



IT PAYS TO ADVERTISE

Novelized by Samuel Field
From the Successful Play by

Roi COOPER MEGRUE and WALTER HACKETT



CHAPTER XI. A Visit From Father.

DURING this trying month old Cyrus Martin, the soap king, had sat in his library in Fifth avenue, or in his swivel chair at his office, and wondered how things were going with the boy anyway. From such information as reached him he was not so encouraged as he would have liked to be. A month was not long enough to tell, of course, in the normal course of things, but that fool advertising made another matter of it. Those huge billboards and electric signs and balloons and sandwich men—puffing all of it, but Martin knew what such things cost, and was sure that Rodney's company could not possibly stand it. He was worried. And he was annoyed too. These abominable sandwich men; he had had one set of them arrested that afternoon on the avenue. He couldn't stand it. People might know who were in this ridiculous 13 Soap company, and he should be well laughed at.

Another and contradictory thing was the rumor he had heard downtown yesterday that the Andover Soap people were backing Rodney's company, going to build a plant for them. In fact, putting one thing and another together, he decided he would drop down and give the boy a call at his office. It wouldn't be bad to see him again, and Mary Grayson too. So he presented himself at the new soap company's office, on Broadway, and was kept waiting for his pains. A Miss Burke took in his name, and he guessed that it caused some excitement, for he could hear Rodney's voice and another chatting inside while he cooled his heels.

When he was at last ushered in the place looked like a real office, on the whole, and there at a desk sat Rodney, talking through the telephone. His father caught something about "not considering it," and "not having any stock for sale,"—"quite out of the question," et cetera, et cetera, as he took a chair.

"Well, well," thought Mr. Martin, rather pleased and proud. "What's this?"

Rodney in a moment dropped the telephone and espied his father.

"Why, hello, father," he greeted him gently.

"Hello, son," said Mr. Martin. He observed with astonishment that Rodney was very busy filling papers, opening and closing drawers and that every now and then he signed a typewritten letter viciously with a rubber stamp.

"Sit down, won't you?" said Rodney presently. "I'll be with you in just a moment."

"Thanks," said his father dryly.

"Have a cigar?" said Rodney, handing the old gentleman a box in an absent-minded way.

"Thanks," said Mr. Martin, biting off the end and lighting it at the match which Rodney held for him. Rodney lighted one too.

"Surprised to see me, I suppose?" said his father presently.

"Not a bit," said Rodney, flourishing a contract and signing it. Mr. Martin had some curiosity to see what it could be, this thing which really looked like a contract, but his son turned it upside down and blotted it ostentatiously on his desk pad.

"There, that's done," he added.

"Now, father, what can I do for you?"

"Well, my boy," said Mr. Martin. "I just dropped in for a social call. The fact is I've rather missed you."

"I've missed you, too, father," said Rodney.

"Thought I'd have a look in and find out how things were going," said Mr. Martin abruptly.

"Fine, fine," said Rodney. "Everything's breezing right along. Of course I'm always glad to see you," he added, pushing the buzzer. "But right now, father, I'm pretty busy, so you'll excuse me if—"

"He got very busy indeed again with his papers."

"Well, if you can spare the time I'd like a little business talk with you, Rodney," said Mr. Martin, with a certain sarcasm.

"Certainly, in just a minute," said Rodney, still preoccupied with his papers, but pricking up his ears.

Ambrose Peale, coming in, stopped suddenly when he saw his father's visitor was. Rodney looked up at him.

"That's all right; come right in," he said. "Father, you remember Mr. Peale? Peale, my father?"

"Indeed, yes, I recall very well," began Peale offensively.

Mr. Martin gruffly cut him off.

"How are you?" he said.

advertising, and perhaps"—began Rodney.

"Oh, he does, does he?" said Mr. Martin dangerously. "Then it is to him I should address myself."

"Either or both of us," chirped Rodney.

"Then both of you listen to me," Martin began. "You've got to cut out this nonsense you call advertising."

"What nonsense?" asked Rodney.

"Yes, what?" echoed Peale weakly.

"This morning there was a parade of sandwich men in front of my house for two hours," Mr. Martin went on indignantly. "I had to have them arrested. I got to the office to find another bunch. It annoys me."

"I'm sorry, father," said Rodney.

"You're trying to make a fool of me," said his father. "I open a letter. It's a circular for 13 Soap. I open my newspaper; you have a page ad. I look out of the window; there's a billboard. I take a train; the porter apologizes because he's all out of 13 Soap."

"Well, of course, all that proves how wonderful our publicity is," said Rodney bravely.

"You're a grand young bluff, my son," said Martin grimly.

"Why, father, what do you mean?"

"I'll tell you exactly what I mean. I've let you ramble on to see just how far you would go, but you've been spending a lot of money advertising, hoping that by annoying me I'd buy out your business to get rid of you. Well, I'm not going to. Now what have you got to say to that?"

"Nothing—absolutely nothing," said Peale, taking heart again, and Rodney resumed quickly.

"But I have a lot to say. We may not have a big business now, but we

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"How are you?" he said.

"A bit tired," said Peale, sitting down comfortably; "just back from Buffalo, where we're conducting a big campaign."

"Is that so?" said Martin, senior, crustily.

"Perhaps you've heard about it?" inquired Rodney, looking at his father.

"No. Why should I hear about it?" said that gentleman for Peale's benefit especially.

"I don't know," said Peale helplessly.

"You see, Mr. Peale handles all our



Rodney Lighted One Too.

have got a trademark—the catchiest trademark ever invented for soap. We're a growing concern. Just because our advertising annoys you you mustn't think it's valueless. Why, it's so good that capital is chasing us. Our money is practically unlimited. Is that a fair statement, Peale?"

"Very fair, very fair, indeed," agreed Peale, dazed at Rodney's daring.

"Bluff, son, bluff," Mr. Martin repeated.

"Not at all," protested Rodney, "and since you're so skeptical, father, I don't mind letting you see the plans for our new factory. These are the offices. Here is the power house, and this is my office, and here is Mr. Peale's—"

"Aren't you going to make any soap? Who's putting up the money?"

"Now, father," said Rodney reprovingly, "you cannot expect me to divulge a business secret to you, a rival manufacturer."

"Oh, why not tell him. He is your father," said Peale nobly.

"Well, Peale, if you really think it's wise," said Rodney.

"Oh, yes, I think it's quite wise," said Peale.

"It's the Andover Soap people," declared Rodney boldly.

Mr. Martin was at once impressed and annoyed.

"The Andover Soap people," he repeated, licking the ash from his cigar.

"Yes, the Andover Soap people," echoed Peale, rubbing it in.

"You mean John Clark?" asked Mr. Martin, getting out of his chair.

"Yes," said Rodney.

"Absolutely," said Peale.

Mr. Martin turned and reflectively walked up and down. Peale very obviously picked up a push button and pushed the buzzer twice. There was a pause, and then in a moment Ellery Clark struck his head through a door on the left. Mr. Martin did not know it, but this was all by prearrangement with Ellery. Peale, when he had come in just now, was fresh from tutoring Ellery in a little speech. The idea was to impress Mr. Martin over-poweringly on the subject of the Clark family's connection with the new factory. But Ambrose was, to tell the truth, a little nervous as to Ellery's ability to overpower the soap magnate. Ellery's first idea, too, seemed to be of boiling.

"Oh, excuse me. I didn't know your father was here," he began politely.

"That's all right, Ellery," said Rodney very gently.

"Yes, come right in," said Peale. Ellery came in.

"I told you do, Mr. Martin?" he inquired.

"How are you, Ellery?" Mr. Martin responded gruffly.

He didn't like all this, but what was the matter with Ellery?

"Well, I really can't wait any longer," began that youth. "The party downstairs in the taxi—you follow me?"

"Yes, Ellery, you told us that," said Peale, shutting him off.

"Well, goodby, then," said Ellery.

"Was that all you came in to say?" Rodney took him up lustily, looking at Peale, and Peale added sharply:

"Yes. Have you decided about that deal?"

Ellery's mouth fell open, and a look came over his face as of one remembering a lesson.

"Oh, of course. If you'll keep it open until Monday I'll have the money for you then," he said.

"But we can't wait till Monday," said Rodney.

"But Mr. Peale told me"—Ellery answered, puzzled.

"We'll see what we can do, but just now, Ellery, we're very much occupied," he said, taking him by the arm and starting toward the door.

"Oh, just a minute," said Rodney. "You'd better give your father back the plans—say they're quite satisfactory."

"What plans?" queried Ellery helplessly.

"Oh, didn't he tell you about them?" Peale put in. "Perhaps after all, Rodney, I'd better give them to Mr. Clark myself. You remember I have an appointment with him today?"

"Oh, yes, it was today, wasn't it?" said Rodney.

"But father's out of town," Ellery protested.

"I know he is. Otherwise I could have kept the appointment," said Peale.

"We'll give you a definite answer tomorrow," added Rodney.

"But I don't understand," Ellery persisted. "Really, now, you say one thing, and Mr. Peale came in and—"

But already Peale was leading Ellery gently and firmly to the door.

"We'll have to see you later in the afternoon, Ellery," he said politely.

"But what did you want me to come in for?" quavered Ellery.

"Don't you see?" said Peale. "So."

"That's too bad. Well, goodby, Ellery."

"I say, I do find business very confusing. I prefer the countess," murmured Ellery, going out.

"Ellery talks too much," said Rodney when Peale came back.

"He is very indiscreet," Peale agreed. "If it had been anybody but your father he'd have given our whole plan away."

"What's he doing here—acting for his father?" inquired Mr. Martin. His ideas of Ellery were undergoing a change.

"Absolutely," said Peale.

"You're not going to take him in," said Mr. Martin. "That pinched? Why, he didn't even seem to know what he was trying to get at."

"No, he didn't, did he?" agreed Peale.

"But, after all, he does represent Andover soap," said Rodney.

"Great soap. Andover—ninety-nine and fifty-seven hundredths per cent pure," said Peale.

Mr. Martin grunted. There was something funny here, some kind of play acting, though he couldn't quite make out what it was. Old Clark's Ellery was a fool; you could see that with your eyes shut. Yet a fool made a good eye-glasses sometimes, and you never could tell what John Clark would be up to. Ellery sounded for all the world as if he were trying to recite some piece that Rodney and that fellow Peale had taught him. And yet what did he happen to be doing there in the 13 Soap company's offices? That couldn't have been prearranged. John Clark was up to anything.

(To Be Continued.)

Barber Shop HOTEL RILEY Plattsmouth, Nebraska

First-Class Service

Only Public Bath

—IN THE CITY—

Shoe Shining and
Porter Service.

Tel 200—three rings

Shellenbarger & Atkinson,
—PROPRIETORS—

MAY ASK ENGLAND TO KEEP PLEDGE

Promise Made in 1914 That Armed

Ships Would Not Fire Unless

Attacked.

WAS VIOLATED, GERMANY SAYS

Washington, D. C., Feb. 23.—De-

mand that Great Britain fulfill a pledge made by Ambassador Spring-

Rice to Secretary of State W. J. Bryan on August 25, 1914, that armed British merchantmen would never fire unless first fired upon, is being considered by the administration.

Germany is mailing copies of alleged secret orders of the British admiralty to English merchant vessels to sink submarines of the central powers whenever possible and under any conditions.

Ambassador Bernstorff expects to receive this week instructions regarding the German reply to Secretary Lansing's notice that this government regards the new Teutonic decree to sink armed merchantmen without warning as illegal.

Both state department and German embassy officials believe chances remote of postponement of the new German U boat campaign.

FOR SALE.

FOR SALE—Two good milch cows. Inquire of L. G. Meisinger or call Phone No. 3704. 2-22-3td-2tw

Father M. A. Shine was in Omaha yesterday in attendance at the funeral of the late Judge J. P. English, being one of the many priests from the state in attendance at the last rites over the distinguished jurist.

COL. 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.

WANTED!



LIVE POULTRY

A car load of live poultry, to be delivered at C. B. & Q. freight depot, Plattsmouth, Neb., Tuesday, February 29th (one day only), for which we will pay in cash as follows:

Hens, per pound 14c
Pullets, per pound 14c
All Young Roosters, per pound 12c
Old Roosters, per pound 8c
Beef Hides 14c
Large Horse Hides \$4.00

We will be on hand, rain or shine, and take care of all the poultry offered on above date.

W. E. KEENEY.

TROOPS EAGER TO SPEND THEIR CASH

Hucksters Near the Trenches
Make Big Money.

REPORTER TRIES SCHEME.

Finds That Men Are Anxious to Spend Their Coin For Any Article, However Useless—Gives Profit to Officer to Buy Delicacies For the Men—Had Cleared a Gain of 500 Per Cent.

So much has been said about the way the soldiers are robbed by hucksters who manage to circulate just behind the front and offer a miscellany of goods for sale that the French chamber of deputies has sent commissioners to the front to investigate the question. These hucksters are generally residents in the military zone and obtain permission to carry on a trade in objects ranging from a piece of soap to an anthology of French poets as a recompense for the losses they have suffered.

A newspaper man who had left the army from illness determined to become a huckster for a day to see what there was in the business. His experiment seems to show that at the bottom the fault, if it exists, is due as much to the inherent desire felt by human nature to buy something when the opportunity has not occurred for some time.

About 6:30 one morning he laid out his little stock on the steps of a church in a little village of some thirty houses, four or five of which were still intact. To his right he placed the soaps, of many colors, and the perfumes to the left, letter paper, collections of songs, and in the middle limited goods, socks, etc., under which were hidden a few bottles—not bottles containing alcohol (the risk of prison would have been too great), but of light drinks of legal degree of spirit.

Pay Ten Times the Price.

"How much is the mirror?" asked his first customer.

"One franc (20 cents)."

It was a little mirror sold at 2 cents in Paris, but it was taken at ten times the price without an attempt to bargain.

Ten cents for a glass of light wine about as big as a thimble, yet the bottle was emptied in five minutes. Five cents, a sheet of paper with Joffre's portrait. An automobile paid 8 francs (\$1.00) for a bottle of eau de cologne and offered two 5 franc bills. He refused to take change and was delighted with a child's trumpet to make up the remaining 40 cents. He at once began to blow it and his comrades to dance to his music.

For men who had just come back from six days' burial in the trenches to buy sometimes meant civilization and life. The seller was soon cleared of all his goods. What had cost him \$10.49 had cleared \$65.20, a profit of more than 500 per cent.

Before leaving the village the amateur huckster handed over the \$65.20 to the captain of the section to be used to add some delicacies to the men's rations.

The officer smiled and invited the donor to lunch, adding a few words which showed that officers are no more free than men from the desire to buy something. "If you have anything left we will buy it."

REORGANIZING PATENT OFFICE

Commissioner to Act at Once Under Law Just Passed.

Reorganization of the United States patent office working force will be undertaken immediately under a new law passed by congress and just approved by President Wilson. Commissioner of Patents Ewing said that he expects greatly to increase the efficiency of his staff by encouraging competent examiners to remain longer in the government service.

For years the patent office has been regarded as a government training school for patent lawyers who enter private practice at about the time they become valuable to the government. Under the reorganization the number of examiners in the several grades is to be equalized. This will permit quicker promotion from the lower grades and, according to Mr. Ewing, will reduce the number of resignations.

The new law also removes the limitation against the employment of only two women as second assistant examiners. Any number of women may now be appointed. "Women make excellent assistant examiners," said Commissioner Ewing, "and should be appointed whenever opportunity offers."

Caves as Cold Storage Plants.

The numerous caves in Kentucky, of which the Mammoth cave is the most famous, may yet be turned to use for storing perishable foods. The air in the caves is dry and the temperature even. Lemons and oranges left there two years ago and taken out recently are apparently as good as when they were harvested.

Wanted to Stay in Jail.

After liberating Giuseppe Zepa of Ambler, Pa., Warden Roberts of the Montgomery county prison found the man unwilling to leave. Zepa said he had never been treated so well before and that he had rather stay in prison than go home in the present weather.

FROM PERU NORMAL.

Prof. Charles Weeks, who was at one time at the head of the department of agriculture in Peru, has recently been elected to a very fine position in the Hays experiment station in connection with the state agricultural college in Kansas.

The state board of education in the recent meeting appropriated