

The Evening Herald

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Monday, Jan. 24, 1927.

The Herald's Program for Klamath

- 1—Parks for the Future Klamath.
- 2—General clean-up of streets, alleys and vacant property.
- 3—More oiled and improved roads for Klamath County.
- 4—Modern street lighting system.
- 5—Revised building code.
- 6—Adequate police and fire protection.
- 7—50 Carloads of clover seed annually.

BIBLE THOUGHTS FOR TODAY

GOD'S WAYS NOT OUR WAYS.—Wilt thou keep the old way which wicked men have trodden? Who said unto God, Depart from us: and What can the Almighty do for us? Yet he filled their houses with good things. Job 22:15, 17, 18.
PRAYER.—Lord, Thou hast put gladness in my heart more than in the time when their corn and new wine were increased.

Reasons For Advertising

An enumeration of the reasons for advertising has recently been given out. There are eight reasons advanced, but there are many others, of course. However, here are eight that are very splendid and convincing, as given in a southern newspaper.

Newspaper reading is a universal daily habit; newspaper advertising, therefore, reaches every day virtually all who buy.

Newspaper advertising is the life blood of local trade because it touches all consumer sources in every community. It gives the national advertiser the same opportunity for complete consumer appeal in any locality.

Newspaper advertising cuts selling costs because it entails no waste in locality of circulation. Manufacturers use it to cover markets where it is profitable to do business.

Newspaper advertising insures quick, thorough and economical dealer distribution and dealer good-will, because retailers are willing to sell products advertised direct to their own consumers.

Newspaper advertising enables manufacturers to tell where their products may be bought.

Newspaper advertising can be started or stopped over night, can be prepared between days to meet certain developments and to obtain immediate results.

Newspaper advertising costs less than any other kind.

The merchant or other business man who is not taking advantage of the opportunities offered by newspaper advertising to boost his business now will still be facing readjustment problems when his competitor is back on a normal business plane.

Time Helps Auto Situation

A speaker connected with the automobile trade offers a theory to the effect that with the lapse of time folks will become "motor wise." And as a result deaths and injuries from the traffic will be reduced. According to his idea, the automobile burst on the public so suddenly that many who took at once to this form of transportation were too old to accommodate themselves readily to the changed conditions. Such were capable neither of becoming good drivers nor of developing sufficient caution when on foot. He believes the generation growing up, having known nothing but the conditions produced by the automobile, will develop into more expert drivers than we have now and that they will possess in a greater degree the sense of self-protection against injury, also.

The idea includes the theory of evolution to some extent in that it appears to assume that the conditions amid which we live promote defensive development. The suggestion is interesting. It is possible that more agility is manifest in crossing a street than was once practiced but the youth who have grown up since the automobile became common do not seem to be more careful drivers than those who are older. In fact much of the complaint about recklessness is based on the actions of those whose lives do not measure more years than the era of the motor car. We scarcely expect that a time will arrive when "motor sense" will be effective to permit the removal of traffic officers. It may be admitted that many now possess motor sense but some may be incapable of acquiring it and they are the ones who are the promoters of trouble.

A Lost Art

The value of the spoken word is underestimated in this country. There has grown up an overt antagonism to oratory and the orator within recent decades which is peculiar to only this country and only to this age. Public speaking is becoming a lost art with the Americans.

Why should the public harangue be in disfavor here? Historians have shown that the things which made Ancient Greece and Rome of the Caesars renowned for their orators are present in the United States. They cite the republican form of government, the great numbers of travelers, the extensive trade, the close communion of the populace and the important part statesmanship plays in national life.

It is more than passing strange that the home of the super-salesman, the go-getter and high-pressure selling should refuse to patronize the forensic art.

There is only one reason for the decline of oratory in the United States and that reason is that the literate part of the populace has learned to consider the orator a menace to society. Experience has taught the people that rhetorical skill in discourse is more often exercised by self-seeking politicians, selfish interests, wildcat stock salesmen, mountebanks and charlatans than for good purposes. Men and women who can reason for themselves know too well how easily the mob is swayed by the thundering voice, wild gesture and hollow eloquence. Oratory is the teeth in the mouth of ignorance and intolerance.

Eleventh Street Gets Busy

Property owners and business people in the Eleventh street section have organized an association to look after their part of the development as the city grows.

Quite right—just the thing to do, for a lot of things can be handled in a proper way under correct organization.

The Evening Herald is pleased over the East Side Civic club which represents about 3500 people who are doing a lot to build Klamath and deserve recognition as builders. Now comes the Eleventh street association which will see that any street lighting or other improvement plan used any place in the business district is extended to that section. Let other districts form, for in such effort the city as a will keep an even balance and things will go merrily forward.

As A Social Unit

The social dance at Henley Saturday evening in which so many fine young people took part is a tribute to what can be done in a social way here in the Klamath Basin.

Too long has there been little mingling among the youngsters and the social lines have been defined by zones in which people live. That should be overcome just as trade zones have been, just as everything in the way of distance has been obliterated since the automobile arrived.

The Henley dancing party is the first step toward big community gatherings. Let them be held oftener and let every person endorse the plan.

WASHINGTON LETTER

By RODNEY DUTCHER
New Service Writer

WASHINGTON—Come on Georgia!

Go to it, North Carolina! Various worthy gentlemen of the south are intent upon establishing new paternity records for the greater glory of their respective states. Other sections of the nation apparently are away behind in the race.

Southern congressmen have taken great pride in bringing "champion fathers" here to meet the president and to be shown off to Congress.

Congressman William D. Upshaw of Georgia rested confidently on the laws of Georgia after he had introduced Leander Gentle of Atlanta, then the father of 28 children.

And when Congressman Lindsay Warren of North Carolina proudly presented Reuben Bland, the papa of 34, it was supposed Upshaw insists, "I understand any more bets on Leander."

Still Fighting.—But Upshaw, while he may sometimes be down, is never out. "Our man will beat him yet," Upshaw insists. "I understand that since he was here he has become the father of his twenty-ninth. The twenty-ninth child of Leander Gentle is either already with us or the shock is perched on the chimney at this moment."

"What's a matter of six more children to a woman who has had twenty-nine?"

It is interesting to note that none of these prolific fathers have brought along the misbegotten. The assumption is that she's altogether too busy.

But perhaps some day a congressman will persuade a "champion father" to stay home and mind the kids while he shows Washington a "champion mother."

Consumption of hard liquor in Germany last year was only one-third that of pre-war times.

JAIL BREAKER GAINS FREEDOM

J. F. Eckstrom, Klamath boot-leger, leader of the sensational Klamath jail break last October, and rearrested last week in San Bruno, Calif., is again free according to word received here today by William Duncan, district attorney.

Eckstrom secured his release on a writ of habeas corpus. Authorities here tried to arrest him a second time, but it is believed he made good his escape.

FISHER UPHOLD LEVY FOR 1927

That the consolidated tax levy for 1927 is safely within the constitutional restrictions, is the opinion of Earl L. Fisher, state tax commissioner, in a letter addressed to Burrell Short, county commissioner today.

Mr. Fisher's opinion was sought as a result of the Klamath timber cruising hearing two weeks ago at which the tax levy for 1927—placed on the rolls in 1926—was held to be invalid.

New Water Used At Chiloquin Schools

Because of the typhoid epidemic in Chiloquin and because it is suspected that the infection is originating from water of the Williamson river, county school superintendent has cut off the water supply from the river for the Chiloquin high school and grade school and is taking water from a deep well on the school grounds. And automatic pumping system has been installed at the well.

Greater Berlin now has about 350 movie houses with some 140,000 seats, the record for Europe.

Read the Herald's Classified Ads.



How to Play BRIDGE

A new series of lessons by Wynne Ferguson
Author of "PRACTICAL AUCTION BRIDGE"

Copyright 1926, by Hyle, Jr.

ARTICLE No. 11

There are certain definite requirements of bidding that should be complied with at all times, if the auction player wants to become a sound bidder. These requirements are more or less arbitrary and vary with the position of the bidder. For example, if you hold five hearts to the ace, king, it is a sound bid if you are dealer; but if three players have passed, it is not a sound fourth hand bid. In the same way, a bid may not be sound on the first round of bidding but may be perfectly justified on the second round. The real reason for these so-called conventions of bidding is due to the fact that all sound bidding is part of a harmonious whole. Each bid, if it is sound, should consider not only the bid itself but also

Hearts—9, 5, 2	Clubs—A, 7	Hearts—K, 10, 7, 6, 3
Diamonds—K, 9, 8, 6, 3	Diamonds—A, 10, 4, 3	Clubs—K, 8, 6, 5, 2
Spades—Q, 7, 6, 2	Diamonds—A, Q, 5	Diamonds—J, 10, 2
	Spades—4	Spades—A, K, 9, 8

No score, rubber game. Z dealt and bid one spade. A had a perfect information doubt of the spade bid but bid two clubs, failing to look forward and consider his opponent's or partner's bidding based on his two club bid. He should have doubled in the hope that his partner could bid hearts, not thinking that his failure to double might keep his partner from bidding. When A bid two clubs, Y, who was a mighty clever player, realized that the only bid in which A-B might have a chance for game was hearts so bid three spades. B would have bid two hearts but didn't feel strong enough to bid four, especially as his partner had failed to double. For these reasons, B passed. Z passed and A bid four clubs. He had a big hand but didn't handle it right. Y and B passed and Z, also a good player, was wise enough not to double four clubs, feeling that to do so would drive A-B to four hearts. As a result, A-B were set three tricks at clubs when they could have made four hearts. This big loss was directly due to A's failure to look forward to all the bidding of the

hand rather than to the bidding of his own cards only. There are many bids that are sound for that bid only but unsound when considered as part of a harmonious whole. Think not only of your own bid, but of your partner and opponents and the action they may take if you make that bid. Look forward always and try to consider every bid as part of a chain of bids, rather than as a single and disconnected link. Here is a hand illustrating the same point:

Problem No. 13			
Hearts—Q, 6	Clubs—A, 10	Hearts—K, 9	Clubs—J, 10, 9, 5
Diamonds—A, K, 10, 7, 2	Diamonds—A, K, 10, 7, 2	Diamonds—none	Diamonds—none
Spades—K, Q, 4	Spades—K, Q, 4	Spades—none	Spades—none

No score, rubber game. Z dealt, bid one no-trump and A passed. What should Y bid and why? An analysis of this hand will be given in the next article.



THE NEWS CARRIER OF 1870

IN A SWIRL OF DUST the poor express arrived! Carrier of the news in 1870! Messages from the East, news of ships just docked from foreign ports, dispatches of local importance, were contained in the sack the rider carried.

OVER WIRES AND CABLES and through the air Associated Press dispatches are sent to the various parts of the country and abroad today. The (Newspaper) receives these A. P. messages daily. Keep yourself posted on the accurate, up-to-the-minute news of

The Associated Press

These messages so important to you may be read daily in the columns of

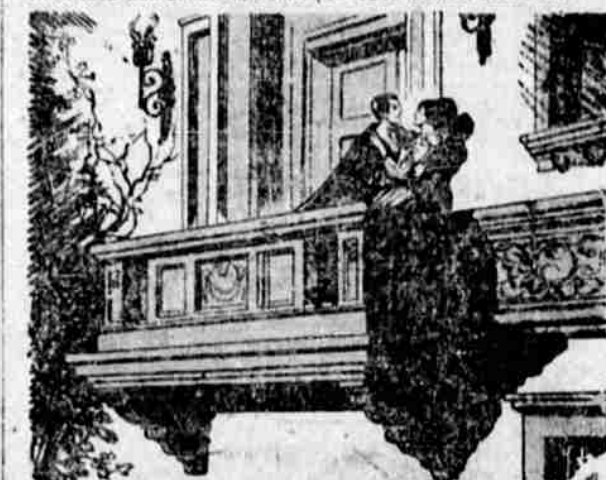
The Evening Herald.

DON JUAN

Novel by INEZ SABASTIAN
Copyright, 1926, Warner Bros. Pictures, Inc.
"Don Juan," screen play by Bess Meredyth, starring John Barrymore, is a Warner Bros. picture of this novel.

SYNOPSIS
Don Juan's father, disillusioned by a faithless wife, warns him: "Destroy women or they will destroy you. Take their love scornfully and forget!" This advice has made Don Juan the greatest lover of all time, envied by all men, adored by all women. In famous Lucetta Borgia, at the peak of her power in Rome, intrigued by his reputation, invites him to her reception. Among the guests is wealthy old Duke Varnese and his exquisite daughter, Adriana, who is courted by Don Juan's cousin, Donati, despite the traditional enmity of the Borgias and the Varneses.

CHAPTER III (Continued)
Something had seemed to tell her that that evil would come of the events of this evening; that good might also come did not occur to her. She knew only that when Don Juan was presented to her his eyes made her feel as if worms were crawling over her. As Donati bent over her hand she tried to mask her disgust by smiling, and Cesare Borgia, watching her, smiled also. Her father, noting it, had the same premonition that had come to Adriana. Evil would come of this night.
Lucetta Borgia paid but little attention to Adriana. Her thoughts were of Don Juan, who had not yet come. She had given orders to Maia to inform her of his arrival the instant he came and now stood impatiently tapping her foot, the jewels on her breast rising and falling with her quick, sharp breaths. Even then Don Juan and Pedrillo



He was on the balcony almost before she realized his presence.

was riding into the courtyard, and as he came up at the house, he was standing staring at a girl, one of Lucetta's maids, who had just then come out onto a balcony about twelve feet above the ground. The heavy brocade curtains that shut off the room closed behind her, and she stood looking up at the moon. Juan nodded appreciatively. Pedrillo, whom Maia had summoned to the door where she awaited them, the moment he dismounted, hurried back to Juan to tell him that he was to lose no time in going straight to Lucetta, but Juan commanded him to be quiet.

Pedrillo was insistent. "Quickly, Excellency, Her Highness awaits you!" he exclaimed. Juan paid no attention to him for a moment, still staring at the girl on the balcony, who was smiling down at him. Finally, in reply to Pedrillo's urging, he spoke.

"Opportunity ranks before the Borgias," he said, and swinging up on the luxuriant wistaria vine that climbed the balcony, whose trunk was as thick round as his wrist, he climbed it with the agility of his own pet monkey, and was on the balcony with his arm around the pretty maid almost before she realized his presence.

Helplessly Pedrillo shrugged his shoulders. Helplessly, too, Maia stared after Juan, then, turning quickly, ran into the house to tell her mistress what had happened. Pedrillo hesitated an instant, understanding what she meant to do, yet not knowing just how to save his master.

Meanwhile Juan was smiling down at the girl, catching up one of her hands to kiss it and exclaim as ardently as if he had never used the phrase before, "Your hand is like a little, trembling dove." And the girl lifted her eyes to his and smiled, just as the wife and mistress and daughter of the Duke of Mantua had lifted their eyes and smiled deep into his.

Maia had gone straight to Donati when she could not find her mistress and told him what had taken place. He in turn had gone to Lucetta and informed her of the facts, with malicious little smiles more taunting than his remark, "You are very sure of yourself, but you will believe when all Rome laughs." Her incredulity was but a poor mask for her wounded pride. Abruptly she turned away to hide from him the tears in her eyes, and from one of which the balcony opened.

And then, in the garden below, he saw a girl, lovely as the white moonlight and the white flowers all about her. Not a girl, an angel, the embodiment of all beauty. Forgetting Lucetta, he bent over the balcony railing to look down at Adriana. And Lucetta, watching him, lost the languor of a moment before. Her eyes became twin points of steel, her voluptuous mouth a hard, cruel line.

Blindly she reached out for some weapon that would hurt him. Jealousy would have made her kill him in that instant had it been possible. To look at another woman like that, when she, Lucetta Borgia, stood beside him!

After a moment she found her weapon to words.

"Perhaps you are not aware that Don Juan is our best swordsman," she said, her voice silky, suave. "He may resent your interest in his lady."

(To be continued)

Deputy Finds Loot In Shack

Valuable tools stolen from J. E. Loreman, geologist, have been recovered and returned following a searching investigation by Deputy Sheriff Louis Mueller, that carried him eventually to a shack in Durow addition.

Attempts to apprehend the shack were unsuccessful. The Mueller has very pointed suspicions that may result in an arrest.

Herald Class Ads Pay