

### Nebraska ASK FUND FOR VETERANS State Officers Request Public Boards to Contribute.

#### TO SWELL GETTYSBURG CASH Legislature Provides Only Fifteen Dollars Per Man, Whereas Twice that Amount More is Needed.

(From a Staff Correspondent.)  
LINCOLN, Neb., May 21.—(Special.)—When the legislature voted \$4,000 to send veterans of the civil war, who fought on both sides in the battle of Gettysburg, to the fiftieth anniversary of that memorable battle, it was thought more than one hundred survivors of that struggle could not be found in the state. To date 270 men who fought in the battle have been found who would like to see the old battle ground.

The state officers feel that something ought to be done so that not one of these old veterans should be denied the opportunity which will be their last for an outing of this kind, and they believe the state at large should take the matter up.

In Iowa the legislature voted \$10,000, but that has been found insufficient and the governor of that state has called in many members of the senate with the result that county boards have been asked to vote a little money.

If all go from Nebraska who have sent in their names, there will be only about \$15 each. The round trip railroad fare will be about \$6.

Following is the appeal made by the state officials:

**Appeal to Public.**  
To the Mayor of the Cities and Chairmen of the Boards of Trustees of Villages, Gentlemen: The last legislature appropriated \$4,000 to pay the railroad fare of the survivors of the battle of Gettysburg in attending the great peace jubilee to be held on that historic battle ground July 4, 1913.

The legislature did not appropriate enough money and many of the veterans of Gettysburg cannot attend this great peace celebration in which the north and south are joining. At the time the appropriation was made, it was supposed the number would not exceed 100. Almost 300 of the heroes of Gettysburg live in Nebraska and most of them are physically, but not financially able to take this trip.

The celebration on July 4 will be a mighty peace jubilee. Men who fought that great battle of Gettysburg just fifty years ago will gather there again in diminished thousands to take the final action in cementing forever the friendship of north and south. Men in gray who fought there with Lee, Longstreet and Pickett will tent with men in blue who, under Meade, Hancock and Sheridan hurled back that famous invasion of the north.

It will be a patriotic and historic event at Gettysburg on July 4 and every survivor of that battle now living in Nebraska, whether he wore the blue or the gray fifty years ago, should be there.

Unless the people of the state assist in raising the needed balance, the \$4,000 will be prorated and each veteran will have but a small portion of his expenses paid. Many cannot go at all. We feel that this would be a reproach against the state of Nebraska. Many of these veterans will never again be able to attend a reunion of their regiments. This excursion will be the last gracious favor Nebraska can show to them.

We are writing you to ask you to cooperate in raising the necessary funds. We believe the people of Nebraska will welcome this opportunity to contribute. There are more than 1,000 cities and villages in Nebraska and each will patriotically remember the civil war and its heroes on Memorial day, May 30.

We ask you to personally see to it that the people in your community are given an opportunity to make a free will offering toward making up the deficit on Memorial day. If each community will contribute liberally the fund will be raised and Nebraska's veterans will be able to attend Gettysburg.

We ask you to have this notice printed in your papers and sent to your churches and at other public meetings and that you personally supervise the collection on Memorial day. If you do not have Memorial day exercises, give the people of your community a chance to contribute by private subscription.

You will please send all contributions to A. M. Trimble, Capitol building, Lincoln, Neb., who will receive for the state and add it to the Gettysburg fund, to be expended by the commission appointed by the governor.

We hope that every community will be given this opportunity to contribute in this patriotic act on Memorial day. If this is done we have no doubt Nebraska being able to send its veterans to the peace jubilee.

Confidently trusting you will personally take charge of this patriotic act, we remain, very truly yours,  
**JOHN H. BURKEHEAD,**  
Governor of Nebraska;  
**S. H. MCKELVIE,**  
Lieutenant Governor of Nebraska;  
**GRANT G. MARTIN,**  
Attorney General of Nebraska;  
**ADIESON WATKINS,**  
Secretary of state;  
**WALTER A. GEORGE,**  
State Treasurer;  
**W. B. HOWARD,**  
Auditor of state;  
**FRED BECKMAN,**  
Com. of public lands and buildings;  
**JAMES E. DELZELL,**  
Supt. of public instruction.

### BOARD OF AGRICULTURE TO SECURE MORE LAND

(From a Staff Correspondent.)  
LINCOLN, May 21.—(Special.)—The Nebraska State Board of Agriculture will at once begin condemnation proceedings to secure the additional land to be bought under the appropriation made by the last legislature. This was ordered at a meeting of the board of managers yesterday afternoon at the office of Secretary Mellor.

Chairman C. H. Rudge was chosen to go to Minneapolis Monday, May 20, to attend a national meeting of state fair officials. The number of drinking fountains to be installed was considered. Plans were considered for rearranging the judging pavilion for textile arts and making it as nearly fireproof as possible.

The naming of additional judges was left for another meeting. Owing to his recent illness President L. W. Haws of Minden was unable to be present. Those who attended the meeting were: Joseph Roberts, first vice president of Fremont; second vice president, J. A. Ollis of Ord; C. H. Rudge of Lincoln, Peter Youngers of Geneva, J. P. McArdie of South Omaha and George Jackson of Nelson.

### HENSEL WILL HOLD ON TO HIS OLD POSITION

(From a Staff Correspondent.)  
LINCOLN, May 21.—(Special.)—Land Commissioner Fred Beckmann stated this morning that the announcement made that Claud Hensel, one of the deputy marshals of the state, would be the new chief clerk in his office was a mistake. "I offered the position to Mr. Hensel," Mr. Beckmann said, but he took a little time to consider it and on returning from Omaha last night called at my home and said that he had decided to hold his present position until the end of his term. Who I will get in his place I have not decided.

### Nebraska Brian and Minor Have Disagreement

(From a Staff Correspondent.)  
LINCOLN, Neb., May 21.—(Special.)—Lawson G. Brian, deputy insurance commissioner, is disposed to take exception to a statement made by Deputy State Auditor Minor that he made a contract with John Gilchrist, actuary in the office of the state auditor, to the effect that the latter was to receive \$1,300 for services performed a short time ago.

Mr. Brian met Mr. Minor in the corridor of the state house this morning and accused him of making statements which were not the facts in the case. Mr. Minor denied that he had made any statements which could not be corroborated and after a worthy battle the two went their several ways.

The statement which aroused the ire of Mr. Brian was attached to a voucher filed with the secretary of state in payment of services rendered by Mr. Gilchrist and read as follows:

This claim of \$311.46, together with claim paid by warrant 12-2864 for \$484.33 or a total of \$805.79 is in full payment of contract entered into by L. G. Brian, insurance deputy, and J. M. Gilchrist, actuary to April 11, 1913, to be paid for finishing up actuarial work for 1911-12, a sum of \$1,300. Taking the price fixed by the insurance code of \$5 a day as a basis and by expediting the work, Mr. Gilchrist accomplished the work for a total of \$305.79, and in accepting this amount in full for such actuarial services instead of actual amount agreed upon, which was \$1,300, the state of \$994.21.

W. L. MINOR, Deputy Auditor.  
In talking with newspaper men Mr. Brian stated after his confab with Mr. Minor that he made no contract with Mr. Gilchrist for this work or any other work. "Mr. Howard would not allow me to make any contracts with anybody," said Mr. Brian. "He would not allow me to hire the office force in the insurance department even."

Continuing Mr. Brian said: "You will note Mr. Gilchrist has put in claim for a salary of \$15 a day, the amount set by the insurance code. Those fellows don't like the code bill, but they are willing to accept the rate in the pay under that bill ever before the bill is in operation."

Mr. Minor, deputy auditor, said that the agreement stated in the above explanation was made in the presence of the state auditor, Mr. Howard, Mr. Brian, Mr. Gilchrist and himself and that it had been stated that it would cost about that amount to complete the work. "I made the statement attached to the voucher as an explanation to show why the work was done for less than the amount formerly agreed on."

### Bloomfield Man Killed in Fly Wheel

BLOOMFIELD, Neb., May 21.—(Special Telegram.)—A. W. Hersey, engineer of the city waterworks, was killed today by being caught in a wheel.

A young son found him lying beside the engine with his clothes torn from his body and his body crushed. He lived only a few minutes after he was found and never regained consciousness. He had been employed by the city for a number of years and was a highly respected citizen. The deceased leaves a widow and family of five children.

### NORTH PLATTE BUSINESS MEN HAVE BANQUET

NORTH PLATTE, Neb., May 21.—(Special.)—The annual meeting of the Chamber of Commerce of this city was held in the Masonic hall last evening, at which a banquet was served. One hundred and twenty business and professional men were present. A summary of the work of the Chamber of Commerce since its organization about a year and a half ago was presented to the body by its officers. During this time the Chamber of Commerce has lent its influence financially and otherwise to different conventions which have been held in this city, to the junior normal teachers' convention, irrigation works, contributions to the tornado sufferers of Omaha and other places, improvement of public highways leading to the city and made arrangements for the electric system of lighting the streets of the city. The efforts of the Chamber of Commerce have made North Platte one of the chief convention cities of its size in the state.

Directors for the coming year were elected as follows: E. F. Seeburger, R. F. Stuart, W. V. Hoagland, Harry Dixon, T. C. Patterson, M. J. Forbes, W. P. Snyder, L. L. Hays and J. Q. Wilcox. The directors will meet Thursday of this week to elect a president and other officers of the association and then organize for the coming year's work.

### NOTES FROM BEATRICE AND GAGE COUNTY

BEATRICE, Neb., May 21.—(Special.)—George E. Emery, who has just been appointed deputy labor commissioner, is one of the best known politicians in Gage county. He served two terms as county clerk and three terms as deputy.

Mr. and Mrs. George Weingart, old residents of Gage county, departed yesterday for a visit of a few months to their old home at Wurttemberg, Germany.

In the district court yesterday Charles Cole of Liberty was granted a divorce from Margaret Cole and the custody of their three minor children. The divorce case of Henry C. Foster against Alvina Foster was dismissed at the request of the plaintiff.

The grand exercises of the Adams school will be held next week. The school will graduate a class of ten.

Blue river, which was nearly twelve feet higher than normal yesterday because of the heavy rain Monday night, began falling this morning.

National Shower of Post Cards.  
SULLYVILLE, Mo., May 21.—(Special.)—A national shower of post cards of over 1,000 post cards of beautiful local views was the unique manner of announcing the breaking of ground for a municipal light and water plant by Mayor C. E. Wells, and the formal opening of a most prosperous tourist season here.

Many buildings are being delayed by lack of water and light facilities. Summer tourists are arriving earlier and in larger numbers than usual.

Showered with a Razor.  
TOWNSHIP, N. Y., May 21.—Two sticks of dynamite were found behind a radiator in the corridor of the Duchesne county court house today, with caps attached and a fuse extending outside the building. The police are handicapped in their effort to trace the explosive by ignorance of the reason why anyone should wish to blow up the court house.

Dynamite Found in Court House.  
TOWNSHIP, N. Y., May 21.—Two sticks of dynamite were found behind a radiator in the corridor of the Duchesne county court house today, with caps attached and a fuse extending outside the building. The police are handicapped in their effort to trace the explosive by ignorance of the reason why anyone should wish to blow up the court house.

Persistent Advertising is the Road to Big Returns.

### Nebraska NEGRO IDENTIFIED BY WOMAN

Mrs. Anna Keller Recognizes Hiawatha Fiend as Assailant.  
DEMONSTRATION MADE AT JAIL  
Big Crowd of Falls City, Men Accompany Women to Witness Identification—Victim in Serious Condition.

FALLS CITY, Neb., May 21.—(Special Telegram.)—Over a score of citizens of this place accompanied Mrs. Anna Keller, Falls City to Hiawatha, Kan., yesterday afternoon to see if "Bouy" Bellew, the negro held there as the man who criminally assaulted her, could be identified.

Arrived there, after Mrs. Keller positively identified the man, the Falls City men and a mob made up of Hiawatha citizens made a demonstration before the city jail. They were checked when officers drew their revolvers and covered the crowd from the court house steps until the negro could be returned to his cell.

Four negro men were brought out and placed in a row before Mrs. Keller and she lost no time in picking Bellew. Requisition papers will be issued immediately and the negro will be brought back to Nebraska, probably secretly, to avoid trouble.

Mrs. Keller is in a serious condition. She made the trip to Kansas in spite of the advice of physicians.

Mass Meeting at Falls City.  
As an outgrowth of the assault on Mrs. Keller a mass meeting of citizens was held here tonight and resolutions adopted to rid the town of bad characters, both black and white. There was an immediate exodus of negroes following the excitement attending the assault and mob went today.

The posse which captured Bellew near Hiawatha was the negro admitted the crime and asked that he be shot before a Falls City mob reported to be after him appeared. The sheriff of Richardson county left for Lincoln tonight to secure a requisition for the return of Bellew from Kansas.

Authorities Confident.  
HIAWATHA, Kan., May 21.—(Special Telegram.)—The mayor issued a statement tonight in which he said that the authorities were capable of holding the negro in jail until he was given over to Nebraska authorities. He scorned the theory that the Falls City men here would see that the negro does not leave here alive.

### Commencement Days

NEWMAN GROVE, Neb., May 21.—(Special.)—The Newman Grove High school is graduating the largest class in its history this year. The class consists of seven boys and eleven girls, as follows: Oscar Anderson, Howard Pich, Lawrence Frahn, John Salstrom, Emerson Sanderson, B. Estel Trupp, John Weland, Ruth Anderson, Julia Field, Hazel Sprink, Kathryn Gerhart, Cecilia King, Alice Nelson, Clara Olson, Olga Oas, Hilma Strand, Olivia Swanson and Beulah Wyatt.

The program for the week was as follows: Baccalaureate sermon, Sunday evening, May 18, Trinity Lutheran church, Rev. J. M. Heastens; class day, Monday evening; commencement exercises, Wednesday evening at the high school gymnasium; class play, "Mr. Bob," Friday evening at the opera house. The class secured for the commencement address Chancellor George H. Bradford of Oklahoma.

A. J. Stodard has been superintendent for three years. Agnes Van Driel, Cecilia Hoehne and Donna Fitch are the high school teachers. John Stoddard, Hattie Cornet, Amy Frink, Madge Graden, Jessie Snover and Carrie Thompson are the teachers in the grades. Superintendent Stoddard, Miss Hoehne, Miss Frink and Miss Snover have accepted their places again next year, the others having resigned. Their places will be filled by Sadie Keefer Gillan, Hermie L. Knapp, Clarence Strand, Freda Kippie, Etta Jackson and Mary Noble.

Oxford Elects Teachers.  
OXFORD, Neb., May 21.—(Special.)—At a meeting of the Board of Education Monday evening, Miss Blanche Fieldgrove of Shelton, who will graduate from the State Normal at Kearney in June, was elected teacher of history and Latin. This completes the corps of teachers for the Oxford schools for the coming year. They are as follows: C. L. Anderson, superintendent of Grand Island; Walter W. Jenkins of Grand Island, science and athletics; Inez P. English of University Place, German and English; Blanche Fieldgrove of Shelton, Latin and history. Grade teachers: Mrs. Ora Greer, Clara Clarke, Ethel Linnaberry, Edna Walters and Mary Daniels. Mrs. Frank Pierce, a resident of Oxford for the last twenty-one years, died Monday night at 11 o'clock, after a long illness. She is survived by her husband and an adopted daughter, Miss Minnie Pierce. The funeral will be held at her late residence Thursday afternoon at 2 o'clock, conducted by Rev. E. K. Bailey. Interment will be in the Oxford cemetery.

Helvey-Tucker.  
FAIRBURY, Neb., May 21.—(Special.)—Mr. Dorcas Helvey and Miss Lena May Tucker were married this morning by Rev. Marvin E. Gilbert at the Methodist parsonage. The groom is an industrious young farmer, the son of John Helvey at Powell. The bride is one of the popular school teachers of Jefferson county, having just closed her year's work in the school of Helvey. Mr. and Mrs. Helvey go for a few weeks' visit with the bride's parents at Lawrence, Kan., before setting on a farm between Helvey and Powell.

### Bulgarian Students Are Ordered Home

GENEVA, Switzerland, May 21.—In view of a possible conflict against Serbia and Greece a number of Bulgarian university student volunteers recently relieved from the army service and including several officers, were ordered today to rejoin their regiments.

Slashed with a Razor.  
TOWNSHIP, N. Y., May 21.—Two sticks of dynamite were found behind a radiator in the corridor of the Duchesne county court house today, with caps attached and a fuse extending outside the building. The police are handicapped in their effort to trace the explosive by ignorance of the reason why anyone should wish to blow up the court house.

### Meatime is Near

Are you smiling? Looking forward with pleasure and a keen appetite—or is your stomach so bad you "just don't care"? Then, you should try

**Hostetter's  
Stomach Bitters**

It assists digestion and makes you "forget" all about stomach ills.

REST AND HEALTH TO MOTHER AND CHILD.  
Mrs. Winslow's SOOTHING SYRUP has been used over SIXTY YEARS BY MILLIONS OF MOTHERS FOR THEIR CHILDREN WHILE TRETTLING, WITH PERFECT SUCCESS, IN COLIC, THE GREEN STools, THE GUMS, ALLAYS ALL PAIN; CURES WIND COLIC, and is the best remedy for DIARRHOEA. It is absolutely harmless. Be sure and ask for "Winslow's Soothing Syrup," and take no other kind. Twenty-five cents a bottle.

### American Girl Will Attend Wedding of Kaiser's Daughter

NEW YORK, May 21.—Miss Grette Borup, daughter of Lieutenant Colonel Henry D. Borup, U. S. A., will be the only American who will attend the wedding of Princess Victoria Luise on Saturday, according to a special Berlin dispatch published here today. Miss Borup went to school with the emperor's daughter in the exclusive Kaiserin Augusta Institute in Potsdam.

BERLIN, May 21.—True "Hohenzollern weather"—brilliant sunshine and cloudless skies—has set in for the wedding activities of Princess Victoria Luise, daughter of the German emperor and daughter and Princess Ernest August of Cumberland which takes place on Saturday.

The officials started this morning with the arrival of the bridegroom and the state entry into Berlin of King George and Queen Mary of England. There was no ceremony to greet Prince Ernest August when he reached the station at 8:25. He drove at once in an automobile to the castle where he took breakfast with his bride-to-be before returning to the station to meet the British royals.

King George and Queen Mary, when they alighted from the train were greeted with the customary cordial embraces by the emperor and empress and the other members of the imperial family. King George and Emperor William then jointly passed in review the guard of honor drawn up on the platform. This completed the two monarchs, together, and the queen and empress side by side, drove in open state carriages through the Avenue of Victory and Unter Den Linden to the castle, each carriage escorted by a squadron of cavalry.

The driblette balloons, Zeppelins and Hansa, flying the British colors, accompanied the royal train from Rathenow, about fifty miles away and hovered over the carriages as they drove toward the castle.

### Supreme Court Stands by Order

PIERRE, S. D., May 20.—(Special Telegram.)—The disbarment of G. P. Harben of Platte about two years ago was of more than usual interest, especially in the southern part of the state, where he had been prominent as an attorney and politician for years. The supreme court this morning decidedly refused to modify the disbarment order on the application of Harben, the bar of Charles Mix county making a strong protest against any such action.

### DEATH RECORD.

Rev. Dr. E. L. Yoder is Dead.  
FALLS CITY, Neb., May 21.—(Special Telegram.)—Rev. Dr. E. L. Yoder died at Leavenworth, where he had gone for eye treatment. The body was brought back home for burial. Rev. Mr. Yoder was born in Pennsylvania in 1842 and served as a soldier during the civil war. In 1866 he went to Ohio and three years later entered the ministry of the Brethren faith. He advocated all methods of modern church work and assisted in establishing Ashland college in Ohio. In 1888 Elder Yoder became editor of the denominational paper of his church, the Brethren Evangelist, but resigned the position a year later on account of poor health. A few years ago the college he helped to found in his younger days conferred upon him the degree of Doctor of Divinity. Of his children two are ministers, one of these now a farmer in Indiana and the other a missionary in South America. One son is advertising manager for a farmers' magazine in Des Moines.

Dawson Veteran is Dead.  
DAWSON, Neb., May 21.—(Special.)—Hiram S. Bolden, who died at his home near Dawson this week, had been a resident of Nebraska since the close of the civil war. He responded to the call for volunteers and enlisted at Warrensburg, Ill., and served during the entire four years of civil warfare. He was in every important engagement from Atlanta to the sea with Sherman. He was married to Miss Sarah Jennings of Salem in 1867. He once represented Richardson county in the state legislature.

Mrs. Helen Cooley.  
Mrs. Helen Cooley, wife of Paul Cooley of Omaha, died Tuesday at Denver. She was 22 years of age, the daughter of Frank Wilkins of Denver and a niece of W. D. Wilkins of this city. She had been married less than a year. Mrs. Miles B. Heuck, a cousin of Mrs. Cooley; W. D. Wilkins and Arthur Cooley, a brother of Paul Cooley, have gone to Denver to attend the funeral, which will be held there Thursday.

Gilbert Phippen.  
Gilbert Phippen, 6-year-old son of J. P. Phippen, 354 North Twenty-seventh street, died this morning of scarlet fever. Funeral services will be held from the home Thursday afternoon at 1 o'clock. Interment will be in Forest Lawn cemetery.

Gustav Larson.  
Gustav Larson, aged 46 years, died Tuesday night of dropsy at his home, 1827 Vinton street. He has been a resident of Omaha for eight years. Funeral services will be held Thursday afternoon at 2 o'clock from Crooby's chapel.

A. D. Harris.  
Albert D. Harris, aged 33 years, died this morning at a local hospital. The body will be taken to Glenwood, Ia., Thursday.

### COUNT IS SLOW AT DENVER Only One-Third of Returns Are In at Nine This Morning.

NONE WILL HAVE A MAJORITY  
John B. Hunter is in Lead for Commissioner of Improvements—Tunnel Plan is Probably Carried.

DENVER, Colo., May 21.—At 9 o'clock this morning advices from approximately one-third the precincts were available as a means of determining the outcome of Denver's first election under the commission plan, with the headless ballot and preferential voting. It is practically certain that no candidate for any office has received the required majority of either first choice votes or first and second choice votes combined, and the election judges are adding each candidate's quota of "other choice" votes in an effort to discover who has been elected.

On this basis, the leading candidates at 9 o'clock were as follows:  
Commissioner of Improvements—John B. Hunter.  
Commissioner of Social Welfare—J. M. Perkins.  
Commissioner of Safety—Hamilton Armstrong.  
Commissioner of Finance—Clair J. Patcher.  
Commissioner of Property—Otto Thum.

Auditor—James P. Markey.  
It is generally conceded that the proposal submitted to the voters to authorize a commission to investigate and submit a plan for boring a railroad tunnel through James peak was carried.

### Supreme Court Stands by Order

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OMAHA'S ONLY MODERN CLOTHING STORE  
**KING-PECK CO.**  
"HOME OF QUALITY CLOTHES"  
16TH AT HOWARD  
FORMERLY KING-SWANSON CO.

Selling better  
Clothes in a  
better way  
is what we're  
doing here.



Not alone satisfied to offer the patrons of this store the very best clothing possible at prices that no other concern cares to duplicate, but we offer it to you in a manner that makes the most hard-to-please fellows swear by this store. Fellowmen that are always courteous, congenial and painstaking are at your service. Six expert tailors to give you prompt attention, a well arranged stock, comfortable shopping surroundings, store flooded with daylight, prompt, reliable delivery system, and lastly, a broad guarantee of complete satisfaction accompanies each and every purchase.

The best suits on earth for men and young men  
\$10, \$12.50, \$15, \$18, \$20 AND UP TO \$40

Frost and Polarine Carbon-proof  
**Polarine**  
Polarine is the best and most popular automobile oil made.  
Insures the most complete lubrication possible under all running conditions.  
Leaves practically no carbon.  
For Sale Everywhere  
Ask your dealer about quantity discount and iron barrels for storage.  
**STANDARD OIL COMPANY**  
OMAHA

A whole bottle of medicine  
in one dose won't cure you  
Why does the doctor tell you "to take a teaspoonful every two hours" instead of the whole bottle at one gulp? Simply because it takes time to produce changes in the human body. It like wise takes time to produce effects on people's minds.  
Advertising is sure, because the laws that govern the human mind are as certain as the laws of gravitation. If you repeat facts about your business to newspaper readers day after day for a long period, those facts are bound to become a part of practically every reader's common knowledge. Every reader of The Bee knows where certain Omaha stores are what kind and class of goods they keep and a good deal about the men behind the goods—whether they have ever been inside the store or not.  
What stores are these? ABSOLUTELY WITHOUT EXCEPTION THEY ARE THE STORES THAT ADVERTISE IN THE BEE DAY AFTER DAY AND YEAR AFTER YEAR.  
Regular—patient and persistent advertising is the sure road to business success. You—Mr. Merchant—who have been timid—or doubtful—or careless—why not start now—Today?  
It's continuous advertising that pays