

to her fascination we can comprehend the charm by which she is making her way from obscurity to social success and to the throne of love. The difficulty of accomplishing this is apparent. It is a far cry to Thackeray. Yet the problem is the same. Two installments of the story have appeared. When it is reviewed after it has appeared in book form, the critics must inevitably compare Mademoiselle Breton with Becky Sharp in Mrs. Ward's favor.

Emblem for the St. Louis Fair

The managers of the St. Louis fair, which is to open in the spring of 1904, offer a prize of \$2,000, which they will award to the contributor of the most striking and appropriate emblem of the fair. The offer is given prominence here in the hope that some Nebraska artist or gifted advertiser may see it, have an inspiration, draught it, send it to St. Louis and win the prize, incidentally attracting the attention of the nation to the originality and boldness of the Nebraska intellect.

The emblem is to be used as a seal, stamped on letter heads, and enlarged for posters and placards of the exposition, the designs distinguished by a device in the usual fashion of such expositions. They must be sent to Budworth and Son, 421 West Fifty-second street, N. Y., between November first and November fifth of the current year.

A preliminary examination will be made at once by the committee and all unavailable designs will be returned to the designers at their expense. It is hinted that the directory may buy other designs than the one which wins the competition.

The greatest freedom is allowed in the treatment of the subject selected by the designer, but it must be artistic, appropriate, effective and susceptible of employment in various modified forms, and it must symbolize the Louisiana Purchase, which secured for the United States the control of the Mississippi river.

The jurors are Frederick Dielman, John La Farge, J. Q. A. Ward, Lorado Taft, Charles F. McKim, Wilson Eyre and Professor Alcee Fortier.

Of the expositions which have been held in recent years the designs symbolizing the Pan American held at Buffalo were especially striking. The one which was extensively used for posters is a map of the continents of North and South America, with the outlines formed by the flowing garments of two female figures clasping hands at the isthmus. The poster design is an exquisitely colored picture of Niagara Falls with the very beautiful figure of a woman shimmering in the water of the Falls. The water is her waving hair and her opalescent eyes illuminate things. No other recent exposition has been represented by such easily remembered designs.

Simplicity and effectiveness, combined in artistic composition, is more easily accomplished than the creation of one design suitable for either a medal, a letter-head or a seal. Convertible designs and articles have the appearance, the undisguisable appearance, of a make-shift. The disguise of a folding bed which looks like a piano in the daytime is not complete, and the owners are always afraid that suspicion will be converted into certainty, and they dread the moment of discovery. The successful design must have no appearance of convertibility. There must be no unexplained knobs and handles and no resounding hollowness in response to an accidental tap (figuratively speaking).

Still the accomplishment is not impossible. There are beautiful women who look as well in one costume as another, and as fitting in all. As a cook or second girl or horse-woman, in ball dress or in nurse's costume, a special kind of beautiful woman is equally bewitching. Beauty of design, absolute beauty can be expressed on die or poster or seal, presupposing that simplicity is its note.

The competitors should not be confined to artists. Bret Harte once won a prize from one of the transcontinental railroads for the best emblematic design. The state or region was represented by a bear as a type of wildness and a virgin frontier. Bret Harte drew two parallel lines leading up to the bear's mouth and gave him a scared, horrified expression, the very expression a bear would have if he knew enough to assume it at the approach of the most invincible exponent

of civilization. To be sure Bret Harte was a man of ideas, but there are thousands of such men in Nebraska. When they go into a more densely populated if not larger world they win the prizes of energy and of daring versatility.

Besides, the Art association has fostered a love and knowledge of art. In Omaha and Lincoln there are talented and distinguished artists. At a recent exhibition of the work of western artists in Chicago, a lovely landscape by Miss Hayden, of the university school, received especial mention and was copied into several newspapers. Her instruction to students of line and color is sound, and student exhibitions show that it is inspiring. Eastern publishers are beginning to look towards the west for virility in expression and analysis. We are a new people, and primitive folk are poets and story tellers, and they are especially successful in making signs and in graphic expression. So that although the Nebraska competitors will have eastern rivals of deeper culture, they have the advantage of living in a land of inspiration.

The Power of High-Priced Pews

"The dispersion of shares in the English breweries among pious middle-class folk throughout the realm has admittedly made the work of temperance reform harder in England than it used to be." And goodness knows it was always hard enough in England. In America the richest brewers who sell more beer in a week than the saloon keeper sells in his lifetime, are socially taboo, excepting, perhaps from this statement, the society of Milwaukee and St. Louis and a few whiskey distillers in Peoria. There may also be other large and important centres of American beer and whiskey manufacture that I have overlooked on account

of a lack of early culture. But generally speaking the beer and whiskey business is considered nefarious in America, and merchants dealing in either are not socially distinguished. The continental conscience is newly awakened to the subject and necessity of temperance and of temperance agitation. Consequently the emancipated clergymen of Great Britain are preaching temperance vigorously.

But there are pulpits facing and maintained by pew-holders whose occupants get the money to pay their parish dues from brewing companies. As the editor of the Boston Transcript, from whom the first sentence is quoted, says: "It was far easier for the clergymen of the North to preach against Southern slaveholding than it is for Massachusetts clergymen today to speak their minds freely on the ethical aspects of current political and social reforms." No pew owner, however wealthy, is offended when the sins of distant neighbors are rebuked, sins which will in no wise profit him to commit. But it is very difficult for the most unworldly pastor, who truly loves his parishioners and is beloved by them, to preach against their darling sin. It is easy for Lincoln pastors to inveigh against the corruption of New York city politics. It is only lately that one or two of the pastors have had the courage to investigate the corruption and selfishness of the machine in Lincoln and preach against it and go to political meetings and take an active part in them as men and good citizens as well as preachers. If the pewholders love the preacher they will take a scolding from him and have serious thoughts of a reform which they will accomplish unless it shall cost them too much. They must draw the line against religion's intrusion on business somewhere. The business of the preacher is to push the line further and further into business and politics.



EDWARD M. COFFIN.

Perseverance and untiring labor and study emancipated Edward M. Coffin from the role of school teacher to eminence of president and general attorney of the Nebraska Mercantile Mutual insurance company and general attorney of the Farmers' Mutual insurance company. At the age of twenty he was admitted to the bar and his advance to the fore has been steady and sure.

Born in Otsego, Allegan county, Michigan, on August 20, 1859, he located in Valley county, Nebraska, in the fall of 1877. While still in Michigan he graduated from the high school, following with a special course in normal work. During the winter months when he was sixteen and seventeen years of age he taught school. The summer months were spent in hard toil on the farm of his father near the town of Otsego.

In 1876 he removed to Rochester, Minnesota, where, with County Judge Fulkerson of Olmstead county, he became interested in law. In the fall of 1877 he removed to Valley county, Nebraska, where he again taught school. During the years 1878 and 1879 he read law in the office of Thomas Darnell at St. Paul and was admitted to the bar in 1879. After this he located in Ord. In 1881, at the age of twenty-two, he was elected city attorney of Ord and county attorney of Valley county. Governor Dawes appointed him district attorney of the Sixth judicial district in 1883. He was renamed for this office and served two terms. After serving as judge of the Eleventh judicial district one term, he removed to Lincoln in 1893 and undertook law and insurance. He was made general attorney of the Farmers Mutual insurance company in 1896 and was re-elected in 1898, when he was also made president and general attorney of the Nebraska Mercantile Mutual insurance company, two of the strongest insurance companies in the union. Between them both they have over 20,000 policy holders in Nebraska alone, while \$50,000,000 worth of insurance is in force to their credit. Every year they settle as many as 1,000 losses.

In addition to his duties with these companies Mr. Coffin, with E. J. Clements, has considerable law practice under the firm name of Coffin & Clements. Besides he is interested in a number of other business enterprises. He is a believer in fraternal orders and is a member of lodge No. 19, A. F. & A. M., an Odd Fellow, a Royal Highlander, a member of the Sons and Daughters of Protection, influential among the Elks and a member of the Union-Commercial club. He resides in a handsome home at the corner of A and Nineteenth streets, which he built a few years ago.

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