THE - OMAHA DAILY BEE

POUNDED BY EDWARD ROSEWATER.

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REMITTANCES.

State of Nebraska, Douglas County, ss. George B. Tzschuck, treasurer of Tzschuck, treasurer

1.....42,800 2.....49,910 3.....42,100 21.........42,660 ..42,620 9 43,060 24.....41,400 25......42,840 10.....44,800 26...........42,830 49,560 18.....42,700 Returned copies 10,421

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Subscribed in my presence and sworn to before me this 2d day of May, 1910. M. P. WALKER,

GEORGE B. TZSCHUCK.

changed as often as requested. The_

Eggnog

Sing prison.

often stutters.

Bluefields has been a red soil for altogether too long.

Friday, the thirteenth, has no terrors for the South Pole hunter.

So far as the Georges are concerned. the new king has an easy record to

to laugh. turn for the favor would be to recover

that pennant. Colonel Watterson. Sure, he would

do it, anyway. Now Julian Hawthorne proposes that a million men give Walker Weston \$1 each. Oh tut.

Rumor has it that a Coney Island camel died of thirst. Nice knock just

at the opening of the big season. Colonel Roosevelt is a great trav-

leaves the earth in his navigation.

It is evidently hard to suit some ledger, Lincoln visitors in Omaha after 8 o'clock, even with a banquet otherwise pre-eminently successful,

where 567 men run for about a dozen than he talks. offices? A medical journal contains a

learned dissertation on the advantages of the fat man, failing to mention, however, his chief advantage in being able to put up a big front.

The advance in rents and commutation rates in New England for the suburban resident and summer tourist is a direct slap at Mr. Hill and Secretary Wilson in their cry of "Back to the farm.

vicious practice of city surgeons divid. body of the late king still lies, he being fees with country doctors who trays a sure sign of indefatigable insteer patients to them. Somebody dustry. must be outbidding the others.

women on a sinking steamboat costs intimately familiar with all the details ful ruler may expect to begin his reign from Williams college. He is also inter- out moving from his post, receive the most the lives of many women, while the of his navy as well as those of other lack of chivalry among youths in a powers. This sort of life is not of rowing boat accident causes the death itself a training school for statesmanof several girls. Cool-headed judg- ship, but in the way it has trained ment beats chivalry all hollow in such George there is reason to believe that Insane asylum seem to have accumu-

Growth of the West.

surest indexes to the growth of a coundemonstrated than here in the west, railroad, traversing those sections pace with and meet the requirements of the steadily growing population and own place in history. industry.

There is not a state or section of the Transmississippi country that is not Communications relating to news and editorial matter should be addressed: Omaha Bee, Editorial Department.

Sultan Mirza of Persia, nge 13, is the only other minor with a throne for a plaything. Second to Francis Joseph in length of Remit by draft, express or postal order payable to The Bee Publishing Company. Only 2-cent stamps received in payment of mail accounts. Personal checks, except on Cinaha or eastern exchange, not accepted. cates. James J. Hill, himself, has Bee Publishing Company, being duly sworn terminals to meet the growing desays that the actual number of full and 23......43,100 biggest for railroad aggression.

The Burlington penetrates or traverses as much of the new and 27..........42,600 growing part of the west as any other 28......42,690 road, and it has already done a large work toward colonization and empire building. Its purpose to put \$10,000,-000 of this great outlay into new lines indicates that there is to be no let-up, This will mean thousands of homes in this new land where the man with a few acres is the least conscious individual as to the worries of high prices.

As a Revenue Producer.

Critics of the new tariff law cannot attack it on the ground of its revenueproducing powers, for since last August, when the law became operative, chantecler cocktail new? the receipts of the government have increased \$50,500,000 more than for the corresponding ten months a year Life is not a mere song even at Sing previous. This increase came from the stimulation of import trade effected since the tariff law was enacted. History does not atways repeat; it Duties received on imports alone increased \$38,000,000; internal revenue gained \$18,000,000, while miscellaneous sources showed a falling off of \$5,000,000. The ordinary expenditures of the government for these ten months have been \$2,000,000 less than for the corresponding period a year before.

But these detail figures, significant as they are, do not tell as graphic a story as do the com-"Jury weeps in the Hyde case," parative deficits. The deficit for these That must have been the doctor's cue ten months is \$16,700,000, while the total deficit for the preceding yearonly two months' greater period-was The least that Kling could do in re- \$69,236,000. This showing is made in spite of the fact that since last July the Treasury department has paid out on the Panama canal account \$27,000,-"Let the agitator agitate," says 000, without disposing of any bonds to

make up the amount. The last two months of this fiscal year-May and June-are expected to show snug surpluses. At the end of June the corporation tax will be due. The treasury now has to its credit on the year's operation more than \$10,-500,000 and the corporation tax is expected to produce nearly \$30,000,000. which will close the year, June 30, with a surplus of more than \$40,000,eler, but he never loses his head and 000, not a bad showing for the first year of the new tariff against which there has been so much political Parisians referred to Colonel Roose- clamor. Of course the supreme court velt as the "great commoner." may yet decide against the validity of Colonel Bryan is containing himself the corporation tax, in which event the year would still be finished with a good balance on the right side of the

King George's Training.

King George V comes to the throne democratic ticket. Folks who criticise Caruso for an enigma to his own people and Englaughing at the stories he tells have land is waiting with keen interest to to remember that it is always up to see what he is going to do. Curiosity the story teller to start the laughing. naturally centers around his political policies-will be line up with the If the Burlington is going to spend tories, as radicals fear, or will be be \$30,000,000 on improvements and new as liberal as his father in dealing with equipment Omaha will gladly furnish political parties and matters of state? a few places to put some of the money. The new monarch has given no inkling of his political views and all his peo-Ambassador James Bryce thinks the ple have to guide them is his charac-United States has too many candidates ter and temperament. He is strong, at an election. But what of France, but retiring, and evidently thinks more

But the king's methods thus far since taking the crown have certainly distinguished him as a far-seeing and broad-minded man, tolerant of others' rights and prejudices. He has limited the period of public mourning for his father, showing no lack of filial devotion, but a desire to cause no unnecessary business depression or unreal gloom. He also has objected to the anti-Catholic references in the declaration he will make to Parliament, indicating that his best judgment is not fettered by traditional prejudice. In The Nebraska state medics are reg. the way he has gone about the details istering vigorous protests against the of business at the palace, where the

The king's training is in his favor. Chivalry in the case of men and in the service of the navy and he is sovereign, but the only kind a success-

The Burlington has made public its in spirit that made Edward Vil popular, help some tention to expend \$30,000,000 this in fact he may never become as popuyear for improvements. It is a western | lar as Edward and yet not fail to be a most prolific of mineral and agricul. world affairs. He is certanly under him in calling the legislature together. He is one of the nine old world rulers evening Bes (without Sunday), per week 5c of money means that the development larity, and if he proves equal to this anything, has happened since then be-the railroads to enable them to keep teem of the people, which will give an "emergency" requiring a special score years, and has ruled the dual emhim a good start toward making his session?

Acquittal of Heinze.

Scarcely had F. Augustus Heinze making rapid and substantial progress been freed from the charge of misappand as a simple consequence. Traffic, of the best copper properties in the

Heinze displays the grit that will warned the railroads of the imperative not down and the pity is that the The necessity of enlarging equipment and man's methods cannot be regarded on the same level with his grit. But his complete copies of The Daily, Morning, mands of traffic, which, he says, in two Evening and Sunday Bees printed during the month of April, 1810, was as follows:

| Morning | mands of traffic, which, he says, in two westigation and a protonged trial is vestigation and a protonged trial is 17...... 42,200 by ordering this expenditure for the known as "high finance," nor should Costa Rica. When will the foresight of the promises to be one of the busiest and speculation on the theory that the end justifies the means.

There is, after all, some surprise that stantly going up. the aggressive young millionaire should have come out so well when Charles W. Morse, the so-called ice king, was convicted on the charge of 'bank wrecking," for which he is serving fifteen years in a federal prison. stunt shortly after sunset. Heinze complains bitterly that the delay in his trial has cost him \$4,000,-000 or \$5,000,000 and ruined his

tle question, but still he is fortunate. Outside of any moral effect the Heinze verdict may have, it is likely to the humblest American citizen. result in stimulating Mr. Morse's belief in his own case and in his right also to freedom and lead his friends to redouble their efforts now for his liberation.

Party Differences and Agreements.

erendum, and other subjects whose to check the growth of armaments. partisans represent them to be outside of politics, raises the question how far this duplication should go.

If all political parties were committed to the same program there ticket, then government becomes simply a question of persons and personalities, and men rather than principles become the determining factor.

But men are human and transitory, while principles are lasting. The principles of the great political parties, although applied to constantly changing conditions, are themselves in a measure permanent and make for continuity and stability of government. Unless there are party issues elections become simply a scramble for office, and the ordinary citizen who has no special interest in the candidates must be indifferent as to sense tributes to America as well as to a which side wins out.

Ours is a government of the people through political parties, and political parties will disagree on the most vital questions because actuated by different tions, in so many countries. No other that we will have party issues and the Roosevelt ovations are personal.

The unofficial figures sent out from census. If St. Louis does not show up at least 750,000 it will be surprisslow, but steady and very substantial. In general appearances it strongly resembles a city of close to 1,000,000.

Just keep your eye on several score Nebraska towns and cities. The columns of the newspapers daily testify to extensive improvements all over the state.-World-

There must be some irrepressible prosperity then, anyway, in spite of democratic lugubrations that everytion bow-wows so long as the country is under republican administration.

The initiative and referendum was University of Nebraska, and now with the sufficiently attractive powers to get Mr. Bryan to renounce his standing as a democrat and pronounce himself a magazine author, was born May 14, 1858, at time, and traffic is badly tied up in con-

learned, is not an idle task, not when

Strange how the succession of outbreaks and dissensions in the Lincoln it will help him to give his people a lated only since Governor Shallen for the district court for six years.

beneficent reign as king. He is studi- berger made its management a foot Railroad expansion is one of the ous, conservative, industrious and ball of democratic party politics. A possessed of the highest sense of ob- board of control to take charge of our try and nowhere is this more forcibly ligation and responsibility. He may Nebraska state institutions, on a plan not be able to develop the democratic similar to that adopted in lowa, might

> good king and a powerful factor in "emergency" last January to warrant the throne at the meridian of life-45 years the disadvantage of his father's popu- in extraordinary session. What, if under fifty years, From that turning point

the university students at Lincoln can-

A Tremorous Conundrum

Brooklyn Eagle. More than 1,500 earthquake victims in

The American Way. Baltimore American.

The expenditures of the average American increase with his income. Possibly it Public attention turns directly from is a bit illogical, therefore, to constantly Heinze acquitted to Morse convicted. complain because the cost of living is con-

Indianapolis News. Notwithstanding the fact that the comes is now visible to the naked eye, many people will still be found who are patient enough to wait until it does its diurnal

Greater Honor and Better Way.

Baltimore American. credit. Of the latter there can be lit- birth is an honor impossible to but few; the Lady Mary Douglas-Hamilton, whose

Boosting International Peace.

Philadelphia Record. but they are not more cogent than the gaming hall which supports him. speeches of other man who were urging peace measures when Mr. Roosevelt seemed to think that the biggest fleet was the The suggestion that all political only strong argument against war. We

Shaking Off the Peerless. New York Sun.

would be no party lines whatever, and burden? At all events signs of a novel rejected leader to make use of the more recently two democratic state senators have declined to accept the commands of the greatest of all losers. Their letter, in which their refusal is set forth with great frankness, indicates the extent of the uprising along the banks of the Platte.

OVATIONS TO AMERICA.

Honors to Theodore Roosevelt Flatters the Home Guard.

Cleveland Leader. It does Theodore Roosevelt no injustice to remind his fellow countrymen that the remendous demonstrations which are being made over him in all countries of Europe which he visits are in a very vital great American. In large measure the country gets the applause and commands the attention centered upon the man.

It is perfectly true that no other American could have caused such demonstraideas of governmental policy. So it citizen of the United States could have may as well be put down now as later called forth such extraordinary evidence large number of submarines. of admiration and honor. In that sense

party disagreements in Nebraska this But, on the other hand, if his career had year as we have had in previous years, been upon any less vast and momentous quarrel between the two houses over the and will have in years to come, and stage, if it had dealt with smaller things Lloyd-George budget. that voters believing in republican Roosevelt could have made any such imiterim after a fashion, but the new taxes principles and republican policies will pression upon Europe. It would have been became operative only recently, but in have good reason to vote the repub- impossible for him to arouse the interest many instances are retroactive. Among the lican ticket in preference to voting the which has been shown in every country charges which will be painful noveliles are he has visited.

how absurd it is to speculate on the found in his own country, if his career was the income tax, about \$112,000,000. to move the imagination of the world as it has.

So the American republic may fairly such a division of the honors of his wonderful journey from one cheering capital

Our Birthday Book

May 14, 1910.

Judge Alton B. Parker, jurist, politician and once presidential candidate on the democratic ticket, was born May 14, 1852, at thing will continue to go to the demni- Courtland, N. Y. Judge Parker had the misfortune of running against Theodore Roosevelt, and came out worse beaten even

James I. Wyer, formerly librarian of the first promulgated as a platform prom- Albany State library, is il. He was born principal reason for this decision is the ise by the populists, but it never had at Red Wing. Minn., and while in charge prevalence of bilggards and violent storms the American Library association. Frankiin Matthews, newspaper writer and quently out of commission for days at a people who need your goods.

be a staff man on the New York Sun, and stations will obviate these difficulties and Being king, George V has already has been in Omaha on newspaper commis- permit the railroad to laugh at the storm Ross B. Towle, secretary and treasurer of It is also proposed to equip the locome

> ested in the Nebraska Fuel company, which important orders. his father founded.

In Other Lands

Side Lights on What is Trans. piring Among the Mear and Far Nations of the Earth.

Governor Shallenberger saw no The fifth of the English Georges reache in years is President Diaz of Mexico. Those German throat specialists do range of age runs down to the nursery From their lofty. Oslerized perch the not know much about their patient if of Pu-Yi, the baby emperor of China. they think they can scare him into age four, whose lung exercise is coincisubmission. He made concession dent with the awakening of the empire forty-three years to his gredit, though only Lucky the smallpox epidemic among 58 years of age. President Fallieres of France is 69, two years older than Emperor Menelik of Abyssinia, who regularly not be charged up to the bad water discredits reports of his death. Emperor supply. If it had happened in Omaha William of Germany, now 51, has a record it would be blamed on the water of twenty-two years on the throne, ranking fourth in length of reign. King Frederick of Denmark is 67, Sultan Mohammed of Turkey, 66, and King Gustave of Sweden 53, the same age of President Taft. Emperor Nicholas of all the Russins is only 42, and has ocupied the throne sixteen years. The rest of the ruling youngsters are Queen Wilhelmina, 30; uel of Portugal, 21; King Alfongo of Spain, rest. 24, and King Hankon of Norway, 36,

The grant of a constitution to the citizens of Monaco draws attention to one of the few interesting petty rulers in Europe. Albert I, the reigning prince has devoted his life to scientific research, so the money which the spendthrifts throw away answers some useful purpose after on marine zoology, his solutions of the By the Institute of France, and the oceanographic museum which he has founded has no equal. He is all years old, has been twice married and twice divorced, first to the Lady Mary Douglas-Hamilton, whose To sit on a throne by virtue of royal twice married and twice divorced, first to improved in health, but the signposts of to be elected by the free will of the people story is a romantic and a pathetic one, to preside over the destinies of a nation and twenty years later to the Dowager is greater honor and may be aspired to by Duchess of Richelieu. He tired of them both. He has one child, the Crown Prince Louis. Prince Albert divides his time between his yacht, with his remarkable scientific equipment, his Paris residence in Mr. Roosevelt is making some very good the Avenue Trocadero and the pink-andspeeches in behalf of international peace, white palace perched on a rock above the by law to put nonresidents on the payroll.

The Russian government recently ordered tionaries are away off. the Finnish Diet practically to abdicate parties in Nebraska incorporate into fall to observe in his Christiania address its constitutional authority by enacting a any mention of more American battleships bill drafted at St. Petersburg giving the their platforms this year identical any mention of more American pattleships Russian government full legislative control as an assurance of peace. On the conplanks pledging the initiative and ref- trary, he spoke favorably of an agreement of Finland. The bill provided that practically all Finnish legislation should be few delegates to that body. The Finnish Can it be possible that even the shoulders Diet received that bill courteously, and him, if he could round up an audience. of the Nebraska democrats, the most pa- considered it very carefully, and then, last tient and longest suffering of all demo- week, refused to enact it and ordered it to unnatural punishment was put upon him crats, are at last weary of the Bryan be returned to the Russian government.

government by political parties would form of insurgency among them are not The promulgation of the French marriage Mr. Bryan wanted to speak on the practically cease. If voting the representation of publican ticket holds out nothing different ticket holds out nothing d court house for oratorical purposes. Even greatest on record, with the possible excep- their court house. Two of the three comaccounted for by the ending of the war plain that the county commissioners be with Germany. Many couples had been lieved they were pretty good guessers. obliged to postpone getting married until The incident is not significant, except the prospective grooms returned from war, that it puts an end to a contemptuous ar-The new law is proving particularly effect- gument which has become an institution is ive among the poorer classes and in the America-namely, "Go get a hall'-this cities. It removes the red tape and restric- being a slurring remark made to men who tions that formerly were burdensome if not try to force their views upon indifferent prohibitive.

This increase is largely accounted for by dum, or on any other subject lending itself onstructions authorized by Parliament be- to resounding perorations. fore the late dissolution. There are to be If Nebraska will not give Mr. Bryan a five new large armored ships of the type hall, what does that state expect the rest popularly known as dreadnaughts, five pro- of the country to do? tected cruisers, twenty destroyers and a

British taxpayers are being called upon to pay what was in arrears during the The man and the nation had to be united from il (\$5) on motorcycles to \$42 (\$210) on for the effect which has been produced automobiles exceeding 60-horse power. The upon foreign lands. It was necessary for proceeds go to road improvement and are Washington giving the population of such a dynamic personality to have the estimated to yield \$1,000,000 the first year, St. Louis as less than 700,000 shows possibilities at hand which Roosevelt The largest one sum in arrears is that for

The Spanish elections of last Sunday aping, but it will not be if it goes to claim a liberal share in the tribute paid working majority in the Cortes. The lib- who cannot be seen personally. If made "under its very nose." 800,000. That city's growth has been Theodore Roosevelt in Europe. He would erais are divided into several groups, and you attempt to talk over their heads prophet is without honor in his own be the first to acknowledge the justice of fuller details are required to demonstrate the ability of Premier Canalejas to carry out his program of reform, which includes listen. expansion of popular education. If this of the election as an expression of antifrom the liberals have made surprising that conditions change too swiftly. gains, holding or capturing forly-six seats Madrid has gone republican, but that has happened before.

STORMPROOF TELEGRAPHING. Wireless System of Train Disputching on Union Pacific.

Cleveland Plain Deale The Union Pacific has decided to install ple will respond-never doubt it. wireless telegraph along its lines. The St. Joseph. Mich. Mr. Matthews used to sequence. The installation of wireless kirut.

he has to be at work at 7 a. m. It is the D. J. O'Brien company, candy manu- tives with wireless receiving apparatus, to conquer the world and bring it to ple in your own municipality. He has spent more than thirty years an oppressive duty that greets the new facturers, is celebrating his lith birthday. Thus equipped speedy messages could be He is an Omnha born boy, and was edu- sent in time to prevent impending acci-

Clearly this use of the wireless on land Clearing House Collection agency, was usefulness. The marvels that have been born May 14, 1879, at Glenwood, 1s. He is a accomplished at sea have already become lawyer by profession and was journal clerk an accepted adjunct of navigation. And the science is yet in its infancy.



POLITICAL DRIFT.

An Oklahoma court is trying a case involving the Standard Oil company and giving Governor Hascall a much needed Victor Emmanuel of Italy, 41; King Man- giving Governor Hascall a much needed

Illinois is showing great curiosity for a view of the man or men who packed the jackpot with senatorial dough. Some realors declars the state of the man or men who packed the jackpot with senatorial dough. Some results of the best paying of dramas."

"Herause, in its production, the ghost is sure to walk."—Baltimore American. zealots declare the persuader came out of Teacher-What can we do with our usethe timber.

Political tooters who rent the air with of course.-Puck joyous yells over the recent congress elections in Massachusetts and New York have become so deaf that they are unable all. He is one of the foremost authorities to hear from St. Paul, where the repub- edly lican road roller smashed the democratic

the doctors warn him to go slow and dodge the political game. If Tom can do that his self-control must be classed as aspiring statesman, "but not unless I am the people's choice."

outside experts to investigate and report on municipal evils, and, being forbidden proposed to pay them out of his own purse, If that isn't rank social sm political die-

REFINED CRUELTY.

Nehraska City's Treatment of the Peerless One. St. Louis Times.

We make so bold as to charge Nebraska made by the Russian Duma, in return for with wanton cruelty in refusing to permit which Finland should be entitled to send a W. J. Bryan to make a speech, when the spirit intimated that it meant to move It was in Nebraska City, Neb., that this who once was the boasted boy orator of the Platte.

tions of 1813 and 1872. Many men rushed missioners are democrats, but they do not into wedded bliss in 1813 in the hope of share Mr. Bryan's views on the initiative being able to escape service in the army, and referendum. We do not gather that The large number of weddings in 1872 was the views had been expressed, but it is

people. It now appears that Mr. Bryan canno Great Britain's new naval program, as even get a hall, in every instance. And embraced in the estimate for 1910, just is this is the cruel situation, we repeat; for ued by the Admiralty, indicates no dis- Mr. Bryan was made to talk. He has position to halt in the process of building never done anything else since he and the up a large establishment. An expenditure Platte got on the map. He is a "pretty of over \$200,000,000 is contemplated, an in- talker, and he ought to be permitted to crease of more than \$27,800,000 over 1909. have his say, on the initiative and referen

SMILING REMARKS.

David Bennett Hill is 67. He reads about the tumult and the shouting of political clans, but heeds them not

"'Hamlet' ought to be the best paying or

less organs? Little Eben-Trade em for phonographs

"Then you don't want to leave footprints upon the sands of time"
"Nix," answered the politician guardedly "All I want is to cover up my tracks."—Kansas City Journal.

masterful.

Milwaukee standpatters are convinced that Mayor Seidel is not only a socialist, but a revolutionist. He has engaged some but a revolutionist. He has engaged some as a spiring states and the people's choice. The people's choice that the people's choice than it is to go in as the componing that the people's choice than it is to go in as the componing that the people's choice than it is to go in as the componing that the people's choice than it is to go in as the componing that the people's choice.

Perkins-Did you see Morgan's new ma-Jerkins-Not in time.-Smart Set.

"The operation the doctors told him he has to undergo."
"Tell him not to be cut up about it. The doctors will attend to that."—Baltimore

Jerkin is all cut up."

CONQUEST OF THE AIR. (By Harold Trowbridge Pulsifer, Harvard

Junior, winner of the Floyd McKim son memorial prize of \$100.) With a thunder-driven heart And the shimmer of new wings, that was, upstart:

I have heard the singing stars.
I have watched the sunset die,
As I burst the lucent bars

Lo. the argosies of Spain.

As they plowed the naked brine,
Found the heaven-girded main
Like to mine.

oaring from the clinging sod, First and foremost of my ra have met the hosts of God Face to face. Met the tempest and the gale,

Where the white moon-riven Wrapt the splendor of my sail When the ghost of winter fied. Swift I followed with the snow,

I have trailed summer south. Like a flash of burnished gold, When she fled the hungry mouth Of the cold.

Like a silver arrow sped

I have dogged the ranging sun Till the world became a scroll All the oceans, one by one, Were my goal.

Pierce the heavens, chart the sky,

und an echo to my drum, Ere they die. alone have seen the earth, Age-old fetters swept aside

In the glory of new birth, Deified!

Talks for people who sell things

If you wanted to have a thorough made (to sell) at home? understanding with a man you would I have in mind a large knitting mill sit down with him and have a quiet, which makes a high quality of goods those on motors of all kinds. These range confidential talk, giving him reasons and maintains a selling organization for your statements-you would do and an advertising department to

tising, make it humanly reasonable, trade. What an opportunity is here Talk in your advertising as you would to increase the sales by a local advertalk to an individual. Advertising is tising campaign, offering to supply the pear to have given the liberals a good talking, at long range, to individuals whole home community with an article or talk down to them they will not country" simply because he will not

point is still somewhat in doubt, the burden be broad enough to take in everybody; than people a thousand miles away. you cannot successfully advertise along Don't overlook the trade at your question. The republicans who stand apart class lines if for no other reason than very door, Mr. Manufacturer. Get

42,000 families every day. At the benefit from the trade of their neighof the university library was secretary of in Nebraska and Colorado. The telegraph cost of \$12 a week you can reach an bors and friends if they buy goods lines along the railroad line are not infre- audience of over 150,000 intelligent made at home.

made goods," but what real effort is newspapes

that, would you not, Mr. Merchant? create business throughout the United Apply the same rule to your adver- States, but which overlooks the local advertise at home. His neighbors Advertising, to be successful, must and friends know less about his goods

busy with your selling talks, or an-Take a broad human view of the nouncements, in the daily paper. Tell needs of the average family and adver- the people what you make; how you tise to their intelligence; tell them of make it; what material you use in its the quality of your goods, the tone of construction; where it is obtained; the your store, your methods and your method of selection and treatment of prices. Put your own personality the raw material; how it is handled back of your advertising and the peo. by employes; the number of families supported in the community. Tell Mr. Merchant, The Bee is read by them that your workmen will get a

Tell them home-made goods are, equally as good, just as well made and The modern business man is pro- cost no more money, than goods made gressive, energetic, enterprising and in some other community. There are ambitious, if he means to succeed, many sound arguments that might be Like Alexander the Great, he proposes used in selling talks addressed to peo-

his shop, or factory, to trade. The Not every manufacturer could find great arteries of commerce, the rail- a sufficient market for all his goods in ways and steamship lines, offer such his own city, but who among them will good facilities for doing business out- say that he has made a good whole side his home community that often hearted effort to get the business that Jay A. Russell, manager of the Credit should open large new fields of practical the home trade is almost, if not en- should naturally belong to him, if her tirely, neglected. The slogan of com- has neglected to advertise among his mercial associations is "Buy home neighbors and friends in his home