

TELLS HARD STORY TO PROTECT WIFE

Actor Pollard Explains in Court How He Wounded Himself and Fired Five Shots

Judge Shortall Says Testimony Is an Insult and That Perjury Is Committed

Harry Pollard, the actor, bravely faced a probable charge of perjury in Police Judge Shortall's court yesterday when he was called to testify at the preliminary examination of his young wife, Zana Pollard, who is charged with assault to murder for shooting him on the night of April 5 in their rooms at 3623 Mission street.

Pollard testified in effect that he was twisting the revolver round his finger when it was discharged, the bullet entering his breast. The shock caused him to convulsively grip the trigger and the second shot was fired, but it did not hit him. As he fell to the floor his wife, thinking he was mortally wounded, knelt beside him, saying: "Harry, if you die I will kill myself."

The only other testimony of importance was that of Mrs. L. Antrim, the landlady, who said that Pollard came to her room and said: "She has fired me now," and handed her the revolver. The judge has taken until Monday to consider what disposition to make of the case and what action, if any, may be taken against Pollard.

Opening of Los Altos Cutoff to Los Gatos Sunday, April 19th, service begins. Trains leave 8:20 a. m. and 11 a. m. One fare round trip to Los Altos, Los Gatos and other stations new line. Beautiful foothill excursion trip.

KNOBLOCK IS REARRESTED

Andrew J. Knoblock was arrested yesterday by Detectives Bailey and Lambert on a warrant from the superior court charging him with obtaining money by false pretenses. Knoblock was indicted by the grand jury last month. He and his partner, Grossman, are accused of shortweighing a sale of scrap iron to the California iron, brass and foundry company to the extent of several thousand dollars worth. The case was originally heard by Police Judge Conlan and dismissed.

Hair dressing, manicuring, children's hair cutting and shampooing. Well adjusting for brides. Married evening S. Stroyanski co., 1248 Sutter.

FIFTY DOLLARS FOR ARTICLE 21 Herewith is printed one of a series of 20 brilliant "talks on advertising" by Herbert Kaufman to be published in THIS SPACE from day to day. Read all these 20 articles carefully and then WRITE ARTICLE 21 YOURSELF and send it to:

ABOUT ADVERTISING—NO. 11.

Cato's Follow-Up System

By Herbert Kaufman

If a man lambasted you on the eye and walked away and waited a week before he repeated the performance, he wouldn't hurt you very badly. Between attacks you would have an opportunity to recover from the effects of the first blow.

But if he smashed you and kept mauling, each impact of his fist would find you less able to stand the hammering, and half a dozen jabs would probably knock you down.

Now advertising is, after all, a matter of hitting the eye of the public. If you allow too great an interval to elapse between insertions of copy the effect of the first advertisement will have worn away by the time you hit again. You may continue your scattered talks over a stretch of years, but you will not derive the same benefit that would result from a greater concentration. In other words, by appearing in print every day you are able to get the benefit of the impression created the day before, and as each piece of copy makes its appearance the result of your publicity on the reader's mind is more pronounced—you mustn't stop short of a knock-down impression.

Persistency is the foundation of advertising success. Regularity of insertion is just as important as clever phrasing. The man who hangs on is the man who wins out. Cato the Elder is an example to every merchant who uses the newspapers and should be an inspiration to every store keeper who does not. For twenty years he arose daily in the Roman senate and cried out for the destruction of Carthage. In the beginning he found his conferees very unresponsive. But he kept on every day, month after month, and year after year, sinking into the minds of all the necessity of destroying Carthage until he set all the senate thinking upon the subject and in the end Rome sent an army across the Mediterranean and ended the reign of the Hannibals and Hamilcars over northern Africa. The persistent utterances of a single man did it.

The history of every mercantile success is parallel. The advertiser who does not let a day slip by without having his say is bound to be heard and have his influence felt. Every insertion of copy brings stronger returns, because it has the benefit of what has been said before, until the public's attention is like an eye that has been so repeatedly struck that the least touch of suggestion will feel like a blow.

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No Progress Made in Selection of Ruel Jury

STRIVE TO EVADE THE RUEF TRIAL

Twenty-seven Talesmen Examined and All But One Are Excused for Bias

Hatter Dillon Is Angered by Questions Concerning Accused and Sam Leake

Jurors Sworn to Try Abe Ruef

John Koeneman, grocer and saloon keeper, 2401 Bush street. Isaac Penney, general contractor, St. Francis hotel. R. Treat, general contractor, 1164 Shotwell street. Patrick Conolly, retired greener and saloon keeper, 20 Ritch street. Edward Mohrig, dealer in automobile tires, 3563 Fulton street.

Accepted Subject to Challenge

William M. Leverone, journeyman butcher, 1204 Railroad avenue, South. Marcus Lafee, manufacturer, 1861 Howard street.

Under Examination

George Bartley, retired farmer, 4148 Twenty-fifth street.

Twenty-seven talesmen were examined yesterday in the Ruef case. One of them was retained subject to peremptory challenge, another is but partially through his examination and the panel of 59 brought into court yesterday morning is exhausted. Such was the tedium of the ninth day of the Ruef trial, but the general monotony was broken by several incidents which served to give spice to the proceedings. It was a poor day for progress, but the court has kept steadily at work and has ordered 60 fresh talesmen into attendance today—30 of them for 10 o'clock this morning and the other 30 for 2 o'clock this afternoon.

Marcus Lafee, a manufacturer of pipe and machinery, who lives at 1861 Howard street, was the single talesman passed by both prosecution and defense. He was the first man called in the morning, and for a time there was doubt that he would prove acceptable, for he said that, while he bore no malice toward Ruef, he "didn't like his company." After a long cross exam-

ination Lafee was passed without challenge from either side. When the roll of the new venire was called yesterday morning it was found that only 21 of the 59 men summoned were in court, the return of the sheriff showing that 13 could not be found and that 16 had failed to appear after having notices either handed to them personally or left at their homes. Ach objected to proceeding and questioned the official return made by the sheriff, stating that it did not comply with the necessary requirements. Judge Dooley headed the objection to the extent of putting the case over until afternoon and issuing attachments for all absentees, with instructions to the sheriff to bring in every talesman summoned and in the city, if it took his whole office force to do so. Thirty were accounted for in addition to the 16 who could not be found when the afternoon session of court convened, and the court ordered the case to proceed over Ach's objections.

The talesmen came up and went down like so many turnips. Almost every man called was suffering from an unqualified opinion concerning Ruef's guilt and took the first opportunity to express it. The result was a rapid depletion of the new panel, with practically no progress. C. Abbiata, a billiard hall proprietor of 717 Sixth avenue, furnished the most unique excuse for dismissal by averring that he did not believe in sending any man to the state penitentiary for bribery. His idea, as he developed it for the benefit of court and counsel, is to change the law and fine a man for such an offense, and so, as he declared, get more convictions. He said he would not buy a hat, but for imprisonment, even under instructions from the court. He was challenged and excused.

Thomas I. Dillon, the proprietor of a hat store, had a tilt with Heney which ended only in a scuffle, though it threatened an explosion. Heney opened on Dillon by asking him when he had last talked confidentially with Ruef. Dillon didn't like the imputation, and shot back, but was forced to admit a minute later that he had talked with Ruef for some time yesterday morning before going into court.

Dillon said that he also knew George Keam, and then Heney, instead of asking him if he knew Ruef, asked seriously to know whether he had last talked with Leake Wednesday or Tuesday.

"It wasn't either," shouted Dillon in a louder tone. "It was this morning. He came in to buy a hat."

"Do you know that Leake is employed jointly by the United Railroads and Ruef and that he reports to Dr. Coffey twice a day?" demanded Heney.

Dillon refused to say whether he believed Ruef to be right or wrong, guilty or innocent, and hesitated to commit himself. Finally he ended matters himself by stating that he did have an opinion which would undoubtedly affect his verdict, and that he did not believe he would make a fair juror. Ach at first denied Heney's challenge, but withdrew his opposition when the talesman repeated his admission of the state of his mind, and Dillon was excused.

George Bartley, a retired farmer, was under examination when adjournment was taken, and had already been passed by the prosecution. He was the last man on the panel, and Ach vainly endeavored to show that a defect in his hearing seriously would impair his service as a juror. The attempt was a failure, and when Ach tried to catch Bartley by asking if he had heard final instructions given by the court in a low conversational tone just before adjournment, Bartley caused a laugh at his expense by repeating the instructions almost word for word.

TALESMEN SUMMONED

The 30 talesmen ordered into court for 10 o'clock this morning are: John E. Edmister, 539 Octavia street. Giuseppe E. Edmister, 2108 Jackson street. Samuel M. Rosenbaum, 2108 Jackson street. Edward B. Jones, 2820 Washington street. John D. Siebe, 3517 Third street. William C. Fisher, 12 Sadown street. William Harvey, 1633 Bush street. Maurice Haas, 1848 McAllister street. George A. Jasper, 2488 San Bruno avenue. Thomas H. H. Barr, 2225 Fulton street. John Louis Vermell, 2643 Howard street. Henry Mangels, 730 Cole street. Claus Stelling, 4202 Seventeenth street. Max Abraham, 2728 Pine street. Samuel Lin, 623 Academy street. William Knopf, 246 Eleventh avenue. Henry Pasquale, 718A Clayton street. Augustus E. Bertl, 393 Pierce street. Carl G. Bruegmann, 4220 Polson street. Christopher E. Barry, 2225 Fulton street. Nathan Rice, 1807 Steiner street. John Hegerhorst, 890 Elizabeth street. Heinrich Kien, 1039 Jackson street. Adolph Morsch, 1144 Ellis street. P. J. Callan, 262 Sixth avenue. John W. McCornick, 4638 Seventeenth street. John W. McCornick, 4638 Seventeenth street. Harry J. Hart, 2500 Jackson street. Pierre B. Berges, 1900 Webster street. Charles J. Rowan, 1401 California street. Joseph Goodman, 1942 Buchanan street. Joseph H. Sisson, 2315 Buchanan street. Henry Hymns, 1018 Masonic branch. Henry W. Bode, 208 Mission street. John Jacobson, 2045 Twenty-third street. Harry Newber, 251 Third street. John D. Harvey, 2940 Broadway. Charles Hecker, 1633 Bush street. Clement Hider, Turk and Gough streets. Frank Cassassa, 710 Cole street. F. G. Norman, 1019 H street. James Walsh, 1251 Union street. James Collins, 1170 Ellis street. George Fredrick, 1039 Jackson street. Henry C. Dreden, 2770 Broadway.

George Francis, United Railroads agent, who displayed too keen interest in Juror Putnam.



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The panicky efforts of the combined law and detective bureaus of the United Railroads to secure a "safe, sound and conservative" jury to try Tiry L. Ford on the charge of having bribed former Supervisor Coleman received a sudden jolt when they were directed rashly in the case of Edward W. Putnam, a juror accepted provisionally by both sides. Either at the time or directly after Putnam had been passed, George Francis, an employe in the office of William M. Abbott, codefendant with and attorney for Ford, undertook an investigation into Putnam's state of mind toward the accused general counsel. Francis went to the law office of Sidney M. Van Wyck Jr., who is a partner of Osgood Putnam, brother of the talesman. The latter's office is in the same building, 1944 Webster street. Francis was known to Van Wyck and lost no time in declaring his mission. "I am from Mr. Abbott's office," he said. "Mr. Putnam has been summoned on the Ford jury and Mr. Abbott would like to know of his views."

"I will have to ask you to leave the house," declared Van Wyck, incensed at what he considered an attempt on the part of the United Railroads improperly to reach and influence the juror. Francis made a quick exit, calling back apologetically over his shoulder: "That's all I wanted to know."

Van Wyck made a complete memorandum of the occurrence and made a full report to District Attorney Langdon yesterday morning. Assistant District Attorney John O'Gara is conducting the case for the people against Ford, but he was reluctant yesterday to discuss the matter, nor would he say what further steps might be taken.

In discussing the expedition of Francis yesterday Van Wyck declared that he considered the methods of the United Railroads highly improper and of such nature that they should be considered by the district attorney.

George Francis was about Judge Langdon's courtroom all of yesterday, save when he was performing his duties for the detective bureau. He refused to discuss the visit to Van Wyck and Putnam's offices, referring all inquiries to Abbott.

At first the codefendant would not consider the questioning at all. "It is all a fake," he said. "But it is not denied that Francis went to Van Wyck."

"Doesn't deny it?" asked Abbott, cautiously. "You haven't," it was suggested. "It is all a fake that we are making an effort to tamper with jurymen," Abbott said, more explicitly. "It is all a fake that we are investigating every juror in a manner of which the court approves and which is always done. But we are doing nothing improper, and we desire particularly that we shall not be charged with illegal or improper conduct."

During the day Detective Tom Gibson was busy denying to his employers that he had divulged the fact that the defense was sure of two jurors in the case.

No mention was made of the Francis incident during the short session of court yesterday. Sixteen veniremen were examined and all were excused for cause. Then the panel was exhausted and a new list of 30 names was drawn to be brought into court this morning. The personnel of the jury box last evening remained the same as at sundown Wednesday.

That the United Railroads is using every angle of its vast enterprise to create a favorable sentiment for its accused officials was indicated by one of its employes in court yesterday at the conclusion of the examination of William C. Myself, a printer and president of the Myself Printing company. Myself is one of the jurors addicted to the peculiar ethical theory that an attorney can commit no crime if his acts are done under instruction from his client.

In response to a question by Stanley Moore regarding his point of view, Myself said: "While I think that the defendant

UNITED RAILROADS AGENT TOO ACTIVE

Clerk in Abbott's Office Betrays Great Interest in Ford Case Juror

Comes to Grief When He Seeks Information From Sidney M. Van Wyck Jr.

Jurors Sworn to Try Tiry L. Ford

John Dow Mansfield, local freight agent Denver and Rio Grande railroad, 1117 Ellis street. William J. Brady, proprietor Eureka boiler works, 182 Devisadero street. Charles A. Bowman, merchant, 1707 Devisadero street. Jacob Levy, merchant, 1806 Mason street.

Fred W. Williams, manufacturer, 905 Ashbury street. Antonio Fodera, merchant, 1019 Washington street. Max Ludwig, saloon keeper, 335 First avenue.

Hans Rasmussen, retired hotelman, 269 Twenty-seventh street.

Accepted Subject to Peremptory Challenge

Edward W. Putnam, real estate, 2291 Filbert street. John J. Murphy, carpenter, 2857 California street.

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HERE'S EASY-GOING TWO-BUTTON CHOLLY KNICKERBOCKER.

ALL READY FOR EASTER Are YOU?—You ought to be. And it won't take you ten minutes to get ready if you slip into our store and pick out the Cholly you like \$12.50 best. And others up to \$35 and \$40

Raphaels FILLMORE AT GEARY

might be guilty, I think he should get off—that's about the size of it. What he did he did in his capacity as an attorney."

For all his fantastic ethics, Myself did not appeal to the Calhoun guard and he was excused.

"What he said about the company's responsibility won't help him any," declared a high employe of the corporation. "We have had a lot of printing with his firm."

And he shook his head ominously over Myself's concluding statement that "all public corporations use methods of which I do not approve."

Myself was not alone in his valuable conviction that an attorney, like a king, can do no wrong. Harry E. Rahmann, 1648 Sixteenth avenue south, declared that "Ford, as an attorney, should not be punished for doing what he was instructed to do by his client."

Griffith Kinsley, 632 Van Ness avenue, echoed that exalted viewpoint when he said: "Whatever Ford did he did in his capacity as attorney for his client."

Edward N. Bee, a commissionman of 2135 Sacramento street, switched the phrasing considerably nearer a better light when he asserted: "I do not think Ford is criminally guilty, although he may be morally guilty."

All these veniremen were speedily dismissed. So were Nathan Abrams, Charles A. Malm, Clarence N. Wolfe, Clark Wise, Joseph Ehrman, Peter E.

the Ford jury is quartered. Detective Mayor Schmitz's special police escort, Sergeant "Pete" Fanning, James Basch, James P. Meagher, Abraham Wolfe, Louis M. Bannon, Otto Schrader and Michael Lyden. All of these had an opinion of some sort, the majority believing that the supervisors were bribed.

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Agents Wanted

The arrangements that we make are on a liberal commission basis. The work requires judgment, a knowledge of human nature and the qualities of salesmanship. Our representatives are expected to devote their full time to our work and they are expected to produce business. We wish to hear from real estate men, insurance men and men in general who can do business. These men should be active, intelligent and of good personal appearance and habits. We do not want men to list securities, but men who can sell high class investments. Call at No. 1218 Broadway, Oakland, Cal.

High Quality at Low Cost

Essential in the construction of a GOOD piano are, primarily, correctness of scale, design and materials of the highest order. Given these in the hands of scientific and skilled workmen, surrounded with the very best devices of the mechanical world, with machinery which reduces labor cost to the minimum, the production of a high class piano at a reasonable selling price is easily possible.

Such pianos are the Kingsbury and the Wellington, the products of The Cable Co., Chicago. No factory in all the world is better situated commercially, better equipped mechanically or more solid financially than is that of The Cable Co., and no factory is more jealous of the reputation of its products.

KINGSBURY AND WELLINGTON PIANOS REPRESENT THE MAXIMUM OF PIANO QUALITY AT THE MINIMUM PRICE. They are good enough for any home, reasonable enough in price and terms for any income.

The Wily B. Allen Co. KINGSBURY PIANOS 1220-1224 VAN NESS AVENUE Oakland—510 Twelfth Street Other Stores—Sacramento, San Diego, Los Angeles, San Jose, Eureka, Etc.

THE CALL'S BRANCH OFFICES

Subscriptions and Advertisements will be received in San Francisco at following offices: 1651 FILLMORE STREET Open until 10 o'clock every night. 818 VAN NESS AVENUE Parent's Stationery Store. 2206 FILLMORE STREET Woodward's Branch. 533 HAIGHT STREET Christian's Branch. SIXTEENTH AND MARKET STS. Jackson's Branch. 1108 VALENCIA STREET Blake's Bazaar. 974 VALENCIA STREET Holiday's Stationery Store. 3011 16TH ST. COR. MISSION International Stationery Store.

DOCTOR'S PRESCRIPTION CURES INDIGESTION

Go to any well stocked drug store and get two ounces essence of pepsin; three ounces syrup of ginger; one ounce castor oil compound; mix these well and use in doses of from one to two tea-spoonsful after each meal and also at bedtime. This formula was recently given by a prominent physician, who declares that it has no equal for the cure of indigestion and all forms of stomach disorders, such as bloating, belching, sourness, etc. The catarrh compound is a product of the Globe Pharmaceutical company of Chicago and it, as well as the other ingredients, can be gotten from any well stocked drug store. A well known local druggist, in speaking of this formula, states that he has filed it many times and has seen wonderful results from it.

Dr. PIERCE'S FAVORITE PRESCRIPTION FOR WEAK WOMEN.