



IT PAYS TO ADVERTISE

Novelized by Samuel Field From the Successful Play by

ROI COOPER MEGRUE and WALTER HACKETT

CHAPTER VII.

The Great Campaign.

"I THOUGHT I'd like to borrow ten—say a few thousand dollars," said Rodney, gulping at Mr. Smith.

"No, sir; not a cent," said Mr. Smith. "Perhaps five thousand," amended Rodney.

"If it was for a new club or some tomfoolery, in a minute, but to put into your business, I'd be just throwing it away. Why don't you get your father to back you?"

"Father and I don't agree on the value of advertising."

"Oh, that's it, and you expect me to do what your father won't?"

"Well, I thought as a friend of the family," stammered Rodney.

"You were wrong. Where is your father?" asked the friend of the family.

"In there I guess," said Rodney.

"I want to see him. I guess he'll think this is as funny as I do," Mr. Smith laughed, going out, leaving Rodney sunk dejectedly in a chair.

"Well?" asked Peale coming in again.

"He wouldn't give me a cent," said Rodney.

"He wouldn't? Well, he sounds like your father's oldest friend."

"What about the countess?" Rodney inquired.

"Oh, I got her," said Peale proudly.

"You did? Ten thousand dollars?"

"Fifteen thousand. Pretty good, what?"

"Good? Why, why, I'll have to raise your salary," said Rodney.

"Thanks; I supposed you would," said Peale complacently.

"Where's the money?" asked Rodney.

"We don't get it till next week," explained Peale.

"Oh!" said Rodney dejectedly. "But we must have some more cash to start with."

Peale meanwhile must have left the ladies in some suspense or else they missed his cheery company, for presently Mary came back and said the countess wanted to know how much longer she must wait.

"Coming now," said Peale. "Shall I sign for you?"

"Sure! Sign anything—sign it twice!" said Rodney.

"You know this has got the show business beat a mile," Peale chuckled as he disappeared.

Rodney turned to Mary fondly, wondering if there were not some way in which they could raise some immediate cash. But Mary failed him now for once. She hadn't an idea, she admitted sadly. But in the meanwhile Mr. Smith had emerged from the inner office, and something must have come over the spirit of his dreams of good investment, for he greeted Rodney very genially and encouragingly this time. Rodney introduced Mary to him with great pride, catching her back as she turned to go.

"That's all right. You needn't go, Mary. Mr. Smith, this is the future Mrs. Rodney Martin."

"You don't say so?" cried Mr. Smith heartily.

"I suppose you and father had your laugh at me," said Rodney.

"No, I didn't tell him anything," replied Mr. Smith.

"Thanks for that anyhow," said Rodney.

"Of course it sounded funny to me at first," pursued Uncle William, "but when I thought things over after all why shouldn't you be a success in business?"

"What?" said Rodney, hardly able to believe his ears.

"You've been successful in everything else you've tried," said Mr. Smith without a hint of sarcasm.

"Yes, yes, certainly, sure," said Rodney.

"Of course you haven't tried much, but, as you said, I am an old friend, and I figured that if you gave me your word that you'd return the money within a year, perhaps, after all, it would only be the act of an old friend to take a chance. That's what friends are for," explained Mr. Smith. "How much was it you wanted?"

Behind his back the delighted Mary held up the fingers of both hands.

"Ten thousand dollars," said Rodney promptly.

"But didn't you say—" queried Mr. Smith.

"Oh, I'm sure I said \$10,000!" Rodney declared. "That's the very least."

"Um! Well, I'll mail you a check tonight," said Mr. Smith.

"I'll never forget it. I tell you, friends do count. Thanks, thanks," said Rodney.

Mr. Smith seemed embarrassed.

"That's all right," he said. "Don't thank me. Good night, Miss Grayson, and I hope you'll be very happy."

Left alone Rodney grabbed Mary by her two hands and danced around excitedly.

"Ten thousand, and he lent it to me! Oh, isn't it great?" he shouted. He kissed her on the strength of it.

"Wait till I tell Peale!" he cried and slammed out.

In the meanwhile the countess came

back, her shrill French voice sounding through the door long before she appeared. "Oh, c'est une affaire magnifique! Je vous remercie. Oh, les Américains!" etc., she rattled on as she was bowed out into the hall to the elevator.

"What did she say?" asked Mary of the French maid.

"She said the American men are splendid, but the women are crazy and they can go to the dickens."

Mary recalled at last that she was to report to Mr. Martin herself. She proceeded to the door of his private room and knocked discreetly three times. The old gentleman came in promptly in response to this concerted summons.

"Well, how goes it?" he asked.

"Oh, Mr. Martin, he's perfectly splendid!" said Mary enthusiastically. "So full of energy, hustle and ideas. He's a different man already. You were right—he only needed development."

"Good! Good!" said Mr. Martin.

"You're not saying this to flatter an old man's vanity, are you?"

"Indeed I'm not," said Mary.

"Would you rather take a guarantee of \$2,500 additional and give up that 10 per cent of his profits?" he asked shrewdly.

"I should say not!" said Mary.

"You know, Miss Grayson, you're making me believe we'll win that \$30,000 from old John Clark."

"Oh, indeed we shall! You should have just seen Rodney borrow \$10,000 from Mr. Smith without the least trouble."

"Oh, that was my money," said Martin, smiling. "When Smith told me

the 13 Soap," began Rodney, spouting his piece, "unlucky for dirt—the most expensive soap in the world. I'm going to break the trust. I'm going to attack monopoly. I'm going to appeal to the American people for fair play against the soap trust. You've always wanted me to go into business. Well, I'm in, and forgive me, father, but I'm going to put you out of business. I'm going to advertise all over the world."

"You can't fight the soap trust with advertising; we're established," said his father coldly.

"Yes, yes, we can," said Rodney. "Think what advertising means—the power of suggestion, the psychology of print. Why, 97 per cent of the public believes what it's told, and what it's told is what the other chap's been told, and the fellow who told him read it somewhere. Advertising is responsible for everything."

Ambrose Peale came in during this tirade and stood listening, surprised and pleased with his pupil's aptitude.

"People are sheep and advertising is the way to make 'em follow your lead," went on Rodney, trying not to forget the speech. "Say, what makes you go to the theater? I'll tell you. It's what you've read of the play or what some fellow's told it in a newspaper. And that, father, is the whole secret of it. You've got to be talked about. Get 'em pre-occupied or excited, but don't let 'em be quiet. I want to tell you—Say, what kind of duck's eggs do you eat?"

"What?" cried Mr. Martin, aghast.

"Do you know anything against the duck?" shouted Rodney. "No, you don't. But when a duck lays an egg it's a fool and keeps quiet, but when a hen lays an egg—click, check, all over the place. Advertising!"

Peale joined the chorus on the old gentleman's side, and together they talked such a blue streak that Mary put her fingers in her ears.

The offices of the soap company were located about halfway down Broadway. There was a waiting room and a private office—three people could be expected with three people using it. It was a rather commonplace room, furnished comfortably, but not elaborately. The walls were hung with posters extolling the virtues of 13 Soap, such as—

DO YOU BELIEVE IN SIGNS?
13 Soap is Unlucky for Dirt.

BE CLEAN.
Cheap Soap is for Cheap People.

13 Soap is the Most Expensive
Soap in the World—
one dollar a cake.

One particularly large stand on one wall bore the legend:

The average cake of soap
gives you 56 washes.
A Cake of 13 Soap
gives you only 24—
BUT

WHAT WASHES!

There was a door on the left of the room and also two more on the right. At the back were windows, through which the callers could see the building across the street literally covered with 13 Soap posters.

There was a desk in the middle, and there were chairs, cabinets, a hat rack, a water cooler, a safe, etc., which completed the equipment. The water cooler was much appreciated by the various errand boys, who were its chief patrons.

In a month from the time Rodney had left his father's house and embarked on his business career with Ambrose Peale there was a very fair show of activity in the 13 Soap Company's office. There was a fairly large mail—mostly circulars—which the entire office staff read through every morning, for lack of more interesting reading matter in the way of orders. Discipline was not yet rigorously enforced by anybody. Next to the circulars the largest part of the mail was invitations forwarded to Rodney from the Fifth avenue address uptown. In her capacity as secretary Mary, with her woman's curiosity, ran her steel envelope sifter through these, too, and signed sometimes as she opened up some especially attractive bit of correspondence to think of the joys that Rodney had turned his back on.

(To Be Continued.)

B. F. Wiles, one of the leading farmers from south of this city, was here yesterday for a few hours looking after some trading with the mer-

JUNIOR GUILD ENTERTAINED AT HOME OF MRS. R. F. PATTERSON

From Wednesday's Daily.

The Junior Guild of St. Luke's parish was entertained very pleasantly yesterday afternoon at the home of Mrs. R. F. Patterson on North Sixth street, and the young ladies spent several hours most delightfully in sewing and discussing their plans for the work of the society and their part in the church work. The members of the Guild, after plying the busy needle for a time, were served with very delectable refreshments by the hostess, which further heightened the pleasures of the afternoon. The event was one most delightful and the opportunity of enjoying the gracious hospitality of the Patterson home was appreciated by every one of the members present. The regular monthly business meeting of the Guild will be held on next Tuesday evening at the home of Miss Edna Petersen.

THE CULLOM SOCIAL CLUB MEET AT THE P. H. TRITSCH HOME

From Wednesday's Daily.

The Cullom Social Club Saturday evening held another of their delightful gatherings at the Philip H. Tritsch home in that locality, and for several hours the Tritsch home rang with merriment as the members of the party enjoyed themselves to the utmost. Games of all kinds were played and later dancing was enjoyed until a late hour and a great deal of merriment was derived from this feature of the evening until the hour for departing drew near. At the midnight hour a sumptuous repast was brought forth from the well-laden baskets of the members of the party, and with steaming coffee, a most enjoyable luncheon was participated in by all the members of the party, and with business meeting of the Guild will be held on next Tuesday evening at the home of Miss Edna Petersen.

THE WOMAN'S RELIEF CORPS ENTERTAINED AT M'DANIEL HOME

From Wednesday's Daily.

The Woman's Relief Corps yesterday held a very interesting social meeting at the beautiful home of Mrs. J. E. McDaniel, where they were entertained by Mesdames McDaniel, J. H. McMaken and M. Archer, and the occasion was one of the most pleasant that this society has enjoyed for some time and the afternoon passed very rapidly in the enjoyment of the general social good time which had been provided for them by the hostesses. The attendance was quite large, there being some seventy-five ladies present, and the event will long be very pleasantly remembered by everyone. During the afternoon Miss Gretchen Donnelly gave a most charming vocal number, being accompanied on the piano by Mrs. George H. Falter, and this feature added greatly to the enjoyment and pleasure of the guests present. At a suitable hour dainty and delicious refreshments were served, adding greatly to the delights of the occasion, and it was with regret that the close of the day warned the members of the party that the time for parting had come, and leaving for their homes they vowed it was one of the most pleasing gatherings they have enjoyed for a long time.

IF A RURAL DISTRICT HAS A 10TH GRADE CAN HAVE CONSOLIDATION

From Wednesday's Daily.

The application of the school law in regard to the school districts having and maintaining a tenth grade in their school, which allows these school districts the right to demand six sections of land for their districts, is one that is creating a great deal of trouble for the county at the present time, as there are several districts which are asking that they be allowed to increase their districts to hold the full amount of land they are allowed under the law. This, if carried out, will mean that the entire county must be redistricted and readjusted and it is doubtful if a satisfactory settlement can even then be secured in the apportionment of the land. One of the means that would probably lead to the settlement of the question in the most satisfactory manner would be the consolidation of the districts in the county, and by making fewer school districts the schools could be brought to a higher standard and the teaching of the higher grades in the rural schools be secured. With the consolidation of the districts and the application of the uniform levy for the schools of the county there would be found a more satisfactory settlement of the question of increasing the size of the districts.

NEW PAPER IS LAUNCHED IN OREGON BY W. C. BINFER

From Wednesday's Daily.

The Journal has just received a copy of the Forest Grove (Oregon) Express, which has been launched on the journalistic sea by W. C. Benfer, an old-time Plattsmouth newspaper man, and the paper is of the usual bright, breezy type conducted by this able journalist and printer. The Express is a five-column quarto in size and is independent in politics, with socialistic leanings. May the new publication meet with the success it so well deserves.

LAND FOR SALE.

120 acres, 4 miles southeast of Weeping Water; 100 acres plow land; \$5,000.00 worth of improvements. Price \$110.00 per acre.

200 acres, 2 miles northeast of Wabash, Neb., good all-around farm, well improved. Price \$150.00; good terms.

I have many others that are good bargains. Write or call on me for what you want.

John Colbert, Weeping Water, Neb.

To Arrange for Tournament.

From Wednesday's Daily.

A committee consisting of Prof. James Jara, Frank Ashenbrenner and John Tomon were in Omaha Sunday for a few hours arranging for the turning class from the local K. S. society to attend the national tournament of the society during the coming summer. The members of the local class are turning steadily and will be in first-class shape to take part in the meeting.

Feel languid, weak, run down? Headache? Stomach "off"? A good remedy is Burdock Blood Bitters. Ask your druggist. Price \$1.00.

ORDER TO SHOW CAUSE FOR LICENSE TO SELL REAL ESTATE.

In the District Court of Cass County, Nebraska.

In the Matter of the Application of Henry Snook, Guardian of the Estate of Emma Handrock, Incompetent, and Fred Handrock, Arthur Handrock, Carl Handrock, Nettie Handrock, Helen Handrock, Walter Handrock, and Marguerite Handrock, Lattinow, for Leave to sell Real Estate.

On reading and filing the petition duly verified by Henry Snook, Guardian of the person and estate of Emma Handrock, Incompetent, and Fred Handrock, Arthur Handrock, Carl Handrock, Nettie Handrock, Helen Handrock, Walter Handrock, and Marguerite Handrock, minors, for a license to sell the interests of said incompetent and minors in the following described real estate, to-wit: All that part of the southwest quarter of section twenty (20), township ten (10), range nine (9), line north of the right of way of the Missouri Pacific Railway, and containing 7.75 acres of more or less, in Cass County, Nebraska, for the purpose of raising funds for the paying off of a mortgage of \$1,000.00, with interest, on said land and others lands, and for the purpose of paying the expense of such sale and for the maintenance and support of said incompetent and minors and for the education of said minors, and it appearing from said petition that said real estate consists of farm lands and suitable only for farm purposes.

IT IS THEREFORE ORDERED that the next of kin of said incompetent and said minors and all persons interested in said estate appear in person or by attorneys in the court house in the City of Plattsmouth, Cass County, Nebraska, on the 17th day of March, 1916, at 9 o'clock a. m., to show cause, if any there be, why license should not be granted to Henry Snook, Guardian, to sell real estate for the purpose above set forth.

And it is further ordered that a copy of this order be served on all persons interested in said estate by being published in the Plattsmouth Journal, a newspaper printed and published in Plattsmouth, in said County, and of general circulation therein.

Dated at Plattsmouth this 27th day of January, 1916.

JAMES T. BEGLEY, Judge of District Court. 1-21-16wks

NOTICE TO CREDITORS.

In County Court, STATE OF NEBRASKA.

In the Matter of the Estate of Benjamin F. Horning, Deceased.

Notice is hereby given to the creditors of said deceased that hearings will be had upon claims filed against said estate, before me, County Judge of Cass County, Nebraska, at the County Court room in Plattsmouth, in said County, on the 14th day of March, 1916, and on the 31st day of September, 1916, at 9 o'clock a. m., each day for examination, adjustment and allowance.

All claims must be filed in said court on or before said last hour of hearing. Witness my hand and seal of said County Court at Plattsmouth, Nebraska, this 25th day of January, 1916.

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NOTICE.

Notice is hereby given that a meeting of the Stockholders of the Burlington & Missouri River R. R. Company in Nebraska, will be held in Plattsmouth, Nebraska, at 10 a. m., February 24, 1916.

The meeting will be held for the election of nine directors of the company to serve until their successors are elected and qualified, and for the transaction of such other business as may legally come before it.

C. J. ERNST, Secretary.

Omaha, Nebraska, January 5, 1916. 1-10-5wks-w

A RESTRAINING ORDER ISSUED OUT OF THE COUNTY COURT

From Wednesday's Daily.

A temporary restraining order was issued yesterday by County Judge Allen J. Beeson in the case of C. Lawrence Stull vs. John Long, in which the plaintiff desires to restrain the defendant from using or trespassing on a tract of land adjoining the Platte river, and lot 4, NW quarter of section 38, township 13, range 13, which is the property of the plaintiff. The land in question on which Mr. Long is seeking to settle on, is formed by the waste from the river, which has gradually filled in and is now composed of quite a tract of land. The plaintiff claims under the law that this belongs to him as the owner of the adjoining land. Mr. Long, as the petitioner of the plaintiff states, has threatened to erect a house on the formed land, and the plaintiff seeks to have him restrained from any further use of the land. The matter of making the injunction permanent will be heard in the district court on Thursday, February 17th.

George M. Hild Better.

From Wednesday's Daily.

George M. Hild, who has been confined to his home for the past two weeks with an attack of erysipelas, was reported yesterday afternoon as being slightly improved and his family and friends are very hopeful that he may continue to improve until he is able to be up and around and soon be able to be with his friends again.

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George M. Hild Better.

GOL. WM. DUNN, AUCTIONEER

WEEPING WATER, NEBRASKA

18 to 20 years experience is worth something to those who have property for sale.

Satisfaction Guaranteed

I am always after the High Dollar for Your Goods.