

The Evening Herald
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Saturday, July 12, 1936

Do You Read The Ads?

Do people read the advertisements in newspapers and magazines? Obviously they do, or there would be no advertising and, perhaps, no newspapers or magazines.
But one frequently hears the remark, "Oh, I never read advertisements."
Newspaper advertising writers have long known that the public reads, and reads carefully, the advertisements published. Let an error creep into almost any advertisement, and the response is instant and vociferous.
An illustration as to how closely advertisements are read has been furnished in an advertisement of a tobacco manufacturer, and related by the Miami Herald.
That company, in its advertisement of a certain date quoted a line from one of Poe's poems, "And o'er his heart a shadow fell."
Immediately there was a demand for information as to the particular poem in which this line appeared. Hundreds, if not thousands, of people wrote to the company asking where the poem might be found. That proves people do read advertisements, and read them carefully.

We Have Good Idols

THE American nation seems to be under the necessity of finding an idol every so often and putting him up on a high pedestal. The idol is generally a young man, and the nation—which usually admires him as much for his modesty as for anything—does its level best to destroy his modesty and give him a very badly swollen head.
As it happens, we've been extremely fortunate in our choice of idols lately. First there was Lindbergh, who stood up under the ordeal as well as any young man possibly could have. Now it seems to be Bobby Jones; and he, too, seems to be just the sort of stuff that the nation needs in a popular figure.
Really, we owe these two young men a good deal. They have given us, and especially our youngsters, very worthy targets for hero worship. They have, too, set a pretty high standard for future national idols to live up to.
It is customary to review briefly the deeds of congress as it adjourns. Here is our review: it was the 71st Congress of the United States of America.
The honeymoon is over when the wife brings home a \$78 china dog marked down from \$118.50.
These are the days when your life in the country begins to agree heartily with the relatives from the city.
Congress has voted to probe the shoe-string tariff. We hope they discover also how these merchant princes manage to run a shoe-string into a couple of country homes and yachts.

EDITORIALS FROM OVER THE NATION

WAITING THE PERCENTAGE
Vancouver Star & Scottish boy and a Jewish boy had each earned a dollar.
Sandy, in accordance with his inborn frugality, was quick to deposit his in the bank.
Ikey, in accordance with his inborn business instinct, had other plans.
He went to his neighborhood drug store and had his dollar bill changed into nickels and dimes. Then he took it to the neighborhood grocer's and got a dollar bill for it.
He repeated this maneuver several times.
The drugist stood it about as long as he could. Then he called up Ikey's father, the neighborhood tailor.
He explained that Ikey had had nearly ten dollar bills changed in his store that afternoon and thought his father ought to know his son had that much money.
Ikey was called to account by his father.
Confiding that he had only \$1 in his possession, Ikey said:
"Why do I change that dollar so often? Well, sooner or later somebody's going to make a mistake, and it ain't going to be me."
THE CHILD AND THE CINEMA
Manchester, Eng., Guardian: There are many honest folk who believe the post-war child to be woefully spoilt in the matter of entertainment. They look back with regret on the rare visits to pantomime and circus of their own childhood, visits of which more than half the charm lay in a delicious anticipation, and then to the sophisticated younger generation of today, with its weekly visit to the cinema and its gliss acquaintance with movie stars.
The deleterious effect of films on youth is a favorite topic with them. Of many a juvenile offender it has been said in court that he was "too fond of the pictures," and magazines have issued stern warnings against the temptations of the screen. But no one thought of asking the children themselves what they thought about it all. Now, however, the health and cleanliness council have applied themselves to this aspect of the question, and a plebiscite has been taken among the children of Dumfries, with interesting results.
Love scenes, it seems, are definitely unpopular, so much so that young audiences are apt openly to ridicule them. Ninety-eight per cent of the boys of Dumfries reach for their caps when the last close-up, with its inevitable embrace, flickers a lingering passage across the screen, while almost as great a percentage of the girls have strong objections to anything that savours of war or murder or fighting. This will be reassuring news for those who doubt the wisdom of allowing their children to frequent the cinema. If only Hollywood would take the hint and realize that it is not only the children who are tired of sentimentality and sensationalism.
JOHN L. AND THE BIG BELT
New York World: With respect to the question that we raised the other day as to what became of the ancient custom of awarding magnificent belts to heavyweight boxing champions, Ned Brown comes along with

DAILY LETTER ON AFFAIRS AT U. S. CAPITAL

Mayor Mackey's Reported Plan to Run Against Gifford Pinchot Emphasizes the Predicament The Wet-Dry Controversy Forces on Many Thoughtful Voters Those Days.

BY RODNEY DUTCHER
NEA Service Writer

WASHINGTON, July 12.—The reported intention of Mayor Harry A. Mackey of Philadelphia to run against Gifford Pinchot on an independent wet ticket for the governorship of Pennsylvania indicates how the prohibition issue not only muddies party lines and before other important issues but also disconcerts voters who prefer to vote for the man rather than the party label.
It does look as if the voters of the United States could already be divided into two classes—those who put their wet or dry sentiments ahead of all other considerations and those who also weigh various other factors in making their choice. Predictions as to whether the future will be toward one type of voting or the other need not be made here, but the whole thing is a heck of a strain on anyone with strong opinions who wants to be conscientious and public-spirited in his or her voting.

A Perplexing Dilemma
Now you might think Pinchot, who made a good record as an able, progressive official in his previous term would be a far better governor for Pennsylvania than Mayor Mackey. And yet you might be a sincere wet who believed that prohibition was a terrible affliction from which it was supremely desirable to rid the country and that the best way to tackle it was to vote for every wet candidate who came along.
Or you might have tremendous admiration for Mayor Mackey, who rose as the fair-haired boy of the Vire machine. And yet you might be a fervent dry, hating to vote for any wet candidate under any circumstances.
In other words, you would be getting all hot and bothered about how to vote—and there must be very many voters in just such a quandary at every election.

For there are splendid candidates who are wet and splendid candidates who are dry. And wet candidates who are terrible to contemplate and dry candidates just as bad. Wet candidates are sometimes ignorant, borbish, crooked, fanatical, hypocritical. And there have been dry candidates with those attributes, too.
Elected public officials are generally mirrors of their constituents, so it isn't surprising to notice that the more enthusiastic wets and dries also vary in quality. Wets and dries are all kinds of people. There are many fine, intelligent wets, full of public spirit and many high-minded, idealistic dries who believe that success for their cause is important to the world's future happiness but who also work for humanitarian reforms which do not restrict personal liberty.
In the lower strata of the wet ranks, however, one finds thugs, hoodlums and dipsomaniacs. And in the lower strata among the dries there are ignorant, bigoted men and women who mix their dry sentiments with religious hatred and whose greatest happiness in this world is found at a lynch party.

So no one can line up definitely with either side unless he is willing to put up with a lot of good and bad fellow devotees. Some Admirable Leaders.
In public life the dries can boast of statesmen such as Senator Norris of Nebraska and Senator Borah of Idaho and the wets can boast of a man like Dwight Morrow, who probably will be elected senator from New Jersey.
But both factions must be—or should be—ashamed of some of their most loud-spoken leaders. It isn't necessary to mention names, but any list of the worst windbags and the cheapest politicians of Congress is bound to include both men blatantly wet and blatantly dry.
The organized wets succeeded with the policy of getting their folks to vote for men who were dry regardless of what poor skates they might be otherwise. Lately the organized wets seem to have been promoting a similar policy.

some more information. The thing was abandoned, it seems, simply because it became too expensive, not in initial cost but in upkeep. John L. Sullivan, for example, who finally got possession of the most celebrated belt ever offered in this country, had a habit of hocking it whenever he got cold, or hungry, or thirsty; and kind-hearted sportsmen, William Muldoon in particular, shocked at the spectacle of so sacred a relic reposing cheek by jowl with pistols, eyeglasses, guitars and the other articles on display under the sign of the golden masse shot, were constantly put to the necessity of redeeming it. This ran into money, and in the end proved futile. For Sullivan resorted to the stratagem of prying the diamonds loose from their silver setting. What became of the stones is not exactly clear, but the setting was eventually sent to the United States mint in Philadelphia and melted into 429 silver dollars, that being the end of one fine belt.

A MAN'S VOCATION
Ralph Waldo Emerson: Each man has his own vocation. The talent is the call. There is one direction in which all space is open to him. He has faculties silently inviting him thither to endless exertion. He is like a ship in a river; he runs against obstructions on every side but one; on that side all obstructions are taken away and he sweeps serenely over a deepening channel into an infinite sea.

EIGHTEEN YEARS AGO IN KLAMATH

Two automobiles containing a party of officials of the Oregon California Power company, left this morning for Fort Klamath, from where they will cross the mountains to Prospect, where one of the company's plants is located.

For the first time in the history of the country, fruit will be an important factor in estimating the wealth of the crop of this region. Reports from different parts of the county indicate that the most optimistic expectations of the pioneers in this line of endeavor will be realized, and a bumper crop harvested this year.
"Old Buck," the most ancient horse in this county, is about to be pensioned. Ed Laughlin of the Mammoth stables has decided to place him on alfalfa pasture. "Old Buck's" chief claim to notoriety is that he has smashed in his time \$20,000 worth of rigs, and only killed two men.
"Old Buck" was noted for his strength and speed, and at one time his owner was offered \$250 for him, but the offer was rejected.
The maximum equine age is 30 years, and "Old Buck" under the pension scheme, notwithstanding his many vagaries, bids fair to attain it.

Prosecuting Attorney Charles Olds, wife and daughter of Cleveland, Ohio, are on a visit to this city.
They expect to leave in the morning for Eagle Ridge and Spring Creek, and will enjoy the sport of Klamath country until about the middle of August.
Mr. Olds is one of the big men among the prosecuting lawyers of America. His chief luxury is angling for the elusive fish. By the time he reaches home, he will have covered 7,000 miles on this fishing trip.

Tourist travel has been lighter into the Klamath country at this time than in years. It is now certain that the bumper crop of tourists will arrive in August.

Territorial Question

HORIZONTAL
1 Substance forming a diamond.
6 Of what territory is George Parks governor?
11 Chilli.
12 Epoch.
14 Part of the leg.
15 Memorized verb.
16 Skill.
17 To be undecided.
18 To seize.
20 Part of a collar.
24 Latin word for "stone."
26 To absolve.
30 Made from oatmeal.
31 To strip.

VERTICAL
22 Boat ends.
24 Growing out.
26 Divers.
40 Pattern block.
41 Boot.
44 Herb.
45 Coin.
46 To peel.
47 Governor of New Jersey.
48 Sluggish.
49 King of Rumania.
5 Since.
5 Wheel track.
8 Drone.
8 Close.
6 Insects.
7 Snake.
9 Relative.
10 In what mountain system is Aconage?
13 Verbal.
18 To slide.
19 Dish.
21 Verb.
22 City.
23 Mooly apple.
25 Support.
26 By.
27 Hotel.
29 Sineau.
30 Bony.
31 Domestic.
32 Laster.
33 Melody.
37 Wind.
38 Neither.
39 Age.
41 Spring.
42 Owned.
43 Native metal.

YESTERDAY'S ANSWER
BISCUIT DOORMAN
ANALYZED UVA
NAG PAUSE TAG
ANEW INK CEDE
LESTIONS IURES
GAS EAR
CAKAT ANGELIC
LION OLD DASH
GUT BASIS USE
ATE OSONE DUE
RESIST GEYSER

Trolley Car With Seventy Aboard Goes Into River

BUENOS AIRES, July 12. (AP)—A trolley car loaded with passengers plunged into the river from the Riachuelo bridge this forenoon. Heavy loss of life was feared.
Early estimates said about 70 persons were in the car and that it was believed all had perished with the exception of three who were riding outside. These, it was said, had been picked up in the water.

Former News Editor Visits City Again

Captain and Mrs. H. E. Eastwood, of Fort Riley, Kansas, accompanied by Mrs. Eastwood's

ERRORGRAMS

YES, THIS SHIP IS INFLATED WITH HELIUM; HIGHLY INFLAMMABLE; AND WE HAVE TO BE CAREFUL; NO SMOKING—BUT I'VE BEEN IN PROBABLE SERVICE SO LONG I'VE GOTTEN USED TO IT.
IT CERTAINLY TAKES A BIG LANDING GSW TO HAUL HER INTO THE HANGER.

THIS IS SCRAMBLED
HOTGINN
Think nothing of it.

There are at least four mistakes in the above picture. They may pertain to grammar, history, etiquette, drawing or whatnot. See if you can find them. Then look at the scrambled word below—and unscramble it, by switching the letters around. Grade yourself 20 for each of the mistakes you find, and 20 for the word if you unscramble it. Turn to the back page and we'll explain the mistakes and tell you the word. Then you can see how near a hundred you bat.

Daily CAPITOL News Letter

Supreme Court 321 Opinions To Vacation Two on Ballot

BY JAMES P. ROWE
United Press Staff Correspondent

SALEM, Ore., July 12. (UP)—When the state supreme court adjourns on July 16 for its six weeks' vacation period, opinions on approximately 125 cases will have been handed down since January 7. It was announced today by Chief Justice Oliver P. Coshow.
ONLY 61 CASES on the calendar remained undecided and it was thought that at least 12 of them would be disposed of before adjournment.

Reconsider 321 Opinions
DURING 1935 opinions were rendered on 321 cases, an average of 46 for each justice, while 1935 showed 368 cases on the calendar had been completed. During that year each justice handled an average of 62.4-7 cases. It was shown. The 127 cases for the first half of 1936 compares very favorably.

THE JUSTICES announced their vacation plans as follows: CHIEF JUSTICE COSHOW will spend part of his time visiting friends about the state. He will be back in his office before the fall court semester convenes on September 2.
To Finish Work
JUSTICE THOMAS A. McBRIDE has styled himself "the ship's husband." He will remain here through most of the adjournment period to complete work which accumulated while he was ill.

"IT'S HARD to run off to play when you know there is work undone," Justice McBride said. "I shall finish what is left undone here before I even make plans for my vacation."
To "Take Life Easy"
JUSTICE JOHN L. RAND planned to leave next week for Baker, where he merely will "take life easy."

"I WILL take some of my work along and put in a little time when I feel the urge, but in general it will be a real rest period," he explained.

JUSTICE HENRY J. BEAN already was contemplating a month's stay in his mountain cabin in the Blue mountains near Pendleton, where he intends to take "physical exercise, fish and hike."

Rossmann in Chicago
"I HAVE PUT in a hard session and I am all ready to take a genuine vacation at the beach," said Justice Harry H. Belt. "When I leave next week, I hope to have all my work completed."

JUSTICE GEORGE ROSSMAN is in Chicago as representative of the Royal Arcanum. He will visit Indiana, Ohio, New Orleans and California.

JUSTICE GEO. M. BROWN will go to his home at Roseburg. Frequent trips into the country, fishing and visits to old acquaintances in the counties for which he was district attorney for 15 years are on his program. He is 66 years old.

Two Up for Election
THE JUSTICES have no legal vacation period, according to statute. They adjourn at will and

Timely Quotations From People in the Public Eye

"The art of biology is different from geography. Geography is about maps but biology is about chaps."—G. K. Chesterton, author.
"The conquest of poverty is the great human aspiration of our economic life."—President Hoover.
"A Communist is, among other things, a man incapable of expressing himself in anything less than 10,000 words."—Heywood Brown, columnist.
"I am one of those who believe that our entire method of dealing with offenders is fundamentally wrong."—George W. Wickorham, chairman of President Hoover's law enforcement commission.
"Let the artist go to the old masters to learn the trade—nothing is more normal or more necessary."—Marcel Gromaire, French artist.
"Life is marvelous. I hope heaven will be like this."—Ruth Rolland, movie star.

usually convene at the same time yearly—September. Their vacation period usually extends to six weeks.
EACH JUSTICE has an annual salary of \$7,500. The chief justice is chosen by statute and the justice with the greatest part of his term unexpired is chosen. In case there are two with a similar term of office remaining, as in the case of Justices Bean and Coshow, the latter was chosen by seniority.
JUSTICE BELT and Chief Justice Coshow will be on the November ballot for re-election.

Special Trains On Way to Klamath

Klamath Falls' location on the Cascade line not only has given the city great prestige but also means that practically all the special trains traveling between San Francisco and Portland are routed through here and over the scenic Cascades.
A number of the tour specials stop long enough for the passengers to visit Crater Lake National park. Cars meet the tourists here and take them to the lake. They are then taken to Medford or Chiloquin to again board the special.
A car containing members of the Strictly Dishonorable theatrical company, en route from San Francisco to Portland, will pass through here Sunday night. Cars being used in Tour "I" of the Continental Travel bureau, Calif., will be routed through the city Monday

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