# BRIEF CITY NEWS

#### HAVE Boot Print It. Accountant-Auditor-H. F. Swohoda.

See Sunderland's Press Brick display. Coal \$5-Coutant & Squires, Tel. D\$38. Minehart, photographer, 18th & Fatnam. Fa Bourks for Quality cigars, 516 S. 15th. present. in which event an adjournment Popular Prices at the Her Grand Cafe- will be taken until Tuesday night white walters, first-class service. Open 6 s. m. to 12 p. fit. Rachman's orchestra.

Divorce Papers Withdrawn-Louis F. Knopp has brought suit for divorce in the district court against Jane W. Knopp. The papers in the case were withdrawn as soon as filed.

Advortising Mon Will Banquot-The advertising men's association of Omaha will give a banquet at the Ber Grand the evening of April 7. Covers will be laid for seventy-five

Manslaughter Jury Disagrees-The jury the case of the State against John O'Connor, charged with manslaughter, disagreed, after being out twenty-four hours, and was discharged. The jury stood 6 to 6. O'Connor was charged with having shot Barney Caraher of South Omaha.

Hignal Corps Men for New York-A detachment, of six enlisted men of of the signal corps from Fort Omaha left Wednesday evening for Fort Worth, N. Y., to take a course of additional instruction in wireless telegraphy. After completing their studies there the detachment will be sent to Alaska

There Will Be a Meeting of the Commercial Travelers' Tart club at the Rome hotel Saturday evening at 8 o'clock. All members are requested to attend, as impertant business will come before the should be sent him. meeting. All commercial travelers are invited. By erder of the club. J. L. Houston,

president. J. M. Buck, secretary. Divorce for Desertion-Josephine M. Pegau has brought suit for divorce from Edward A., alleging desertion. They were married in St. Paul, June 21, 1963. Claude Mahone says Josephine deserted him and therefore he is asking the district court to separate them permanently. They were

married in Chicago in 1898. Tenant Tries to Stop Landlord-Archibald Gordon has secured a temporary into prevent the company from interfering with his occupancy of the Cambridge hotel Thirteenth street and Capitol avenue. The forecaster of the United States weather case will come up for hearing April 4. bureau in Omaha, in reference to the con-Gordon is the landlord of the hotel.

terly report of Frank Bandle, register of and gradually wiggling over onto Siberian deeds for the quarter ending March 31. soil and making the American climate shows the fees of his office amounted to warmer. The Englishman says the move-\$3.512.55; expenses, \$2,699.99; leaving a sur- ment of the north pole is caused by implus of \$312.56, which has been turned over mense accumulations of ice along the Canato the county treasurer. During the three dian shore of the Arctic ocean, especially months there were recorded 2.795 instru- in Baffinsland and Greenland. The incalments.

Lunch Wagons on Wacant Lots-Peti- is by force of gravity slowly pushing the tions by the score to place the outlawed crust of the earth and consequently the lunch wagons on vacant jots in the busi- north pole and the Arctic circles generally ness district are being sent to Charles H. over towards Siberia, he says, where there Withnell, city building inspector, but all are no inimense accumulations of glacial in Omaha, have bought the large five- Allan M. Stewart and others, suit in bankpetitions are promptly furned down, the los to counteract the movement. building inspector talling all comers he can their lunch wagons of brick.

court against the Omaha and Council was really so that the gulf stream had ers. Bluffs Street Railway company for \$3,000. turned tail and was now flowing back By the purchase of two-thirds of a lot Bluffs Street Railway company for \$3,000. Bergevin claims he got off a car at Twenty-fourth and Bristol streets last January and as he started across the street was broken and he was otherwise injured.

city schools were approved by the Board of Education in special session Thursday morning and warrants ordered drawn. The salary list for March is for \$44,410.21. Unier the call for the meeting of the board no other business could be transacted The next regular meeting will be on Monday night, according to charter provision, Bowman, 117 N. 16. Douglas shoes \$3.50. but as the Taft banquet will be on that Thomas W. Blackburn for congress-Adv night board members forecast the proba-Voice culture, Delmore Cheney, Boyd Thr. billing that there will not be a quorum

salary of the teachers and janitors in the

Suit to Satisfy Judgment-Suit has been filed by the Heisler Pumping Engine company against W. R. Bennett and Jen-

ile S. Brown for \$1,455.20 to satisfy In the petition it is alleged Judgment. judgment was secured in April, 1903; that W. R. Bennett owns 2,839 suares and Jen-Bennett Building company, which has not

been paid into the company. The plaintiff start. asks the value of this stock be paid into the company for the satisfaction of the was in Omaha Thursday and leased the

asks that a receiver be appointed to look stock will be placed and some \$30,000 worth after its affairs. of goods put in at once.

South Dakotan for Jury Mere-J. Emmet. Johnson of Madison, S. D., will serve on ome to Omaha, though he does not unletter to Judge Scars Johnson said he would have been secured for Omaha re-

said he removed from South Omaha to factory. South Dakota some time ago and he doubts the authority of the district clerk to bring him back for jury service. He wrote to Judge Sears for a ruling in the matter and also to suggest transportation expenses that Omaha can secure trade and territory

## WORLD AND WEATHER NORMAL

#### North Pole Not Shifting Nor Seasons Changing, Asserts Colonel Welsh.

"Not having received regular reports from that region of late, I am unable to with the territory will be employed to take give an official opinion, but I believe that when Walter Wellman, Captain Peary or someone else does find the north pole, it will be found in the same old place where Gould. "We have no desire to evade them junction against the S. D. Mercer company it has stood since the beginning of the and will have a full line of our goods for world and the creation of man."

Such is the statement of Colonel Welsh. tention of one Moses B. Colworth of York, Register Bandle Rakes Gain-The quar- England, that the north pole is shifting culable weight of the inconceivable mass

do nothing for them unless they build Welsh. "The moving of the north pole is western Life Insurance company, the pur- be called before April 20, when the Chi- not ready to announce my candidacy ofjust as reasonable as the idea of a promi- chase price being \$50,000. The building is cago ranch fraud case will be called. It

Third District Politician in

Federal Court.

whence it has always come. "You remember the story of Jules Verne Eleventh and Douglas streets, Richard R. about a Baltimore syndicate that was going Evans will enlarge his present building

another car struck him. His left ankle to dig up a mine in the polar regions and and make preparations whereby he can put in a huge quantity of dynamite and double his business. The newly purchased Year and Half in Penitentiary-For then by exploding it right the earth, by lot has a frontage of 44 feet on Douglas breaking into a box car at Valley Frank force of concussion, would change its street and formerly belonged to the Bryn Warren drew a prime of one and a half axis? Well, that yarn of the novelist ap- Mawr college, Mr. Evans paying \$6,000 for years in the penitentiary when he told, peals to me as much more feasible than the piece of realty. The beautiful W. O. Glibert home at hall, Continental block, Wednesday aftertook some clothing and other articles from ment of the ice. What if the glacial ice 3340 Harbey street has been sold to Mrs. noon. The purpose of the meeting was to this shifting of the pole business by movethe car, and as the property was in care does move, the pole is still there, or the Laura Buchan, wife of Captain Buchan, of Mr. Harriman and Mr. Harriman was place where it was is still there, isn't it?" judge advocate at army headquarters, and in Lincoln May 5-6, which camp will elect Colonel Welsh says there is nothing in daughter of Mrs. Conger, widow of the delegates to the head camp, to be held in the common opinion held by so many that late minister to China, the consideration Peoria, Ill., June 15-20. the seasons are changing, and that the named being \$1. Real estate dealers say quarterly report of County Judge Leslie stories of the oldest inhabitant that "we the property is worth in the neighborhood Peter Nalty has bought two of the

## THE OMAHA DAILY BEE: FRIDAY, APRIL 3, 1908.

#### ANOTHER CRACKER FACTORY ulated in it that the resort will be of the highest moral character. I will not defame the name of Horatio Seymour nor prostiute my old home by leasing the lake and lake shore to anyone who wants to put Loose-Wiles Company of Kansas City Comes to Omaha. in a beer garden. On the condition that a first-class resort is put in I will probably lease the lake and it will make one of the

TO MOVE INTO AVERY BUILDING most beautiful resorts anywhere in the west. Itens & Sons Biscuit Plant Bay Home SEVERAL IN RACE FOR BISHOP

for Fifty Thousand Dollars at Twelfth and Jones Streets.

Quayle Are Two Prominent Methodists After It.

With the meeting of the general confer-Loose-Wiles Cracker and Candy company ence of the Methodist Episcopal church. of Kansan City, said to be the largest independent cracker manufacturers in the which will convene in Baltimore May 6 world, will open a jobbing house in Omaha approaching, the question of the election nie Brown 160 shares of the stock of the April 15 and employ twenty-five men as of bishop is exciting considerable attention salesmen and warehouse workers as a among the ministers and laymen of that church. Secretary C. E. Gould of the company

Among the most prominent candidates fo that high office are Rev. Henry C. Jen-Judgment. The petition alleges the Ben- viaduct floor of the Avery building, on the nings, senior publishing agent of the nett Building company is insolvent and Tenth street viaduct, 95x132, where the Methodist book concern of Cincinnati, nings, senior publishing agent of the Chicago and Kansas City; President W. S. Lewis of Morningside college, Sloux City,

Rev. H. C. Jennings and Dr. W. A.

The Loose-Wiles company has been look-In.; Rev. Freeman H. Boyard of Ban Franing toward Omaha for some time and in cisco, Rev. R. J. Ccoke of New York, book the petit jury providing the county of making the announcement that the com- editor of the book concern of New York: Dougias will send him transportation to pany will open a jobbing house here the Rev. W. F. Anderson of New York, secreconimittee on location of industries of the tary of the general board of education of lerstand why he should be summoned. In Commercial club said that the company the Methodist Episcopal church; President Edwin Hughes of De Pauw university, and received a registered latter from the gardless of the closing of the National Greencastle, Ind.; President George E clerk of the district court in which he was Biscuit company plant or the coming of Reed of Dickinson college, Carlisle, Pa., notified to report as a petit juror. Johnson Iten & Sons from Clinton, Ia., to install a and Rev. W. A. Quayle, pastor of St. James church, Chicago.

Mr. Gould is authority for the statement "These comprise the most prominent that the big cracker concern recognizes the names that will come before the general necessity of locating in Omaha in order to conference." said a leading Methodist divine of Omaha Thursday morning, "for the distribute merchandiss. It is considered office of bishop, but I would not like to which cannot be controlled by either Kanbe quoted as saying that these will be the sas City or Lincoln, where the Loose-Wilds

counsel

only names. There will certainly be others, but I cannot at this moment recall company has maintained a local agency their names, nor would I undertake to employing three men. do so.:

To spread Over Large Area. From Omaha the Kansas City company expects to handle western lowa, Nebraska, South Dakota and Wyoming and an experienced local manager who is familiar

charge of the jobbing house.

opening of the jobbing house of the Loose-Wilds company Omaha will become at once

turers expect to do from \$350,000 to \$400,000 about the most formidable competition age cases, eight money cases, one ejectwhich the National Biscult company, commonly known as the "Cracker Trust," has

"This is all tommy-ret." says Colonel Twelfth and Jones streets from the North-

FEDERAL COURT CALENDAR OUT

Law Cases Are in the Majority and Criminal Cases Will Heard April 20.

sent it at Peoria in

June.

Judge A. L. Sutton was elected chairman

of the county camp and C. H. T. Riepen.

secretary. After the transaction of con-

siderable routine business these were

N. C. Pratt, Peter Olson, Lewis Harris, H.

Red Cross - - Cough Drops.

Lease Upper Floor of the

Continental Block.

the best equipped fraternity rooms

The Glad Hand

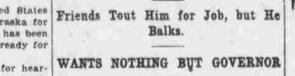
A LIVE WIRE

On Dodge Street.

ance sale Saturday morning, April 4.

Drug Co

rapidly increasing.



Story is Current that Omaha Comptroller Has Tied Up with Berge, Giving Latter First Place.

"I am a candidate for but one office and that is for governor, and that only when 1 ment case and one replevin case. There get ready to make my announcement," says are nine equity cases, of which five are injunctions, one revivor, one foreclosure and of Omaha, Nebraska-but the "governor winked his eye when he said it.

"I know nothing about this railroad com-The first case noticed for trial is that of missioner deal or any other office which some people may try to get me to run The criminal docket of the court will not

ficially as yet.' Senator "Billy" Mason is the principal find a niche into which the comptroller of Omaha will fit without disturbing or

rubbing against the Lincoln candidate. M. W. A. ELECTS DELEGATES Lobeck will run for railway commissioner. they do say. County Camp Chooses Men to Repre

That is the place picked out for him by friends of Berge who are anxious that race for governor. They will leave it to ing its prosperity. The camps of the Modern Woodmen of

America of Douglas county held their an- Colonel Bryan to have the mayor step aside



#### By HERBERT KAUFMAN.

Every dollar spent in advertising is not only a seed dollar which grows a profit for the merchant, but is actually retained Charles O. Lobeck, comptroller of the city by him after he has paid it to the publisher.

> Advertising creates a good will worth the cost of the publicity.

It actually costs nothing. While it uses funds it does not for. 1 am for the highest office in the use them up. It helps the founder of a business to grow rich and bunch and that is for governor, but I am at the same time keeps his business from not dying when he does

It eliminates the personal equation. It perpetuates confi The story is that Lobeck and friends of dence in the store and makes it possible for a merchant to with-George Washington Berge are trying to draw from business without having the profits of the business withdrawn from him. It changes a name to an institution-av institution which will survive after the death of its builder.

It is really an insurance policy which costs nothing-pays a premium each year instead of calling for one and renders it pes-Mayor Jim be the only Omaha man in the sible to change the entire personnel of a business without disturbe

The trial calendar of the United States circuit and district courts of Nebraska for the April term, beginning April 6, has been received from the printers and is ready fo

circulation. Motions and demurrers noticed for hear ing will be heard April 6 and 7. Jury trials will commence April \$ at 10 o'clock a. m. one of the largest independent cracker and The grand jury will convene at 2 p. m. biscuit markets. . The National Biscuit April 6. This jury will hear only such cases ompany did a business of \$600,000 in Omaha as have originated in the North Platte dislast year. But the independent manufac- trict since February 28, 1997. The calendar shows thirty law cases as annually each from Omaha. This will make signed for trial, of which twenty are dam-

encountered at any point. two to quiet title." Itens Get Location.

.I. Iten & Sons of Clinton, Ia., promoters of the new biscuit factory to be operated the Johnson City Coal company against story brick building at the corner of ruptcy. This suit is set for trial April 8.

Suit Against Street Railway-Patrick nent Ontaha business man who came to me at present occupied by the Creamery Pack- is this case in which former United States Bergevin has brought suit in the district a few days ago and wanted to know if it ing company but it will seek new quart-

adjoining his City Steam laundry at

"We will conform with every provision of the Nebraska pure food laws," said Mr. the Nebraska trade. With the coming of the big independent cracker factory of Iten & Sons and the

Judge Sears about his exploit. Warren responsible for it, his employes caused Warren's arrest.

Leslie Shows Balance in Cash-The for the quarter ending March 31, shows do not experience the winters in these later of \$7,000. a balance on hand of \$871.39. During the years that we had way back thar in the three months the total receipts of the office amounted to \$2,755.55. Out of the uniformly the same, the rainfall is at all receipts there has been paid all of the salaries of the office employes. The quar- ing along in the even tenor of its ways, avers the colonel. ter began with the new term January 9 at wirich time the office was behind \$2.48.

Gas Below Grade-City gas tested fourteen points below grade Thursday morning and Commissioner Crowley notified the company that the department will not straight. I took Foley's Kidney Cure. One stand for as low a test during April as averaged during March, and that the comme entirely." Foley's Kidney Cure works pany must immediately bring gas up to wonders where others ar total failures. grade and maintain the grade. Gas For sale by all druggists. should test 600 British thermal units. The test Thursday morning showed but 586 units.

James B. Robertson at Best-The funeral service of James B. Robertson was held Thursday afternoon at the home of his uncle, G. W. Megeath, 2187 South Thir ty-third street, Rev. T. J. Mackay officlating. The pallbearers were Colonel W P. Evans, Major Charles R. Noyes, Majo D. E. McCarthy, J. H. Rogers, Forrest Richardson and J. U. Gridley, the latter from Dietz, Wyo. The body was placed in the private vault of G. W. Megeath in Prospect Hill cemetery.

Young Women Sell Their Work-The Young Ladles' Aid society of the Swedish Methodist church will hold a sale of fancy and useful articles in the church. Ninelocath and Burt streets, Friday evening. The articles to be sold were made by mem bers of the society during the last year They were made to sell and the proceeds of the sale will be used in paying the soclety's subscription to the church at the time of the dedication of the new building. After the sale refreshments will be served in the church, parlors.

Salaries for School People-Salary appropriations for the payment of the March



three flats at Twenty-third and Webster | elected delegates to the state camp: J. W. sixties," are groundless. The climate is streets of P. C. Corrigan, paying \$11,000 Barnett, L. A. Merriam, W. H. Dorrance. for them. Mr. Nalty brought the proptimes normal, and the whole world is moverty as an investment Mary A. Shelby has bought the home Twenty-second and Leavenworth Omaha. at

streets for \$4,100, securing the property Mr. S. L. Bowen of Wayne, W. Va., for a home. writes: "I was a sufferer from kidney dis-

case, so that at times I couls not get out of hed, and when I did I could not stand COUNTY MAY BUY PICTURES District Clerk Has Bill for Adorndollar bottle and part of the second cured ments Which Brings Many clerk of the order.

Suggestions. "Two framed pictures of Washington

Announcements, wedding stationery and and Lincoln, \$12." Attach to the above bill the o. k. of calling cards, blank book and magazine Robert Smith and add the explanation that binding. 'Phone Doug. 1604 A. I. Root, Inc. the pictures are to adorn the walls of the office of the district clerk; imagine the BANKRUPTCY FOR M'KILLIP same being filed with the county commissioners, and the explanation of the total Application is Made by Creditors of collapse of Commissioners Bruning and

Solomon is at hand. The bill from a local art store bearing Creditors of Patrick E. McKillip of the o. k. of the district clerk, who was Humphrey, former democratic nomines for formerly county auditor, was filed with congress in the Third district, whose finan- the county commissioners Thursday morning. Commissioners Solomon and Bruning cial status has had some public airing recently, have filed a petition in the United were in the office when the bill was re-States district court asking that he may be ceived.

"That from Bob Smith! declared a bankrupt. The petitioning And each put a lot of expression in the creditors are F. Widhalm, H. Wendt, Catherine Walker, Weller Bros. of Platte explanation. What the commissioners will ounty, John Weeder of Madison county, do with the claim is problematical. Solomon is a race horse man and he is imoseph Haschke of Boone county and Willpressed with nothing in a frame except a am Burris of Minnesota. The aggregate claims of the petitioners will reach \$7,000. picture of a horse.

As the news spread over the court house The petition alleges that McKillip has transferred some \$10,000 of his property to of the change of policy of the former other preferred creditors with a view to watch dog of the treasury, comment was preventing the claims of the petitioners short and snappy.

In the office of the county judge, where being paid, and for this reason they ask Clyds Sunblad reads the wrestling news, a that he may be declared a bankrupt. requisition is liable to come for a picture framed of Mred Beell of the likes of another of his class. Others are asking what would have happened had Mr. Broadwell, former district clerk, asked for a Jeffersonian picture when Smith was auditor, even if

Jefferson was red-headed. But while the mment goes on, the bill remains on file and-the axes of the commissioners are being ground to a fine edge.

### RESORT AT SEYMOUR PARK Dr. Miller Will Lease the Lake of

Condition the Place is Kopt Moral.

While plans are work ing out for a new industrial suburb in Seymour park, the former home of Dr. George L. Miller, the factories and residences will not be close charge of the store and will personally to the lake, and Dr. Miller has a proposition from parties who desire to secure a tion in prices count for anything the sale lease of the lake with the intention of es- should be a record breaker. tablishing a summer resort and opening it as a public park something on the order of diahes, including a large lot of very fine Courtland Beach

It is believed that the West Q street car line will be extended to Seymour park as fine imported cut glass, sliverware, housesoon as sufficient traffic is assured from furnishing goods, paintings and pictures the building up of the industrial suburb and the largest stock of toys west of and there seems to be a certainty of one Chicago. of the interurban lines being built through the Seymour park district. Dr. Miller said

Brandels bought two immense stocks of regarding the proposition: "The lease will probably be made, but lact curtains. They will be sold next Mon. ditional play grounds and the additions of only on the agreement which will be stip- day at grand bargains at Brandels Store.

at the right time. nual county camp meeting in old Myrtle

The \$3,000 railway commissioner job looks good to Mr. Lobeck, since his recent elect delegates to the state camp to be held junkets to meetings out in the state on "private" business, where he found George Washington Berge, insofar as the fusion

party is concerned, living up to the pace set by the original George W. in the matter of being first.

Tieup in Agreed On. good authority that Mr. Lobeck has discussed the matter with the Lincoln candidate and the latter is ready to enter into a fast and furious tleup, by which Berge

J. Roessig of Omaha; Charles Wittee of turns all the populist votes in the state Elkhorn and E. W. Creviston of South over to the Omaha candidate and in return the Omaha man is to see that all Scanda-The Douglas county delegation was in navians come across for Berge. structed to use all honorable means to Another alleged consideration enters into news to their breakfast tables. secure the election of a delegation to the

he determination of Mr. Lobeck to accept head camp that shall be favorable to the he nomination for railway commissioner re-election of A. L. Talbot of Lincoln as instead of going to the expense of running head consul, and Major C. W. Hawes head for governor. It is reported Mr. Lobeck heard the name of George Lawson Sheldon The reports from the several officers and

mentioned out in the state during his recommittees showed the county camp to be cent "business" trips and he discovered in a prosperous condition and that the the chief executive would again be the membership of the order in the district was standard bearer for the republican party. It is reported the comptroller found Sheldon resembled in a great many respects a buss saw and for the reason he believes he warm the lungs on cold mornings. ac. would have a better chance of getting a LODGES IN NEW QUARTERS chair in the state house by way of the failway commission route than by first Modern Woodmen of America Campa downing Berge, Shallenberger, Mayor Jim and maybe W. H. Thompson and then, almost exhausted, going against the present governor.

The Omaha camps of the Modern Wood OMAHA FACTORIES HAVE COAL men of America have leased the upper floor of the Continental block, at Fifteenth and Anticipated Strike of Miners and Douglas streets, and will remodel it into

Piled Up Steam Coal on Vacant Lots.

Omaha. About \$3,500 will be devoted to the Heavy users of coal in Omaha are not remodelling of the floor. It is expected suffering from the shutting down of the that all of the Modern Woodmen camps coal mines and the refusal of the miners of the city will sooner or later meet in this to get out coal. Investigation shows that hall. Provision is also being made for the the railroads as well as all the industries accommodation of the meetings of the using steam coal are supplied with suf-Royal Neighbors of America, the women's ficient coal to last from thirty to sixty auxiliary of the Modern Woodmen. days without another ton being delivered The rooms will be ready for occupancy to them.

some time after April 15, and will be This strike was anticipated and all the formally dedicated with an elaborate celelarge concerns have laid in a large supbration. The hall will be known in future ply. J. L. Brandeis & Sons have a vacant as Modern Woodmen hall. Before the halls lot well filled with coal. The Omaha & have been known as Myrtle hall and annex Council Bluffs street railway company has and Redmen's hall. its bins filled and a large number of cars The Omaha branches of the Knights of filled with coal, waiting to be unloaded Pythias will occupy the new halls jointly The packers are well supplied. with the Modern Woodmen.

The Union Pacific has a large amount of coal still on hand, a considerable part of which was stored last summer before removes liver inaction and bowel stoppage the heavy fall rush of business came on with Dr. King's New Life Pills, the pain-The Burlington has over 50,000 tons of coal less regulators. 25c. For sale by Beaton on hand and the mines at Cambria and Sheridan were in operation Wednesday and Thursday.

A targe amount of storage coal is piled on the docks at the lake ports and the large supply all over the country, stored H. Hardy & Co. will begin a large clear on the ground, in bins and on the cars, clearly indicates that the operators were Craig's special system, which is now anticipating this strike. vogue in Chicago, New York and St. Louis

will be employed. Mr. Craig is now in BANCROFT WANTS SOME COIN conduct the sale, and if extoreme reduc Patrons of That School Will Try to

Get In on that Half Million.

Besides an immense line of china and Patrons of the Bancroft school mot Wednesday evening at the home of John decorated hand-painted imported goods, Neville, Tenth and Bancroft streets, to there is a magnificent assemblage of very take steps for getting a share of the \$500 .-000 voted last fall for new school grounds and buildings. The patrons of the Bancroft school believe their children are cramped into too small quarters. They will wait upon the school board at an Tremendous Cartain Purchase. early date and urgs the acquisition of ad-

several rooms to the school building.

Advertising renders the business stronger than the manindependent of his presence. It permentizes systems of merchandising, the track of which is left for others to follow.

A business which is not advertised must rely upon the personality of its proprietor, and personality in business is a decreasing factor. The public does not want to know the man who owns the store—it isn't interested in him, but in his goods. When an It is reported on what purports to be unadvertised business is sold it is only worth as much as its stock of goods and fixtures. There is no good will to be paid for-it does not exist-it has not been created. The name over the door means nothing except to the limited stream of people from the immediate neighborhood, any of whom could tell you more about some store ten miles away which has regularly delivered its shop.

> It is as shortsighted for a man to build a business which dies with his death or ceases with his inaction as it is unfair for him not to provide for the continuance of its income to his family. (Copyright, 1908, by Tribune Company, Chicago.)

