SO BEHIND

IDEAS

THE TIMES !

OLD FASHIONED

Unsettled

THE WEATHER

VOL. XLIII—NO. 211.

OMAHA, TUESDAY MORNING, MARCH 31, 1914-TWELVE PAGES.

THE HAND

THE CRADLE

RULES THE

THAT ROCKS

SINGLE COPY TWO CENTS.

ASQUITH SUCCEEDS SEELY AS SECRETARY OF WAR DEPARTMEN

Fremier Startles British House of Commons with Announcement of Change in the Cabinet.

FRENCH AND EWART ARE FIRM Generals Refuse to Withdraw Resignations Submitted Last Week.

SECRETARY PAYS THE PENALTY Seely's Guarantee to Army Officers Feature of Crisis.

ASQUITH RESIGNS HIS SEAT

Premier Will Appeal to His Constitnency in East Fife, Scotland, for Re-Election to the

LONDON, March 30 .- Colonel John did, too." Beety, secretary for war, resigned his his resignation was accepted by the premier. Premier Asquith himself decided to take the secretaryship of war in place of Colonel Seely.

"Colonel Seely's resignation has been frage sentiment to get an amendment accepted," was the expression employed through the legislature or to carry the by Premier Asquith in announcing in the amendment after it has been secured. House of Commons today that his war secretary had paid the penalty of his indiscretion in adding to a cabinet docu- Harriett E. Grimes of Darlington, Wis., republican party, and Judge A. C. Epment the two paragraphs which have and among the speakers on today's proaroused such feeling as to threaten the gram were Mrs. Pattle R. Jacobs, Birexistence of the entire cabinet.

mong his late colleagues.

Cause of Crisis.

Gough and contained the following: gupport the civil power in the ordinary getting out the woman vote. execution of their duty, but it has no

of the home rule bill." by Field Marshal Sir John French, virtual cent campaign were to be told, commander-in-chief of the army, and by Dr. Anna Blount of Oak Park, Ill., dis-Bir John Ewart, the adjutant general to cussed "Victories Since the Last confer- which practically ignored the existence the forces. The two generals immediately ence," while Mrs. Draper Smith of of the Currie committee. They finally resigned and all efforts made by the Omaha, told the delegates "How We Did agreed to appoint a committee to confer king, the premier and other ministers it in Nebraska."

definite today. Premier Asquith's further announce- told by Mrs. Elia McHose of Boone. ment that he himself would take up the portfolio of secretary for war came in Blackburn Called nounced his intention to take up the office, he declared he would retire from the House of Commons, in accordance with the law "until it please my constituents to sanction my return."

The premier then dramatically walked out of the chamber amid frantic cheers from the liberals, the nationalists and the labor members, the whole body of whom rose to their feet and waved handkerchiefs and papers as he left.

Mr. Asquith, having accepted "an office of profit under the crown" must now return to his constituency of East Fife, Bootland, for re-election. On the last occasion he received 5,149 votes against the 3.250 for his Unionist opponent.

When Premier Asquith entered the thouse today he was greeted with a great evation from the members on the ministerial side. He shortly afterward rose before the crowded chamber to make his promised statement on the army crisis. The premier said.

'After full consideration Field Marshal French and Adjutant General Ewart have persisted in their desire to be relieved of heir offices. In the public interest I deplore the decision of these gallant of- filing fees for both documents. ficers, and I cannot speak too warmly or gratefully of the ability, leyalty and devotion with which they have served the

(Continued on Page Two.)

The Weather

Forecast till 7 p. m. Tuesday: For Omaha, Council Bluffs and Vicinity Unsettled weather tonight and Tuesday; not much change in temperature



tomporative Local Record. 1914, 1912, 1912, 1911. Highest yesterday ... owest yesterday ...

Precipitation ...

Reports from Stations at 7 P. M. Reports from Stations at 7 F. M.
Siation and State Temp. High-Rainof Weather. 7 p.m. cst. fall.
Cheyenne, cloudy 52 52 18
Denver, cloudy 44 65 7
Lander, Cloudy 22 26 00
North Platte, rain 35 40 10
Omaha, cloudy 44 45 T
Pueblo, cloudy 44 57
Pueblo, cloudy 45 20 00 and thy roundy
anta Fe, cloudy
arta Fe, cloudy
actidate, part cloudy
oux City, cloudy
elentine, rain

T indicates trace of precipitation.

L. A. V. ELSH, Local Forecaster.

MEN LIKE FLOCK OF SHEEP REPUBLICANS AGREE

Mrs. Draper Smith Tells What She Has Learned of Them.

IF ONE SIGNS, OTHERS FOLLOW

Let First One Refuse to Affix Signsture to Petition and Others Will Refuse-Talks to love District Meeting.

(From a Staff Correspondent Telegram.)-That action will be taken to livide the Mississippi Valley Equal Suffrage conference and create a southern division is asserted. It is stated that SMALL HITCH AT THE OUTSET there are conditions in the south which affect the outlook for equal sufrage that Eppersonians Decide to Go it Alone, are peculiar to that portion of the country alone. The states of Texas, Alabama, Louisiana, Mississippi and Tennessee which now belong to the Mississippi Val- TWO BODIES FINALLY MERGE ley organization, will become members of ie new conference.

Regarding the work in Nebraska Mrs. Draper Smith said: "The women soon round out that the men were very much like a flock of sheep; if one refused to sign our petitions, all within the hearing of his voice would follow with 'pass me up,' or 'nothing doing,' On the other hand if the first one signed the others

cently over the legislative plan of getting suffrage amendment before the voters. Any state, she, said that cannot secure enough signatures to place the amendment on the ballot, has not enough suf-

Leading Women Talk. The conference is presided over by Miss mington, Ala.; Miss Clara L. Thompson, bers of Parliament that Colonel Seely cago; Mrs. Jessie Hardy Stubbs, Washhad definitely retired from the cabinet ington, and Mrs. Hila McHose, Boone, Ia. was when he entered the house and took Miss Flora Dunlay, a leading Social Setseat on the back benches instead of tlement worker and member of the Des ship, which has been sailing for the last Moines Board of Education, welcomed two years with two crews and two comthe delegates at the morning session.

paragraphs which caused the Of interest in connection with the sufcrisis were contained in a memorandum frage conference was the fact that in the written to Brigadier General Hubert municipal election here today, women were voting on a proposition for munici-The government must retain its right pal ownership of the city water works to use all the forces of the crown in Ire- system. Many of the visitors aided their land or elsewhere to maintain order and co-workers in Des Moines in the work of

"Methoda" is the general subject of the intention whatever of taking advantage sessions, and every phase of suffrage of this right in order to crush political work is to be discussed. The leaders in opposition to the policy or the principles the various states outlined plans they found most practicable. Much interest The later repudiation of these guaran- centered about the Illinois delegation. The tees by the cabinet was taken as a rebuff methods followed in that state in the re-

failed to induce them to change their. The general discussion of the session minds. Their resignations were made was led by Mrs. Harriet Taylor Upton of Warren, O. Experiences in Iowa were

as Witness in Suit Brought by Woman

properly were adjusted by them some- tion of candidates of the party. time before the divorce auit was filed, note transferred to her.

question whether the statements Mrs. Peyton sought from Mr. Blackburn were other committee of their action. privileged as between an attorney and his client. The judge allowed him to be questioned to a limited extent.

Records of the district clerk's office show that Mr. Blackburn filed both petition and answer in the Peyton divorce case on the same day and also paid the The plaintiff is charging that the note

for the value of which she is suing was

Mob Attacks Crew

PITTSBURGH, March 30.-A freight rew on the Monongahela division of the Pennsylvania railroad was attacked early today at Fredericktown, Pa., by a mob of 500. Stones were thrown and shots fired, Temperature at Omaha Yesterday, but not one was hurt. The crew was finally reacued by police sent from Browns-This was the most serious of a series of disturbances that characterized

0 the strike of trainmen on the division during the night. The information reached here at noon that leaders of the United Mine Workers at Uniontown, Pa., had called out members of the union in mines which sup- 1912, and if the strife is continued it will plied coal to the Pennsylvania, until the not pertain to matters of substance, and strike on the Monongahela division was settled. The order, effective today, will

bring out approximately 6,000 men. freight and passenger trains moving of its members. regularly.

LIST OF IOWANS NAMED TO GO TO SAN FRANCISCO

DES MOINES, Ia., March 30 .- Announcement of the completed Iowa delegation which will go to San Francisco this week to select and dedicate a site at the Panama-Pacific exposition, was made today, The official members of the party are Governor Clarks, Justice Horace E. Deemer of the supreme court of Red Oak, and Ora Dilliams of Des Moines.

The representatives chosen by the commercial clubs of the cities of the state are: Ralph Bolton, Des Moines: E. A. Kingsbury, Waterioo; W. G. Haskelt, Cedar Rapids; George Haw. Ottumwa: Charles F. Curtiss, Clinton; O. M. Olson, Fort Dodge; F. E. Keeler, Mason City to us at this moment hooing that we will George W. French, Davenport. The party will assemble at Omaha Tues-

solve the problem even if in so doing we (Continued on Page Two.)

TO WORK IN HARMON

coln, Come to Tax After Two Committees, Short Argument.

BOTH PARTICIPATE IN THE CALL DES MOINES, Ia., March 20.-(Special Plan Suggested by Chairman Meet

with Favor of All.

But Change Front.

That Names of Both Chairmen Shall Be Signed to Call for Convention When Innued.

(From a Staff Correspondent.) LINCOLN, March 20 - (Special Telegram.)-Republicans of Nebraska are to-Mrs. Smith favored the initiative sys- gether once more, and will present a portfolio in the British cabinet today and tem which was employed in Nebraska re- united front to the enemy when the battle is fought next November.

The two men who have been working hard for harmony during the last few months were rewarded today hen they saw the two committees join hands in a resolution to pull together for future suc-

These two men, Senator Frank M. Currie, chairman of the Taft wing of the person, chairman of the Roosevelt wing, were gratified tonight, and after viewing the battle ground where the two commit-The first information received by mem- St. Louis; Mrs. Grace Wilbur Trout, Chi-tees fought out their differences this afternoon are shaking hands with everybody over the result of the meetings.

At one time it looked as if the old manders, was close to rocks, and while the passengers were on the verge of a panic for about thirty minutes while the two subcommittees were conferring, the danger passed, and when the announce been reached cheers for the republican party were given with a hearty will and a general handshaking was indulged in Omaha Postoffice Carriers Take a The proposition, which at one time looked as if it would cause dissension was who had the right to call the convention. The executive committees of NUMBER OF RESIDENCES SHOWN both parties had agreed upon a plan for the joint calling of the state convention by both committees, but the Epperson committee instead voted for a plan with a like committee from the other committee and the two reported a plan which in substance allowed the Epperson committee to call the convention with

the co-operation of the Currie committee. | After agreement as to calling the state had been reached tonight and the meetings adjourned, it was thought best in order to meet all legal requirements, that the same resolution which gave the power to the Epperson committee to call the convention with the Currie committee co-Thomas W. Blackburn, president of the the Currie committee, and thus, both the Omaha Bar association, who, according name of Mr. Currie and Mr. Epperson to district court records, represented Mr. would appear on the call, covering the and Mrs. Lacey E. Peyton in the early point as to the legal right of either party stages of their divorce suit, and who was to issue the call and prevent possible present when some differences over future court proceedings over the elec-

When the Currie committee met it did was called as a witness in a suft brought not take the members long to agree to shows the number of residences, stores repeal. in District Judge Estelle's court by Mrs. the plan proposed by both Chairman Ep- and pergons served through the postoffice Peyton to recover \$2,500 alleged due on a person and Chairman Currie for the and its substations, which include Dundee the president does not propose reprisals A considerable part of the day was con- state convention, and a committee con- in the South Omaha station: sumed in arguments of lawyers over the sisting of Mr. Currie, A. W. Jefferis and Bert Mapes was selected to notify the Main office

Mr. Epperson's Address. Chairman Epperson, speaking to the progressive wing, pointed out that differences arising in 1912, which resulted in the split, have now passed and that harmony should rule to the success of the party. Mr. Epperson said in part:

The constituency which created this emmittee, acting through its representative delegate convention, at the same time solemnly and deliberately declared in substance that adherence to the fundamental principles of the party was to be taken as the true test of fealty and of Freight Train the badge of membership, and not the known ministers next month through the months ago. The funeral will be held support of any candidate.

"The purpose for adopting this basic exerted to maintain the party so that it would survive the campaign of that year as an influential and patriotic organization.

"The differences recently existing in the party are now important because they brought about the organization of two committees instead of one, so that at this time, unless a solution may be found, there is danger that two conventions may be called. The subject matter of dispute passed with the campaign of will be damaging because it will result in the continuance of two organizations. "The party is a naffonal organization. Freight officials assert that the Mon- and the prospects are that its complete ongahela division is fully manned and control henceforth will be in the hands

> Asks for Co-Operation. "The tendency now prevailing abould be promoted by the co-operation of all patriotic republicans, by joining our efforts for the restoration of harmony. This committee can advance the cause by blending our efforts with those of the national party and with the subordinates.

the county organizations in this state. "About one-half the regularly created county organizations in the state were in accord with us, the other half were with the national committee and therefore with the other state committee.

"As to which state committee. 'As to which state committee is legally

unstituted reasonable men and patriotic

OF BONDAGE ANTI SUFFRAGE THIS IS NO VOTES FOR PLACE FOR ME !! WOMEN

The Rival Luncheon Leaders.

THE HUSSIES!

AN' JUST LOOK

AT THAT HAT!

TO THINK OF

THE CHAINS

REMAINING IN

Drawn for The Bee by Powell.

ment was made that an agreement had been reached cheers for the republican POPULATION SHOWS BIG GAIN Sloan Delivers a Vigorous Defense

Census of Greater Omaha.

Report Shows 35,007 Residences, with a Total Population for Greater Omaha of 218,353-Omaha Property 179,353.

According to a survey of the population of Greater Omaha, with its suburbs, completed by the letter carriers of the Omaha station and the substations, 218,251 perincurded in a report which is made under to ourselves." convention by the Epperson committee the direction of Postmaster John C. He declared that the Carnegie peace

has a population of 179,365, a substantial a treaty right to enact."

total of possible delivery points in Greater supported it. Omaha as 46,669, while there are 28,560 A vigorous defense of Speaker Clark mail boxes in the city and its suburbs. was delivered by Representative Sloan of The following table compiled after many Nebrasks. He declared that the adminisweeks of work by the letter carriers, tration had shown no real reason for the committees jointly to issue a call for the in the Walnut Hill station and Albright

Residences, Stores People
 Main office
 7.79

 Union Station
 2.114

 Wainut Hill
 3.762

 Ames Avenue
 3.454

 Station A.
 4.072

 Station B
 2.531

 Station C
 2.918

 South Omaha
 6.631

 Benson
 806

Two Deadwood Ministers Resign

DEADWOOD, S. D., March & .- (Speknown ministers next month through the here Wednesday. committee of the Episcopal church in this Nebraska City, are brothers. state. He anticipates again leaving the ministry and practicing law in either Slovx Falls or Chicago.

Rev. Mr. Edwards, who has been here the last five years, has been selected as by Vote of Two to One field secretary of the Methdist Desconess hospital at Rapid City and will remove there to devote his whole time to the raising of funds and general handling of ently destroyed by fire there. Over \$50,000 will be spent in this rebuilding.

The National Capital Monday, March 30, 1914.

The Sennie.

The House.

of Speaker Clark WASHINGTON, March 30.-Represen-

tative Doremus of Michigan, chairman of the democratic congressional committee, led off the fight on repealing the Panama tolls exemption in the house today. It was the third day of debate on the ques

Expressing regret that he differed from the president, he declared that Great Britain had admitted the American right to exempt coastwise trade from tolls. "If we cannot grant free transit to our sens receive their mail through the post- ships through the canal," he said, "its office here. The population estimate is benefits will accrue to England and not or his command-

Deducting the population of Dundee, income of \$500,000 from Steel trust bonds. 150 men had designs on a freight train. meager press dispatches received from Benson, Albright and South Omaha, was most active in rescuing the national which are served through the Omaha honor by promoting the repeal of the law postoffice, the city without its suburbs, that Great Britain had admitted we had operating, should be adopted concerning increase since the census of 1910. The Representative Bell of California, pro-

government census report for 1910 gave gressive, and Representative Manahan, republican, of Minnesota, opposed the re-The postoffice report further shows a peal and the representative of Minnesota

> "We are told by the newspapers that against those who differ from him in

> this matter, but we are also informed that the speaker is to be punished," said "Must the speaker suffer, must be

rolitically die? Then 100,000,000 Americans

will know the reason why."

Luther Abbott Dead, Result of Operation

FREMONT. Neb., March 30,-Luther Abbott, well known Nebraska boy, died at Colorado Springs from hemorrhage, a result of an operation for removal of a gold crown of a tooth from his lung three

resignations of Rev. David Clark Beatty Mr. Abbott did newspaper work in Freprinciple was that our efforts would be of the Episcopal church, and Rev. J. mont till twelve years ago, when he went Arthur Edwards of the Methodist church, to Lawton, Okl., took a homestead and Rev. Beatty was formerly rector of taught in the high school. Later he Christ church at Lead before coming here, founded The Progress, a teachers' magaand before that secretary of the then gine, at Okiahoma City. He was a son missionary district of Indian territory, of the late Dr. Abbott, who practiced Before entering the ministry he was a medicine here for many years. Keene practicing attorney in New York City. Abbott of Omaha and N. C. Abbott, super-He was also chairman of the canon law intendent of the School for the Blind at Sioux City Mayor

Hanna Re-Elected

Mitchell, a contractor, led the ticket for cr the ablermanic ticket. Galbratth, John Myerly (re-elected) and closed Fred German.

SKIN GRAFTING TO SAVE LIFE OF CLUB WOMAN

sit; volunteered the necessary skin to in September the price was sold Representative Barks, who won the remake the operation about 30 square Pennsylvania mining tax and advances in
publican primary nomination for senator
in South Pakota, was cheered when he
returned to his seat.

KELLEY'S ARMY IS NOW LOST Men Who Were Camped at Sand

Cacek Have Disappeared.

Railroad Men Cannot Find Where They Boarded Any Train on the Three Roads Rubning Near the Camp.

Kelley's army is lost. It has disappeared and of the 150 men who last week were camped at Sand Creek, nine miles this side of Denver, none remain except half a dozen camp followers. Even they do not know what has become of Kelley

which derives an annual in the vicinity of Denver and he and his the history of Mexico, judging C. S. Patterson, the company's chief spe- who are interned in hospitals here. cial agent, was sent out on the line to And today constitutionalist sympa-

camp.

anything of the kind. twenty-five walking into town fifteen wires. were jailed as vags and the others outran the police in an attempt to escape. Sand Creek is a junction point, the Burlington and Rock Island crossing the Union Pacific there, or close by. At first it was thought that the members of the army might have boarded a passing train of some one of the roads, but an investigation proved that such was not the case They did not ride out of the town and the Denver police, the railroad officials and the secret service agents are unable to account for the disappearance of the

Once More Elected

A. Smith was re-elected for a third term today over Johnson W. Brown in one of the hottest municipal campaigns in the DES MOINES, March 30 .- Unofficial re- history of the commission plan of govturns from practically all of the forty- erament in Sloux City. Smith polled 4,554 the rebuilding and enlarging of this in. eight precincts of the city tonight indi-votes; Brown, 4,125. Rudolph Beerend stitution at Rapid City, which was re- cate that Mayor James R. Hanna had and E. O. Wesley were re-elected to the been re-elected by a vote of nearly I to I council by safe margins. John Dineen, over his opponent, Zeli G, Roe, at present a former chief of police of Sloux City. a member of the commission. W. F. and J. M. Lewis won the other places

emmissioner, the other three who appar- By the use of voting machines the reently were elected with him being R. M. suit was known an hour after the polls

Summer Price of Coal Will Be Higher

NEW YORK, March 20.-Coal dealers MORGANTOWN, W. Va., March 30 - have amounced that the summer prices of In an effort to save the life of Mrs. Albert coal, which go into effect on April I, will O. Price, a leader among West Virginia be 25 cents a ton higher than for the corclub women, physicians today began a responding date of last year. The prices constituted reasonable men and patriotic republicans may differ.

Met at noon.

Debate was resumed on the repeal of a mount on the parameter of the parameter of the parameter of the surfer that they are looking and of lands bufore the public lands and to students of the public lands and to students of the surfer that they are looking and of lands bufore the public lands and to students of West Virginia universummer scale in 1911 started at 16.25, and to students of the public lands and to students of the public lands are summer to 6.30 in September. The public lands and to students of West Virginia universummer scale in 1911 started at 16.25, and to students of the public lands are summer to 6.30 in September the public lands and to students of the summer to 6.30 in September the public lands are summer to 6.30 in September the public lands are summer to 6.30 in September the public lands and to students of the summer to 6.30 in September the public lands are summer to 6.30 in September the public lands are summer to 6.30 in September the public lands are summer to 6.30 in September the public lands are summer to 6.30 in September the public lands are summer to 6.30 in September the public lands are summer to 6.30 in September the public lands are summer to 6.30 in September the public lands are summer scale in 1911 started at 16.25.

REBELS TRAPPED AND MINES ARE EXPLODED, REPORT OF FEDERALS

Constitutionalist Troops Lured Into Smelter and Bull Ring, Say Messages.

VILLA BEATEN ALL ALONG LINE

Such is Statement of Mexican Federal Consul at El Paso. WIRES TO TORREON SILENT

It is Assumed in Juarez Fighting Continues. BECOMING ANXIOUS REBELS

bacace of News is Taken to Mean Villa's Army Has Met New Obstucies or Suffered a

Repulse. EL PASO, Tex. March 20.-That General Villa and his rebet army if not defeated at Torreon are at least having a desperate battle, was the opinion generally expressed here today by foreign

refugees from Mexico. The opinion was based on the absence of news from impartial observators from the front, on statement given out by the Mexican federal consul here, and on stories told by Americans from Cathuchua

and other Mexican cities. A Colorado mining man just in from Parral said that the city was crowded with rebel wounded, Arrivals from Chihushus quoted two Americans, who arrived there last Saturday from the front as stating that the rebels had suffered terribly in dead and wounded and were by no means having the success which hey have reported.

Assert Villa Benten. The consul asserted that Villa had been

befrated all along the line. Two telegrams from the Mexican federal consul at Eagle Pass, Tex., who said the information came direct from Torreon by wire yesterday, were recived and federal sympathizers werjubilant. The messages said the rebels were drawn into traps in the buil ring and the smelter at Torreon and that mines were exploded under them. The consul said that the rebels had retreated LEAVE THE CAMP OVER NIGHT at all points, including Gomez Palavio

and Lerdo. A telegram, credited to Federal General Mass, said that federal troops cut a retreating robel column to pieces, killing

Some of the highest robe; officials here today confessed they were at sea over the situation

Wires to Torreon Silent. CHIHUAHUA, Mex., Murch 30.-For seven days has Francisco Villa, military genius of the constitutionalist revolution waged his battle against Torreon, For six Last week reports reached Union Pa- days the fight has been the bitterest and cific hendquarters here that Kelley was the loss of life the most tremendous in The story came that they proposed to the front and the stories of horrible take forcible possession of one of these claughter which were told today by many trains and force a run through to Omaha, of the 558 wounded veterans of Torreon

investigate the movement of the army thizers and rebet officers in Chihuahua and prevent it. He reached Sand Creek skaln have become most anxious as to Saturday and there found a deserted the fate of their military leader and the remnants of the 12,000 men who marched According to the residents of Sand to Torreon with him to engage in the reck, after having been driven out of revolutions first decisive battle. No word Denver, Kelley and his army reached from Villa came early today to relieve the town about Wednesday and immedi- the anxiety which obtained throughout ately went into camp, occupying some Chihuahua. Reports that heavy reinforcevacant lots and sleeping under blankets ments were hastening to relieve General and the few tents they had with them. Refugio Velasco, the federal commander There they talked about capturing a at Torreon, who has made such a re-Union Pacific freight train and starting sourceful resistance against the enward east. This talk continued as long as the march of the rebels, were received here men remained and the camp was main- with misgivings. But it is the fact that tained, but no effort was made to do no news of General Villa's progress has been made for many hours, that is re-Friday night the army campfires sponsible for the greatest anxiety as to burned brightly, but when the town his fate. When all went well, with the awoke Saturday morning the army had rebei leader in the past, free access to hiked. Half a dozen camp followers and telegraphic communication was given helpers remained, but none of them knew newspaper correspondents at the front, where the army had gone. A small de- but when he met with reverses, General tachment returned to Denver, but of the Villa would allow no news sent over the

Army officers here fear that General Villa and his army are in a most diffi-(Continued on Page Two.)

National advertisers need newspapers

Not so very long ago it was said that national advertisers needed newspapers.

By national advertisers is meant all manufacturers, producers, or distributors that have anything to sell to the people of this country. It doesn't matter what it is

they wish to sell-merchandise or service—if they tackle na-tional advertising in a fair-minded spirit shorn of all sentiment they bring up sooner or later with this fact:

The biggest advertising successes in the history of the profession have been brought about by the use of good and reliable newspapers.

Ask any enterprising retailer who understands advertising and the conditions in the community which he serves, and he will tell you that far and away the best assistance he can get from the makers of his merchandise is newspaper adver-

The retailer knows from experience and observation that the best way to make any brand of honest goods known to all the people in his community is to tell them about it in plain and unadulterated English in the best newspapers.