Salesmanship as a Fine Art.

The following address, delivered by Hugh Chalmers before the Advertising Club of Business Men in Minne apolis, contains so much of human Interest and so much of vital importance to every salesman and every with reprints it in full, as taken from the July issue of Elbert Hubbard's

Every one is an advertiser, whether he wants to be or not. Our manners, our clothes, our appearance, our speech, everything that we do or say advertises us. A man is a walking advertisement of himself.

Now, the same is true of your city, or any city, because a city advertises itself. Every stranger that comes to Minneapolis leaves this city with a certain well-defined impression, whether it be a good impression or a bad impression

Now, since you have to advertise. why not do it right? Advertising is nothing but teaching people to believe in you and in your goods. Your city is nothing but a collection of individuals, and your town will impress itself as your advertising impresses. I am a great believer in advertising cities as well as businesses. Chicago has a "Booster" club composed of three thousand members, as you probably all know, and they pay an advertising manager ten thousand dollars a year to boost Chicago, and yet we do not think Chicago needs much boosting. Other cities are doing the same.

The Age of Publicity. Now the most important feature of all is to have some one whose busings well as born. The thing that hamness it is to attend to the advertising of your city. This is an age of pub than anything else, is the doubt of licity, and unless you keep after the people all the time they soon forget You have got to keep everlastingly at it, because the business of this country in all its transactions is like a kaleidoscopic view; we see things for a moment and then they pass away. I doubt whether any one could tell offhand who was president of the United States. United States six terms ago; but I do

who was the last president of the the earthquake in San Francisco. This leader, but a year or two before things pass from our minds unless

constantly recalled. I often use the word "booster," although my neighbor, Mr. Warnock, says he does not like the name. It is perhaps not an elegant term, but I have seen good action come from the work of "boosters." A booster is a man who does all the good he can to all the people he can as well as he

can, and then trusts the rest to God. "knocker" is defined as "a thing that hangs on the outside of a door."

The Problem of Distribution. The business problem before the American people today, commercially speaking, is the problem of distribution-of getting things from where they are to where they ought to be. The two big factors in this problem are advertising and salesmanship. Now, the relationship between the lationship it is possible to have. It is line and attempt to sell those goods two, in my opinion, is the closest relationship it is possible to have. It is closer than a team under a single when you make a sale of anything. It is closer than friends: it is when you make a sale of anything. It is of pride. We dislike to own up to a yoke; it is closer than friends; it is closer than brothers; yes, it is closer than brothers; yes, it is closer than the relation between man and that sale does not first take had men explain things to me, and have the process of t wife, because there can never be a separation or a divorce. Advertising is salesmanship, and salesmanship is advertising. Every ad is a salesman, and every salesman is an ad. There is this difference: advertising is salesmanship plus publicity; salesmanship is advertising plus getting the order signed. Advertising creates the atmosphere of business, and the salesman follows and takes the orders. It Is like a chemical combination. For salesman known because he goes at it instance, glycerine in itself is perfectly harmless, but combined with certain chemicals it forms one of the most powerful explosives known. The same is true of salesmanship and advertising: it takes brains to combine them and nerve to set them off, but the results are worth while. A man says. "My business is so thoroughly established I do not need to advertise it." It puts me in mind of a man with blue goggles winking at a girl. He knows he is winking at the girl, but she doesn't. Now the close relationship between the two is most noticeable when you get down to the bed. licity to his invention. Every patent about. He said you talked to him rock of business and find out what is this country grants is granted on the about 'tontine' policies and 'endow the foundation of all business. The foundation of business is confidence. And advertising and publicity are the of humanity, and he is, therefore, giv- ance or hair oil." The man in busigreatest builders of confidence known to the business man. Big advertising tion. looks like big sales; it makes the public familiar with the seller of the goods and will create confidence in than anything else. those goods. Some people mistake advertising for merit. Please bear in mind that advertising never added one dollar to the merit of any article adsands of people in this country who time. do not believe in advertising as some of us do. They think because some people still do not believe in it.

The Main Chance. and others in public if I went to that seventy-five thousand dollars." learned something there that I have ence and you are the speaker. Now before you begin to talk, remember not only from the standpoint of the these three things; First, when you theoretical advertiser, but also of the of us would have no chance—they to the brain and not have the brain city. get on your feet, always rise up on

The third thing is the serious thing. When you begin to talk to anybody, of you the object of your talk.

I did not learn anything there from the standpoint of being able to talk, and when I advertise anything I try vice for us all.

The Making of an Advertising Man. profit. Anybody can give away goods, but to sell them it takes a salesman. One of the oldest chestnuts among advertising men-if you can call it such-is the one they use in every duct a campaign of education." think we ought to forget that once and for all. I would like to know when we have all the people educated. All advertising is of an educational character; if it is not, it is not advertising at all. I differ with some people in regard

to a statement I heard a gentleman born, not made." I asked the gentle-'Who publishes the birth list?' man: said I had never seen one. What I tell when these men are born, so we can pick them out. I think advertis ing men, like all other men, are made pers men, that holds them back more their own ability. They praise what they consider great genius or great ability in some other man, when perhaps they possess that same ability. do not think it is going too far-and do not say it to you only, for I have said it to others as well-but I think there is enough ability in this room to take care of almost any crisis this country could ever have. There is more latent ability in all men than we believe that almost every one can tell know of, and the only reason many men do not forge faster to the front Mammoth cave, in Kentucky, was is because they are not able to recog once a great place, but you do not nize that fact. Fifty years ago this hear of it any longer: publicity has country confronted a crisis, and when stopped. The same thing is true of the crisis came the country had a simply shows how great events and came the man had not been picked, become a leader. Let us preach the doctrine of "made" men as well as born" men.

The Making of Goods.

It is easier to make goods than to sell them. I have been in the manufacturing business all my life, but it took me some time to find that out. Any man with money can buy machinery and hire men to run it and make goods, but it does not follow because he can do this that he can sell the clothing business, wont' you come those goods. His money is of no use if he can not sell the goods after they are made. It took me some time to find out that the making of the goods is the least. When you are manufacturing goods you are dealing with both thousand more men to work and make more goods; but when you cross the in the explanation he can understand place in the pocketbook; nor yet does does not even first take place in the check-book. Rather, every sale takes a house and lot, in the mind of the is as much a salesman as a business man, because when he is in court be wants to sell his side of the case to the judge and jury, and he is the best

scientifically. Definition of Salesmanship. If I were asked to define salesman hip in one sentence, I would say it was nothing more nor less than making the other fellow feel as you do of any article. The best invention Burroughs? I tried for five years and been worthless if the man had not plied, "I don't wish to be disrespecttold anybody else about it, he had not ful, but he said he didn't understand advertised and given the widest pub- half the time what you were talking

So advertising and salesmanship have pushed this world ahead faster

manship. We hear it said that "ad- personality. vertising is salesmanship on paper." must have merit in them to sell, and publicity. A salesman can talk only men: every man is trying to sell his to stay sold. A sale does not end it might be properly said that sales | zens. That is why he puts on a clean never ends as long as the man is us- ual, while advertising reaches the pub- thing that goes with it, because he ing the article you sell. I think most lie as well, because by advertising you wants to sell his good qualities. advertising men I have seen who do can reach hundreds and thousands things realize what advertising needs and millions of people, while the sales to have health. Most of us are paid ple-those hot words you dictate be-There are hundreds and thou- man can reach only one or two at a for having good livers, but unfortun- come cold type when received. A man

Three Ways of Selling Goods people take pages of magazines that First, by word of mouth; second, by of us have injurious habits; we smoke this quality of tact. cost from four hundred dollars to pictures and illustrations, and third, too much, we eat too much, or we three thousand six hundred dollars a by printed matter. That practically drink too much-we are handicapped page, they must be charging higher sums up the ways there are of sell- in some way. I know men with good industry—the man you always find prices than they otherwise would. We ing goods. But advertising is more minds, but their bodies are not heal- on the job, who does a good day's know just the opposite to be true, than selling. There are two objects thy, and I would rather take my work-but it is unnecessary to talk to John, there are ten pigs in the corn-Through advertising we are enabled in advertising. One is to sell your chances with a healthy mind in a to build up volume, and that volume goods, and the second is to establish healthy body, enables us to cut expense, and the a good name and insure a continuance more we are enabled to sell, the more of trade. Now some people say that advertising we should do. But people when you are entirely sold out you not refer to it in the baser sense, beneed to be told of that, because lots of want to quit advertising. There was cause a man is a fool nowadays unnever a greater fallacy told to busi- less he is absolutely honest. ness men. One of our stockholders We must keep fixed in our mind said to me not long ago, "Are you real is the best policy." that which we want to accomplish, sonably sure of selling your year's out-Speaking of the object reminds me put?" I said, "Yes, sir." "Then, why policy. From any ethical or religious that I went to a school of expression | don't you quit advertising?" he ask- standpoint I leave it to you that in ought to possess. Next to being honin Boston because the man I was ed. "How much can you save be the last analysis nobody knows est and able we ought to be sincere about t working for thought I could brush up tween now and the first of July?" I whether a man is honest but himself, men. Sincerity is that quality which to live. a good deal in speaking to salesmen said, "Between sixty thousand and You do not know whether I am hon- not only makes friends, but holds school. I only went there once, but I why don't you save it?" he said. My honest, and whether we are or not, without injury to himself. Whether that population is everything in a city answer was that if I were dead sure it is a good thing to keep them think- you are talking to one man or to a There is not a city in the United never forgotten. The man at the we had all sold this year of Nineteen ing that way, but they could not prove thousand, whether you are talking States but what would be better off school said to me, "I want you to Hundred and Ten and up to Nineteen it to save their lives. It is a good to me or to a customer, you are throwmake a speech to me. I am the audi- Hundred and Twelve, I would not thing some men are dishonest. I have ing thoughts to his brain; you cannot

earth. Second if you are ever called Twelve, and I am a firm believer in legs (unless lost by accident), two we must perfect this quality of sin million minds in order to sell a few vertising is to distribute goods at a on appealing. You must keep on if you wish to keep up your business."

No Necromancy in Advertising. There is no mystery about this adertising and selling of goods. Some would have you think so, and some argument: "What you need is to con- do not take it up because they think I it is too hard. It is nothing but plain common sense plus printer's ink, and some of the best copy I have ever seen was written by men who were never known as advertising men, but that a man with a little idea always do. I do not say this for any "staruses big words to express himself, make who said, "Advertising men are because he wants to surround his idea with as big words as he can; whereas the man with the big idea uses little Anglo-Saxon words to express himself, because the idea is so big it needs no surrounding. When you come to write copy bear that in mind. Write it so plainly that the man without an education can understand what you are talking about, and then it will be a cinch that the college graduate can, or ought to, understand it.

Now then, I believe advertising copy should be so written that its first two lines shall be the attractive feature of it, because if a man starts to read your copy and does not finish reading it, don't blame him-blame yourself, because he gave you the chance. I once proved that, gentlemen, in Eng-We sent out a thousand cirand. cular letters under one-cent postage and I said I would prove that ninetenths of the people read their oneaverage man, and I do not throw away

Now, I said in that letter, "We are but he had it in him all the time to be completed about the first of the month, and we write to you as a grocer to quote us prices on the following goods, and enclose a list of what we shall need." We received over 900 replies. Why? Because I approached them, as a gentleman said, from "the point of contact." This telling a man all about your business in the two opening lines of your copy is like standing in the doorway of a clothing store and saying, "I am in

Convincing the Prospective. So I say we ought to use small words, and we ought to so express ourselves for this reason: no sale was ever made until a man was convinced. men and metals, and you can put a He is not convinced until he understands. He can not understand unless what you mean, and the average hu-"You understand that?" and I it first take place in the orderbook; it would nod my head. It would be a reflection upon myself to do otherwise, and so I kept on nodding my place, whether it be a paper of pins or head, and when the explanation was finished I changed to a lateral instead man who buys the goods. A lawyer of an up-and-down motion. That was

You can not sell to anybody unless he understands what you are talking about. He sure your explanation is plain, and particularly to those who are in a technical business, because half the people do not know technical terms. I remember George W. Perkins telling this story of his experience as insurance solicitor in Cleve land. He said he had been trying to about the goods you have to sell. Ad- place a policy for \$100,000, but he vertising and salesmanship are the could not do it, and the other man connecting link, and always will be, got the business. Mr. Perkins asked between the invention and the use the man, "How did you insure Mr. the world has ever seen would have I could not get him." The man retheory that the man who produced the ment' insurance, and he didn't know invention is going to be a benefactor whether you were selling life insuren seventeen years' use of his inven- nes is so close to it he does not take the other fellow's viewpoint. Health

It is hard to analyze the successful

There are certain qualities I have The first essential is to be healthy,

ately some have bad ones.

There is nothing helps a man so it that way. Let us be careful about All goods are sold in three ways: much as to take care of himself. Most the letters we write; let us develop

The next quality is honesty. I do

"best" about it, honesty is the only "Then est or not. Our wives think we are them. A man cannot be insincere ulation. Some people seem to think Democrats Give County Option Black spend a dollar less. I am speaking seen men with so much ability that see them, but they are tangible, and man who buys the space and pays the would get all the money. I believe, catch insincere thoughts-no more

upon at a dinner or a banquet to make, keeping oversold. You have got to eyes, two ears, a nose and a mouth, cerity if we are to attain success. talk unexpectedly, don't get up and deal with human nature, and human and, considering their height, they tell the people it is a great surprise nature always has wanted and always weigh about the same. What is the lutely believe, because they are sin an, that you are wholly unprepared will want those things which are the difference in men? Fower, ability' cere. You say you like a man you can they will find that out soon enough hardest to get. Now then, I said to Some people may have that developed believe in, because he can sell the this gentleman, "Look at that foun- o ore than others, but I say nine tenths goods. Insincerity has taken some or see that water gushing forth -yes, ninety-alae one-anadredtas- ders, but it has never held a job. business man, that The News here always keep in a straight line in front The fountain has its source of sup-could develop ability. Some remind We are willing to ask for and re ply in the river a mile and a half dis- me very much of the parable of the ceive suggestions. The man who tant. You can get the superintendent talents. We have one talent and we knows it all is like the fellow standto shut it off, but you will not notice wrap it up in a napkin; we have that ing on the street with the foolkiller but that has been with me ever since, any difference right away; you will one only and we have never added waiting just around the corner. see it go down a little at a time un-janything to it. It is like a man who of us knows it all. We might be up to keep clearly before me the object til there is no more water supplied, applies for a job, and his letter of to-date at 6 o'clock, but unless we are I am trying to talk about. There is a You shut off the source of supply recommendation says. "This man is up-to-date right now we don't know it powerful lesson in that piece of ad when you stop advertising. You must thoroughly honest." If he has no other all. I have made it a rule to be will send the best possible appeal to a er quality but honesty he does not deling to accept suggestions, and I would serve much credit for staying that as soon be stopped in the hall by the The object of salesmanship and ad thousands easily, and you must keep way. It is what we develop that al janitor as by the general manager ways counts.

Three Kinds of Men.

I find just three kinds of men in this world: The kind you tell once to do a thing, and you can bet your life it is done. The second class you have to tell four or five or a dozen times to do it, because they do not think. The third class is the great class of do things, who do things before you spangled-banner" effect, but I thank God that I was born and reared in a

country where poverty is no barrier to success, but where it can often be proven to a mathematical certainty that it is a help. Just in proportion as we teach young men how to do things, if nothing more than to shine their own shoes-something that is of value to themselves as well as to the others-will they make, a success in There are some who grow up ife. o be 25 years of age, and the only two things they know are how to roll eigarette and how to dexterously mix a drink. We want men to do things, and what this country is to be twenty-five years from now depends on what we teach the young men when they are young. Most men do not want their boys to go through the things they did, and that is where

they make the greatest mistake. They call it skill in the surgeon we would call it initiative in the busicent mail. I get as much mail as the ness man. The surgeon gets you on the table and operates for appendicitis mail with one cent postage attached and finds you haven't got it, as they sometimes do: he cannot let you lie on the table, and say, "Wait, I will opening a restaurant here which will read up in the books and see what he has." He has to act quickly, he has to finish his job, whether it is his finish or your finish. They call that skill-if he gets through all right. In our case we would call it initiative. We must do things quickly, we must have initiative, and that is the greatest quality a man can possess. would rather have a man in my employ who would do six out of ten things right and never did anything things right and never did naything ise. There is nothing wrong in making a mistake; the only wrong is in

naking the same one twice, Thorough Knowledge of Business. Next to that I think a man ought to have a thorough knowledge of his business. I was at a convention in Berlin, Germany, of 200 salesman, They did not understand anything safd and I did not understand anything they said, and so got along all right. There was a man there who successive years, and as we were disu have been leader for four years n succession?" He could not have

given a better answer than he gave. He said, "Gentlemen, I defy anybody in Germany to ask a question about my business that I cannot answer. That was the secret of his success: te knew his business. Tact.

Another quality we need is tact. Tact! What is tact? That abilityalthough it is rare—that enables one that decency in business as well as The News: The O'Neill sluggers man to deal with other men of differ- in other things is becoming fashion- crossed bats with Valentine at the ent temperaments in the right way able in this country. and get along with them all. Some people mistake tact for "jolly." Tact is not so much what a man says, but how he says it. A man in Detroit sent his son to Harvard college. In December the boy wrote home, and this was the letter: "Dear Father: I am broke; please send me \$50 at once. Your loving son, John." Everybody that man came in contact with that day knew he got that letter. They knew it because there are some of us who cannot help but pass our feeling there are enough people using tack of "grouch" to everyone we meet. At any rate he takes his letter home, and says, "Sarah, look at that impudent things only. letter! Didn't I tell you it wouldn't do any good to send that boy to college?" She reads it: "DEAR Father: I am broke; PLEASE send me \$50 at once. Your LOVING son, John," That man; but after all, the analysis gets is exactly the same letter in each Advertising is a process of sales down really to the personal equation, case, the same words. That is what I mean by tact. It is not so much what you say as the way you say it. That is partly true, but it is not all been asked to give here tonight which One brilliant example in this country vertised. Advertising merely tells the the truth. Advertising is more than I believe we should have in business was Robert G. Ingersoll, because if merit: it does not create it. Goods salesmanship; it is salesmanship plus to be successful. We are all sales some men had said some things Ingersoll said they would have been they must also have merit, when sold, to one or two people at a time, so own good qualities to his fellow citi- hissed from the American paltform. It was not altogether what he said, nowadays with the making of it: it manship applies only to the individ- collar and a clean shirt, and every- but the way he said it, and those of you who heard him know that is all true. You men who are writing letters to traveling men and other peo-

gets exactly what you say and reads Industry The next thing we ought to have is

ton and other eastern centers. If you not exist. will investigate you will find western men in seven tenths of those positions, because they were taught to work in There is an old maxim, "Honesty the west, and they carried that quality with them to the east.

Sincerity. Now, then, sincerity is a quality we

You know men in whom you abso

because the chances are ten to onthat the janitor knows more the business he wants to talk abou than does the general manager.

People say to me, "Do you believe in aeroplanes?" I tell them, "Yes, do: and I think the day is coming when everybody will." I don't think the aeroplane will get the contract men who have made this country what today to carry the mail, but I believe t is-men with initiative-men who it will some day. We should not ridi cule any new thing or any new kind copy accordingly. I once heard it said have a chance to tell them what to of thought; if we do we cast asper

Enthusiasm. In addition to all these things men

ioned, a man must have enthusiasm Inless he has enthusiasm he is mere statue; because enthusiasm I the white heat that fuses all these qualities into one effective mass. can best illustrate it by telling you that If you will take a piece of plain due glass and a piece of sapphire, and polish the glass until it has a surface s hard as the sapphire, then put then oth on a piece of white paper and ook at them, you will find the say phire has a thousand glittering little ights which you cannot get out o the blue glass in a thousand years Those little lights can be compared with the enthusiasm that shines from i man's eyes-he cannot hide it! I don't object to going to a ball game and hearing some fellow root for the nome team. And I want to tell you that we have a pretty good home team at Detroit-not because we have an aggregation of star players in the team either, but because I think that the success of our team is due more any town can have. than anything else to the enthusiasm of that little red headed manager. That is enthusiasm—I would not give a cent for a man without enthusiasm If a man has no enthusiasm he is no good. If you ever get enough money o you could do so, you don't want to Men who retire from business not-no more than a plant will grow and thrive that is transplanted from one kind of soil into another. What we want to do is to have our business in such shape that we can get some pleasure and play out of it as well as work. Let us enjoy our work, and et us alternate business and pleasure. There is no one man in 1,000 who reaches the goal where he can retire. We must keep up enthusiasm if we want to keep out of a rut. The only

is in the width and the depth. We graduate from one to the other. This use of publicity in advertising s one of the greatest ethical forces had carried off the banner for four in business today, because dishonest successive years, and as we were dis-goods cannot stand advertising, and tributing the prizes I said to him, "Mr. dishonest methods cannot stand pubgoods cannot stand advertising, and Hoffman, will you tell the men why licity. Therefore, advertising is the onest man's greatest bulwark, while it is the dishonest man's greatest bugaboo. You can catch the people once, but you can't continue to do it. light. Publicity corrects the abuses our business in the right way.

difference between a rut and a grave

n public life. We know men are de ent for one of two causes, either from fear of punishment or from hope of reward, and I am thankful to say

People Who Drive Tacks. handle men, your time does not O'Neill did not get a man by first. amount to much, my time does not Some of us who handle men succeed only in proportion as we intelligently direct the work, that is, as we get intelligent work from the men under us. That is all our time amounts to. Let me give you a suggestion: Don't drive tacks with a sledge hammer hammers. You carry a sledge ham-

One thing has helped me in my business. I make it a point to keep before me the ten most important things I have to do. I have a little pad on my desk, upon which are noted the most important things; there might be seven or ten or twelve, but the most important are daily before me If I go to a business man and say, "What are the ten most important things you have to do in your business?" and he says, "I really don't know," if he doesn't know, how is he sure he is doing them? It is a good thing to keep them before you, and morning my stenographer has on my I must attend to. Suppose a farmer had an eighty-acre cornfield, and he should say to his helper, "John, I want you to go and drive the pigs out of the cornfield," and if you have never cornfield to see whether they are all out. But if the farmer had said,

Some Pertinent Suggestions. There are five things that I would suggest you increase, and five that

There should be an increase of the aved streets and parks. That is what Christensen, O. W. Hahn, Alex Burr, attracts people to a city, and work. M. McDonald, James Galloway, I. C. ingmen are becoming more careful Stolls. about the place they select in which

Second, an increased desirable por without 10 percent of its population. Numbers do not make quality. Third, increase the number of fac-

Fourth, provide efficient schools,

You Can Have a Model Kitchen

as cool and white as a dairy. No smell, no smoke, no heat, no dust. No old-fashioned contrivances. The

New Perfection Oil Cook-stove

is the latest practical, scientific cook-stove. It will cook the most elaborate dinner without heating the kitchen.

Boils, bakes, or roasts better than any range. Ready in a second. Extinguished in a second. Fitted with Cabinet Top, with collapsible



rests, towel rack, and every up-to-date feature imaginable. You want it, because it will cook any dinner and not heat the room. No heat, no smell, no smoke, no coal to bring in, no ashes to carry out. It does away with the drudgery of cooking, and makes it a pleasure. Women with the light touch for pastry especially appreciate it, because they can immediately have a quick fire, simply by turning a handle, No half-bour preparation. It not only is less trouble than coal, but it costs less. Absolutely no smell, no smoke; and it doesn't heat the kitchen.

The nickel finish, with the turquoise blue of the enameled chimneys, makes the stove ornamental and attractive. Made with 1, 2 and 3 burners; the 2 and 3-burner stoves can be had with or without Cabinet.

Every dealer everywhere; if not at yours, write for Descriptive Circular to the nearest agency of the

Standard Oil Company (Incorporated)

great northwest territory

ecrease First, unnecessary expense Second, decrease your debt if you

Third, decrease dirt and unsanitary conditions, which are the worst things

Fourth, decrease law breaking,

ss and inefficient city employes. You will progress just as fast as you solve these things in your city. The New Code of Ethics.

I want to say this in conclusion: We know that in the last five or six ther we like it or not, or whether the spirit prompting it is in Africa or America, really makes no difference, want to say to you men of Minneapolis that I was never more surprised in my life than I was on a recent trip proper amendment to the constitution nothing to fear from Wall street the state of Nebraska full and unregamblers; we are the people. It is stricted voice through the adoption of the people like you gathered here who the initiative and referendum and make the country, and not the men under it to settle economic questions who gamble on what you do. I never saw such prosperity anywhere. Little Oklahoma City putting up two 12. san politics. We do not believe that story skyscrapers and one of fourteen any democrat should be required to stories; 108 miles of paved streets; be tested as to his party fealty by his successful effort-and if we continue ty option question into our state as intelligent, sincere and earnest men, such as we are here, each in his own way solving the problems of life. the problems of his city, we have noth-Dishonesty hides in dark places, but to fear as long as we live up to this advertising is getting out into the new code of ethics and continue to do

O'Neill Won at Valentine.

Valentine, Neb. July 25,-Special to baseball park. O'Neill winning the game by an error of the home team Now, gentlemen, you who have to in the seventh, as up to that time

amount to much, as an individual O'Neill 0 0 0 0 0 0 2 0 2-4 5 Valentine 1 0 0 0 0 0 0 1 0-2 5 Batteries: O'Neill, Harriman and Cole; Valentine, Hansen and Fischer. Umpires, Jackson and Rosseter.

O'Neill Beats Valentine.

mer and you attend to, important again played ball here at Baseball support to the principles and record park, O'Nelll winning an easy victory of the republican party as announced by a score of 10 to 1.

Score by innings: Batteries - Valentine: Bishop and ican people. Fischer. O'Neill, Coyne and Fischer.

Bryan for Butting into Game. The News: The democrat county lican representatives and senators, as things come up mark them. Every convention was held here. In the Norris Brown and E. J. Burkett during resolutions they condemned the ad- the last session of congress, and comdesk the ten most important things ministration of Taft, condemned the mend and approve the attitude of Hon. republican congress for failing to George W. Norris therein as a faithcarry out their platform pledges, es. | ful guardian of the people's rights and pecially on the tariff question, de an able champion of free government, nounced W. J. Bryan's attempt to in. That we unqualifiedly condemn the done that you are not in a position to terfere with state legislation and in present apportionment of state senrealize the task John has before him, using his influence to insert some of ators and representatives as shown by He does not know how many pigs his own pet measures in the demo- their respective districts and the popthere are, and so he goes all over the cratic platform. They endorsed Hitch. ulation thereof and firmly believe that cock for the senate and pledged their a gross injustice is being done certain support to him for senator, apposed sections of the state to the advantage western men about work, because it | John, there are ten pigs in the corns the western man who occupies the would drive the ten pigs out, and he ed in state platform, endorsed Dahl, state senator and representative to highest positions in New York, Bos- would no longer chase pigs that did man's candidacy for governor, en use their power and influence to sedorsed M. Christensen for representa- cure a fair and equitable reapportion-

gates to the state convention from referendum and heartly favor the en-Cherry county: N. Routhlenes, M. actment of such a law."

PIERCE AGAINST BRYAN.

your teet, always rise up on man who buys the space and pays the your teet, always rise up on man who buys the space and pays the gentlemen, you are honest men. Most than I could throw this glass to you be gentlemen, you are honest men. Most than I could throw this glass to you be fifth, publicity. Tell the people dorsement and Governor Shallenberg. Take men I have met have two arms, two and you catch a pitcher. So I say what you have got up here in this er came in for a half-hearted endorse pation. Fifth, publicity. Tell the people dorsement and Governor Shallenberg. bottle.

Take Hall's Family Pills for consideration of the consid

There are five things you should work had been performed upon the delegation from Osmond, who had come to the convention with the purpose of "whooping her up" for Jim Dahlman for the next governor of Nebraska. They only gave in after announcing that they were all going to vote for "Jim" in the primaries Fifth, decrease the number of use anyway. There were several sets of resolutions on the county option question sprung on the resolution committee by the delegates. One delegate wanted to declare against option and in favor of Dahlman and adjourn. An do not live as long as those who do Years there has come a great change other had a set of resolutions that had over this country, a great change in a joker concealed, in that it opposed the code of ethics of doing business, county option but did not pledge or and whether we admit it or not, where instruct the delegates concerning the same at the state convention. The resolution as finally adopted by the convention is as follows:

"We favor the submission of a took to the southwest. We have of the state permitting the people of that do not properly belong to partiform will be productive of only harm and in nowise settle the question in the proper regulation of the liquor traffic within the state."

REPUBLICANS OF WAYNE COUNTY

Delegates Are Elected and Resolutions

of Loyalty Adopted. Wayne, Neb., July 25 .- The Wayne county republican convention was held. C. Clussen of Sholes was elected chairman and W. P. Rooney of Wayne secretary. The following delegates were elected to attend the state

convention A. A. Welch, J. M. Ross, S. E. Auker. C. Clossen, R. McEachin, A. E. Woodruff, Fred Ulrich, W. P. Rince and J. Davis.

The following resolution was adopt-

ed: "Be it Resolved, By the republicans Valentine, Neb., July 25.—Special to of Wayne county in convention assem-The News: O'Neill and Valentine bled, that we reaffirm our loyalty and in its platforms, its execution of wise and beneficent laws, its faithful per-Valentine 0 0 0 0 0 0 1 0 0- 1 formance of its trusts for the progress, O'Neill 3 0 0 4 1 0 0 2 *-10 welfare and prosperity of the Amer-

"Resolved. That we heartly endorse the republican national administration FOR HITCHCOCK AND DAHLMAN, as exemplified in its record during the last session of congress in making Cherry County Democrats Denounce into laws the pledges contained in the republican platform and we commend Valentine, Neb., July 25.—Special to and approve the attitude of our repubment of the legislative district of the The following are the seven delections. We believe in the initiative and

Beware of Olatments for Catarrh that Contain Mercury. as mercury will surely destroy the sense of small and completely derange Democrats Give County Option Black

Eye—Endorse Shallenberger.

Pierce, Neb., July 25.—Special to
The News: The democrats of Pierce
county in convention at this place Saturday afternoon declared in favor of
the initiative and referendum, but
gave county option a black eye.

"Check-book" Latta received an endorsement and Governor Shallenberg.