Nebraska

TAYLOR OF CUSTER SAVES HIS FEE BILL

Champion of Lower Salaries Forces House to Save Bill Cutting Court Reporter's Fees.

TWELVE OF MEMBERS SWITCH

(From a Staff Correspondent.) of Custer continued his fight to cut down been made to him by citizens of the the income of everybody else but mem- county, charging certain-violations of the bers of the house this morning when he criminal statutes, but that such a condito the supreme court.

the symptoms of a Kilkinney cat affair leged offenses. started when Taylor attempted to crack the house whip which he has so effectually used so far this session.

Saves It First Time. the bill had been recommended of the standing committee, Taylor resurconcur in the report of the committee. Bill Warmly Debated.

A bitter debate followed in committee farmers, laymen and the rights of the on vote it was seen that the house had voted to postpone the bill indifinitely. Taylor moved not to concur when in explaining his vote he said that he hoped the members would not kill it as he expected to amend the measure to better it. Then the opposition to the bill fled in compliance with Taylor's demand. First on one side and on the other declarations of "I want to be fair" were heard, until twelve of the house members changed their votes. The final record stood 51 to 31 not to indefinitely postpone the measure, and progress was reported on the bill when adjournment was taken. The changes saved the bill for it was due for death before Taylor's brief talk was

NEWS NOTES OF SEWARD AND SEWARD COUNTY

SEWARD, Neb., Feb 7 .- Special.)-J. C. Peter, chairman of the Board of County Commissioners, has appointed Judge T. L. Norval, John Gillan and County Commissioner William Wulleuweber a committee to consider plans for the building of a new jail which will probably cost the county \$12,000.

Erastus Hickman, an aged resident of this place, fell on the sidewalk uptown Friday and broke one of his hips. The county board rejected all bids of

bridge companies at the board meeting yesterday, and will build its own bridges. Saturday, when William Huffschneider was grinding sausage, his fingers were caught in the machine, tearing one finger from the hand and crushing another.

FOOD COMMISSION MAKES REPORT OF ITS LABORS

department made 1,340 inspections, covering everything from humble groceries to the large packing houses.

Further Mr. Harman's commission filed fifteen complaints Against alleged violators of the law, completed three prosecutions; desued 129 sanitary; made fortytwo chemical analyses and twenty-six seed analyzes.

Of the fees oil and gasoline inspections netted the bulk of the receipts, this item bringing into the state some \$6,910.06.

HYMENEAL.

Edwands-Lewis.

YANKTON, Feb. 7 .- (Special.)-The marriage took place at Vermillion Thurs-P. Edmunds of Yankton, and a grandson of Newton Edmunds, second governor of Dakota Territory, and Miss Adelle Lyman Lewis, member of a prominent family of the university city. Mr. and Mrs. Edmunds will reside in Yankton, where the bridegroom is city engineer.

News Notes of West Point. WEST POINT, Neb., Feb. 7 .- (Special.) -Mr. and Mrs. Gottleib Boldt, residents of West Point, observed their golden wedding anniversary on Thursday. They were married in Mecklenburg, Germany,

ing county forty-eight years. well known resident of West Point, died a gymnasium. at the family home of asthma and rheu-

Miss Rose Marsh, a former teacher in the West Point public schools, and lately

a member of the faculty at Pierce, has the officers of the Grand Army of the you for the sake of other sufferers as resigned her position at that place and Republic in the assembly room of the taken a homestead in Montana.

Dean Rouse of Peru State normal, George Richmond for 'the Ladies' circle, repre conductor of this city, is confined in the will also be here. Mercy hospital at Council Bluffs and little hope is entertained for his recovery.

He is afflicted with heart trouble. In compliance with the request of the In compliance with the request of the Fairbury Woman's club, paper towels will be installed in all of the school buildings in Fairbury.

Chris L. Paulsen, living north of town, sold forty acres of unimproved land recently for 1100 per acre. This piece of buildings in Fairbury.

Twelve new typewriters have been placed in the business department, so now more can be admitted to this department, which is not yet equipped for land was bought from the Missouri Val.

Gage County Notes.'

iams, W. L. Collins, H. J. Gramlich, W. P. Snyder and Miss Lulu Wolford, county superintenden; of Pawnee county. These officers were elected: President, W. L. Collins; vice president, F. E. Lang; secretary, J. T. Dawson; treasuser, Julius

Owing to the advance in the price of wheat, the bakers of this city expect to brasks in the last few months. raise the price of bread I cent per loaf within the next few days.

A. D. Stotts has purchased the Coleman hotel at Diller from F. P. Talman

Nebraska

PROSECUTOR ASKS FOR **GRAND JURY IN MADISON**

MADISON, Neb., Feb. 7 .- (Special.)-'illiam L. Dowling, county attorney, has filed a motion asking Judge Weigh of the district court to set aside the order heretofore made on January 1, directing that no grand jury be summoned for the first day of the first regular term of the district court of Madison county and to enter an order directing that a grand jury

first regular term for 1915. As reasons therefor Mr. Dowling's affi-7.-(Special.)-Taylor davit recites that many complaints have requiring court reporters to work for to ascertain with any degree of certainty their statutory salary only when preparthe truth or falsity of said complaints; ing transcripts for cases to be appealed that in his judgment it is advisable and The fight which for a time showed all and drawn for the investigation of al-

DEATH RECORD.

Mrs. Avis Hindman. FAIRBURY, Neb., Feb. 7 .- (Special.)for indefinite postponement on the report Mrs. Avis Hindman, aged 90 years, died rected it, and moved that the house not Hindman, after a short illness. Death Fontenelle. This display is conducted un- and from the committee \$25,000; on the The measure was placed on general file. Rudland county, Vermont, July 14, 1825, and many thousands of dellars worth of Jacob Schiff, \$25,009, and from the comof the whole on the merits of lawyers, lows. She was married to Rev. John est displays of the work of contemporary der the direction of the American consul poor man to have a right to appeal a Laura Hindman, of this city. She re- of interest will be the semi-annual style religion, croed, nation or race, law suit as well as the rich man when moved to Chester, Neb., in 1888, where show at the Commercial club. This event The Zionist provisional she resided until 1910, when she came to this city and lived with her daughter. She was one of the oldest citizens of this county, and was noted for her kindly disposition and activity. Rev. R. N. Orrill of the Methodist Episcopal church conducted a short service at the bome, and the body was taken to Chester, Neb., for burial.

CHADRON, Neb., Feb. 7 .- (Special.)was married to John R. Cripps, November 13, 1856, at Burlington, Vt., and after her husband's death there came to Whitney with her children, the daughter, Mrs. Cartwright, in whose home she died, having been one of the very first settlers in Dawes county. She also leaves two sons. Fred Willis Cripps of Whitney, and Coit Ellsworth Cripps of Batesville, Ark. Many Chadron people attended the

Chadron News Notes. CHADRON, Neb., Feb. 7 .- (Special.)-Palestine encampment No. 76, Independent Order of Odd Fellows, secured the to confer degrees on a class of twenty years ago and are the best to be found.

South Dakota.

(From a Staff Correspondent.)

LINCOLN, Feb. 7.—(Special.)—The state food, drug, dairy and oil commission rein Chadron, They had an old fiddlers'

The local board of charity, with Manager Ed Godsall, hit upon an enjoyable Broken Bow to Vote on Bond Issue.

BROKEN BOW, Neb., Feb. 7.—(Special.)

A special election will be held here ceived \$7,335.23 worth of fees during the | contest, in which twelve contestants took | Tuesday of this week or the purpose etc., as being "too professional."

F. H. DeRhodes, window dresser, has mercial men. He has been invited to demonstrate his work at St. Paul next

District court has spent the month with two cases. James T. Mason was convicted of fraudulent mortgaging. Febru-The case of Ira L. Phillips of Marsland has been on ever since.

GORDON, Neb., Feb. 7 .- (Special.)-At the Commercial club meeting held in Gorday of Stanley Edmunds, son of Charles don it was decided to ask the village council for a special election, at which time the proposition of incorporating as a city of the second class will be submitted. Eighty of the business men of

> eon was served. Gordon was snowbound from Wednes- are more certain under the existing finday morning until Friday night, when a anciel and industrial conditions. passenger train came through from Chadron. For two days the falling snow was piled up by a high wind, filling all cuts on the railroad.

Pebruary 4, 1865, and have lived in Cumwhich will be erected in the spring. The building will consist of two stories and a Mrs. Margaret Nelson, a widow and basement, the latter to be arranged for

Last night the Commercial club met with ments for the state encampment, which only relieved me but cured me within two Fairbury News Notes. | will be held in this city during May 18, months although I am a man of to years. FAIRBURY, Neb., Feb. 7.—(Special.)— 19 and 20, this year. O. K. Durand, de-writes Jul. Grobien, Houston, Texas. Ob-A session of teachers' institute was held partment commander: A. M. Trimble, as- tainable everywhere.—Advertisement. in Pairbury Priday and Saturday for the sistant adjutant general; Mrs. Hough, for city teachers. The instructors comprised the Women's Relief corps, and Mrs. Dick, president of the Kearney normal sented the different organizations of the and Miss Cusic of the Lincoln schools. veterans of the civil war. National Com-According to a telegram received at mander General Palmer will be here at Fairbury, W. P. Baird, a Rock leland the encampment. Other prominent men

> ARLINGTON, Nob., Feb. 7.-(Special.) -Chris L. Paulsen, living, north of town. ley Land company by Mr. Paulsen for \$3 per acre in 1882.

BEATRICE, Neb., Feb. 7 .- (Special.) George Ziegler, a farmer living north-The Farmers' institute, which has been east of town, sold his 160 acres to Fred held at Wymere the last two days, closed Plugge, another Washington county Friday with addresses by H. P. Will. farmer, for \$1% per acre. This is the highest price so far paid for land around here.

High Bred Hogs Die of Cholera.
STELLA, Neb., Feb. 7.—(Special.)—W.
L. West of Shubert, who is in the bush H. West of Shubert, who is in the business of raising pure bred swine, has lost forty head during the hog disease period that has prevailed in southeastern Neestimates the loss to him at least \$1,500. Some of the sows were worth \$200 each.

DANCE FOR THE VISITORS Burlington Puts in

Special Affair Planned for Market Week at the New Fontenelle in March.

this is to be one of the special entertain- messages. ments planned for the out-of-town merchants during Merchants' Market week, attempted to push his bill H. R. No. 110, tion exists that it is impossible for him tainments of that week. Merchants' Mar-minute. ket weeks in the past have proven a great success in Omaha, and it is the plan of \$125,000 IN FUND OF the committees to make this the greatest necessary that a grand jury be summoned one of its kind in point of quality of entertainment provided, number of visitors assembled and amount of business transacted. In less than a week it is expected that the program will be ready to be announced in full.

She spent her girlhood days in the Green original works of art will be exhibited. mittee \$25,000. Mountain state, but later removed to It will be without doubt one of the greatwas the great feature of last season's show and the merchants in this territors and will send this week money in gold still speak of it as a tremendous success. for the refugees, who are in a very miser-All the new ideas in women's spring ap- able - condition. Missionary societies, parel of every character will be shown churches, synasogues and persons who in this style exposition. A dozen or more want to send money either to Palestine living medels will appear. The stage and or to Egypt can do so through the Zionist its appointments will display the new provisional committee. market will be given away to visiting of merchants to this event. The week of March 8 has been set aside for this great semi-annual occasion.

Man and Boy Banquet. BRADSHAW, Neb., Feb. 7.—(Special.) The Methodist Brotherhood gave a banquet Friday night to which all the adult men in the town and vicinity were in-vited. / Each man was instructed to services of the Hot Springs, S. D., team bring with him a boy eligible to the ranks of the Boy scouts. The Methomen last night. The Hot Springs team dist women and Willing Workers' sotook the prize in the world contest two ciety No. 2, served the feast; notwithstanding the severe inclemency of the After the ceremonies the Rebekahs weather thirty-eight men were present served a banquet, after which, with At- each accompanied by his boy partner. torney A. G. Pisher as toastmaster, Rev. Rev. Arthur Buckner, acting as toast-Mr. Williams responded to "Why We Are Odd Fellows," and John W. Pittman of York to "Why We Have Rebekahs."

New Arthur Bushers of the Child eral hours, while the mother of the Child slept off a jag of huge dimensions. Special Officer Finn of the Brandels stores Onutsiders were in attendance from dif- closed the program with a strong appeal found the woman, who described herself ferent points in Nebraska, all the cities for a better moral living among men so as Mrs. Grace Stevenson, 210 North Twenof northwestern Nebraska being repre- that a higher standard can be expected ty-fourth street, Council Bluffs, and he sented, and some from Wyoming and among the boys, who are the men of the sent her to headquarters. future.

month of January. At the same time the part. It was the hit of the season. The voting upon sewer bonds in the sum of 50c. All druggists.-Advertisement. playing was so nearly equal, the judges \$17,000. There have been many- wild had to take off points for "sitting up too statements regarding cost, enstallation straight," for "bowing to the audience." and service, but these statements have probably grown out of a misunderstandreturned from Sloux City, where he had about \$1,000 a year will have to be raised ing of the matter. It is estimated that a leading part in the program of combonds and provide a stuking fund. Undor the present valuation this will mean a four mill levy and that means for every \$2,000 worth of property the sewer bond tax will be only 80 cents.

MUNICIPAL BONDS FAVORED

"War and its resulting financial situation is beeming the municipal bond as a form of investment," declares Cuthbert Potter, an Omaha bond salesman,

"Industrial bonds and stocks have lost their following, temporarily at least. Inthe town were present. A number of vestors who used to put their surplus and speeches were made, after which a dunch- interest away in the former securities are now favoring the municipals, as they

"January was a big month with investment men, as usual. Most people with incomes had interest and dividends coming in, and many business men fig-Dr. F. Patterson of this city has had ured up their profits and surplus the first plans drawn for an opera house, 50x160, of the year and put it away in further

Told that There Was No Care for

"After suffering for over twenty years Arrange for Encampment.

MINDEN, Neb., Feb. 7.—(Special.)— best doctors here tell me there was no cure for me, I think it only right to tell well as your own satisfaction that a 2 court house to make detailed arrange- cent bottle of Chamberlain's Tablets no

Chadron Normal School Notes. Agriculture II has an enrollment of welve boys. This is a course in animal

The Young Women's Christian association building was the scene of two royal nattles this week. The high school basket ball team, pitted against the Hot Springs (S. D.) High school team, won. The game between the normal team and the railroad team was won by the normal.

The German club, Deutscher Verein, is just organizing with thirty members. Until the new wing could be used there has been no room for this department. Sixteen students have enrolled in German VI. Coach Keester went to Alliance to referre a game between Sidney and Alliance. His ability and fairness have created a great demand in besket ball games in neighboring cities.

Superintendent Tracy. Miss Bushnell

busias lost
period
n NeHe amply repaid for their time.

Wednesday afternoon the primary
teachers of the Chadron public schools,
the Afisses Fisher, Lemington and Unthank, visited the primary of the model
school. They expressed themselves as
amply repaid for their time. Miss Elma Sturdevant supplied the place of Miss Claire Moorman in the third grade of the public school.

and will have charge of the place in the can be rented quickly and cheapty by a life will be some time before they are completed.

Bee "For Rent" ad.

Work in progressing in the physical and the mical laboratories in the new wing, but it will be some time before they are completed.

Telegraph Machines Dr. Alma Webster Powell Wants

In its general telegraph offices here the Burlington is installing a Mortrun printing machine, similar machines being TO SEE FINE ARTS DISPLAY put into the general telegraph offices in Chicago and Denver. The machines are designed to carry the heavy run A dance at the new Fontenelle hotel- of business and speed up the sending of

The Mortram consists of a couple of machines, one upon the plan of a typewhich is planned for the week beginning writer. On this the operator copies onto March 8. If this will not be the first, ex- a perforated tape. The keyboard has Omitha by Dr. Alma Webster Powell of ideals of national music. summoned on the first day of the will at least be one of the very first to tape perforates the characters of the be held in this magnificent new structure. Morse telegraph code. The tape when time to the promotion of the national A reception, a musicale and a dance are perforated is placed in the sender, which music school idea by lecturing throughthree entertainments planned at the Fon- is worked by an electric current and at out the country. tenelle for the merchants during the week. the other end of the line the message Several committees are intensely active is received on a similar tape at the making local preparations for the enter- rate of something like 120 words per nature by way of illustration.

JEWISH COMMITTEES

The Zionist provisional committee and the American Jewish relief committee are have furnished many of the musica making an effort to send a shipload of geniuses of the world. Wagner, Capita department. The money for that purpose Arrangements have been made for the has been collected from the following visitors to see the fine arts display, which sources: On the part of the provisional at the home of her daughter, Laura will be held during that week in the committee, from Nathan Straus, \$6,000, was due to old age. She was born in der the direction of the Fine Arts society part of the American committee, from

The distribution of the food will be un-Hindman. She leaves one daughter, artists in this country. Another feature to all those who are in need, disregarding

The Zionist provisional committee opened an account in Alexandria, Egypt.

things to their very best advantage. A The committee also announces that up prize-giving feature will also be conducted to January 31 it sent money for the folduring the evening of the style show. lowing purposes: For the emergency Mrs. Minerva Adell Gregory Cripps, born More than 100 valuable prizes from the fund. \$58,355.96; general relief. \$41,508.78; March 9, 1840, in Milo, N. Y., died in Omaha manufacturing and wholesale private people and institutions, 448,373.85. Whitney, Dawes county, Nebraska. She market will be given away to visiting Omaha has contributed more than \$1,000. Omaha has contributed more than \$1,000, merchants and their families. Another Humanistic work has been done by the night will be given over to a dinner at United States warship Tennessee and by one of the hotels, to be followed by a Captain Oman, who was sent with the theater party. Invitations will soon be South Carolina from the Navy departsent broadcast to bring in the hundreds ment at Washington to protect American

citizens in Palestine and Syria, Louis D. Brandels of Boston is chairman of the committee in charge of this fund. Omaha people may send their contributions either to Arthur Marowitz, 707 Brandels Theater building, secretary of the Jewish war victims' relief committee or to Jacques Rieur, University of Omaha western deputy of the Zionist movement and secretary of the provisional fund.

Police Matron Cares Por Child; Ma 'Soused

Police Matron Gibbons took care of a 2-year-old infant last night for sev-

Coughs and Colds Are Serious. Don't disregard your cold. You sneeze, cough, are feverish, nature's warning. of Dr. King's New Discovery will cure you

DEAN WEST OF PRINCETON TO TALK AT UNIVERSITY CLUB

Another speaking engagement has been arranged for Dr. Andrew Fleming West, dean of the graduate school of Princeton university, who will be in Omaha Monday. The University club announces that Dr. West will be its guest of honor at a luncheon Monday noon, and will make a brief address at 1 p. m. He will ACCOUNT EUROPEAN WAR the high school at 4 o'clock. He will be at a banquet at the University club in the evening.

PLANS FREE MUSIC SCHOOL

National Institution of Free Instruction.

TO LECTURE HERE NEXT MONTH

school, for the purpose of furthering an sity. American type of music, will be outlined in a free lecture-musicale to be given any personal benefit or remuneration, in Saturday, March 6, at the University of order to apread her views and boost her New York City, She is a former grand opera singer and is now devoting her

In connection with her address the gives an interesting program of songs of many

"Music is a human need," Dr. Powell way, to Los Angeles to fill an engagement. "The idea of the proposed national school of music is to give musical opportunities to the people who are unable to pay for them. The poor people geniuses of the world. Wagner, Chaplin food under the protection of the State Becthoven and an almost endless list of other masters came from among the peasants and could not have studied music except through the generosity of wealthy

"My desire and purpose is to create a demand for a national school of music, which shall be owned and supported by the government and operated free to all oor music students who show ability. In little Belgium there were five free

munical universities; Germany has a num ber and there are six in Italy. It is only in that way that we can have a

national type of American music "Music has a tranquillaing and elevating effect on all human life. A program of song has been known to calm a meeting of anarchists in New York, so that is to dissolve it. This destroys it entireexciting speeches which followed had no ly. To do this, just get about four ounces

effect. In her free lecture-musicale at the Uni- at night when retiring; use enough to versity of Omaha next month, she will moisten the scalp and rub it in gently A movement for a free national musical appear under the auspices of the univer-She has undertaken to four the country at her own expense and without

MRS. MYERS DIES, AGED 77: LEAVES TWELVE CHILDREN

Mrs. Elizabeth N. Myers, aged wife of James Myers, died yesterday at her home in Florence. She had lived in Florence for twenty years. She leaves declared Saturday at Hotel Rome, on her twelve children, Mrs. Mathew King, Mrs. James Brennan, David Myers, Linnie Myers, all of Florence; Solomon Myers, Shelbyville, III.: Mrs. Mest Varner, Cook, Neb.; Mrs. Laggie Ferrill, Plummer, Ida.

Bee Want Ads Produce Results,

ENTERTAIN N. O. T. CLUB

AT HOME DINNER PARTY Mr. and Mrs. Robert McCarty enter tained the N. O. T. club at a dinner party Wednesday evening. Those present were Noll Kaffer
Mary Sechmeister
Catherine Kaffer
Jean Britton
Helen Christenson
Mr. and Mrs. Robert McCarty. Hose Sechmelster Bianche Kalser Minnte Smith Grace Kalser

The Easiest Way To End Dandruff

There is one sure way that never falls to remove dandruff completely and that of plain, ordinary liquid arvon; apply it

with the finger tips. By morning most, if not all, of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy, every single sign and truce of it, no matter how much landruff you may have.

You will find, too, that all itching and digging of the scalp will stop instantly, and your hair will be fluffy, lustrous, glossy, silky and soft, and look and feel a hundred times better.

You can get liquid arvon at any drug store. It is inexpensive, and four ounces is all you will need. This simple remedy has nover been known to fall.-Advertise-

ARTISTIC PORTRAITS REMBRANDT STUDIO

20th and Farnam. Phone D. 3348. Room 3, Baldrige Bidg.

BY ADVERTISING you can hold fast to the trade you have and win your share of the trade you



Snow Drift Seven Feet High, 36th and Q Streets, South Omaha, February 2, 1915.

The above picture illustrates some of the difficulties of operating street cars at this season of the year.

We desire to thank our patrons for the patience with which they bore the discomfort and inconvenience of impa red service during the recent storm.

Omaha & Council Bluffs Street Railway Co.

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, Buffalo, N. Y.

The Silent Salesman

have been boiled in antisep-

The noisy salesman with the "gift of gab" has gone the way of the ichthyosaurus. The street peddler is as scarce as white blackbirds. No more does he call the busy housewife from her household duties to look, at his impossible wares. No more does he irritate servants or jar the fretful nerves of the housemaid with clanging door bell. He was as welcome in his day as smallpox. The entire household, including the dog, was arrayed against him. His medjeval system of merchandising has been relegated to the scrap-heap. If he got the lady of the house to the front door it was by subterfuge and if the servant answered the door bell she slammed the door in his face before he could begin his story. He was a merchandising pirate, out of harmony with the customs of trade. He paid no rent, employed no clerks, and his cash register was in his hat.' He is obsolete. His stock was musty and stale. Both he and his wares should

tic. Without doubt he was a distributor of germs.

In his place has come the silent salesman, the salesman that meets on the threshold of the home the glad welcome of the family, eager for news of the town and of the great world of workers and players. With noiseless step this salesman enters millions of homes, clad in raiment of white pulp; on which is imprinted the motion pictures of the world's doings. He is at the family board at breakfast and sits with them as they gather around the evening lamp. He is the first guest to enter the home just as day is breaking in the East, and the last to leave at night. He takes the merchants' message into the inner circle of the home, into the very heart of the household, where the ordinary salesman gets no further than the front door. With a quiet but irresistible intrusiveness he penetrates to the heart's deepest desires and ere the family is aware of his presence he has made the name of a certain firm a household word and has made an ineffaceable impression regarding the things it has to sell.

This silent salesman is

Newspaper Adevrtising, Of course no woman will say that she takes a newspaper for the advertising that is in it. She will not always admit that she reads the advertising. She eagerly grabs the newspaper morning and evening because she wants to know what is happening in her own town and in the great world outside. She is news hungry. What a natural universal hunger! We are by nature gregarious. If we were not there would be no cities. Human beings would not segregate. They would not build houses close together. And this gregarious instinct develops a powerful curiosity to learn something about the other fellow's business.

And the advertising is part of the "news." If advertising isn't "news" the merchant should employ an advertising manager who can put "news" into it. Whether he wishes to or not, the reader gradually absorbs this news in the advertising columns and an impression is made from day to day which time cannot efface.

And this silent salesman is-a repeater who does not give offense. He comes day after day with persistent regularity. The household does not tire of him because he comes in a new garb, new type, new illustrations, a new line of appeal, new arguments, new bargains, new creations of factory and loom, a new introduction in the morning, and new salutation in the evening. When properly clothed in the language of simple salesmanship, without bombastic tridmings or pompous rhetoric, he easily gets a hearing because of his newness and freshness, and because of his earnest sincerity, and because he radiates optimism in every word. He is a creative, constructive force. He does not preach penurious. ness nor pessimism. He gets the household exchequer into circulation.

Thus this silent salesman becomes the greatest force in modern merchandising - a force that creates in the minds of women "a new want" -- a force that makes the luxuries of today the necessities of tomorrow - a force that gradually builds up a good will asset for a firm or a commodity which the greatest conflagration cannot destroy.

TRUMAN A. DeWEESE,