

DUNKIRK BELIEVED OBJECTIVE OF GERMAN TROOPS IN NORTH

Censor on London Sees 'Ganz Gude' Paris Job Britons Win Says Berlin

PARIS, Oct. 21.—A sudden tightening of the censorship indicates that important developments are in progress.

It is reported that the allies are making a determined attack on Lille, where the headquarters of the German right wing is reported to be established.

Despite the desperate fighting in the north, the feeling is growing that the real German objective is not a line eastward from Dunkirk, but Dunkirk itself. It is expected that an attempt to take that city is in progress.

Germany is admittedly reinforcing in the north. Headquarters say that the German general staff must realize that von Boehm and von Kluck cannot hold the allies in check, and for that reason Germany is developing a new offensive at Verdun.

This morning's communique that the general situation was not changed, its text referred specifically to yesterday's happenings, and did not refer to the fighting known to be progressing today.

Headquarters here is highly expectant. High officials do not deny expecting momentous good news.

It is generally believed that the Germans are retiring inside the Belgian frontier.

There is no confirmation of the report that Ostend has been evacuated.

LONDON, Oct. 21.—The press association tonight announced that it has learned from authentic sources that British warships, co-operating with the left flank of the allies in Belgium Sunday brought down a Zeppelin and an armored Taube off the Belgian coast. It is not stated whether the craft were destroyed or captured.

The same source declares that British warships and the naval brigade put six German batteries out of commission. The Germans are said to have lost 1,600 artillerymen.

The official bureau permits the publication of the report, but does not confirm it.

The war office is confident that the attempted German invasion of France via the sea coast has been permanently checked.

It is expected to see fighting in this section for some time, but says that the situation of the northern line in France is exactly parallel to that further south, making both sides of the entrance extremely difficult.

Headquarters admits that the allies are attempting a turning movement. It is believed that its object is to repel the German right from the vicinity of Nieuport and Ostend.

Turn U. S. Consul Over to Chinese

TOKIO, Oct. 21.—The Japanese turned United States Consul Peck at Tsing Tau and five other non-combatants recently leaving that settlement over to the Chinese authorities. According to Peck about twenty German women remained in Thing Tau.

BERLIN, Oct. 21.—It is announced that the severe fighting in progress between the German and Belgians and French along the River Yser is as yet indecisive.

The Germans have gradually gained in the general direction of Dunkirk.

The German right wing is advancing from Lille. The fighting is general there.

The assault upon Verdun continues. Additional artillery has been sent to that point.

Reports from the Eastern theater are to the effect that the Russian cavalry failed utterly in its attempt to raid the German lines to the southwest of Warsaw. This was the result of the Russian horsemen being trapped in a wooded section by Austro-German cavalry, and defeated.

Vienna advises say that the Austrians are repelling the Russians at many points.

CHARGED WITH DIRE THREATS

MIDLAND MAN IS ARRESTED UPON COMPLAINT OF H. H. WITHROL, WHO ALLEGES HIS LIFE WAS THREATENED

The preliminary hearing of Victor Graff, arrested on charge of uttering threats to kill, will be held tomorrow afternoon at 2 o'clock before Justice of the Peace E. W. Gowen. Graff was arrested at Midland late Tuesday afternoon, upon complaint made by H. H. Withrol.

Graff has been released on his own recognizance. The trouble between the two men occurred at Midland Sunday, when Withrol alleges that Graff drew a revolver.

MAGUIRE TO GET HECTOR'S STOCK

ARRANGEMENTS FOR THE TRANSFER ARE NOW BEING MADE BY THE TWO INTERESTED PARTIES—ANNOUNCEMENT SOON

A deal is now pending in local mercantile circles, whereby J. F. Maguire will soon purchase the stock of the Hector department store. This deal will be closed within a few days.

Mr. Maguire, who is experienced in mercantile lines, some time ago purchased the Atkinson stock, which he is closing out. With the purchase of the Hector stock, he will enter the permanent field here with a line of drygoods, shoes and furnishings for men, women and children.

Off on a Hunt. A. J. Wiggins has gone to the woods for a hunt of several weeks. He will hunt in the vicinity of Wampler's camp.

Sues for Damages. Suit to recover \$50, the value of a heifer killed by a railroad train, was started against the Southern Pacific today by John D. Morgan. Rollo C. Groesbeck is his attorney.

Crown Prince Inspecting His Men



The German Crown Prince Frederick Wilhelm is very popular in the army. This photograph partly explains it. Here he is shown freely mixing with his men.

NO, HE CANNOT GIVE CONTRACT ON NEW STREET

BUT, HUMOR HAS IT, WORDEN PROMISES

Unlike County Road Construction Work, the Question of Who Constructs the Shippington Highway is Up to the Members of the City Council, Following Advertisement for Bids on the Job.

A good story is being told with reference to the proposed improvement planned by the Klamath Development company for some time next year, in connecting up their property in Buena Vista addition, and building a road to Shippington.

It is reported that Judge Worden is taking advantage of this proposed work in the hope that he can secure votes at Shippington, and is also attempting to influence the votes of the workmen by the bait of prospective jobs.

It is said that he has approached something like five different contractors, and gave them to understand that they could begin figuring on the construction of the proposed road.

The facts are that Judge Worden's position with the Klamath Development company is not such that he has any say in the management of the company, or would have any particular influence in deciding upon any proposed improvement by the company.

If this improvement district should be established and it is decided to macadamize certain streets in this part of the city, the work can only be done under the supervision of the city engineer, and the contract will be let by the city to the lowest responsible bidder, under the same regulations and in the same manner as all other improvement work done by the city.

What Is Expected From the Zeppelins

By KARL H. von WIEGAND (Written for the United Press)

LIEGE, Sept. 11.—(By courier via Maastricht and Rotterdam to New York)—That Germany is preparing an aerial attack or invasion of England with her fleet of Zeppelins is the general impression among officers here, so far as I could get any of them to express an opinion. That same impression is in the public mind in Berlin and elsewhere.

"Where are all the Zeppelins and what are they doing?" I asked a member of the Flying corps. "Just wait and see," he replied. "England gave us a little surprise off Heligoland. We will give her a little surprise before long."

There appear to be but few Zeppelins with the armies in the field. It is dangerous to ask questions or seek information, but indications are, and I have been told from various sources, that the Zeppelins are being concentrated close to the North Sea. It is said that the completion of several new Zeppelins is being awaited.

Just how many Zeppelins Germany has no one outside of the government knows. Before the war the official record was less than fifteen. There are reasons for believing that Germany has more, in fact, many more.

The Zeppelins and the 42-centimeter mortar are the two mysteries of the war so far. You can take your choice from the stories that are afloat about these two weapons.

Among the stories afloat are that the manufactured parts of a large number of Zeppelins had been made at the Zeppelin works in Friedrichshafen and stored, ready to be put together when the emergency arose.

The Zeppelins works are said to be working day and night. Both in Berlin and here I have been told that Germany has now a fleet of sixty-four aerial cruisers. From other sources I was told that as soon as a fleet of thirty Zeppelins could be sent across the Channel the aerial attack on England will begin.

That the Germans will make some daring coup with their aerial fleet and that in the near future, there is some reason for believing. It is quite possible that they are merely waiting for a suitable base, Antwerp, Ostend or Calais.

The stories of the number of Zeppelins Germany now has must be taken for what they are worth. Aside from the undoubted fact that Zeppelins are being turned out as fast as possible, no one knows anything about the size of the fleet except the government officials, and they won't tell.

In some quarters the opinion prevails that the English fleet will be attacked by the Zeppelin fleet or simultaneously by the Zeppelins and the German fleet. In other words, the big battle will be fought in the air,

on the sea and under the sea, all at the same time.

Although it is somewhat early to draw conclusions, the Zeppelins have shown in Liege and Antwerp, that as a weapon of offense they far surpass the aeroplanes. This also has been stated to me by members of the Flying Corps, who have declared that the scouting and reconnoitering of the German "cavalry of the air" has contributed largely to the German successes, but that as offensive weapons the Zeppelins are far superior.

The German aeroplanes carry twelve 1-pound bombs hung in racks on the sides of the machine. The dropping of these bombs through the air sets a little propeller into motion which screws in the contact point or "primer," so that the bomb will explode upon hitting any object.

Until the "primer" or "contact" is screwed in by the propeller, the bomb is "safe." Thus a forced landing or smash-up of the aeroplane would not explode the bombs carried.

The Zeppelin artillery, as explained to me, consists of bombs or shells from 24 to 36 inches in length, and about 16 inches in diameter. They are filled with a high explosive.

Dropped on the thinly protected deck of a battleship, it is said they would go through the ship.

The American press, so far as I could judge from the first papers received in many weeks just before I left Berlin, had practically destroyed the entire German fleet of Zeppelins. It seems to have been a poor day when not more than one Zeppelin was shot down by the French or Belgians.

It is quite possible that we are less informed in Germany, but there is every reason for doubting this wholesale destruction of the Zeppelins. So far as I have watched events, there is a possibility that two may have been destroyed, but there is no proof of it, and very little to base the supposition on. The government flatly denies that it has lost a single Zeppelin so far. It also denies the report of the loss of

the Zeppelin which terrorized Antwerp.

Members of the German Flying Corps who have been under fire many times in this war, and with whom I have talked, say that there is little to fear from rifle and machine gun fire when flying at an altitude of not less than 4,000 feet.

Sergeant Werner, the first pilot who flew over Paris, said he had twenty-five patches on the wings of his monoplane—scars of the enemies' bullets. He declared it had been his experience and that of other flyers that at an altitude of 4,000 feet a bullet has little or no force or impact left. As he put it, "you can almost catch them in your hand."

Still Seeking Open River

Another Appeal Is Made to Secretary of State

In the hope of securing some action toward the re-opening of Williamson and Sprague Rivers to logging operations, the Chamber of Commerce has just sent the following letter to Secretary Lane of the Department of the Interior:

The Klamath Chamber of Commerce and various other organizations, including the Portland (Ore.) Board of Trade and the Council of Klamath Indians residing upon the Klamath Indian reservation, have during the last year and a half made efforts to secure the opening of the Williamson and Sprague rivers to logging operations. They have likewise been endeavoring to induce the honorable commissioner of Indian affairs to sell some of the pine timber of the reservation, so as to give the Indians some benefit from it before it deteriorates to such an extent that it will be very much less valuable.

Notwithstanding all the efforts of all the business community in Klamath and Lake counties, in Oregon, and the business organizations of Portland, Oregon, and the elected representatives of the Indians themselves, we have been unable to secure even an inspection of the local situation by anyone connected with either your office or the office of the commissioner of Indian affairs, who had sufficient authority or weight to decide the matter on its merits.

It is doubtless well known, even in Washington, that business conditions all over the coast are very bad just now, and that the bottom has fallen out of the lumber market. Such is certainly the case in this county in the lumber business, as most of the

mills have been compelled to shut down for one reason or another. One of the principal reasons which has compelled the mills in this part of the state to shut down is the fact that there is no market for fir timber, and the land holdings of the mills include a high percentage of fir, necessitating the cutting of the fir along with the pine timber. This has heretofore been the case on the forest reserves. It is well known that over 99 per cent of the timber in the neighborhood of Williamson River and westerly therefrom is yellow pine, which has a good market at this time. In fact, the greatest body of pure pine timber in this part of Oregon is to be found on the Klamath Indian reservation, the pine on the Crater National forest and in other parts of the state being interspersed with fir and other species of timber. It is thought that this pine timber should be put on the market now while there is a market for pine timber and the market for fir is very poor.

Again, it is well known, even to your own timber cruisers and all others who understand the timber problem, and have examined the timber of the Klamath reservation, that the areas of the reservation are now and have been for a number of years full grown, and that they are fast developing "spike tops," burns and scolds, which is causing the trees to rot and the timber to become less valuable as the years pass. There are enclosed with this letter six views taken at different places on the Klamath reservation, showing the spike tops of

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"The Mutual Girl and Her Auntie"

This is the third installment of the series of four articles appearing in The Herald exclusively on the subject of "The Advertising Medium and the Advertisement."

Advertising is a living thing, moved by intelligence. Its success depends largely upon the application of accumulated knowledge—knowledge that is acquired by consistent study of goods, conditions, customers.

Where the salesman can present his proposition in five minutes, the advertisement must do it in a few words. Where the salesman can get an audience with the customer to present his proposition to him, the ad must force itself upon the customer. Where the salesman can answer questions, the advertisement must anticipate them. Where the salesman can take the order, the ad must bring the customer to the store or office to give the order. Whether that is done by mail or personally, it amounts to the same. The advertisement must not only suggest, but compel the effort to buy the goods, to compel action.

You are most careful, Mr. Advertiser, about your wares and about the mediums for your advertising. You study carefully the circulation, who the medium reaches, the rates, etc.

But how much effort do you use in using your mediums to the best advantage?

What is the advertising you insert in them? Do you get the biggest returns on every dollar you spend from your advertising? Do you get all that the advertising should bring you?

The medium alone is not enough. Suppose you insert an ad in the Saturday Evening Post, with a circulation of over 2,000,000 per week, and the rate of \$95 per each column-inch per week, and the ad does not pull. Will you blame the medium? Or will you blame the ad?

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?

I have decided to make six articles upon this talk of "The Advertising Medium and the Advertisement." This is the third one, and there will be three more along this same line. Mr. Business Man, read them, and think on these things.

If you do business with The Herald, The Herald will take care of your advertising, and take care of your copy, we know how to make it "PULL."