LOS ANGELES DAILY HERALD

BY THE HERALD COMPANY.

FRANK G. FINLAYSON.....President
ROBT. M. YOST.....General Manager

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THE HERALD IN SAN FRANCISCO—Los Angeles and Southern California visitors to San Francisco will find The Herald on sale daily at the news stands in the Palace and St. Francis hotels, and for sale at Cooper & Co., 846 Market; at News Co., S. P. Ferry, and on the streets by Wheatley.

THE HERALD'S CITY CIRCULATION

The Herald's circulation in the city of Los Angeles is larger than that of the Examiner or the Express and second only to that of the Times.

Minister Bowen has been directed to return from Venezuela to Washington to answer some charges made against him. It is said the president may send him to Chile. As the warm weather is approaching, Bowen may feel thankful.

A report that the president was ill in the hunting wilds has been denied officially in the statement that he was "only tuckered out." He is not more weary than his countrymen are of reading the ridiculous stuff sent abroad by his press agents.

Sad must be the meditation of Mayor Dunne of Chicago as he reflects upon the mesh of trouble incident to his position and then thinks of Carter H. Harrison in the act of digging clams or sitting on the stringpiece of a Redondo pier dreamily waiting for a "nibble."

The successful flight of an aeroplane at San Jose last Saturday encourages belief in the ultimate success of that principle in the airship. It is the principle on which Langley, Maxim, Bell and other advanced experimenters in aeronautics have been working for years.

The first train for Salt Lake, which starts out this morning from Los Angeles over the new line, will behave just as if it had been making the journey for years. There will be no especial stir because of the formal opening of another transcontinental line eastward from Los Angeles.

An echo of the scheme for equipping spur lines of the Union Pacific railway with gasoline motors now comes from San Bernardino. It is reported that St. Louis capitalists are investigating the prospects for a railway connecting towns in that section, to be operated by the new system.

Another scheme of labor federation is announced, with Eugene V. Debs as the central figure. The plan is to reorganize existing union elements, which would mean the disruption of the existing ones. In the present organizations there appears to be lack of room at the top for all aspiring leaders.

From Texas comes a terrible reminder that the spring tornado season has arrived. It is a remarkable fact that no eastern or southern state is entirely exempt from those awful visitations. California appears to be the only state that is totally free from them, and only Southern California is safe from severe storms.

There is no longer a question that the Japanese deserve the appellation, "Yankees of the orient." A Japanese baseball team representing a university in Japan gave the Stanford team a hot tussle at Stanford university last Saturday. But in the baseball game the Japs were not quite up to their home reputation at the cannon ball game.

The death in this city of a professional animal trainer as a result of being stung by a captive rattlesnake calls to mind the extreme rarity in this country of deaths from such cause. Rattlesnakes are widely distributed in Southern California, but they excite no fear even where they are the most numerous. They never strike except in self-protection and they always give the warning rattle if they have the chance. The "rattler" is the only venomous snake in Southern California.

DOWN WITH THE DUST

May day is here and the so-called rainy season of 1904-05 has passed in Southern California. A shower or two this month, perhaps, and a sample of rain at rare intervals later, but six or seven months of practically rainless season begins now.

Very soon the green hills that charm the eye in the Los Angeles landscape will change to the normal brown of summer. All the land not artificially irrigated, except some low and naturally moist acreage, will take a rest similar to the winter repose of lands in the east.

The entrance upon the dry season admonishes Los Angeles citizens that the dust nuisance is the most vexatious drawback to personal comfort in the long rainless period. There always is fruitful cause for complaint on that account, but at the beginning of the present season there is more general complaint than usual.

This condition is attributed to the fact that there have been many miles of street improvement within a year, carrying therewith the right to have such streets sprinkled regularly. But the funds available for the purposes have not expanded in proportion to the demand for sprinkling, hence the present unusual cause for complaint.

It is regrettable, in view of this condition, that the plan of oil surfacing has not been more widely adopted in street improvements during the last year. The utility of oil as a substitute for sprinkling is demonstrated today on many miles of Los Angeles streets, but those miles, nevertheless, are only a small fraction of the whole. There are streets in farly good condition, so far as dust is concerned, that were oiled perhaps six months ago and on which there has since been no renewal.

The people of Los Angeles are entitled to reasonable freedom from street dust, and they should be spared unnecessary annoyance, even if a special expenditure is necessary for the purpose. There is an implied agreement between the city and property owners that the payment of assessments for street grading, etc., carries with it the right to have that particular street sprinkled. That right cannot be varied because of lack of funds.

Los Angeles cannot afford to suffer from the intolerable dust nuisance.

LOS ANGELES POPULATION 200,000

Has the population of Los Angeles doubled, approximately, in five years?

The affirmative of that question seems to be a reasonable deduction from the school census which now is being tabulated. The census marshal expresses the confident opinion that the footings will show the number of Los Angeles children of school age to be at least 40,000. On that basis it is estimated that the entire population of the city is 200,000. Even if that round figure is not reached a very close approach to it seems certain.

It is not quite five years since the regular decennial census of the city was taken by the government. That occurred in June, 1900. The population of Los Angeles then was 102,479, and the city was No. 36 in respect to population in the list of American cities. If the present figure closely approaches 200,000 Los Angeles will take about the twentieth place among the cities. In that case it will lead Omaha, St. Joseph, Fall River, Paterson, New Haven, Syracuse, Worcester, Columbus, Allegheny, Toledo, Denver, Rochester, St. Paul, Kansas City, Indianapolis and Providence.

Conservative estimates of the population of Los Angeles have ranged recently from 180,000 to 185,000. The immense number of new dwellings erected during the last two or three years, however, have indicated a more rapid increase in the number of inhabitants than even the most sanguine estimators figured out.

If the city's population has nearly doubled in the last five years it is evident that the present rate of increase is not less than 25,000 per year. If that ratio continues until the federal census is taken in 1910 the population will exceed 350,000, which will be 100,000 more than the estimate made for that period a few years ago and emblazoned on the billboards of a real estate agent to the amusement of an incredulous community.

ART AND SCIENCE IN ADVERTISING

Within a comparatively few years newspaper advertising has become both an art and a science. As an art it has reached the highest stage of typographical adjustment calculated to catch the eye of the reader and rivet his attention. As a science it has attained the point of greatest effectiveness in practical results.

That is the present day result of evolution that has been going on steadily for a score of years, but that has made especially notable progress only within the last dozen years. It is the outcome, in great part, of newspaper publishing conditions that have made the multipage paper of the present day possible. Those conditions had for their basis the three chief elements of machine typesetting, cheap paper for newspaper purposes and the marvelous perfecting presses, such as The Herald owns and uses.

The advertising of prominent newspapers in American cities, at an approximate estimate, has doubled within five years, tripled within ten years and quadrupled within fifteen or twenty years. The newspapers of a score of years ago were as babies to adults compared with the papers of this day. An entirely new era has dawned in all features of newspaper making, and in no feature is the result more striking than in the art and science of advertising.

In the study of this combination of art and science the objective point of both newspaper publishers and advertisers is to secure the greatest effectiveness in a given space and at a given cost. No other question in the whole range of modern activity has received such thoughtful consideration. This because experience has demonstrated that the success or failure of the average business depends largely upon advertising. Every business man of large affairs appreciates the biblical warning that it is folly to hide his light under a bushel.

But what general plan of advertising has proved to be most effective? The largest commercial advertiser in the United States expressed some interesting views on this subject not long ago. He is John Wanamaker of New York and Philadelphia, whose yearly contracts with single papers in those cities are said to reach the figure of $100,000. The gist of Mr. Wanamaker's theory is that advertising suited to his great department stores should be calculated to catch the reader's eye in the first place, and then hold his or her attention by descriptions and prices of the offerings. This idea of large display, the free quoting of prices and continuous publication has been adopted in recent years by the most successful advertisers.

The evolution of advertising has created a business entirely unknown only a few years ago, that of designing and writing advertisements by persons specially skilled in the art of making advertisements attractive and in the science of getting the best practical results for the advertiser.

In keeping with this idea The Herald advertising equipment has been made thoroughly down to date in every respect. All the latest and most effective designs of display type have been introduced. No newspaper in the United States is better equipped now for presenting its advertising in the most striking and attractive form known to typographic art.

If the czar has any friends who are well acquainted with Charles M. Schwab they should "put a flea in the ear" of his majesty at once. While Schwab is making a deal to build a navy for the czar he may have another deal with the mikado to build to the latter's satisfaction.

The news from the focus of bear slaying in Colorado states that "the bear killed by the president on Monday furnished one of the finest skins ever seen here." It would not seem so fine to the little cubs that watched and waited in vain for the home coming of their parent.

While the anti-saloon forces are skirmishing at long range on the outer prohibition line, Francis Murphy is working on the tactics of the good Samaritan in uplifting the victims of intemperance, putting them on their feet as men and starting them again on the road of honorable, useful and temperate life.

Another new banking institution will open its doors for business May 8, the Metropolitan Bank and Trust company. The president of the new concern is United States Senator Flint. Vice President Frank Kelsey will hold down the financial lid of the bank when affairs of state call the other Frank to Washington.

Now it is admitted that the deficit in the federal treasury will reach $35,000,000 at the beginning of the fiscal year, July 1. That is more than double Secretary Shaw's estimate. The claim that there would be no deficit at all worked a good purpose for the Republican party in the presidential election campaign.

Game is abundant in the whole neighborhood of the president's happy hunting grounds. A dispatch from Glenwood Springs, on the edge of the hunting wilds, states that "all sorts of games of chance" are there. And "at the largest gambling establishment in the place $10 even was offered that the president would kill a bear every day except Sunday." Bear game is omitted on the Lord's day.

THE DEMOCRATIC OTHELLO

—New York World.

'I WANT A WIFE,' SAYS OLD VETERAN

SHE MUST EITHER HAVE MONEY OR A BAD COUGH

OTHERWISE NEED NOT APPLY

John H. Savage, Who Has Become Famous as Illustrator of Old War Yell, Desires a Helpmate

"I am different from George Washington; he couldn't tell a lie, and I can't tell the truth," said John H. Savage yesterday, in his shoe shop at Cahuenga, in Dayton Heights.

"I am serious in this declaration," he added. "I want a wife, but I want a woman with considerable money and a bad cough. If she hasn't got the money she must have a bad cough, or I won't talk to her."

Mr. Savage has been a resident of Los Angeles for over two years, and is the owner of valuable property in Dayton Heights, where he bought a lot over a year ago and improved it by erecting a double building for use as a shop and a home. He seems to be perfectly contented with his lot, although his manner of living must be rather lonesome. He has just realized that life would be far more comfortable if he could find his affinity, some widow or maid who would take an interest in him and see that the rooms are swept, the meals served promptly on time and buttons kept on his garments.

In his building is a cobbler's shop, where Savage can be seen every day, pegging away, repairing the shoe soles of men, women and children, and wondering if his work will ever end.

Civil War Veteran

Mr. Savage is entirely independent. He has made good money since he opened his shop, and has cash in the bank. He is a veteran of Company B, Twelfth Indiana infantry, of the Civil War, and because of disability contracted in the service he draws a pension of $27 a month that is likely to be increased to $40 a month in the near future. In addition to his pension and

JOHN H. SAVAGE

business income Mr. Savage is the owner of a well-improved farm of 160 acres in Platt county, Illinois, near the town of Cerro Gordo. This land is easily worth $100 an acre, it is said.

Comrade Savage is probably one of the best known veterans in the country. Every man has a fad. He has one. Although he is so deaf he is compelled to use an ear trumpet when he desires to carry on a conversation with a friend or stranger, Mr. Savage loves fun, and it is his special delight to relate his experience while attending the encampments of the Grand Army of the Republic. Dressing up as a tramp in rags, with tin can and other army attachments, and carrying a wooden weapon in the shape of a huge Colt's revolver, Savage used to have a jolly time at the encampments, going about in the crowded streets, carrying on sometimes like a lunatic, frightening comrades and policemen and frequently landing in different jails, only to be released by friends after sheepish looking officers found out that it was all a joke. Most of the funny business would occur before the great day of the grand parades, and then Savage would appear at the head of the Illinois columns bearing a staff surmounted by a large white goose, as illustrated in the accompanying picture.

Made Himself Famous

During the time of the Civil war the Illinois boys in the field used to write back home and yell on the marches, "Everything is lovely, and the goose hangs high," and after the reunion parades began Savage made himself famous throughout the country by illustrating the old cry and having a little fun on the side.

Savage has attended Grand Army encampments at Detroit, Washington, St. Paul, Louisville, Pittsburg, St. Louis, Cleveland, Cincinnati, Milwaukee, San Francisco, and numerous state encampments, and at every gathering he was very much in evidence with his white goose and tramp make-up. He is making arrangements to attend the grand encampment of the veterans to be held at Denver next fall. He still has the goose and will take it along to carry in the parade, which may be the last one he will be able to attend, as he is now in the sixty-fourth year of his life.

May 1 in the World's History

305—Diocletian, the Roman emperor, abdicated the throne in the presence of the soldiery and a multitude of people at Nicomedia in the twenty-first year of his reign.
475—Henghist, the Saxon, caused 300 English noblemen to be murdered.
1119—Henry I of England obtained a great victory over the Normans at Brenville.
1291—All the Italian merchants in the realm of France called money lenders seized by order of Philip the Fair for their ransoms.
1308—Albert I, emperor of Germany, assassinated by his nephew John, duke of Swabia. The Swiss were led by his oppressions to assert their liberty.
1515—Henry VIII and queen attended by nobles went a Maying and were entertained by the noted forester, Robin Hood.
1517—A riot among the London apprentices against foreign artisans, which resulted in the death and mutilation of the latter, principally Frenchmen. The next morning several hundred youths from 13 years upwards were arrested, and ten gallows, constructed to move from street to street, prepared for their execution. The ring leaders were drawn, hanged and quartered, when an order came from the king to suspend the execution and the remainder were pardoned.
1557—England made her first commercial treaty with Russia.
1703—Battle of Pultusk, Poland, in which the Swedes under Charles XII, defeated 10,000 Poles.
1707—Union of England and Scotland consummated.
1789—The states general of France met at Paris, convened by the king, to calm the troubles of the state, which he had not power to quell and which had now assumed a menacing appearance towards royalty itself.
1790—Indian war commenced between the British and Tippo Saib, sultan of Mysore.
1808—A volcano broke out in the island of St. George, one of the Azores. A crater was formed in the center of the island, amidst fertile pastures, 3500 feet in height, and this beautiful island, before rich in cattle, corn and wine, became a scene of ruin and devastation.
1893—Chicago exposition opened.
1898—Dewey's victory at Manila.
1901—Buffalo Pan-American exposition opened.
1904—The Russians were driven from their position at Kiu-Lien-Cheng by the Japanese under Gen. Kuroki.

LOS ANGELES BEES LIVE IN FASHIONABLE HOUSES

Numerous Bungalows and Fine Residences Are Stored With Their Honey

Los Angeles bees are fashionable, if in bee life living in bungalows and fine residences counts for anything.

In addition to hiving in the pretty bungalow of W. S. Wing at 473 East Fifty-third street, they have taken up their home in the attic and under the eaves troughing of the residence of ex-Senator Cole at Santa Monica and Gower avenues.

There in the stately old home of the senator undisturbed by the occupants of the house, with their wonted industry the bees are piling up honey until in places it has seeped through and is running down the clapboarding.

They have come to know the residents of the home and do not molest them. Lately robber bees have learned of the stored up honey and have made attempts to steal it, at which times there have been great bee battles, when the senator and his family give a wide berth to that part of the house where the hiving is still going on.

A Family Puzzle

A teacher was trying to explain the meaning of the word "recuperate" to one of the pupils.

"Now, Willie," said she, "if your father worked hard all day he would be tired and worn out, wouldn't he?"

"Yes'm."

"Then when night comes and his work is over for the day, what does he do?"

"That's what ma wants to know."—Moberly Democrat.

HEAVY WASHOUTS DELAY TRAFFIC

SANTA FE TRACKS SUFFER MUCH DAMAGE

NO THROUGH TRAINS ARRIVE

Officials of Road Say Weather Conditions This Year Are Worst in History of Road

No through trains over the Santa Fe arrived in Los Angeles yesterday. The "Overland," which is now six days overdue, and which was to have reached here last night, has again been delayed by a washout and is not expected to arrive in Los Angeles until some time this morning.

In the history of the Santa Fe road officials say they have never experienced such continued difficulty in the running of their trains. There have been more disastrous washouts in the past than those sustained during the present season, but never in such numbers or of such frequent occurrence. No sooner has one part of the roadbed been made good than the construction gangs are called to another locality to repair a more serious one.

Santa Fe officials have been sending east bound trains from Los Angeles on regular schedule so long as their equipment lasted, but Saturday and Sunday the "limited" was annulled for lack of coaches.

At Wallace, N. M., eight passenger trains bound west have been halted for the past six days awaiting repairs on the roadbed, which has either been softened or washed away by the spring freshets. As many through trains bound for Chicago are stalled on this side of the breach.

Carloads of mail bound for Los Angeles and other Southern California points have been blockaded and the Los Angeles force of postoffice employes will be called upon for night and day duty when the belated trains arrive.

"SUCCESS," SUBJECT OF LARGE MURPHY MEETING

Will A. Harris and Others Address Gathering, Telling of Great Temperance Work

An enthusiastic audience more than filled Blanchard hall last night at the regular Sunday evening Murphy meeting. Rev. Dr. Bodkin was the first speaker and told of the temperance work being done by The Independent, a paper of which he is the editor.

The musical program of the evening was especially fine. J. W. Eccleston, Mrs. Armstrong and Mrs. Gruell filled the room and the hearts of their hearers with song.

The subject of the evening was "Success," and all of the speakers drew attention to the fact that successful men in history have been temperate men.

Will A. Harris was the principal speaker of the evening and devoted the most of his time to speaking of the wide influence of the work of Francis Murphy and the success it has attained in benefiting the human race.

Rev. Dr. Hendry and Bernard A. Vollmar were the other speakers. A number signed the pledge at the conclusion of the meeting.

In Washington

Official—"Well, we put the grindstone trust out of business today."

Citizen—"How about the oil trust and the provision combine?"

Official—"They're on the list. We'll go right after 'em when we have attended to the bustle trust, the liver pad trust, the roller skate combine, the opera hat ring, the radium trust and 347 other rascally oppressors of the people."—Louisville Courier-Journal.

Some Things

About This Drug Store That Will Pay You to Know About

Both Phones Ex. 841
Will bring anything in the drug line to your very door, quickly. No added charge for delivery.

Prescriptions

Compounded by experts. The most complete and thoroughly stocked prescription department in Southern California. You can depend absolutely on getting the very things the physician prescribes. After we fill it, we file it for your future use.

Drug Store Sundries

A thousand and one items of almost daily use. Hot water bags, syringes, soaps, toilet articles, bath supplies—and now at house cleaning time, disinfectants. Come in and look around.

OK Drug Co. SALE & SON DRUGGISTS.
214 S. SPRING ST. BOTH PHONES Ex. 841