

PEOPLE WERE DECEIVED BY THE COUNTY COURT

PART OF POOR FARM DEAL IS KEPT FROM THE PEOPLE

Judge Worden Makes a Present of All Alfalfa, Grain Hay and Vegetables at County Farm to Mr. Markward. Apparent Attempt to Trick the Public Is Discovered by Examination of County Records.

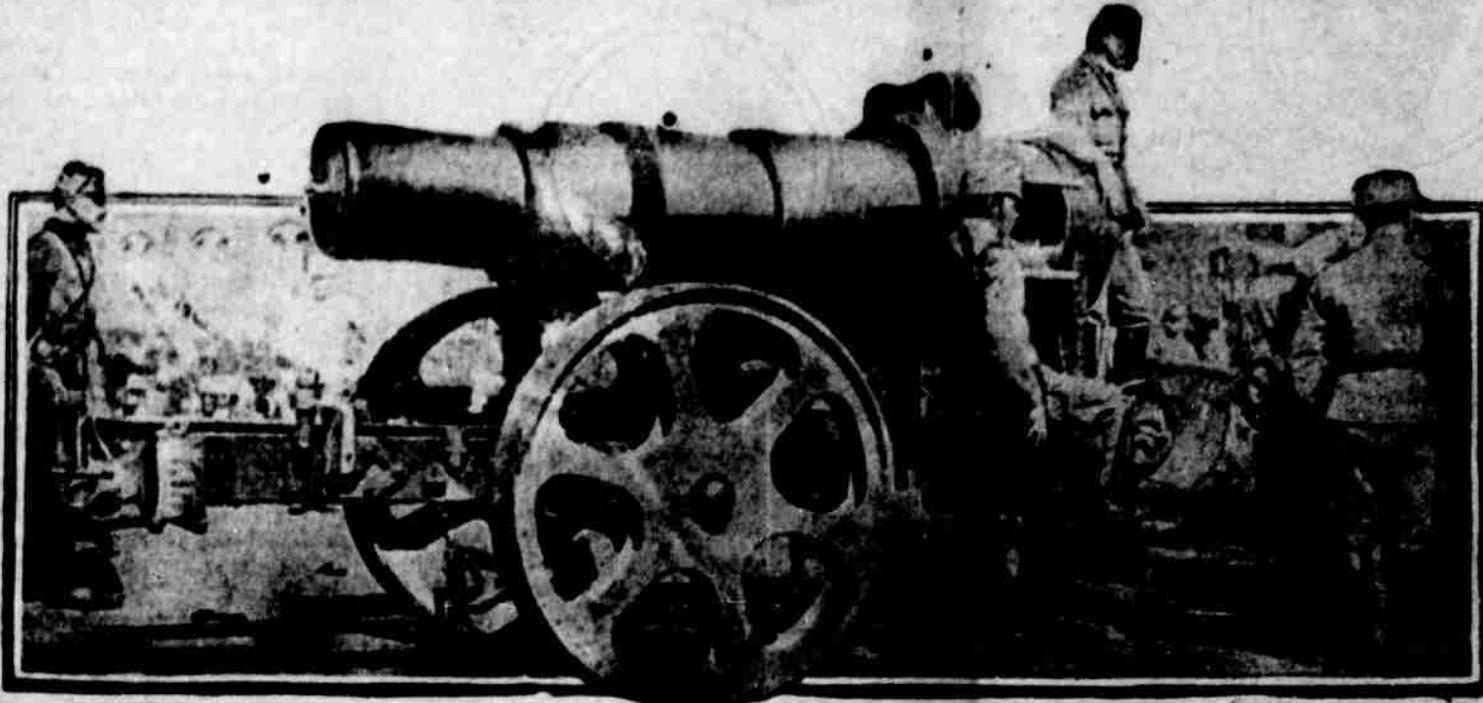
One of the so-called business deals of the county court, which is being strongly condemned by the taxpayers of the county, is the leasing of the county poor farm and infirmary.

Many objections were heard at the time a supposed copy of the lease was published by the county court, on account of the liberality of the court with the county's property. According to the terms of the instrument, the county practically gave the free use of the farm and building to Mr. Markward for three years, and in addition to donating to him the use and benefit of the land and furnishing the necessary machinery and implements with which to farm same, they agreed to give him the free use of the house, bedding and furniture, and pay \$30 a month for feeding and permitting the use of the county to stay in the county building.

Some time after the publication of the lease some of those who took the trouble to investigate and examine the court journal, discovered that the people had been further grossly deceived and bilked. It was found that the county court had attempted to mislead the people of the county with reference to the true conditions of the lease, and, either intentionally or otherwise, had omitted from their

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Photograph of Great German 16-Inch Siege Gun



So far as known, this is the first photograph published of the great 16-inch siege gun of the German army. The mysterious invention of the Krupp factory. This type of gun has battered down the forts of Antwerp, Liege, Namur and Maubeuge so far. The calibre may be compared to the bodies of the soldiers nearby. It shoots projectiles as large as a man's body. This gun is manned by Austrian soldiers.

Belgian Soil Still Scene of Battle

United Press Service

PARIS, Oct. 20.—It is rumored here that the allies have landed a strong force of men near Ostend, under the guns of the British fleet.

If this is so, it means that the Germans will be menaced from the rear. There is no official confirmation, though.

Persons crediting the report say that the British fleet is in immense force near the Franco-Belgian sea coast towns. They claim that an allied force, either a naval brigade or an army detachment could operate to advantage there, under the guns of the British fleet.

This afternoon's official statement announces that the allies have made material progress at many points in the battle line.

The Belgians holding the line at Ukeport, Dix Mude and along the River Yser, are declared to be maintaining these positions, despite the assaults of the Germans.

The Germans still hold strongly entrenched advanced positions in the vicinity of Lille, but there is little general change in that district. The Germans have tried desperately to check the French offensive from the right bank of Meuse.

The General staff considers Dunkirk safe, as reinforcements have been sent there, and to the aid of the Belgian troops along the River Yser.

Interest centers in the situation on the right. The Germans have renewed their assault along the Meuse, and have been repulsed at many points.

Many believe that the proposed invasion of Alsace Lorraine is going tangible form. Metz is believed to be the objective point.

United Press Service

LONDON, Oct. 20.—Several morning papers reports that the Belgians have recaptured Ostend. The Belgian legation and the war bureau refuse to confirm this.

A strong German force of infantry, supported by American and German artillery was this morning discovered advancing along the main highways from Lille. The allies are resisting the advance thus far with success.

Experts say that the capture of Dunkirk is essential to the German war plans. They assert, though, that the British and French fleets' being can make this impossible.

GAME TAGS MAY SAVE TROUBLES

LAW PROVIDES THAT ANY GAME KEPT AFTER SEASON CLOSES MUST BE TAGGED—FURBER HAS TAGS NOW

With the deer season drawing to a close, many of the hunters are planning to place in cold storage deer killed during the season, that they may enjoy the great delicacy during the winter months. This is perfectly permissible—providing said deer are properly tagged.

The state game laws make it unlawful to have any game meat in one's possession in closed season unless it is tagged to show that it was killed during the open season. These tags can be secured from Game Warden Furber, who has just received a supply for the benefit of local sportsmen.

VILLA CAPTURES PEACE DELEGATES

LAREDO REPORT IS THAT REBEL CHIEF, WITH A BIG ARMY, BOUNDS UP ALL BUT ONE OF THE EMBASSIES

United Press Service
LAREDO, Oct. 20.—It is reported here that General Villa, at the head of 15,000 troops, entered Aguas Calientes today, and imprisoned the peace delegates, representing himself, Carranza and Zapata.

General Antonio Villreal, mentioned as provisional president to succeed Carranza, was the only one to escape. He was on his way to Mexico City.

The information comes from private telegrams and advices in a Carranzista paper here.

PAIL FACTORY IS VERY BUSY PLACE

NEW MACHINERY IS ADDED, AND CONTRACT IS JUST SECURED FOR FIFTY CARLOADS FOR A KANSAS CITY FIRM

If the demand for wooden pails, buckets and butter kits is any kind of a business barometer, times could be lots worse, for the bucket and pail factory conducted by Wood & Lenz, in this city, is nearly swamped by the orders that are coming in. New equipment has been added this month, and the crew now numbers sixteen men, with a chance of an enlargement being necessary before long.

The firm has just closed a contract with a Kansas City firm that calls for fifty carloads of the product of the local concern. As soon as freight rate matters are settled work on this order will be started.

Besides this order, Swift & Co. and other large concerns are making inquiries of the local concern, and there is every reason to expect some big contracts from these companies. The Hauser Packing company of Los Angeles has contracted with the plant for a year's supply of sixty-pound lard pails, and this order alone is quite an item.

Besides these contracts, the concern has succeeded in establishing a good demand for its product all over the coast. The output includes candy pails, jelly pails, fish pails, pickle pails, lard pails, butter kits and packages, etc., and this week three carloads are being shipped to fill orders that are coming in constantly.

With the addition of new machinery, the plant is now turning out 600 finished buckets and pails a day. Yellow pine is being used in the construction of the most of the pails and buckets, although white fir is used for the butter containers.

The firm is using its own timber, as it has a tract 4 1/2 miles from Klamath Falls, on the Fort road. It will soon be figuring on purchasing more timber for use in its plant.

Submarine Sunk by a French Ship

United Press Service

LONDON, Oct. 20.—A news agency dispatch from Cetinaje says official confirmation is given the news of the sinking of an Austrian submarine in the Adriatic by the French cruiser Waldeck Rousseau. The engagement took place north of Cattaro.

Two submarines attacked the cruiser, which was conveying a transport. The French crew discovered the attempt in time to sink one craft by a broadside salvo.

COUNCIL TO HOLD STILL MORE MEETS

SESSIONS TO BE HELD FIRST, SECOND, THIRD AND FOURTH MONDAY NIGHTS OF EACH MONTH HEREAFTER

Hereafter, instead of holding three meetings a month, the council will hold sessions four times in the same length of time. This will be the four Mondays, beginning with the first Monday.

Press of work, not need of an extra \$3, is the reason ascribed by the councilmen. But Mayor Nicholas, Police Judge Leavitt, City Attorney Rutenic, City Engineer McLean and the newspaper men, who drag down no extra money for extra attendance, are not elated at the prospect of devoting twelve of the thirteen Mondays in each quarter to council meetings.

LAMM LUMBER CO. IS INCORPORATED

CLOSE CORPORATION IS FORMED, WITH THE CAPITAL STOCK DIVIDED INTO FIVE SHARES OF \$1,000 EACH

Articles of incorporation were filed with County Clerk De Lap late Monday afternoon by the Lamm Lumber company, the incorporators being W. E. Lamm of Danville, Ill.; F. M. De Neffe and J. L. Conley of Portland. The capital stock of \$5,000 is divided into five shares.

The concern's principal place of business is Klamath Falls, and according to the articles filed, it proposes to own, construct and operate logging railways, lumber mills, etc., buy and sell timber and lumber, electric current, etc.

This concern owns the 266,650,000 feet of lumber near Odessa recently sold by the forest service. No announcement has yet been made as to where the mill will be built.

Professor Aal of Christiana University, proposes that the Nobel prize money for the best work done during each year in the cause of peace in physics, science, etc., be consolidated in a fund to organize an international

Only 22,000 aliens entered the port of New York during September, compared with 108,504, September 1913, according to figures obtained at Ellis Island. About 25,000 American refugees arrived at New York during the month.

STOREHOUSE TO BE DONE SOON

BROOK PROOF WAREHOUSE IS BEING CONSTRUCTED ADJOINING RAILROAD TRACK BY SUPPLY HOUSE

"We expect to have the concrete work on the structure completed by the last of the week," said Arthur C. Lewis, of the Farmers Implement and Supply House, speaking of the warehouse the concern is building on Sixth street, near Market. "We have a large crew at work, in order to get the structure completed in time for storing of this year's crops."

The warehouse being erected is of concrete, two stories high, with a basement. The floors are to be six inches in thickness, and the structure will be utilized in storing potatoes, grain and other products farmers and commission men will market later in the winter.

The building adjoins the railroad track, and has a frontage of 75 feet along it. The side of the triangular building facing Sixth street is 123 feet in length, and the Market street length is 108 feet.

Announcement was made by the Canadian Pacific Railroad September 28 that the operating departments of its eastern and western lines would employ 6,000 extra men within the next two months for the purpose of relieving the distress brought about by the war in Europe.

Nearly 200,000 women are employed in the cotton mills in Japan.

RESERVE SYSTEM STARTS NOV. 16

SECRETARY OF TREASURY ANNOUNCES THE BEGINNING OF THE NEW CURRENCY SYSTEM ON THAT DATE

United Press Service
WASHINGTON, D. C., Oct. 20.—Secretary McAdoo of the Treasury Department today announced that the federal reserve board plans to inaugurate the new currency system on November 16, by the opening of the twelve regional banks.

McAdoo says that by that time, facilities for the receipts of deposits from member banks will be in operation, and that the rediscounting with such bank capital as available will be possible by then.

Mr. and Mrs. Edward J. Murray left this morning for San Francisco. They will spend the winter in California points.

Jap Warship Hits a Mine; Goes Down

United Press Service

TOKYO, Oct. 20.—The Japanese light cruiser Takachiko struck a German mine off Kaio Chan harbor, and sank. Eighteen of the crew were saved and 244 lost.

No further details were given. The Takachiko was built in 1895.

WAR TAX BILL IS BEFORE CONFERENCE

United Press Service

WASHINGTON, D. C., Oct. 20.—The house today sent the war tax bill to the conference committee. Fitzgerald said that he and others considered the \$1.75 tax on beer too high, and demanded a reduction.

Underwood, Kitcher, Sorensen and Payne were chosen as the house conferees. William Rockefeller, George F. Baker, Charles F. Brooker and James S. Hiltun resigned as directors of the New York, New Haven and Hartford Railroad company at a special meeting of the board held at New York city.

County Display Goes

Products of County Will Be Shown at Land Show

If Klamath county does not make a great impression on the people attending the Manufacturers' and Land Products show, to open in Portland Monday, it will not be the fault of Klamath Chamber of Commerce; for it has assembled an excellent display of the products of Klamath county for display. In addition, it is sending Secretary George C. Blower and County Agriculturist Glaisyer to Portland to be in charge of the Klamath county display, and give information regarding this section.

Blower and Glaisyer leave in the morning for Portland, taking the exhibit with them. This will give the fair a few days in which to prepare the display in the most attractive manner.

All parts of the county are represented in the display. The names of the displays at the Merrill, Sorensen and Fort Klamath district fairs will be shown, in addition to what has been secured for the Panama-Pacific International Exposition, and what is to be left in Portland as a permanent exhibit at the Chamber of Commerce building.

"The Mutual Girl and Her Auntie"

As announced in yesterday's issue of The Herald, this is the second article upon the subject of "The Advertising Medium and the Advertisement."

The page, under the title of "The Mutual Girl and Her Auntie" that The Herald will soon feature, will be a live one—will pull business. Why? Because it is a twentieth century plan, there isn't a man, woman or child in the city of Klamath Falls that will not look forward to the issue of this page, twice per week. I have already looked into it myself, and know and have met 20 women who have spoken to me about it, and said they were reading every article, and are going to continue to read it. Business Men, don't forget that the women of today are the mighty factors in the expenditure of the needs of the home and the family.

Now, in regard to this second article—Advertising is really salesmanship, through the printed or painted word. The successful salesman knows his wares, presents them so they will attract attention, arouse and maintain interest, creates desire and stimulates, and, sometimes, forces purchase.

Here, in a nutshell, you have the secret of the "pulling" advertisement. It must be built to attract attention, to arouse and maintain interest, to create desire, and to stimulate purchase. But where the salesman can force a sale, the advertisement cannot. It can stimulate the purchase only. Here is the harder task of the advertisement. It must not only create a desire but so intensely that desire as to compel action. It is the business of advertising to compel action. But to do that the advertisement must suggest motives that will impel the customer to purchase the advertised article for his own personal benefit.

The keynote of good advertising is suggestion—suggestion that compels desire and action. Suggestion in advertising acts through the five senses, but its most forceful appeal is through the personal interest.

This is the definition of advertising of Lewis Wiley, president of the Daily Newspaper Club, an authority on advertising in America.

Study your advertisements. Are they built to attract attention? Do they arouse and maintain interest? Do they create desire? Do they stimulate purchase? Do they compel action? Third installment in The Herald exclusively tomorrow.