Advertising is the Life of Trade
Talk through The Bee to your customers, your competitor's customers, your possible customers.

THE OMAHA DAILY BEE

THE WEATHER.
Fair.

VOL. XLIII—NO. 121. OMAHA, THURSDAY MORNING, NOVEMBER 6, 1913—FOURTEEN PAGES. SINGLE COPY TWO CENTS.

TUESDAY'S ELECTION BRINGS ABOUT SOME RADICAL CHANGES

New York Unhorses Tammany and Returns Republican Party to Power in the State.

SULZER GOES TO LEGISLATURE

Massachusetts Caught in Democratic Landslide.

DEMOCRATS GET NEW JERSEY

Fielder is Elected Governor by a Small Majority.

DEMOCRATS HAVE ASSEMBLY

Cities of Ohio Pass the Honors Around and Citizens' Tickets Get Some of the Indiana Towns.

NEW YORK, Nov. 5.—Democratic governors were elected yesterday in each state where this office was filled, Massachusetts, New Jersey and Virginia. With the exception of New York state, where the Tammany democracy was severely rebuked, more democratic than republican victories were recorded at the polls.

Maryland elected a democratic United States senator, Blair Lee. Of the four congressmen elected throughout the country, three were democrats. The exception was C. D. Paige, in the Third district, Massachusetts.

In Massachusetts there was a democratic landslide and Lieutenant Governor J. Walsh was chosen governor by a plurality of 53,691 the largest ever given a democratic candidate for office. Mr. Walsh carried with him into office every democratic candidate on the state ticket with the exception of attorney general.

The Tammany democracy in New York state was condemned in a manner which left little solace to the leaders. John Purroy Mitchel, fusionist, was elected mayor of New York, leading Edward E. McCall, the Tammany candidate, by 121,209 votes. William Sulzer, deposed governor of the state, was returned to the assembly from New York City. The New York state assembly will be safely republican.

Fielder in New Jersey.

In New Jersey James F. Fielder (democrat) was elected governor with a plurality of about 22,000 over the republican candidate and the republicans will control both houses of the legislature.

In Ohio, Cincinnati elected Frederick S. Spiegel (republican) mayor over Henry T. Hunt (democrat), incumbent, by about 3,300 plurality. Cleveland reelected Newton D. Baker (democrat) mayor by a reduced plurality. Toledo elected Carl Keller (republican) mayor by a plurality of 7,000. Columbus reelected George J. Karb (democrat) mayor.

In Indiana, Indianapolis elected Joseph E. Bell (democrat) mayor by a plurality of approximately 5,000. The republican and progressive candidates for mayor ran about an even race.

Of the large cities in Indiana, Evansville, Terre Haute, Fort Wayne, Muncie, Logansport and Anderson will have democratic administrations, while in South Bend and Lafayette the citizens' tickets were successful. For the first time in the history of Vincennes, the oldest town in Indiana, the republicans were successful, electing mayor and other city officials.

In Illinois, in twenty-four municipalities of the southern part of the state women, who exercised the right of franchise for the first time in the state voted in the ratio of four to one in opposition to saloons. Voting under the township unit law, the drys won, or retained eighteen towns, the wets had five, and there was a tie in one.

Baker for Mayor of Cleveland.

CLEVELAND, O., Nov. 5.—Complete returns from Cleveland's first non-partisan election, preferential ballot, show that Mayor Newton D. Baker, Tom L. Johnson's political successor, was reelected by a majority of 3,225 on first and second choice votes over Harry L. Davis, republican, and Joseph E. Robb, socialist.

TOLEDO, O., Nov. 5.—Returns this morning indicated the republicans had

(Continued on Page Two.)

The Weather

Forecast till 7 p. m. Thursday.
For Omaha, Council Bluffs and Vicinity—Fair tonight and Thursday; not much change in temperature.

Temperature at Omaha Yesterday.

Hour.	Deg.
5 a. m.	42
6 a. m.	43
7 a. m.	44
8 a. m.	44
9 a. m.	46
10 a. m.	49
11 a. m.	53
12 m.	57
1 p. m.	59
2 p. m.	61
3 p. m.	62
4 p. m.	63
5 p. m.	67
6 p. m.	60
7 p. m.	59
8 p. m.	58

Comparative Local Record.

	1913.	1912.	1911.	1910.
Highest yesterday	64	58	45	46
Lowest yesterday	41	44	38	35
Mean temperature	52	51	42	36
Precipitation	.00	.00	.14	.00

Temperature and precipitation departures from the normal:

Normal temperature	42
Excess for the day	10
Total excess since March 1	475
Normal precipitation	.05 inch
Deficiency for the day	.05 inch
Total rainfall since March 1	20.38 inches
Deficiency since March 1	7.18 inches
Deficiency for cor. period, 1912.	3.23 inches
Deficiency for cor. period, 1911.	14.81 inches

Reports from Stations at 7 P. M.

Station and State of Weather.	Temp 7 p. m.	High-est.	Rain-fall.
Cheyenne, clear	44	52	.00
Davenport, clear	48	58	.00
Denver, clear	50	54	.00
Des Moines, clear	54	62	.00
Dodge City, cloudy	48	52	.00
Lander, clear	48	54	.00
North Platte, pt. cloudy	52	62	.00
Omaha, cloudy	58	64	.00
Pueblo, clear	40	48	.00
Rapid City, partly cloudy	52	60	.00
Salt Lake City, clear	56	60	.00
Santa Fe, clear	42	50	.00
Sheridan, partly cloudy	48	54	.00
Sioux City, cloudy	58	62	.00
Valentine, cloudy	54	62	.00

L. A. WELSH, Local Forecaster.

Election Results

NEW YORK CITY—Mitchel, fusion candidate for mayor, elected by plurality of more than 121,000.
Republicans secure majority in state assembly.
Tammany whipped and Sulzer elected to legislature.
MASSACHUSETTS—Walsh, democrat, elected governor. (Most of state officers democrats, but legislature republican).
KENTUCKY—Democrats are victorious.
PENNSYLVANIA—Republicans carry Philadelphia by more than 30,000.
OHIO—Republicans carry Cincinnati and Toledo and democrats, Cleveland and Columbus. Four cities elect socialist mayors.
INDIANA—Indianapolis and other large cities of the state, with the exception of South Bend and La-Fayette, elect democratic mayors.
NEW JERSEY—Fielder, democrat, elected governor by 22,000.
MARYLAND—Blair Lee, democrat, elected to United States senate by 30,000.
ILLINOIS—Women vote for first time and put saloons out of business in eighteen towns.

CARSON DEFINES A TEACHER

Editor Says Good Educator One Who Teaches Pupil Self Help.

SHOULD IMPART KNOWLEDGE

No Matter How Much He or She May Know, the Important Thing is to Present it Properly to the Student.

A good teacher is one who makes himself "useless" as quickly as possible. This in substance, was the definition given of a competent instructor by O. T. Carson, editor of the Ohio Educational Monthly, Columbus, O., yesterday afternoon. He was addressing a joint session of county superintendents, boards of education and rural school teachers at the Omaha High school.

"That definition, for which I am not responsible, is not, taken literally, very complimentary to the teacher," said Mr. Carson. "While it is something of a quip, it is full of meaning. A good teacher, in other words, is one who can teach the pupil self-help—one who can show the pupil the way to do things for himself. It is in this way that the good teacher makes himself 'useless.'"

Mr. Carson's address was greeted as a feature of the session. It followed a discussion on "How Teachers Are Judged," joined in by Miss Alice Florer, York county; Miss Hannah Johnson, Boone county, and T. C. Grimes, Custer county, Dr. E. Holovichiner, president of the Board of Education, had spoken on "The Need of Technical or Industrial Education in Our Schools" and "The Duties of Boards of Education to Promulgate the Same."

The editor of the Ohio Educational Monthly believes that the most successful teachers are those who, in their own minds, can reproduce the problems that perplex the student.

Problems of Teaching.

"Occasionally," he continued, "there creeps into our schools—grade schools, high schools, colleges and universities—as an instructor a man who is wholly unfitted to discharge the duties he has undertaken. This is particularly true of universities, where we sometimes find a man who has spent his life in research work trying to impart to students his knowledge of some particular subject or science. Now, such a man, without question, has all the knowledge and more than is required of a good instructor. The trouble usually is that he positively cannot pass it on; he is a scientist, not a teacher. Men who have been successful in research work—whose whole training has fitted them for that department of endeavor—should turn their data over, so to speak, to men who have acquired, or have been gifted with, the knack of teaching."

The opinions of Mr. Grimes as to the criterion by which teachers are judged by pupils, parents and others were regarded as rather original. He said that the personality and the personal appearance, especially of a woman, had much to do with the impression that is given. He said that the inborn regard that every one has for physical charm is responsible for this.

Sutton Bank Head Held Upon Charge of Embezzlement

GRAND ISLAND, Neb., Nov. 5.—(Special Telegram.)—President Luebben of the First National bank of Sutton was brought to this city late today by Deputy Marshal C. P. Hensel for arraignment under the charge of embezzlement before United States Commissioner Cleary. He waived preliminary examination and was held to the federal district court under bonds of $5,000, which were furnished.

Luebben returned immediately by auto to his home.

KINKAID IN WASHINGTON AFTER TRIP OVER NEBRASKA

(From a Staff Correspondent.)

WASHINGTON, Nov. 5.—(Special Telegram.)—Representative Kinkaid has returned to Washington. During his visit to Nebraska he was at Kearney where he heard in detail the complaints of residents there as to the alleged lack of sub-irrigation due to the government canal. He stated today that the reclamation service had designated their chief engineer at Denver, Raymond Walter, to visit Kearney further to investigate conditions and ascertain all the facts so that proper action may be taken.

GIVEN WOOD INSTEAD OF "GOOD" ALCOHOL, TWO DIE

HAZELTON, Mo., Nov. 5.—A mistake involving one letter in an order sent by them to St. Louis was responsible for the deaths today of T. J. Jackson and George Hash, who died from drinking wood alcohol. They had ordered "good" alcohol. Four others who drank part of the wood alcohol will recover.

FARMER JONES IS AN EASY MARK, BUT HE IS MUCH POORER NOW

State Historical Society Box 1820

...er Have His Money in ...der that a Real Estate Deal May Go Through.

IS TWENTY-FIVE HUNDRED OUT

William Howard Most Successfully Works the Deal Through.

IN NEED OF THE READY CASH

Was Trading for Land and Was Compelled to Make a Loan.

LANDS ON JUST THE RIGHT MAN

Suddenly Disappears and is as Completely Out of Sight as if the Earth Had Swallowed Him Up.

PAWNEE CITY, Neb., Nov. 5.—(Special.)—A most novel and at the same time successful, attempt to fraudulently secure money, was devised and executed here by a stranger, who gave his name as William Howard. As the result William B. Jones, one of Pawnee county's prominent farmers, is $2,500 poorer.

On Monday evening, October 20, Howard called at the office of a local agent for a loan company representing himself as the near-owner of seventy-eight acres of land in Mission Creek precinct, Pawnee county. He desired to obtain a loan, with the land as security. According to his story, he and his sister were trading a residence property in Manhattan, Kan., for the farm, which was valued at $100 an acre.

Upon the request of Howard, W. W. Cornell, the loan agent, drew up a deed for the land and the former departed for Manhattan in order that the owner of the land, Oliver McKee, might have the instrument executed. Several days later he informed Cornell by letter that McKee had executed a deed September 10 and deposited it with a Charles Barber, notary public, previous to his departure for California.

The deed was accepted by Howard and an abstract made and sent to him.

Howard Files Deed.

About a week later Howard returned and filed the deed with the county clerk. In order to expedite matters, it was suggested that private money be considered and the mortgage and other matters being attended to, William B. Jones, a farmer living south of this city, furnished the money in two checks, one to the agent for the expenses and commission, and $2,427.37 to Howard. Cashing the check, Howard departed for Beatrice and has thus far evaded his pursuers.

Rendered suspicious by the actions of Howard, the agent in the deal started investigations. At the street address in Atlantic, Ia., given by Howard, he was unknown. Communication with Manhattan, Kan., revealed the fact that Mr. McKee had departed from the city four days before the deed was executed, proving the signatures forgeries, and the additional fact that the address given as that of the notary public was the location of a hotel, at which, according to the register, Charles Barber and Howard had stopped for a week or ten days. Barber is not listed as having a notarial commission in that city.

Howard is described as five and one-half feet tall, 35 years old, weighs about 150 pounds, well built and full face. He wore a dark brown coat, yellow duck pants with black trousers underneath, a black derby hat and a wide leather belt. A reward of $200 has been offered by Jones for his arrest.

Hundred Thousand Loss by Flames in South Dakota Town

SIOUX FALLS, S. D., Nov. 5.—(Special Telegram.)—Fire which broke out this afternoon in the general store of Hahn & Duncan at Humboldt spread to adjoining buildings and caused a heavy loss. The loss is estimated at between $75,000 and $100,000.

The Hahn & Duncan store was totally destroyed. Among other business places which were consumed by the flames were the Riveness implement establishment, a blacksmith shop and Gable's livery barn.

The opera house was one of the first to go. A fierce southeast wind rapidly spread the fire to the northern section of the business district, but proved the salvation of the southern section. In response to calls for assistance the Sioux Falls and Hartford fire departments sent men and fire fighting apparatus to the scene.

Nearly fifty automobiles, loaded with farmers from the surrounding country, went to Humboldt to assist in fighting the fire. Humboldt is situated on the Omaha railroad west of Sioux Falls.

CELEBRATION OF ELECTION VICTORY STARTS SHOOTING

CHICAGO, Nov. 5.—Celebration of the victory of the citizens' ticket in East Chicago, Ind., today led to an affray in which one man was shot, probably fatally, and another is in a dying condition from being beaten with bottles. Joseph Churilla, an adherent of the losing side, was attacked and beaten when he interrupted the cheers of a crowd of victors in a saloon. Churill fired two shots and Alexander Knaver fell with a bullet in his leg and one in his abdomen.

ESCAPES DEATH ONLY TO BE GIVEN FIFTY-DOLLAR FINE

MANITOWOC, Wis., Nov. 5.—John Raddantz, a fisherman, was rescued from death by starvation and exposure late today only to be hailed into court and fined $50 for planting nets illegally. The motorboat in which he had gone out early yesterday to plant the nets became disabled and Raddantz drifted helpless far on the lake for many hours.

It's a Sad, Sad Tale, Mates!

Drawn for The Bee by Powell.

POSITION TAKEN BY FRANCE

Mexican Foreign Office Wants to Know Attitude of the Country.

WILL DO NOTHING TILL ADVISED

In the Absence of Official Advices Bryan Refuses to Make Any Comment Regarding the Matter.

PARIS, Nov. 5.—The French Foreign office was asked informally today by the Mexican Foreign office if it was disposed to mediate between the United States and Mexico. The French government has taken the attitude that it will do nothing until further advised as to the policy of the United States toward Mexico, and then nothing which might be unwelcome.

Position of State Department.

WASHINGTON, Nov. 5.—State department officials take the position that the action of the French Foreign office in refraining from indicating whether it was disposed to meditate between Mexico and the United States is another evidence of the intention of France to defer to the policy of the United States in the Mexican situation. Secretary Bryan said of the Paris dispatch:

"In the absence of official advices from the French Foreign office, I am unwilling to make any comment."

France was among the first of the European governments to accede to the request of the United States to defer action in the Mexican situation until the Washington government had formulated and announced its policy.

Mr. Bryan flatly refused to discuss the Mexican situation in any of its phases today. The secretary of state was asked particularly about one report that General Huerta had made a reply to a recent communication from the United States, and he refused to confirm or deny it.

Ordered to Vera Cruz.

WASHINGTON, Nov. 5.—The scout cruiser Chester, at the Philadelphia navy yard, was ordered today to prepare to sail for Vera Cruz immediately. The Chester is not a heavy fighting ship, but

(Continued on Page Two.)

Bull Moosers Not In on the Running

WASHINGTON, Nov. 5.—Both Chairman Doremus of the democratic and Chairman Woods of the republican congressional committee, expressed satisfaction with the result of yesterday's elections.

"Massachusetts, New Jersey and Maryland voters," said Doremus, "have endorsed President Wilson's progressive policies, including tariff, currency and Mexico. The results indicate that manufacturing interests are not apprehensive of the tariff reduction."

"Many republicans have been elected to public office now held by democrats," said Chirman Woods. "There has been a tremendous republican gain and a tremendous democratic loss compared to the last elections in the same districts. The bull moose, as a party, demonstrated that it has practically no strength at all. Its candidates would have received probably more votes if they had simply been candidates on an independent ticket."

Progressive party headquarters made no statement.

The National Capital

Wednesday, November 5, 1913.

The Senate.

Not in session; meets tomorrow.
Banking committee resumed work in executive session.

The House.

Met at noon.
After a short discussion concerning assentees, adjourned at 12:54 p. m. to noon Thursday.

AVERY SAYS HE IS NOT A CANDIDATE FOR PRESIDENT.

Chancellor Samuel Avery, University of Nebraska.

BREAKERS AND COPS HURT

Seven Manning Cars and Two Policemen Seriously Injured.

BRICKS HURLED BY THOUSANDS

Missiles Thrown from Roofs and Windows When Attempt Made to Operate Trolley in Indianapolis.

INDIANAPOLIS, Nov. 5.—An effort to resume street car traffic, which has been tied up since last rFiday night by a strike, resulted today in serious injury to seven strikebreakers and two policemen. Several thousand persons, many of them armed with bricks, surrounded the car and prevented progress while a downpour of missiles from the roofs and windows of buildings along the route threatened the lives of the strikebreakers and police.

It was indicated tonight that the militia would be called out tomorrow. A committee from seven of the civic and commercial organizations presented a request to Governor Ralston asking for troops.

Governor Ralston would not state what action he would take, but he intimated his reason for not ordering out the troops at once was because they could not be mobilized before tomorrow morning. He said he feared the announcement that the militia had been called for tomorrow would result in a night of lawlessness.

The request for troops came after the governor had spent the morning in conference with the brigadier general of the state militia and the county and city authorities.

"There are many people here who are not working men," said the governor, "and some of them are evidently desperate characters."

The six strikebreakers injured in today's rioting, who were able to travel, returned to Chicago tonight at the expense of the labor union. When John Sullivan, motorman of the car and the most seriously hurt, was knocked to the floor, the others abandoned the car and agreed to leave Indianapolis.

Strike sympathizers, who went back later in the day to remove the car from the tracks and block further traffic on the line, were dispersed by fifty policemen. Many of the cars which were deserted on the streets when the strike was called, have been removed from the rails and will prevent any traffic on the downtown lines until replaced.

OMAHAN CLOSE TO MITCHEL

Burdette E. Lewis Said to Be in Line for Job.

EMPLOYED BY MAYOR-ELECT

Will, His Friends Think, Land an Important Office Under the Man that Laid Tammany Low.

The election of John Purroy Mitchel as mayor of New York probably will mean another elevation for an Omaha boy, who has been identified with Mr. Mitchel in important official capacities.

The "boy" is Burdette E. Lewis, a graduate of the Omaha High school and the University of Nebraska. While Mr. Mitchel was chairman of the board of aldermen in New York Mr. Lewis was in his employ as an expert accountant and research man, remaining with him until Mr. Mitchel left the city's service to pass into that of the federal government.

After graduating from the University of Nebraska Lewis went to Cornell for three years of post-graduate work, completing which he went to New York City seeking employment. He had specialized in economics and was fitted for practical service in the new state bureau of accounts just formed, to keep tab on state funds. He found work here. But he retained that only a little while, when he was employed by a private corporation in a similar capacity. A special job called him to Hoboken.

Booster for Mitchel.

In the meantime, being a thoroughbred Nebraskan, young Lewis immediately took a hand, merely as a voter, in politics. He sought out those he regarded as the best men at each election and was drawn at once to Mitchel, in whom he took great interest and boosted as much as he could. So when Mitchel sent for him one day he felt himself much flattered, yet, being of a cautious disposition, did not make any business engagements until he had sought proper advice. He went to men in whom he had confidence and told them Mitchel had tendered him a position and asked advice as to accepting it.

"Take the job? Yes," said his adviser. "Mitchel is a good, strong man and the very one to hook up with, for he has a future."

Lewis then went to Mitchel to accept the place.

"I have enormous sums of money passing through my office," said Mitchel. "I want an expert here to keep tab of every dollar."

His Right-Hand Man.

That was Lewis' work. His proficiency was recognized from the first and up to the day Mitchel went with the federal position, Lewis was his right-hand man. Now, his friends say, he is in line for another very important office under his old employer.

While in Omaha Lewis practically made the home of G. G. Wallace his home. He was married to a Nebraska girl, graduate of the University of Nebraska, who later took up Young Woman's Christian association work in New York. Lewis was a member of the Central United Presbyterian church, where he also taught a Sabbath school class.

Grape Growers Ask About Grape Juice

WASHINGTON, Nov. 5.—Wine-makers and grape growers from California, Ohio, Missouri and other states had a hearing here today on two recent decisions of the Department of Agriculture, against which some wine-makers protested. One requires the label to state whether the wine contains any substance other than fermented grapejuice. The other prevents Ohio and Missouri manufacturers from using sugar, a little of which they claimed was necessary, without indicating its presence on the label.

FIREWORKS ARE ALL PRIMED UP FOR THE TEACHERS' MEETING

Resolutions Condemning Action of State Board in Firing Thomas to Be Presented.

AVERY IS NOT A CANDIDATE

Gives Out Such a Statement as Soon as He Arrives.

DARK HORSES IN THE FIELD

Enrollment is Large for Opening Day of Association.

FRIENDS BOOST MISS M'HUGH

Polling Place at the Rome is a Lively Spot, with Workers for the Different Candidates on All Sides.

Resolutions condemning the action of the state Board of Education for summarily dismissing President A. O. Thomas from his position at the Kearney Normal school, are sure to come up for consideration Friday morning at the business session of the Nebraska State Teachers' association, according to the best judgment of many of the school men of the state. This is expected to precipitate a bitter fight on the floor of the convention, as the friends of the board's action are strong as well as those who believe that Thomas was severely handled in that affair.

Thomas, of course, is a candidate for the position of president of the teachers' association. He smiles when approached on the matter and says he is not very active himself, but that his friends are.

"It seems to be a general uprising throughout the state," said Dr. Thomas, "as though I were the Sulzer of the state in the school politics."

O. P. Stewart, superintendent of schools at Sterling, Neb., says that President Thomas has an excellent chance to win in the election. The Thomas forces are at work, although they do not all make much noise about it. Mr. Thomas was in his room at the Rome hotel for a few hours in the morning in conference with many of his friends.

Avery Not a Candidate.

Chancellor Samuel Avery, as soon as he arrived in Omaha at 12:15 in the afternoon, reiterated his declaration that he is not seeking the office of president of the State Teachers' association and that he would much rather not be considered as a candidate. Following is the statement of his position as he set it forth on reaching headquarters of the teachers' association:

Some time ago, before the recent action of the State Normal board and before Miss McHugh's friends had publicly mentioned her name in connection with the presidency of the Nebraska State Teachers' association, I was asked by men who view school affairs in Nebraska from different angles if I would accept the presidency of the State Teachers' association if it were tendered me by practically unanimous consent. I told them that under such conditions only would I accept it; furthermore, that I would not be a candidate in any sense of the term. The recent events referred to above make any unanimous action on the part of the teachers of Nebraska during the present year impossible. Under these conditions it is an embarrassment to me to have my name mentioned further in connection with the office. I fear also that it may work an injury to the university by associating the university's name with warring school factions. The university officials consider that it would be exceedingly unfortunate for the institution to be in any way connected with matters that are causing bitterness and division among the school people.

For the good, then, of the institution, as well as in accordance with my own personal wishes, I beg all friends of the university to desist from further mentioning my name in connection with the presidency of the State Teachers' association. In giving the public this statement, I would not wish to seem to be unappreciative of the efforts of those who have sought to honor me by election to this office.

Bowen a Candidate.

O. R. Bowen, superintendent of the schools at West Point, Neb., is being boosted by some of his friends. He had not appeared at noon, but some of his friends were voting regularly for him, and believe they have a good chance to elect him. O. P. Stewart of Sterling, although he is a Thomas man, holds that Bowen's chances are far from bad.

R. M. Campbell, superintendent of schools at Columbus, Neb., is looked upon by many as a possible dark horse that may surprise them all. Campbell also had not arrived up to noon, but little knots of north Nebraska schoolmen were talking him over and voting "straight."

Miss Alice Florer, county superintendent of York county, is receiving votes,

(Continued on Page Five.)

A Shop-Window With a "Pull"

Merchants of all kinds, large or small, consider their windows as good salesmen.

A shop-window is a fair index to the retailer's merchandise, his progressiveness and the kind of service you are likely to get inside his store.

Often a shop-window reminds you of an advertisement you have seen in The Bee. You have become familiar with the retailer and his name and his place of business. You feel, in looking at his window, that you are already acquainted with the displayed merchandise, about which he, and very likely the manufacturer, has been telling you in The Bee.

At any rate the shop-window is a strong connecting link between the newspaper advertisement and the store.

Merchants who are live and up-to-date keep their windows full of merchandise with a pull—the kind that is backed up by good newspaper advertising.