## THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER.

VICTOR ROSEWATER, EDITOR.

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#### FEBRUARY CIRCULATION 51,715

Dwight Williams, circulation manager of The Bee Publishing company, beeing duly sworn, says that the average daily circulation for the month of February, 1914, was 51.715.

DWIGHT WILLIAMS, Circulation Manager, Subscribed in my presence and sworn to before me this 3d day of March, 1914.

ROBERT HUNTER, Notary Public.

Subscribers leaving the city temporarily should have The Bee mailed to them. Address will be changed as often as requested.

Our Royal Neighbors are invited to make themselves neighborly again.

A short prune crop is predicted, to the unquestionable delight of the steady boarder. It looks as if a few doves of peace might

find work to keep them busy about the city hall. Omaha's next event is its merchants' spring

market week. Let the welcome sign shine out. Seems as if it takes a lot of reading to read

Roger Sullivan and Tom Taggart out of the democratic party. The good ship, Department of State, has proven that it is possible for a craft to sail-in

a way-without a pilot. What will the harvest be of this seed of

'watchful waiting' we are now sowing in the stony ground of Mexico?

In the sacred name of Justice, also economy and efficiency, let us bend to the task of simp'ifying our court procedures.

Chicago has a new jag cure, which is said to have killed every patient thus far treated, showing it to be a complete success.

Ferrero, the Italian historian, calls Julius Caesar the Dr. Cook of his day. But it was Hannibal who scaled the mountains.

The popular game in Mexico seems to be, Torreon, Torreon, who's got Torreon? It is evidently the button of the situation.

It is becoming more and more evident each day that a candidacy, campaign or party founded upon a grouch must be full of woes.

Nebraska City is not going to let that armory appropriation escape if it can help it. What's the referendum between friends, any-

'New York School Teachers Sanction the Tango," says a headline. Presumably, they also turn a few dollars by teaching the tango on

Yet, it is doubtful if father feels the force of the argument that the vari-hued wig custom refleves the gloom of the high-cost-of-hat

The French cabinet minister's wife who slew the editor of the Figure proved that while the pen may be mightier than the sword, it has nothing on the gun in a skilled hand,

Those 250 girls who got out of the burning college building without so much as a scratch or scorch proved one thing, and proved it well, that a cool head can win out in a hot fire.

The member of the normal school board accused of graft does not deny the questionable transactions, but insists they are not covered by the letter of the law. A technical defense is the refuge of the man who has no better de-

Nebraska law-makers, past and present, are to gather for a feast, reunion and interchange of reminiscences. The chapters of legislative history that will not be told, however, will be more interesting than those which will be brought out to the light of day



The Omaha Medical college commencement in Masonic hall turned out four graduates, one of them heing a woman, Miss Alice Hoff, and the others, M. O. Ricketts of Omsha. S. C. Youngman of Fairfield and John Roc of Navada. Dr. Denise delivered the principal address and Dr. Coffman presented the

The movement for a new bridge across the Missouri is said to have started plans by the Union Pacific to add a wagon road to its present rallway bridge and to have the work completed this year. J. M. Barr, formerly B. & M. supply agent here, test for Las Vegas, N. M., where he goes to take charge of the Monteguma hotel for the Santa Fe.

A special inquiry gives a clean bill of health to liev. Birl Mitchell at the Eighteenth African Methodist Episcopal church. The names of the committee signed to the document are A. Williams, P. J. Wil-Hams, Scott Jackson, T. A. Walls, C. C. Walker, Sidney Allen, W. H. Taylor, S. M. Washington, W. M.

William Stull of Lincoln is registered at the

G. M. Farnam, traveling passenger anent for the

J. M. Hensman and Anna E. Latey, daughter of Mr. and Mrs. William L. Lafey, were married at the home of the bride's parents, the ceremony being performed by Rev. G. S. Peiton.

## What Can Huerta Do?

If the report of Huerta's desire to reopen regotiations with John Lind contemplated his abdication as the inftial step toward restoring orderly government, it might be halled with some excitement, but until his next move is known it will arouse little expectation, for President Wilson has insisted, and still Insists, that | The Bee: In Monday Evening Bee of Huerta's complete elimination is essential to any satisfactory solution of the problem. Evan then, the rest will not be easy, for the reason that, so far as Americans have been able to discover, no man in Mexico has yet disclosed the needed qualities of leadership to take Hueria's place. In this respect the situation is more difficult than it was last summer when hopes

were still placed in Carranza and his following. In view of the outlook, therefore, we have to reason to vaunt too boldly the result of our financial blockade. As for the policy of "watenful waiting," no vindication can be found in an, eventuality short of Huerta's political efface ment. The drift of public sentiment throughout the country now is plainly for an acknowledgment that the waiting game is a failure, and some more positive action either by ourselves or in conjunction with other interested powers.

#### The Science of Being Careful.

The Interstate Commerce commission shows in its report to congress that of the train accidents investigated last year 75 per cent were que to "derelictions of duty" or mistages of employes." The commission calls attentica to the fact that the people who are not railroad employes are prone not to obey orders and regulations for safety "because they think in that particular instance it is not necessary."

This helps us to see something of the ask involved in the "safety first" campaign of education now being waged over the country, and to appreciate the statement of Congressman Mann of Illinois that "The great trouble with labor safety is to get the employes to obey the rules." It affords ground for saying that "we have got to find methods by which they automatically obey the rules."

Congress is confronted by the task of dovetailing the federal safety bureau inspection into the systems of the several states. It is doubtless correct in apprehending some difficulty along this line in states especially jealous of their distinctive "rights" in relation to the authority of the general government. But, manifestly, the fundamental difficulty lies along the line previously indicated. If it were possible to persuade every individual that these safety first righteous indignation at some of the rules were made for him and not altogether for the other fellow, then it would be easier to get results.

But the campaign must go on. Happily, it is being extended upon broad lines with much co-operation. Railroads, motorists, civic organizations and schools have taken it up. It must be made personal. The nome must join hands with the state and private agencies. It is not a transient fad; it is a permanent issue, and a solemn one.

## Denver's Water Works Troubles.

An advertisement in the tinancial columns of the New York papers inviting holders of mortgage bonds issued by the Denver Union Water company to deposit them with a protective committee invites commiseration for Deaver in its water works troubles, and no city is able to offer more deep-felt sympathy than after hoarded diamonds that he had oc-Gmaha.

By this advertisement it is disclosed that a bond issue, aggregating \$8,000,000, matering July 1, is certain to go to default because the water company's franchise has expired, and the city has refused either to give a new franchise or negotiate for purchase of the property. Presumably, that means a receivership of indefinite term as a capstone to litigation that has already almost matched Omaha's late experience. The Omaha and Denver water plants were formerly under the same ownership, and became disconnected only by going through a former receiver

ahip. The people of Denver doubtless know wack they want to do, having voted in favor of municipal ownership, and for the construction of a new and independent plant. It will be interesting to learn whether the Denver way or the Omaha way of tackling the job proves the better, or whether they both prove equally cost'y.

## Good Advice for All Parties.

Calling attention to the coming congresssional election whose outcome will determine whether the democrats will be continued in control or whether the president will have to work with a republican congress during the second half of his administration, Mr. Bryan in his Commoner calls upon every democrat to bestir himself and contribute his mite toward the winning of a victory, and particularly admonishes the selection of good democrats as candidates. Getting down to brase tacks he explains what

Records should be scrutinized and the tendencies f aspirants inquired into. A distinction should bedrawn between the man who does right under compulsion and the man who does right because he wants to. No man has any claim upon a public office except on the theory than he can do better than anyone else the work that the people want done, and something more than ability is required to do the people's work.

is the man in sympathy with the mass of the people who demand protection of their rights? Or is he in sympathy with the few who clamor for privilege? And, if in sympathy with the people, is he ncorruptible? Is he proof against temptations-the powerful temptations—that one has to resist when he he deals with large affairs? Has he the moral courage to stand alone, if need be, in the defense of the right, or is he afraid?

The tests which Mr. Bryan lays down for democrats seeking party endorsement for popular preferment are just as good for republicans and candidates of other political parties. The personal equation, and the individual record of the candidate are going to count from now on a great deal more than they used to, not only for places in the national law-making body, but also for positions of public trust closer at home, high and low. It is incumbent upon all political parties that want to maintain a hold on public confidence to put forward their strongest, cleanest and ablest candidates and keep the political blacksheep in the rear.

The standby of the State department, Alvey A. Adee, who has been second assistant secretary for thirty years and manifestly a most valued man to several administrations, is said to be contemplating resigning for the same reason that Dr. Moore resigned-"dissatisfaction with conditions that obtain in the State depariment." How many more such public servants can we afford to give up?

# The Bees Lefter Box

Calls it a Case of Cold Peet. OMAHA, March 18 .- To the Editor March is there was an article headed in large type, "Property Owners Win Out." In reply to this, I wish to state that Forty-first street, between Hamilton and Nicholas streets, was promoted by Mr. George W. Hill. When the bids for paying were received I went to Mr. Hill and asked him what kind of material the property owners wanted? He said asphalt. I showed him a sample of asphaltic concrete. He said he was satisfied (while his property did not abutt on the street, he had a part of the taxes to pay) and asked me to see Paul Springer. I prepared a petition for asphaltic concrete and Hedford stone curb and saw Mr. Springer, explained it to him, got his signature and soon after got George Lindsey's. I then went back to Mr. Hill. and he went with me to see the other property owners that same afternoon. and we got them all to sign the same patition. Every question asked was answered truthfully. The petition was made out in full and never changed in any way.

For a lot of business men to claim they did not know what they were signing for when they signed the asphaltic concrete petition is all bosh. I suppose the brick men told them, as they told others on other streets, that asphaltic concrete was much and would be all holes in two or three years, and was no good. Then these business men got cold feet. While asphaltic concrete is a comparatively new pavement in this city, it has been used quite extensively in other near cities, such as Des Moines, Lincoln, Denver, and, in fact, most of the northern cities in the country, and has given very good satisfaction; so much so that our city engineer this winter put it into our specifications. Those specifications were approved by the city council, such approval saying to the property owners, "This pavement is all right."

In the language of Mr. Wootan, all I ask is simple justice. THOMAS S. CROCKER. I fully approve the statements as above GEORGE W. HILL met forth.

Justice and Commercialism. BLAIR, Neb., March 20 .- To the Editor of The Bee: The Bee's letter box appears to be a receptacle where the laity can express joy, sorrow, commendation or apparently vexatious questions of the day. In the article entitled "Justice," written by a woman, I was forcibly struck with its pathos, tenderness and feminine sympathy for one who stands accused of murder. The admitting of 'some of the evidence looking dark for him"; also the finding of the "nigger in the fence," who in most cases wouldn't last as long as a snow ball in the infernal regions, with the slightest evidence hanging in the balance against him. I fully realize how sympathies are aroused from the point of human mercies. The citations of others being accused of high

handed murder was also timely. The great wonder to me is that the writer did not enter into further detail and give us just one more. She could have referred to a place where it has been said that sin had been shielded. The allurment brought the young business man seeking pleasure to the place. He met the thug and thief who was casion to know were there. A mound in the cemetery marks the place of a vacant chair. A mother's heart is bleeding and where shall she look for justice? The now penitent murderers are doing time for the state of Nebraska. What placed them in such position? Commercial values of today are at a high premium. sometimes sing the grand old song "He breaks the power of reigning sin; he sets the prisoner free." In the light of recent developments this seems to be a joke. We cannot always look to the law for relief. Money and influence are more powerful factors as "mountain removers." Technicalities, a good lawyer and a generous amount of cash goes a long way in "establishing justice." the eyes of the law it is better that winety and nine guilty go free than one innecent suffer. Our sympathy is not out of place, but our "systems" are not on TEE J. AITCH.

## Editorial Snapshots

Washington Post: The only regret of the aged Kentucky feudist, who died after sending eleven improdent enemies ahead, was that he couldn't round out the lucky presidential number.

Pittsburgh Dispatch: Senator Cummins meanly informs Senator Tillman that there are some things worse than smoking in the senate-talking, for instance. But to think that Cummins should have said ft' When did he quit?

Boston Transcript: How chagrined Kelley's army of the unemployed must feel every time they think of that Mexican army of the unemployed getting three square meals a day from Uncle Sam at the El Paso boarding house.

Baltimore American: The supreme court of the United States says that a wife's identity is not absorbed in that of her husband. But though this is a great legal triumph for the feminists, the fact laid down as good law by the supreme court has been suspected for some time. especially by husbands.

Brooklyn Eagle: Former Attorney General Wickersham says the trusts are in actual dissolution. He believes competition will be restored in big business. Out of all this agitation and consequent depression, he says, the people must learn patience. That is a hard thing to learn if the pay stops during the lessons.

New York World: The proposed reduction of the Japanese naval estimate by \$30,000,000 additional to the \$15,000,000 refuction voted by the Lower House of Parliament may possibly indicate that war against the United States is not contemplated at least before the opening of the Panama canal.

Philadelphia Ledger: It is earnestly to be hoped that the rural bank system, whatever its form, will be of a character likely to assist negroes in purchasing land. There are millions of undeveloped acres in the south and there is no better producer of cotton than the black man. especially when he has his own little farm. Any policy that will lead to his acquisition of arable lands will be a good

## Just the Same.

Of course it might be remarked in connection with John Bassett Moore's reaignation from the State department that the government at Washington still

## The White House as a Source of News

Told by Robert D. Heinl to the Pulitzer School of Journalism.

PART IL about once a week. In those days they were invited to gather in the cableet room. Then it was not an incommon sight to see Mr. Brigham of the Beston Transcript filling the sacred chair of the secretary of state or Mr. Oulahan of the New York Times occupying the coveted place of the secretary of war. Lowry of the New York Evening Post once made a handsome attorney-general. Mr. Taft came in after correspondents had been scated and took his chair at the head of the long cabinet table. The public best knows the Mr. Tart who smiles, but those who came in close contact with him soon learned that he had a serious side. Mr. Taft was conservative and able, and in discussing situations with the correspondents he was extremely frank. His trained legal mind had a marvelous way of getting at the facts of a story, and often those who had come for information remained to supply it to the president drawn out further and further under his skillful

Mr. Taft cared little for publicity, but his regard for newspaper men themselves was high, and like Mr. Wilson he had a number of newspaper men for his assistants. Mr. Clark of the New York Sun, he appointed governor of Alaska; Mr. Allen of the New York Herald, and Mr. Balley of the Associated Press, were elevated to the positions of assistant secretary of the treasury, and Mr. Brahany of the New York Tribune, was made assistant secretary to the presi-

Neither Mr. Hilles nor Mr. Thompson, Mr. Taft's secretaries, were newspaper men, but they were tactful and efficient in their dealings with the pressmen. Both were extremely democratic. One day when was lunching with Mr. Thompson, then assistant secretary of the interior, he remarked casually that if I could conveniently drop around to his office the next morning at about 9 o'clock, he might have something of interest to me. "His office" the next morning was at the White House for he had just been appointed secretary to the president.

The last large dinner party which President Tait gave in the White House was tendered to the newspaper correspondents. Crises were succeeding one another rapidly in Mexico at that time, and just after the guests had finished dining a piece of real news arrived in the form of a cablegram from Ambassador Wilson. It had just been received at the State department, relayed direct from Mexico City It contained the first details of the assassination of President Madero and Vice President Saurez. Mr. Taft read the telegram aloud.

The press arrangements at the White House have now become thoroughly established, and are most pleasant. Representatives of the press associations and the large newspapers are constants on duty there, and an accredited correspondent may gain the ear of Secretary Tumulty at any time, while President Wilson personally sees the correspondents twice a week. They gather informally in the president's office. It must remind him of the old days, with the tables turned around; for instead of Mr. Wilson questioning the boys, they question him The assembled correspondents ask about nearly everything under the sun. Mr. Wilson handles himself extremely well, and be it said to the credit of the correspondents that they exercise admirable tact in their questions. Even more remarkable is the manner in which they guard the confidences which should be guarded. Mr. Wilson is entirely at ease at these conferences, more so now, it seems to me, than when he first came to the White House. He has become personally acquainted with many of the newspaper men. Such a man as Mr. Sinnet of the Newark News, representing a home-state paper, must very close to him. I happen to know that he thinks a great deal of David Lawrence of the Assoclated Prese-but let no one get the idea that Mr. Wilson plays any favorites. As a result of this, an exclusive story is a rare thing out of the White House today. When anything is to be given out Mr. Tumulty usually sends for everybody in the pressroom. Like the president he shows no partiality and is highly respected by all

Once in a while President Wilson votunteers information at the conference on subjects not asked about. In fact, it was in this way that the now famous lobby investigation was started. The correspondents had been pressing the president for infor mation on the Mexican situation, which at the time very delicate. Mr. Wilson does not seem to mind being given as the source of information in domestic affairs, as long as he is properly represented in the story that is written, but like many enother good diplomat he is extremely cautious in discussing matter affecting the relations of this government with that of another country. On this occasion, however, he departed from his usual reticence by asking the correspondents why they did not get a little nearer home and, rather than deal in dangerous Mexican rumors, tell a few facts about the lobbyists who were then alleged to be overrunning the capital, He declared that the audacity of these individuals amazed him, and suggested that the newspaper men could accomplish a great service by showing them up.

Needless to remark, such a sensational accusation oming from the president, caused the listeners to gather a little closer. Mr. Olive Newman, then representing the United Press and whom Presifent Wilson afterwards made one of the commissioners (governors) of the District of Columbia, was

I believe, the first man to be heard. "Mr. President." was what Mr. Newman said, as I recall it, "if we could be permitted to quote you on what has that been said, it would insure our getting

the subject before the public properly. The president had been stroking his chin grimly. He listened intently to Mr. Newman's request and answered, without a second's hesitation, that he would dictate such a statement. At the conclusion of the conference a tew minutes later, he began the work. Within less than a half an hour the document was forthcoming-and from a news standpoint it was certainly a gem. The expression was so charactertatic of Mr. Wilson, when he is aroused that, most of you will doubtless remember the statement as you read it at the time.

Following that bit of "pitiless publicity" there was the greatest exodus of lobbyists that Washington has ever seen. Some are undoubtedly still doing business, but not at the old stand.

Much of the White House news comes from callers. There is a typewritten schedule of engagements hung in the press room. The correspond know ahead of time who is expected to call, and there is little or no secrecy. Occasionally a senator in passing out gives an impression of his conference with the president. It may please him to tell fust enough to suit his own purposes, but in that case, the president's secretary usually is glad to straighten out any wrong impressions that callers may have volunteered-or at least to give the president's viewpoint on the subject of it happens to conflict with that of his caller,

# People and Events

Joseph C. Mackin, once a powerful factor in demo cratic politics in Illinois, died the other day in the atate hospital for the insane. One of Mackin's achievements was the introduction of the saloon free lunch in Chicago,

Though still enjoying remarkable good health at the age of \$6 years, General John P. Taylor of Philadelphia, of civil war fame, is making detailed advance preparations for his funeral and has placed an order for a \$1.000 solid gold bronse coffin cast from

Chicago isn't paying much for local consumption about the usefulness of women on the police force. But correspondents are telling outsiders that policewomen are more ornamental than useful except in minor positions, such as watching at dance halls, parks, playgrounds and railroad stations

Prof. Max Muller, expetologist at the University of Pennsylvania, says that the hobble skirt is some 2,000 years old. Old sculptures show the dress so at that period that a woman could not put tight one foot in front of the other, that being the special privilege of the men, judging from sculptures of

#### CHEERY CHAFF.

Her Caller-Here, Hobble, is a dime; now tall me what your sister says about me. Hobbie-Make it a quarter and I won't tell you what she says about you. Button Transcript.

I understand it was to be a quiet wedding."

Only partially so," replied the girl's father. "The young man and myself have been instructed to remain perfectly quiet."

What is a professional philanthropist. pop?"
"Quite often he is a resourceful man,
my son, who robs Peter of his savings to
pay Paul's rent."—Baltimore American.

Mr. Downright—I don't believe Swallow's tales about his extraordinary capacity for eating.

Mrs. Malaprop—Ob, you can believe all he says. Mr. Swallow's tales of his appetite are quite voracious.—Indianapolis News.

Editor—No. we cannot accept your atti-cle. For one thing, it is written on both sides of the paper.

Would-be Contributor—You needn't be se stiff with your old rules. You print on both sides of your paper. I notice.— Cincinnati Enquirer.

Girl-Do you enjoy music with

The Man-Rather! The Girl-What do you prefer-a walta? The Man-No, a chew-step!-London

Barney Phelan, l'ather Healy's servant, was celebrated for his ready wit. One day, while he was serving at dinner, one

of the guests said to him: "Barney, why is my ankle placed between my knee and my foot?"
"Begorra. I dunno," replied Barney, "unless it is to keep your calf from cating your corn."—Boaten Transcript.

## OLD FRIEND WIFE.

Cincinnati Enquire.

Cincinnati Enquire.

Of course she gets you mad at times, of course we know you're grieved.

Because she lectures you until you're sere and deeply peaved;

You think that you're the only man in all this freeborn land.

Who has to fall for censure that a rabbit wouldn't stand.

You'll sulk around and slam the doors and cuss out married life.

But way down in your heart you know that you love Old Friend Wife.

Just stop to think it over, and nine times in ten she's right. When she hands you a balling-out for running round at night. Of course we know you missed your car, or had to work real late, Or some old college chum was showed into your arms by fate.

We do not foubt your word. It may be true, sit, but, ahem—
You know how cheap you feel when you get home at 3 g. 18.

with with with spaint for lonely wives, the girls you wed to hold.
And when you think it over, do you wender that they scold?
They're faithful, and they're patient, and they worry, watch and wait for the thoughtless, careless husbands who were handled them by fate.
When other havens bar us, and the world with frost is rife.
You bet, we're mighty glad to get back home to Old Friend Wife.

## "Advertising Is Selling to the Group"

John Lee Mahin.

We are all fortunate in being members of many social groups. Membership in the family group is economically of inestimable value and procures for us one of our most lasting satisfactions. As a rule we are not conscious that we belong to groups, We have never thought about it. We are Democrats or Republicans, Protestants or Catholics, we are literary or athletic, we go in for opera or the "mov-ies,"—but quite without thinking of it as a group activity.

We enjoy being with and co-operating with those who think as we do. But unless we take an active part in the administration of their affairs, we benefit by membership in clubs, churches and other groups chiefly in that it relieves us of doing our thinking ourselves.

The pulling force of the group idea is that membership in any one of them is purely a matter of volition. No man need belong to any group unless he wishes. He may also withdraw from a group at will.

Every city is a concrete example of what the

group idea is worth. Our transportation facilities are evolutions of the co-operative spirit. Twenty-hour trains berailroad officials know that, each day in the year, a certain number of men can be depended upon practically to charter a special train for the trip. Each one of them has the same physical comforts, luxuries and speed that a special train could give him

-plus a very substantial saving on his ticket. A department store is fundamentally and essentially the group of human beings whose confidence that store has won and is able to hold.

Magazines, newspapers and class publications offer the members of their groups very definite savings. A technical engineering journal gathers and gives out to a large group of individuals, who can make effective use of it, information which has been collected by many individuals at a cost which would be prohibitive for any one member of the

group. Several farm papers keep scientific specialists at work on experiments, the results of which have largely increased the yield per acre and have decreased the cost of farming.

A daily newspaper delivers at one's home, for a paltry sum. a complete canvass of the world by cable and telegraph, plus the local news. No one person, no matter how large his income, could afford to duplicate this information for his own pleasure or use.

Magazines have fostered a general appreciation of art and have increased the ability of artists by giving them a market for their product. A similar statement might be made with regard to the writing of books. The average of culture and refinement has been materially raised.

A newspaper or magazine is an impossibility unless a well organized group awaits with constant interest the knowledge which it is accustomed to receive through this particular channel.

An advertisement in a magazine or a newspaper is effective in direct proportion to the degree to which it senses and touches the group idea which makes the publication possible. When the salesman realizes how small a part

his personal sales are of the total consumption of the product he sells he begins to see what adver-tising may mean to him. No matter how many assistants he may have, nor how he may organize and systematize their work, to call personally on the number of people whom he could persuade to prefer his product to that offered by others would he impossible. Realizing how little is needed to determine a preference in the purchaser's mind he calls on advertising to help him develop a demand for his wares.

The far-seeing salesman realizes that the b way to go through a forest is to follow a blazed trail. He knows that human beings have been grouped in many different ways; he believes a group can be formed for his product. Every man should find in his own business

enough to absorb the bulk of his time and creative energy. By regarding himself with relation to it as the custodian of a group of co-operative buyers, he can offer each member of the group better values at less individual outlay than would be called for should they buy individually.

A successful merchant is first a storekeeper and then a salesman. The size of his store depends wholly upon his sales shility. The number of people whom he can reach and influence to come to his store constantly determines the scope of his business.

That is why the most successful retail merchants are the best advertisers. They know that advertising is the most economical form of salesmanship.

Many retailers cannot afford to use mediums which have a wider circulation than the trade territory in which their stores are located. They can, however, take advantage of all general advertising

in these mediums. Every housewife knows that when she buys from a peddler, she is paying more than she would at a retailer's, where she could make selections at her convenience from the wide range which her mer-

The same principle gives the best merchant in a community the first chance at desirable merchandise. For manufacturers find that it pays to sell good merchant who has a large market, rather than a number of small ones who are only moderately successful in developing the group idea in their

Advertising best serves the consumer, the dealer and the manufacturer because it is the most economical means of initiating, developing and maintaining the group spirit in modern business life. Copyright, 1914. by John Lee Mahin. Chicago.