Mahin Says Distribution of a Staple No Job for a "Quitter."

ADVERTISING BEST SALESMAN

Price to the Customer Must Be Fixed Justly to Conduct Successful Campaign of National Scope.

BY JOHN LEE MARIN. (Copyrigh, 1914, by John Lee Mahin,

Chicago. Producing a staple and advertising and distributing it through every possible channel is the biggest thing a manufacturer can do. It calls for more kinds of ability than any other kind of commercial effort. It is no task for the quitter the faint-hearted of the "piker."

Given an article of merit and a fair price (which means a margin of profit to national advertising campaign will so entrench one manufacturer's position that competitor who makes equally worthy much for advertising in order even to divide the field with him

ing it by advertising, and offering it to the consumer through all trade channels is that retailers will make a leader out of it, cut the price, and make it an article which will be substituted for by all dealers who realize that they must have a

Raling on Price.

has been ruling against the manufacturer Omaha connection with the Ashlandwho wants to put a fixed reselling price Sioux City cut-off, but so far as the on his merchandise. Some lawyers be- offices here are concerned it is not lieve that the fact that a man can con- known trol the use of his name and can pre- sressed. This is a matter that is being vent others from selling goods which handled entirely in Chicago and nothing purport to be his will eventually find relative to the movement is expected to egal expression to a decision which will give owners of trade-marks the right to contract for the work has been let. determine the price the consumer shall the cut-off will leave the main line be-Present rulings proceed upon the as-

articles by getting each dealer to promise to guit if the others would.

is in it. If price-cutting doesn't bring county. trade which buys other goods at a profit, ated and developed the market loses, the coming summer. And the consumer loses,

It is illegal to agree not to sell, but a manufacturer may refuse to sell to a distributer because he doesn't fancy the color of his eyes.

rticle to each one who knows its value and will be tempted by a cut price.

Must Make Profit.

Retail merchants' associations know what the effects of price cutting are Sometimes retail grocers meet department store price cutting. The department store has to make a profit and will stop cutting when there is nothing to oe gained

The dealer who understands the power of advertising will not be a price-cutter. He will be a conservationist, not a pirate. He will push his business on service lines. fixed habits of satisfied customers.

of national scope can be considered com- City and Mrs. George Crump. plete unless the price to the customer has been fixed justly.

Merchandise of universal distribution should be priced low, for two reasons. (i) Because the masses will not buy unless they get maximum value for their oney. (2) While cost does not measure the value of goods to people who have noney enough to gratify every desire, a low price does widen the distribution of any product, by bringing it within reach of the largest number of people. It fortifies the manufacturer against future com-National advertising suppleented by shrewd, competent salesmanship at the lowest cost will hold a market

Advertising Chenp Salesman.

Why? Because national advertising to the cheapest salesmanship. Because the national advertiser can pay the highest salaries for the best salesmen and still keep his total selling cost under that of his competitors.

Goods marketed through all channels of distribution use advertising in the largest way, to benefit the final purchaser, the advertiser and the intermediaries in the plan of distribution. When goods become staples the cost of moving them is dimin ished to the least figure. They actually pay best everyone who touches them They are sold at a low price, to get the widest market. But they bear a sufficient margin to pay all whose services are needed in giving them effective distribution. This is the ideal condition.

The lower the price to the ultimate consumer, the less trouble the manufacturer will have with price cutting, the wider will be his market and the more likely be will be to establish himself permaneatly in it. He must remember, though that the laborer is worthy of his hire, that staple conditions must be fostered and that price maintenance is the mother and father of stability.

NUMBER OF CHANGES ARE MADE AT COMMERCE SCHOOL

With the beginning of a new term, there save been many changes at the Omaha High School of Commerce.

There is a new enrollment of ill, making the present attendance 825, 60 per sent of whom are scheduled for the twoyear course, while the rest have arranged remain in high school four years. There are approximately 126 taking the telegraphy, 311 the bookkeeping course, and 30 the stenographic course.

number of pupils and to carry on the work in the newly installed classes, four more members have been added to the

OF PRICE CUTTING faculty: Mr. Drummond, Miss Sanborne, Miss McDonald and Prof. Stedinger. Another room has been added to Annes B, thus enabling a better division of classes and affording room enough for

Local Grain Company Sues Chicago Outfit to Collect \$130,000

Suit for \$130,000 has been begun in dis trict court by the Saunders-Westrand Grain company of Omaha, against the Bartlett-Frazier Grain company of Chicago. The plaintiff corporation charges that the sum named has been converted to its own use by the defendant.

Although Edgar H. Mason, who succeded the late Sherman Saunders as onnected with the suit declined to be was made to collect them. ioted concerning it the action is unall those necessary in getting the maxi- derstood to have grown out of a semimerchandise must spend mary times as Frazier company, and it is said that a assessed and asked that the injustice be dispute over commissions is involved in remedied. the suit. The Saunders estate will be The danger in creating a staple, market- represented by counsel in the legal proecedings which will follow, it is said.

Plans Under Way for the New Cut-Off

Burlington officials in Chicago are The supreme court of the United States working up the plans for building the be known here until perhaps after the

pay for goods bearing that trade name, tween here and Denver. However, it is sumption that the man who buys and at Raiston or Chalco. From one of these thought that the junction will be either pays for an article owns it absolutely points or from some other, it is thought and can give it away or sell it for any the new line will bear northwest through the western part of Douglas county, Salesmen have sometimes induced deal- striking the Ashland-Sloux City cut-off ers to give up price-cutting on certain at Fremont. However, it would not surprise the local officials to see this line follow up the Rawhide creek and form a Dealers are in business for what there junction near Nickerson in Dodge

While Burlington officials here do not the desier soon throws out the article pretend to speak with authority, they he has been cutting and substitutes a would not be surprised to see the new competitor. The manufacturer who cre- line constructed and in operation during

> Successful Every where, People everywhere are talking of the quick and fine results Foley Kidney Pills give in backache, rheumatism, kid- benefited. The protrest follows: ney and bladder troubles. You cannot

she made this city her home for sixteen years. She was a member of the Plymosth Congregational church and sang in the choir of that church for eight

Funeral services will be held from the North Presbyterian church today at 2 o'clock, with F. W. Leavitt, paster of the Plymouth church, officiating. Interment will be at Forest Lawn.

All the surviving relatives will be in attendance at the funeral. They include four sons, Hilliard, Franklin, Paul and asks the following questions of the Henry Holbrook; her mother, Mrs. Alma B. Hilliard, of Kansas City; her brother, celved? Service brings him the good will and Harry Hilliard, of Dover, Del., and three sisters, Mrs. J. B. Simonds, of Whitefield, No advertising and selling campaign N. H.; Miss Anna Hilliard of Kansas

WATER BOARD STRIKES SNAG

Property Owners Want to Know Why They Are Taxed Twice.

THREATEN TO GO TO COURT People of Dundee, Who Already Are Supplied with Water, Asked to Pay for Main of No Bene-

fit to Them.

Property owners are entering violent protests against "double taxation" by the board of directors of the metropolitan water district.

When the Water board met yesterday as an equalization board a large number of residents who had been notified of heavy assessments to pay for water mains, resident of the Saunders-Westrand com- threatened legal proceedings if the aspany, is out of the city and all persons sessments were collected or any attempt John R. Webster protested in the name

remedied.

The strongest protest came from Sherman G. Peticolas and fifteen other Dodge street residents in Dundee, who declare they have been "double crossed" because General Manager R. Beecher Howell of the metropolitan water district informed them there would be no assessment, which was being laid primarily for the Georges' benefit.

All of the Dundee protestants are satisfactorily supplied with water, having heretofore paid for mains.

Howell Breaks Promise.

Mr. Peticolas, an electrical and mechanical engineer, who signed the protest and is affected by the assessment, said:

"After the filing of the protest October 9, 1913, Mr. Howell said to W. F. Gerke that George & Co. had been re-

that George & Co. had been required to put up \$4.120 to guarantee the installation of the main in district No. 94 and that the resident property owners would not be assessed unless they desired to connect with the new main.

"The legal notice of January 21, in regard to the equalization and assessment of taxes in this district was the fret intimation that the board did not intend to keep the promise made by Mr. Howell.

Protest is Renewed. The protest of February 4 was renewed before the water board, sitting as a board of equalization yesterday. No action in the matter was taken by the board. The protestants live on the north side of Dodge street, in blocks 94 and 95, Dundee place. Their protest sets forth the objections to laying of the main on the well-parked north side of the street. They claim their property has in no way been

Should Stop Price Cutting.

Saleamen should be selected with direct regard to their ability to put a stop to price cutting in the territory which is assigned to them.

When dealers are fully conscious of the power of a trade building advertising channaign to locate new buyers for advertised staples they will not cut on them.

The saleaman who comes to the dealer with suggestions, plans and menods for increasing his business by co-operating with the manufacturer and dealer), can easily convince him of the folly of diverting an established demand, for a little time, by price cutting. Twenty people are waiting to be asked to buy an article to each one who knows its value.

Pills give in backache, rheumatism, kidney cannot take them into your system without good results. That is because Foley Kidney Pills give to the kidneys and bladder troubles. You cannot take them into your system without good results. That is because Foley Kidney Pills give to the kidneys and bladder troubles. You cannot take them into your system without good results. That is because Foley Kidney Pills give to the kidneys and bladder you have a cannot the installation of the installation of the installation of the water connectoons the interfere in the installation of the water connectous the troubles. You cannot go everally, gone to considerable expense in the installation of the installation of

property on the south side of Dodge street desire a main to serve their prospective buyers, the said main should be laid at their expense and on the south side of the street on their property, where it can do no harm, as the property is not improved and has no trees to be damaged.

For all the above reasons we respectfully ask that the board take no action in regard to the laying of this main until the wishes of the majority of the resident property owners have been consulted and they have, by their representatives, appeared to and before you in regard to this matter.

In renewing the protests Peticolas asks the following questions of the

Water board: Were competitive bids re-Who was low bidder? What were the unit prices? Why was this work done by the Water board? What was the cost per lineal foot of the folfowing items: Digging trench, laying

lighest quality

Rare old flavor

Pure as new fallen snow

Good old

"Since 1857

A. Guckenheimer & Bros. Co.,

BOTTLED IN BOND

pipe, calking and fittings, lead per joint? Are there any overhead charges made against the district, and if so, how

Contractors failed to hid on several jobs advertised for by the Water board and the board laid the Dodge street and other mains at its own expense

Following the answer to his questions Peticolas says suit will be brought to feciare the whole proceedings in the creation of the water district illegal and the assessment vold. The suit will involve the validity of other districts created under similar conditions.

Wide Search Being Made for Murderer of Henry Nickell

the murderer of Henry Nickell, who was ran toward her, she says, and pinching killed at the McVey resort on January her arm attempted to lead her in the 15, has been instituted by the Omaha right direction, when she slapped him. of his sister against the injustice of mak- police and circulars describing the fugimum distribution for it), an adequate partnership existing between the two ing her pay for a new main when she tive have been sent to practically every firms until a litle more than a year ago. had gone to the expense of building a city in the United States and Canada. When she stopped in the street to abuse Under this arrangement the local firm private main. Mrs. A. M. Long. 2004 The name given is Tony Clarictta, alias and vilify him. Rishling has been stased the wire service of the Bartlett- Ellison avenue, said she had been doubly Charlie Bender, alias Frank Henderson, and a \$200 reward is offered for his ar rest. His description follows:

Hammond to Speak

Ross Hammond, internal revenue col lector for Nebraska is to speak before the Commercial club at the public af fairs, luncheon a week from today The regular order is not to be adhered to strictly at that time, as all present are to be permitted to ask Mr. Hammond questions about the tax. He will answer what questions are asked him from the standpoint of the man who has studied the subject as a collector of the tax.

ATTRACT FEW PEOPLE HOMESEEKERS' RATES

Tuesday was the first homeseckers' day of the year, and it proved something of a disappointment to the passenger officials of the local roads. Out of Omaha there was a little business to the south, but not enough to necessitate the running of any extra equipment

yesterday there did not appear to be any extra business, and conductors stated that but few of the travelers were riding

on homeseekers' tickets, Respecting the requests of the business en and others along the Pacific coast, nowhere did the railroads advertise the low rates to points beyond the central west. If a party wanted a homeseekers' ticket to a Pacific coast point it was sold, but no extra efforts were made to secure business for points west of the moun-

For the Weak and Nervous. Tired out, weak, nervous men and omen need Electric Bitters; helps the nerves and tones up the system. 50c and \$1.00. All druggists.-Advertisement.

T. R. KIMBALL WILL TALK AT THE ART EXHIBITION

Negotiations are being made for the purchase of "Edge of the Wood" and 'Ancient Corner of Brittany." two of the paintings being exhibited at the public library this week. The Lincoln Art society is also contemplating the purchase of one of these paintings. Thomas R. Kimball will lecture at the art exhibit Friday afternoon at 3 o'clock,

Traffic Officer Charged With Being Rough to Woman

Accusations of rough treatment brought against Traffic Officer C. F. Rishling by weman pedestrian, who asserts she was handled roughly by the policeman while crossing Sixteenth and Dodge streets, have resulted in the heads of the department taking the case under advisement. Rishling reported in writing his version of the affair to Chief Dunn and the woman by telphone told her aide of the story. Suspension of the officer for a hearing may result from the episode.

The woman declares that Rishling acsted her in a loud voice to take the crosswalks, when she started to cut the corner, while running for a car. He then

Rishling insists he spoke courteously to the woman and only escorted her tioned at Sixteenth and Dodge streets for a year or more and no other comhave been heretofore made

CROWD AT TRIAL BREAKS HEAVY PLATE GLASS DOOR

As a result of the insistent struggling of a large crowd of spectators at the Brandeis-Paul trial, a heavy plate-glass door was broken this afternoon, and to restore order the sheriff and several deputies had to usher a part of the audience out of the room. The door into Judge Sutton's court was opened and the congestion so relieved.

Physician Tells How To Grow Hair

at Club Luncheon A Well-Known Physician and Newspaper Correspondent Tells How to Promote the Growth of the Hair.

> A well-known physician who has made a careful study of the hair recently made the following statement: "It is comparatively easy to stop the hair from failing out, promote its growth and banish dandruff by the following simple recipe, which can be made at home: To 7 oz. of water add a small box of Barbo Compound, 1 oz. of bay rum and 1/4 ox. of glycerine Apply it to the scalp with the finger tips two or three times per week. It not only is excellent as a scalp and hair tonic, but it darkens faded, streaked, gray hair and makes it soft and glossy. I use it myself and have no hesitancy in recommending it to my patients. These ingredients can be bought at any drug store at very little cost."-Advertisement.

MY WORD IS GOOD

I agreed that if Dr. Geo. W. Todd, offices 403 Brandeis Bidg., could make me a full lower set of porcelain whole teeth swing on four anterior snags, I would tell everybody in Omaha, of this generally believed impossibility.

It cannot do it all by talking to one individual at a time, so I will give you my message through the columns of the newspapers. Dr. Todd did his part so well that I want all Omaha, and the whole world to KNOW of his wonderful WHOLE tooth lentistry. I want this because it is a revelation in dental science; a God-send to suffering humanity.

manity.

"Cleanliness is next to Godliness," and all people should have a clean mouth. I had worn a partial plate for twenty years, and it was like a shoe without shoe strings.

If you are a "doubting Thomas," or do not believe my statements call on me at 166 South 14th St. and I can soon convince you of the truth of my statements.

I inquired of at least twenty-five den-

I inquired of at least twenty-five den-I inquired of at least twenty-five dentists, and they hooted and scouted the idea, as ridiculous, of putting in whole teeth without the use of partial plates. There is no question but the profession of dentistry practiced in the old way is fifty years behind the times, in bridge work. I can masticate my food as completely now as I could at the age of twenty. For comfort, ease and complete satisfaction I can say EUREKA.

HARRY PERRY.

HARRY PERRY.

Two Clean Papers FOR THE HOME

The Youth's Companion AND

The Evening Bee INCLUDING SUNDAY

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Equal Quality at Less Price. Superior Quality at Equal Price

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Customers Should Send for Our Rug Catalogue.

Truly Marvelous Values Thursday in February Clearance Offerings in the Cloak Department



YOUR CHOICE of OVER 500 HAND-SOME WINTER COATS-That sold regularly at \$25.00. Chinchillas, Broadcloths and Astrakhans, Faney Novelties, etc., choicest styles and colorings, at

SAMPLE TAILORED SUITS-Early Spring styles, \$20.00 and \$25.00 values in choice fabrics and and colorings, 150 for selection at

SEVERAL FINE FUR COATS_ Made to sell at \$65.00 to \$85.00. Best Russian Poneys, Kit Coneys and Near Seals, the season's choicest

LONG SILK KIMONOS-Fine line of colorings, beautiful styles, \$5.00 and \$6.00 values, at\$2.95

\$10.00 AND \$12.00 DRESSES-In Nets, Serges, Fancies, all sizes, pretty styles, on sale, at, choice\$4.95

The New Dresses, New Tailored Suits, New Dress Skirts, are here in delightful assortment at most pleasing prices.

New Wash Fabrics Attractively Priced

36-inch fine percales12%c 32-inch fine Scotch ginghams, 15c 32-inch Scotch Zepers, Anderson's 27-Inch foundation silk 25c 27-inch New fancy weaves in silk

Blankets — Comfortables -Bath Robe Blankets and Baby bags and Baby Crib Blankets.

33⅓% DISCOUNT 38c Bath Robing, by the yard, at 26¢ Silk Comfortables, filled with lambs' wool.....33 ½ % Off. Silk Comfortables, eiderdown,

figures. Mail orders solicited.

Thursday Specials in Linen Dept.

German Silver bleach unhemmed pattern table cloths, \$3.25 values, each . Dew bleached pattern table cloths, full size, \$5.00 values, at, each\$3.75 German Silver bleached dinner napkins, pure linen, worth \$3.50 dozen, 6 for\$1.25 All our pure linen huck towels, 39c values, each.....25c

Wash Goods Section---Domestic Room

Curtain Scrim, 36 inches wide, | Outing Flannels, 8 1/2 values, at, with fancy borders, 12 %c val-Cotton Challies, 6c values, 3 1/2 Bleached Muslin, 36-inch wide. Oil Cloth, light and dark colors, 45-inch wide, 20c values, 15¢ Percales, light and dark colors, 10c values 7 % c

yard 6%¢ Cotton Jacquard or Poplins, 25c Tissue Ginghams, neat stripes, 18c values 12% c Shirting Cheviots, neat stripes, 12 1/2 values 10¢ Silkolines, 36-inch wide, 12 1/2 c

INTERESTING GROCERY SPECIALS FOR THURSDAY

for ... 250
10 bars Beat-Em-All, Diamond C or Laundry Queen White Laundry

THE VEGETABLE MARKET FOR THE PEOPLE IS HAYDEN'S. 15 lbs. of the Best White or Red Polatees . 250 Demand 15 lbs., the law requires it. Large bunches Fresh Beets, Carrots, Turnips, Shallots or Radishes, per bunch . 5c heads Fresh Leaf Lettuce . 10c Turnips, Shallots or Radislbunch.

5 heads Fresh Leaf Lettuce.
Large Head Lettuce, head.
Fancy Ripe Tomatoes, ib.
Old Beets, Carrots, Turnips
snips, ib.
Fancy Cabbage, ib.
Fresh Brussels Sprouts, ib.
5 large Green Penpers.

a large Green Peppers Fancy Fard Dates, 1b., Fancy Hallowie Dates, Fancy, Large, Juley Le TRY HAYDEN'S FIRST PAYS

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