PULL. (This article will be continued tomorrow.) DADDY The local conditions, the peculiar surroundings, your particular trade in this district, requires quite a different form of advertising than it would in Alaska, Butte, Montana; in the cotton regions or in the orange district of California.

## MORE PHEASANTS FOR KLAMATH CO.

COMMISSIONER LOSES NO TIME IN GETTING INTO HARNESS FOR THE GOOD OF THIS SECTION

The Klamath Sportsmen's Association has just received notice from William L. Finley that at the request of Commissioner C. F. Stone he has instructed the superintendent of the state game farm to send sixteen crates of pheasants (192 birds) to Klamath county for liberation.

About 200 of these game birds were received and liberated in Klamath county this summer, and are doing fine. These birds are liberated on private farms in the county, where the owners agree to see that they are given proper protection.

The letter from Mr. Finley indicates that the pheasants are to be shipped this fall, just as soon as the necessary application blanks are filled out, showing where the birds are to be placed. The Association requests that anyone in the county desiring a crate or more of these pheasants for liberation on the farm should notify the president Chas. I. Roberts, or W. O. Smith, secretary, at once.

Dr. Liebknecht, the German socialist who was reported to have been shot to death at the beginning of the war, is now reported to have delivered an address in which he said that "the minute any attempt is made to incorporate Belgium or any part of it in Germany, that minute the boasted unity of German parties will disappear."

Francisco de la Barra, the Mexican ambassador to France, has telegraphed his resignation to the constitutional government of Mexico.

(Continued on page 4)