

Edison: Zon-o-Phone July Records

On Sale Today
Have You Investigated Our Offer?
Do You Like Music?

Have you wanted to have a fine TALKING-MACHINE in your home? Please understand that these Special Machines which we have under- priced are RELIABLE MACHINES, music makers that hundreds of homes enjoy every day and which have cost those same buyers \$25 and \$40. THEY PLAY EVERY SIZE, EVERY MAKE OF DISC RECORD. You can listen to celebrated bands and such singers as CARUSO, CALVE, MELBA and others. We want you to know the value of our offer. **THE ZON-O-PHONE** is fine \$25 machine and six ten-inch records, total value \$28.50. **\$15.60** for the small sum of.....

ON TERMS OF \$5 DOWN AND \$1 A WEEK

Think of an elegant \$40 machine and six records, real value at \$43.50, and that you can now buy..... **\$22.35**

\$5 DOWN AND \$1 A WEEK

Take Advantage of a Real Offer When You Have It

Each machine guaranteed. If it doesn't please we will take it back and sell you a VICTOR, EDISON or ZON-O-PHONE at regular prices. We are TALKING MACHINE HEADQUARTERS—200,000 Records in Stock.

Mail Orders a Specialty.
 THE HOUSE OF MUSICAL QUALITY.

Southern California Music Co.
 332-334 S. Broadway, Los Angeles, Cal.

MORNING PAPER BETTER MEDIUM

ADVERTISING MANAGER OF HERALD ON FACTS

ADDRESSES MEETING OF LOS ANGELES AD CLUB

Compares Respective Merits of the Two Classes of Publications from Standpoint of the Business Man's Interest

The Los Angeles Ad club had its regular weekly luncheon at the Hollenbeck Wednesday, about fifty members gathering to listen to an argument on "Why the Morning Paper Brings Better Results than the Evening Paper." The luncheon and business preliminaries were finished at 8:30. Gentry, advertising manager of The Herald, was requested to address the club upon the subject. Mr. Gentry presented the facts, as he saw them, in a speech which occupied fifteen minutes. In part he said as follows: "The purpose and object of the Los Angeles Ad club, as I understand it, is to bring the advertising man, the advertising writer, the advertising solicitor and the advertiser into closer touch with each other. It is to educate the advertiser to have better copy and more of it; it is to assist the advertising writer in preparing the copy; it is to aid the advertising solicitor in advancing ideas that will obtain for him more copy. In short, it is for the purpose of exchanging ideas and mutual benefit to the entire organization.

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Defining the True Test

"We have been told that the evening paper in Denver, in Chicago and in St. Paul possesses a larger circulation than the morning. While admitting this to be the truth, I reiterate that it is not a question of the number of copies in which the evening paper has a larger circulation than the morning paper, or vice versa, but which of the two is the better advertising medium in that city?

"We were also told that in Brooklyn there were four evening papers and not one morning paper. This is true, but we were not told that there are four morning papers just as many as there are in Brooklyn in the largest city in the grandest country in the world, any one of which possesses a larger circulation in Brooklyn than the evening paper of that same city. We were also told that the evening paper in Chicago possesses a larger circulation than the morning paper, but we were not told that the evening paper in Chicago possesses the largest circulation of any of the morning papers and receives the same rate per line for its advertising as does the evening paper possessing the largest circulation, on account of the fact that the morning paper has educated its readers to become ad readers and ad answerers.

"This is true of the majority of the morning papers of the United States. They are not only read by thousands of readers to become ad readers and ad answerers, where the evening medium is not read by thousands of readers, and I tell you now that the paper possessing a circulation of 500 ad readers and ad answerers is a far better advertising medium than a paper of 5,000 news readers but no ad readers and no ad answerers.

Evening Paper Cast Aside

"Mr. Keeler in his brilliant argument in defense of the evening paper last week said that the evening paper goes into the home and is read during the evening by the family. This is true to a certain extent, but not nearly to the extent that Mr. Keeler would have us believe. A large proportion of the circulation of the evening paper in the United States is its street sales, while the street sales of the morning paper is correspondingly small. The evening paper begins its first sale at 5:30 a. m., and about 12:30 here, and from then until 6 o'clock it continues to turn out an edition every hour. As fast as they come off the press they are given to the newsboys who sell them on the street to the same buyer over and over again, who buys them singly and in bulk. A few words of the last telegram which has just been received, and which, when read, is cast aside to be used for wrapping paper or some other equally useless purpose, so far as the advertiser is concerned.

"The evening paper that is delivered into the home arrives at the time the wife, the mother, the sister or the daughter is engaged in preparing the evening meal for the lord of the household. They are the real ad readers, and by the time they have read the evening meal, washed the dishes, given the baby a bath and put it to bed, and observed the lord of the household nodding over his evening paper, they are ready to retire themselves, and have no time or ambition to read the ads published in these mediums.

Papers Kept at Home

"We have been told that the business man takes the morning paper on the car with him when he leaves home singly and in bulk by the time he reaches the office. There is no man on earth so mean as the man who is mean to his wife, and any man who would deprive his wife of the opportunity to look at the bargains so temptingly displayed in the morning papers by the department stores, the clothing stores, the suit houses, etc., can easily be used the meanest man on earth, and that man would not buy your goods, no matter how temptingly you offered them to him; and these men are not allowed to take the morning paper away from their homes because they want to read, and insist upon reading the bargains offered.

Chief News in Morning

"Another thing is that all great events are published in the morning papers, as they happen too late in the day to be published in the evening papers.

"There is no doubt that some will take exception to this statement and cite as an instance of my being wrong the recent Republican convention in

which one of the evening papers of Los Angeles was the first to publish to the reading public of this city the fact—you will please notice I don't say news—but the fact that Mr. Taft had been nominated by the Republican convention for president of the United States. The Republican and the Democratic conventions are the exceptions which prove the rule, and they come only once in four years. If our advertisers allowed that length of time to elapse between placing advertisements then there would be no evening paper published in the United States.

"As there is a man among you seated around this board who did not know days and even weeks in advance of the Republican convention that Mr. Taft would be the nominee for president and likewise, is there a man of you here who does not know at this moment that Mr. Bryan will be the nominee of the Democratic party next month when the Democrats have their convention at Denver?

Sunday Paper as Medium

"In the brilliant argument made last week in defense of the evening paper it was admitted that the morning paper, on account of its Sunday edition, was superior to the evening paper. Just how far superior the morning paper is on that occasion is hard to say, but I want to tell you this—that it has been proven by the results and is being demonstrated in the present by actions, that the advertiser has found the Sunday morning daily to be so far superior to any other advertising medium that he has used, that he reads it ten and even twenty times as much space on that day as he does any other day in the week, and I desire to impress upon you one fact—that the father, the mother, the sister, the brother, the son and the daughter all read the Sunday morning paper from cover to cover and that there are more people who read the Sunday morning paper than are read on the other six days of the week, either morning or evening."

After the conclusion of Mr. Gentry's speech E. M. Osherson gave a demonstration of the automatic newspaper vending machine which will shortly be placed upon the market.

The next monthly meeting of the Ad club will be held next Wednesday evening, where dinner will be served at the ship hotel.

PROBING INTO BUCKET SHOPS

RUMMELL AND MORRIS PUT ON THEIR TRIAL

JUSTICE'S COURT LOOKS LIKE BROKER'S OFFICE

Constant Clashes Between Attorneys, Reticence of Witnesses and Objections by Both Sides Mark First Day of Proceedings

Clashes between attorneys, constant objections on both sides and efforts by witnesses to give only the most non-committal answers marked the day in the trial of H. H. Rummell and R. B. Morris, charged with conducting bucket shops, from the time their cases were called in Police Justice Chambers' court yesterday morning until the close of the afternoon's session.

The court room closely resembled a broker's office, as around the walls were ranged great blackboards, each bearing market quotations of different stocks and bonds while the floor and on the tables and desks were scattered piles and packages of forms, deposit slips, contracts and order blanks. The morning was passed trying to have these different boards and papers admitted in evidence.

Walter Auble, captain of police, told of entering the rooms of Rummell and Morris and identified the different articles as having been found in the offices. He told where they were at the time the police entered and described what business was in progress.

G. C. Hobbie, the second witness, told of having dealt in the place and identified contracts as having been signed by him. He said he frequently put up money, but never actually received any stock for it.

Other witnesses testified to the same effect, but all their testimony was brought out only with the greatest effort on the part of the attorneys for the prosecution.

At 6 o'clock the case was adjourned until this morning, when other witnesses will testify in regard to purchases of stock alleged to have been made in the offices of Rummell and Morris.

The 5th Street Store

BROADWAY COR. FIFTH ST.

Don't Buy Fireworks

They're Free in Our Shoe Department

65 Pieces Free with Every \$2.00 Shoe Purchase

Men, women and children are taking advantage of this remarkable offering. Not only are the shoe values the best in Los Angeles, but with every \$2 shoe purchase we give 65 pieces assorted fireworks absolutely free.

\$1.75 Women's White Canvas Oxfords, Ribbon Ties.. \$1.19

These are high grade oxfords, turn soles, Cuban heels; wide silk ribbon ties; about all sizes and widths; regular \$1.75 oxfords at \$1.19.

Men's \$4 and \$5 Sample and Broken Lines Footwear \$2.98

A great "round-up" of shoe economy; stylish dress shoes; blucher lace styles; in patent kid, vic kid and gunmetal; heavy welt soles; patent oxford with kid tops; welt soles; also mining boots; oil tan; high cut; black and tan; sizes 6 to 8; shoes and oxfords in about all sizes and widths; regular \$4 to \$5 values; sale today at \$2.98.

\$1.50 School Shoes 98c | **\$2.25 Boys' Shoes \$1.48**

Misses' and children's; 200 pairs fine vic kid lace shoes; coin toe; heavy or light soles; solid leather or counter and inner soles; sizes 8 1/2 children's to 2 misses'; \$1.50 values 98c.

Boys' and little girls'; samples and broken lines shoes and oxfords; most all sizes; 9 1/2 to boys'; dependable qualities in gunmetal, patent oxford, vic kid; also satin calf; \$2 and \$2.25 values \$1.48.

POLYTECHNIC STUDENTS ELECT OFFICERS FOR NEXT YEAR

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President board of control, Clement Ries; secretary board of control, E. C. Franklin; president associated student body, J. W. Manning; vice president associated student body activities, Miss L. Ivy; secretary associated student body activities, John Beck; president scholarship committee, Lawrence Rogers; president girls' scholarship committee, Miss I. Smith; president boys' self government, Ralph Heywood; editor of school publication, Margaret Widner; yell leader, Jack Clark; chief of fire brigade, Ralph Cox; school historian, Owen McDaniels; editor of school publication, Ray Phillips; associate editor school publication, Miss Bally.

BOY LOSES FOUR FINGERS BY PLAYING WITH CUTTER

Sent by His Father from Hollywood to Purchase Leather, He Incautiously Experiments with Recently Oiled Machinery

Melborne Astholz, an 11-year-old school boy whose home is at Hollywood, suffered the loss of four fingers of his right hand while playing with a leather cutter in a Los Angeles establishment yesterday.

The boy's father is a shoemaker at Hollywood. Needing some leather yesterday he decided to send his son for it, as he was unable to leave his shop. The boy came to this city and went directly to the place where he was to secure the leather. While waiting for his purchase to be wrapped he began playing with a large cutter. The machine had just been oiled and when he pressed the lever the heavy blade descended. Before the boy could jerk his hand back his fingers were cut off as smoothly as if the work had been done by an experienced surgeon.

His cries of pain attracted the attention of employees of the shop who rushed to his assistance. He was hurried to the receiving hospital, where his injuries were dressed. His parents were then notified and his mother came to the city for him.

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Albert Anderson, an interior decorator, was seriously hurt yesterday when he fell from a scaffolding in a room where he was working, pitched through the doorway and fell down a long flight of stairs.

Anderson was hurried to the receiving hospital, where the surgeons found he had suffered a fractured arm and numerous other injuries. Anderson lives at 831 Mallard street and was taken to his home after his injuries were attended.

FALLS FROM SCAFFOLD, BUT ESCAPES WITH MERE CUTS

Fred L. Unger, a plumber, fell thirty feet to the ground while working in a new building at Sixty-third and Arroyo Seco yesterday morning. He was taken to the receiving hospital, where it was found he had suffered a number of severe cuts from sharp stones on which he had landed, but was otherwise unharmed.

Unger was standing on a scaffold repairing a broken pipe. A wrench he was using slipped from his hand and he tried to catch it. As he did so he lost his footing and fell backward.

Unger lives at 1031 North Figueroa street, and after his injuries were attended left for his home.

DEMANDS LARGE AMOUNT OF MONEY OR SHARES OF STOCK

Thomas Bartogee has filed suit in the federal court to recover \$100,000 or 50,000 shares of stock in the El Dorado Nevada Mining and Milling company. He names John S. Sartain, Herman Spangos and the corporation as defendants.

In his complaint Bartogee alleges that while he was absent in Alaska his partners sold the mine and paid him only \$10 as his share. He says they obtained large blocks of stock in the concern to which they made over their interests.

AGED RESIDENT OF GLENDALE FOUND IN DAZED CONDITION

Charles E. Colton, the aged resident of Glendale whom the police have been seeking for the last week, was found by Patrolman Shand at First and Main streets yesterday morning.

The old man appeared not to realize where he was, and when questioned was unable to tell anything about himself. Colton is 73 years of age and has lived in Southern California for sixty-five years.

DRUG CLERK FINDS LIFE UNENDURABLE

FRED L. BAKER TAKES DOSE OF CARBOLIC ACID

Leaves Note Saying Present System Must Be Changed and He Sees No Use in Fighting Game Longer

"O, life is not worth living; everything is wrong. The system needs to be changed, and changed at once, if we are to have any happiness in this world. A few men have gained control of the things necessary to make us happy and the vast resources of the government are behind those men. Before long I will end my misery as I don't see any use to fight the game any longer."

—Fred L. Baker.

In a recent conversation with a friend Fred L. Baker, an employe of the Los Angeles pharmacy, expressed his belief that the present system of things was wrong and declared he would commit suicide.

Last Wednesday night he returned to his father's home, 123 East Forty-seventh street, after passing the evening with friends. He went direct to his room and about an hour later his son groaning as if in pain.

The father hurried to his son's room, where he found the young man lying on his bed, unconscious, with an empty two-ounce bottle which had contained carbolic acid in his hand.

Physicians living in the neighborhood were summoned, but despite their efforts the young man died. The coroner was notified and will hold an inquest today. The body is at Orr & Edwards' and the inquest will be held there.

HADLEY'S BAIL FIXED AT \$10,000 AND CASE IS SET

Preliminary Examination is to Be Held July 1 and Wife Will Appear as One of the Witnesses Against Him

Guy Hadley, charged with assaulting his wife with a deadly weapon, was arraigned before Police Justice Rose yesterday and his preliminary examination was set for July 1 at 10 o'clock. Bail was fixed at \$10,000, the highest bonds demanded by any local police court for several months.

Hadley is the man who shot his wife, an attendant at a local girls' school, and then attempted to commit suicide. He failed in his attempt to kill either his wife or himself, as the woman is now living and will be able to appear against her husband when he is taken up for his examination.

After he was arrested Hadley again attempted to kill himself, but a trusty jerked from him the razor he was using.

RECEIVES THIRTY DAYS FOR GIVING JAP SEVERE BEATING

"He told me I looked like five cents worth of dog meat, so I showed him what kind of a dog I was," testified J. G. Watson, who recently arrived in Los Angeles via the side door route, when he appeared in Police Justice Austin's court yesterday to answer a charge of battery preferred by Nago Niemo, a Japanese.

While Watson testified Niemo sat in the witness chair, his head and face bound with bandages, he is compelled to wear as a result of the beating administered by Watson.

"Why did he tell you that?" asked Justice Austin.

"I dunno," replied Watson. "He jest told me."

"Thirty dollars or thirty days for you," said the justice.

Watson will serve the sentence.

DRAPER REFUSED BAIL ON CHARGE OF KEEPING FENCE

A. M. Draper, charged with accepting stolen property and teaching boys to steal, was arraigned in police court yesterday.

The date for his preliminary examination was set for June 30 at 10 o'clock. Draper is still a prisoner in the city jail, as the police fear, if he is released on bonds, he will escape.

A large amount of the goods recovered from Draper's East First street second-hand store has been identified by its owners, and many of these persons will appear against him.

HEAVY BONDS REQUIRED IN FELONY REQUIRING CASE

Albert Wright, a boy, was arraigned before Police Justice Rose yesterday on a charge of compounding a felony.

The boy is said to have accepted a bribe and agreed not to appear as witness against J. H. Perillard, 1664 Alvarado street. Perillard is charged with vagrancy. Wright is held under \$1000 bonds. He was unable to supply the money and will be held at the city jail until July 3, when he will be given his examination.

BELL ASSURED HE WILL BE CHAIRMAN

STATE LEADER GOES NORTH TO HEAR FROM BRYAN

Democrats Bid Him Farewell at the Train, Both Local Elements of the Party Being Represented

Theodore A. Bell left for San Francisco on the Owl yesterday evening and was accompanied to the station by a goodly number of friends of both elements of the local Democracy. He expects to return soon after the national convention, which he hopes the differences due to local questions and antagonisms will have been settled.

Mr. Bell left with the positive assurance that he will be either temporary or permanent chairman of the Democratic national convention which meets in Denver July 7. Mr. Bell also knew when he boarded the train that there is a letter waiting for him at his San Francisco office from William Jennings Bryan assuring him of his selection as one of the chairmen. Mr. Bell had notice of this letter yesterday by long distance telephone.

Mr. Bell will spend three days in special preparation for the keynote address before the convention, which is the important duty of the temporary chairman.

At Address Old Hickory Club

At a meeting of the Old Hickory Democratic club at the Highland Park hall Monday Thomas E. Gibbon will deliver an address. Mr. Gibbon will also address the members of the editorial association at Long Beach Saturday on "The San Pedro Harbor."

At Sixth Ward Club

Judge Curtis D. Wilbur and R. C. Noleman will be speakers at a meeting of the Sixth Ward Republican club, Central avenue and Adams street, next Wednesday evening. There will be dancing and refreshments.

COLONIST RATES WILL BE SAME AS USUAL

California Roads Act Independently of the Transcontinental Passenger Association—Good in September and October

The usual colonist rates to California will prevail this fall, even if the Transcontinental Passenger association did not take action on the matter at its last meeting.

T. C. Peck, general passenger agent of the Salt Lake route, has announced that the usual rates will prevail over that line and J. J. Byrne of the Santa Fe makes the same announcement.

It is also understood that the Southern Pacific will join in the regular tourist and colonization rates.

The California roads are putting the rates into effect because the eastern roads, by refusing to agree to the usual regulations and rates, sought to prevent the large travel that annually comes to the Pacific coast while they are in force.

The rate will be \$30 from the Missouri river and \$38 from Chicago, effective from September 15 to October 31.

KING EDWARD CELEBRATES BY CONFERRING HONORS

LONDON, June 25.—The list of honors accorded on the occasion of the official celebration of King Edward's birthday was issued today. Four new peers have been created and there are ten new privy councillors, eleven baronets and twenty-five knights.

The peers include Sir Anthony Patrick Macdonnell, under secretary to the lord lieutenant of Ireland, whose resignation from this post coincides with his elevation, and George Whately, member of parliament for the West Riding of York, who has just resigned the post of liberal whip. Sir Charles Fitzpatrick, chief justice of Canada, and Thomas Wallace Russell, liberal member of parliament for the South division of Tyrone, are made privy councillors.

\$10,000,000 PROPERTY IS SOLD FOR SMALL SUM

NEW YORK, June 25.—The property, franchise and entire rights of the Brooklyn Refinery company, said to be worth \$10,000,000, were sold at public auction here today for \$25,000 to the Terminal company, a corporation especially organized for the purchase. It was the sole bidder.

It is predicted that all but two of the company's several ferry lines will be shut down, because they are operating at a loss, unless the city takes them over or makes some agreement with the new owner.

Big Oil Fire

PITTSBURGH, Pa., June 25.—More than 100,000 barrels of oil were consumed by fire, three valuable oil refineries were destroyed and an estimated loss of about \$500,000 entailed by terrific storms which passed over Western and Northern Pennsylvania yesterday.

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Unger lives at 1031 North Figueroa street, and after his injuries were attended left for his home.

DEMANDS LARGE AMOUNT OF MONEY OR SHARES OF STOCK

Thomas Bartogee has filed suit in the federal court to recover \$100,000 or 50,000 shares of stock in the El Dorado Nevada Mining and Milling company. He names John S. Sartain, Herman Spangos and the corporation as defendants.

In his complaint Bartogee alleges that while he was absent in Alaska his partners sold the mine and paid him only \$10 as his share. He says they obtained large blocks of stock in the concern to which they made over their interests.

AGED RESIDENT OF GLENDALE FOUND IN DAZED CONDITION

Charles E. Colton, the aged resident of Glendale whom the police have been seeking for the last week, was found by Patrolman Shand at First and Main streets yesterday morning.

The old man appeared not to realize where he was, and when questioned was unable to tell anything about himself. Colton is 73 years of age and has lived in Southern California for sixty-five years.

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All \$18.00 Refrigerators	\$14.65	All \$37.00 Refrigerators	\$28.25
All \$21.00 Refrigerators	\$16.35	All \$44.00 Refrigerators	\$37.50
All \$25.00 Refrigerators	\$18.50	All \$55.00 Refrigerators	\$54.00

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