The NorfOlk Weekly News-Journal

The News, Established 1881. The Journal, Established 1877

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Mona Lisa is getting fame as a mov ing picture.

The lesson of the Maine election is that every vote helps.

What has become of the Carte Harrison presidential boom?

Mr. Taft is beating the aviators in his cross country flights, anyhow.

The rules of health are like th shalt not."

If aerial mail routes are established successfully, drop letters will becom more popular.

A new comet is discovered, but since the Halley fake last year, comet insurance can be had cheap.

Australia is said to have as deep a

distrust of the Japanese as the Japanese are alleged to have of the Yan-The prudent man never makes up

his leaves. He leaves them for the wind to dispose of on his neighbors' lawn.

The Toronto World expressed its joy by running a big red line across the front page with the words, "Glory Hallelujah."

In spite of all the delights of the aeroplane, it will probably never supplant the closed buggy for taking your best girl to ride.

What's in a name. Simon I. Turn ipseed has been engaged as one of the agricultural instructors in an Ohio experiment station.

Italy has declared war on Turkey, but the entire population of the United States will do that the last Thursday in November.

Before an aviator entertains hopes of a coast to coast trip, he should be able to make regular flights down town to buy a yeast cake.

The men who practice what they preach are to be commended but the men who practice without preaching are vastly more agreeable.

Kane county, Ill., is to have a public school spelling match, in which 14,000 pupils will take part. Can they tell what "bac kac he" spells?

The newspapers are discussing the future of aviation, but if it is anything like the future of aviators, it will soon end in an untimely grave.

While trying to swat a fly. Miss Mable Howard, a stenographer, at Loganport, Ind., fell off her chair and broke her wrist. But she killed the

The poultry of the United States produced last year \$621,000,000. It equals the wheat crop, the hay crop or the steel production of the country.

William Allen White says there are only twelve able editors in the United States. Will the gentleman from Emporia kindly give us the names of the other eleven?

The great question among the Wil son boomers, is how to mate the Princeton tiger with the Tammany tiger so as to give birth to a presidential candidate.

There is a controversy in New York as to whether cucumbers are fruit They get about the same results as green apples-and apples break into the fruit class all right.

Mr. Taft says the anti-trust lay must be enforced, though the big corporations always looked at it as of the nature of a comic supplement to the Congressional Record.

Jack Johnson says the preachers are putting the first class fighters out of business, which shows a commendable effort on the part of the parsons to earn their salaries.

As \$100 counterfeit bills are report ed to be in circulation, the public is warned against the careless habit o stowing away small change in one's pockets without looking at it.

The county fair crowds who insist that the aviator shall give them their moneys' worth by going up in a gale seem to think a man's life is worth no more than a 50 cent ticket.

Perhaps the best way to dispose of the enemy in modern warfare would be to leave one of the battleships run around loose, where they would be tempted to take possession of it.

Postmaster General Hitchcock has been carrying mail by aeroplane, but

siping with the farmers' wives if he be discussed. had gone out with a rural carrier.

sixty-four lives were lost celebrating last Fourth of July. In 1903, the year in which agitation for a safe and sane deaths.

The northern states of the union ing these autumn mornings. The San Antonio (Tex.) Express says there are days "when an overcoat really does feel good,"

Mr. Rockefeller and Mr. Morgan.

A smuggler's petticoat had thirty pockets. This would have satisfied the longings of the woman of a few years ago. In these skin tight days, no receptacles for a woman's luggage mouth.

Snow plows are being shipped west by the railroads in anticipation of the approaching winter and the snow shovel will soon take the place of the lawn mower. However, there are sey eral weeks of the most delightful weather of the year ahead of us be fore the frost king reigns supreme.

A widow in Washington, D. C., reently petitioned the court for an in crease in her allowance from the estate of her deceased millionaire husband. She declared she needed \$120 a month for theater tickets, \$60 for candy and \$15 for charity. Seems as though she might do without the char-

A Washington dispatch says that buffalo overcoats formerly owned by ha, that will soon be offered for sale est bidders.

President Taft doesn't believe in can column. playing politics and proposes to save the tariff from being used as a footmendations.

The village of West Cairo O. re cently demonstrated the itching of braska have a duty before them of Americans for office. A municipal primary was held and when the board of canvassers counted the vote they found that every person registered as a voter had received at least one vote for a place on the ticket. The town has a population of about 250 and it is declared that about every man in to exert the power of his position to-

one municipal job. The motor car industry is given large credit for the increase which the United States census statistics show for Michigan for the past five years. During that period Michigan's investment in manufacturing increased from \$337.864.000 to \$583.947.000; salaries and wages paid from \$98,749,-000 to \$153,838,000; and with this the real value of the products, less the cost of material, increased from \$190,000,000 to \$316,000,000,

Southern California has a telephone service that is unique, being a system of roadside stations for the use of automobile drivers in case of emer gency. In case of a breakdown it will not be necessary to walk for miles to the nearest telephone toll station, as the new system provides a portable elephone outfit for the car of each member. All that is required is to "plug in" at one of the numerous telephone poles which have been converted into emergency stations and phone to the nearest garage.

The gun to destroy the airship is being perfected almost as fast as the airship itself. One gun recently tested by the navy department shoots a 1pound bomb 18,000 feet into the air. Another shoots a 6-pound bomb that is effective at a distance of seven miles. Either would be a disagreeable thing to have aimed at you if you were a mile or so up in the air. But it seems useless to waste ammunition on aviators since they are sure to break their own necks before they

have time to do much mischief. Attorney General Wickersham stated the cause of a large share of the prevailing discontent when he said recently at Duluth: "The fact seems to be that the prices of standard articles of consumption sold in the United States for a number of years past have not been fixed at all by the operation of the laws of supply and demand, or of unrestrained competition, but by association of the producers, without the participation of the consumer or the general public-that is, without those who have had to pay the bill having any voice in fixing the

WATER POWER

Norfolk has the water at her door with prodigious shipments of olives, and high priced bread for the people. for tremendous power. Twenty-five grains, etc. And the golden soil is According to the latest figures, only years ago a move was on foot to de- still there. the problem of manufacturing in this has farmed the country for the bene celebration began, there were 872 town, because the cost of fuel is al- fit of the sultan, submerging all inin a prairie country.

have no monopoly of that chilly feel, folk is going to be exploited. Norfolk christian power,

hopes that the time is at hand. dance or theatrical entertainment for that the mental intemperance that is sunny Italy. sweeping over the land is even more serious. He deprecates the extravagance in speech and writing that has The wildest scenes for years were prevailed and the reckless denuncia- witnessed in Wall street on the remen which has been so freely indulg- sand lots were tossed around as if it ed in. He believes that a calmer and were penny ante, and the mob of Ten Commandments, mostly "Thou are possible save her bands and her safer period is approaching. Chancel brokers surged as if every one of lor Avery gives highest praise to the them were members of a feotball line self-supporting students, who out of Few who live lives of simple toll and morally. He admits that the sons away under such strain. of rich men, who are sent to the big! Fragile human nature was not built the country with the pocket books fat and orderly evolution, and when the with unearned money and time hang- telephone boy acquires a \$5,000 apartthey lack purpose and a will, are a and later sinks to the seedy and unmenace to scholarship as well as to shorn vulture of the bucketshop, the manhood and womanhood.

ELLIOTT FOR CONGRESS. In nominating J. C. Elliott of West Point for congress, republicans of the ognizes that he is ruined if he sits throughout the district, one who may ton? Why not as well fail for a milthe government has a stock of 4,000 be depended upon to make an aggresthe army, which were stored at Oma | render efficient service to his constitments.

This is probably the last large sale. Col. Ellioit is a republican and of such coats that will ever be held, there is no reason why he should not in this country. They will be sent to receive the support of every republidifferent cities and sold to the high- can in the district. If he is given this, the Third district of Nebraska will be swung back into the republi-

The Third district is one of three national battlegrounds in the United ball for the pleasure or satisfaction of States this fall and the result will be ambitious politicians. He has given watched with interest as a forerunner his assurance that the tariff board of sentiment on next year's presidenwill be ready to make its report on tial campaign. The national question the revision of the tariff schedules of whether we are to vote for a conearly in the winter and that as soon tinuation of republican prosperity or as this is done he will recommend for a return to democratic soup house reductions in line with its recom- days, as we did in 1892 when Cleveland was elected to destroy the protective tariff principle, is involved and he people of the Third district of No

more than local scope.

ALDRICH'S CAMPAIGN. It is unfortunate that Gov. Aldrich, elected to the highest position in the state of Nebraska by the republican party, should consider it his privilege that he should so far forget his reform cry of allowing the poeple to upon their presidential preference. It is unfortunate that the governor has nual session at Boston. seen fit to attack the man who will be renominated for president, by the republicans, and who will be looked to by the governor for aid in pulling

tory in 1912, Yet for months Gov. Aldrich has been persistently trying to arouse sentiment against the president. He has exerted all the prestige of his of ficial position toward creating a disturbance within the party that has honored him. If he had it in mind to defeat the republican party of Nebraska, he could hardly have put forth greater effort to arouse dissension. And he is doing all this presidential campaigning many months ahead of the opportune time, appar ently having no thought that a state ticket this year will suffer by such internal party strife.

Mr. Aldrich through to another vic

Gov. Aldrich's politics is a mystery to many of the people who helped

ITALY, TRIPOLI, AND TURKEY. Italy, fighting Turkey over her col onies in Tripoli, is letting off some dangerous fireworks in the powder magazine of European diplomacy.

The Hague court of arbitration was established to create machinery for settling precisely such disputes. The representatives of Italian power signed the treaties establishing this mathinery. The laws of all civilized tands punish severely the man who olgns an agreement to pay \$5 in cash, and then backs out of it. But diplomats violate agreements involving the sacrifice of millions of the people's noney and thousands of lives, besides threatening the stability of Europe's fragile balance of power. And no poice power above them exists that car

Nevertheless, it would be a bless ing to poor seedy and forsaken Tripoli if Italy or some other christian na tion walked in and took possession. It is a paradise gone to seed. It has been called the Cinderella of Africa. sitting in her dust and ashes and menial clothes, waiting for some prince to come along with the golden slip-Norfolk is talking of a water power per of modern science and enterprise.

punish such breach of faith.

velop it. Such a plant would solve Turkey, with centuries of misrule ways the prime obstacle to factories dustry under staggering taxes, until his life for a stray cat. Not many even the wild Mohammedan Arabs men as fond of the kitty as all that. Some day that water power at Nor- might not regret the coming of

Under a system of grafting and ab sentee Turkish officials, the land has Chancellor Samuel Avery of the been reduced to the dull apathy of University of Nebraska concedes that Egypt before the days of English con the charge of R. T. Crane of Chicago trol. Had the game been played with Mr. Taft asks for a more kindly as to the growth of intemperance in the weapons of diplomacy instead of feeling toward great corporations. In our higher educational institutions gun play, the powers might well have view of all their sufferings, it does has a larger measure of truth in it handed over this dismantled wreck of seem about time to get up a benefit than he wishes it had. But he thinks a nation to the teeming colonists of

THE STOCK MARKET. tion of patriotic and conscientious cent shake down. Twenty-five thou straightened financial conditions, un'where our success depends mostly on assisted, are the salvation of the col- our own industry and fidelity, can leges of the land both educationally realize how moral standards fade

institutions of learning throughout to stand sudden shocks. It is a slow ing heavy on their hands because ment on Riverside drive in six months orderly processes of nature's growth

are shattered. Soon or late the speculator runs up against this proposition. He rec Third district of Nebraska have plactight. Why not as well be hung for a ed in the field a man widely known flock of sheep as one measly old mut llion as a hundred thousand? Can be sive campaign and who will, if elected, feel any worse at the tears of 100 ruined widows than from those of ten? So he stakes all on one turn of the wheel.

And yet, all the projects for prohibiting speculation have so far comto naught. Much was made at the start of the effort of Germany in 1896 to check it. Speculators were required to be registered as such. If was believed that this would drive merchants off the bourse, as the discredit would hurt their business. But they soon found ways to deal in securities through banks and foreign brokers.

On the produce exchanges the results actually were harmful in important particulars. There being no reliable quotations, the farmer sold grain in a disorganized way, and local middlemen bought below real valie and made inordinate profits. The law was unsuccessful enough so that its more drastic features were repealed in 1900

So our national Monte Carlo has to go on, but the true nature of the game should be better realized.

AGAINST FREE SEEDS. The paternal interest of the congit had voted for himself for at least ward defeating the party that gave ressmen in their constituents, as manhim his present job. It is unfortunate ifested by the distributing of free vegetable and flower seeds, does not seem to be truly appreciated by the rule, as to attempt to rule the people Vegetable Growers Association of America, which has just held its an-

Strange to sap the president of this influential organization, in his program of work for the year, was so ungrateful as to include a campaign for abolition of free seed distribution the wedding gifts. by congressmen, and the use of the same money for agricultural develop-

ment. The sending around yearly of 40, 000,000 packets of free seeds has been one of the most efficient and economical methods of building political mated early, will be found missing. fences ever devised by our ingenious solons.

The receipt of such a packet gives the constituent not merely the same sense of pleasure that comes from mention of his name in the local newspaper, but it adds the feeling that your representative is rightt on the job as to toiling daily to advance your interests as a property owner and is to borrow it. citizen.

So much from the politicians viewpoint. But the taxpayer has always been strongly obtuse to the advantages acquired by the half million it costs to prepare and distribute these

seeds. A seed of a useful plant has been truly called nature's jewel casket. In its silent heart is locked a potency of wealth. In the microscopic difference between a good and a poor seed lies the difference between agricultural wealth and poverty. If this gov ernment distribution led the farmers to learn the advantages of well selected seed, the money would be well

spent. But the men who are acquiring high cereal yields through attention to the choice of seed, don't probably get their information from the government. Nor would they, unless the government went into the business of seed farming on a vast scale.

Instead they ally themselves with ome good seed producing house, many of which are doing such remarkable work. Some never send out a seed unless it has tested 98 percent of germinations, and the average runs 90 to 95 percent.

Were all our farmers to use such

he might have had lots more fun gos- plant. And well may such a project. In the time of the Roman empire, pathetic naked spots in our grain ter one. It isn't that way with me; it was a country of great fertility, fields, which mean half filled barns

go hungry.

AROUND TOWN.

Exit horsehide. Enter pigskin

A Kansas City railroad man gay

vide such service to the territory tri

A good many people are going to hospitals every day, from this terri tory, who think Norfolk ought to pro-

It's a poor time to strike.

butary to it.

But a good time to get next spring's paving movement in Norfolk under

Good morning, October.

The Rosebud is in bloom again.

Have you registered?

Everybody that registers has neaking hunch that he's going to draw No. 1, and already has it plan ned out what he'll do with his prize.

The Butte man who drew No. 1 is the Standing Rock, ought to have had the hunch soon enough not to have filed on another homestead.

Who'd have thought September would have gone so fast? It wasn't a day or so that we celebrated Christ. nas, and now we're right up to the notch where we'll have to begin shopping for another one. Buy 'em early

This lottery of Uncle Sam's is going to change the lives of several thousand people, and make that many new neighbors for Norfolk.

Knowing that they were going to raise Ned in Europe, we had our war correspondent, Mr. A. P. Reporter on the ground.

For red hot war news, everybody is north Nebraska and southern South Dakota are urged to read T- N-

Speaking of the war, it was kind of mean of Italy to declare hostilities while Taft was in the middle of his trip. What chance has a president's speech to get first page position, with var news breaking out?

the fact I wasn't killed in that automobile accident," George Spear says, is that I carry heavy accident insurance.' We see by the paper that Panama

"The only way I can account for

will prohibit exporting men. Why not know of Americans is their hatred of prohibit sporting men as well as the able men who succeed in doing that exporting ones?

When your pipe gets caked enough to be sweet, it's so caked that you ing accused of deviltry with women can't get any tobacco in it. Isn't of which they are not guilty. that the way with things in this world—always seeking the ideal and then finding, when you reached the giving me advice. Don't they pursue desired goal, that there are still ob. you with it, too? stacles blocking your complete happiness?

What's become of the old fashioned, dray wagon that used to tinkle up the street?

The dear old man who mows the lawn (if you think he isn't dear, you ought to pay the bill) has collected his last coin for this year and won't come back until the flowers of May shall bloom again.

At that, we'd rather pay the lawn cutter than the dearer coal man.

Personally, we don't think it's fait to insist on having a percentage of

The Fremont Tribune says Elliott is Cuming man.

We presume, when the final count at Austin, Pa., is taken, that it will be found several people of the 850 esti-

"ED" HOWE'S PHILOSOPHY. (Copyright 1911; Geo. Matthew Adams.)

Because a man is a good writer, alks well in public, it does not follow that he is a man of experience, goodness and fairness, and capable of being a teacher.

It is easier to earn money than it

Every man thinks he gets the worst of it in taxes. And as a matter of fact, he does; but there is nothing in the general belief that taxes are not collected in other communities.

I don't believe the people care what Emerson said as much as some writers imagine. Emerson if like "Pinafore;" somehow his liberetto doesn't fit as well now as it did when it was written.

Nearly every railroad man is politer than the ticket agent.

The New Thought of which we hear thinks that maybe highway robbery so much is usually old thought that isn't the best way. has been discarded because of lack of practical utility.

pleasure. failure and disgrace. The rules for in number. They are not difficult.

No man ever possessed enough ver

satility to combine business with

seed as this, there would not be the they miss their port, drift into a bet matter of form.

if I miss my port, I go to the rocks I never had a dollar that was wort! more than eighty or ninety cents.

Most people believe that if they wish for things, they are entitled to them.

You can make a mystery out of anything that happens after 12 o'clock at night.

When you have a headache, you

usually know where you got it,

never caught any fish, look for some imagery used to illustrate speech, amusement.

girls are more affectionate than the a pleture to the ancients. The nation rich ones.

handsome, they say it has a fine head, war for sait streams. Oldest trade The people object to natural laws; they want special laws

No man can do anything "against the grain," with good grace. Women a worthless soldier "not worth his can do it, but men can't,

statement except that the cost of living is too high. I know plenty of women who don't belong to the "weaker sex," and so

People seem to disagree on every

decay. If they defaulted in that they were flat, tasteless fallures, indeed. Altogether the funniest thing know about, its the woman who tells of a man who has been begging her

several years to marry her. No wonder the Irish are said to be witty; every good story is credited to

A bluff will carry you only a short distance, and is liable to not work at all; finally the world will know what you can actually do.

It takes my son a long time to tell what he intends to do; but I can soon tell what I have done,

You cannot amount to a great deal until you realize how cheap and worthless flattery is. The first thing an agent does, when he robs a fool, is to flatter him.

You'll never be a great leader until you invent a lot of giants, and keep them from eating the people. That's the popular thing, these days. The most contemptible thing

which we are all trying to do. Nine out of ten men are fond of be

seem to have a mania fo

When a man is laughed at, it hurts him as much as to be abused. If a loafer is not a nuisance to you it is a sign that you are somewhat of

a loafer vourself. Some people read the riot act, and give the guilty parties time to argue, and organize their friends. A better way is to give them both barrels when they are not expecting it.

According to the newspapers, a lady was tarred and feathered by a num per of gentlemen lately because she gossiped about them. I dislike gos for the mother-in-law and the mother sip as much as anyone, but refuse to

carry my indignation that far. No man is as proud at 50 as he wa

I have noticed that when people ask advice, they are usually able to get the answer they want.

at 20.

A family living near me in the country, lately moved to town to edu cate the children. Joe, the oldest boy s 3; Anna, the baby, will be a year old in December.

The good woman who is a slave t her home and children, is usually no above frequently mentioning her maryrdom.

Every time you see a man who i mposed on by his wife, remember h is protesting as much as he dares.

Fiction, however beautiful and pleasant it may be, is never as import sant as the truth.

Many a husband talks big in com

pany about gallantry, and the respec

due woman, who is as mean as sin it his private relations with his wife. The man who holds you up at the point of a pistol and takes your mon ey, at least has the courage of his convictions; whereas the man who over charges you when you trust him, still

Good advice cannot overcome some

lifficulties. Judge Welch.

Neligh Leader, June 23: Welch has filed as a candidate for re-Every man who makes a success of election as judge of the Ninth judicia life, does it in exactly the same way, district. In the selection and election He travels a road that is well defined of judge, party lines are usually in and easier than the rougher road to nored to a marked degree, and in the case of Judge Welch this will be achieving success are simple, and few porticularly noticeable. On the bench he has won the admiration and re-Yet how many millions choose to be spect of the bar and public by his apologizing and explaining all the carefully considered decisions, and absolute fairness to litigants and cour tesy to members of the bar. His re-Some men drift, and drift, and, if election is assured, and is merely

SATURDAY NIGHT SERMONS REV. SAMUEL

THE WORLD'S PRESERVATIVE. Text, "Ye are the salt of the earth."-

In this fat country, a man who can The Bible is a dictionary of finest eat more than he can earn, ought to shulles. Eagles, storks, doves; sycamores, almonds, apples; rubles, sapphires, pearls; animals, birds, fish, If you have fished a good deal, and flowers-all are part of wonderful Now the Nazarene holds up a crystal of sait before his disciples-"Ye are The young men say that the poor the salt of the earth." That conveyed that had much of it was rich. Among savage tribes a bag of salt was worth When visitors can't say a baby is more than a man. Teutons waged roads were salt routes. Via Salaria (salf road), oldest in Italy, was made to carry salt for Romans. Roman soldiers were paid an allowance for salt -their "salarium," or "salary;" hence salt." The Jews prized it highly because they lived in a warm climate where food was difficult to keep. Their religion made it necessary to use it in sacrifice. It was sold in temple. market. So Christ was using a familiar figure. Their mission was to cleanse and sweeten the world, to keep it from

Democracy of Religion.

The symbol was good and common. The Creator has stored it away in abundance. It's a democratic commodity, surely, found on table of poor and rich. Diamonds are rare, costly, belong to aristocracy; few can afford them. Yet salt is more precious than diamonds. If all diamonds in the world were to disappear the world would not be seriously inconvenienced, but if all the sait of the world should disappear humanity would die, for blood would thicken, fevers would burn through veins, energies would fail, hearts would lag, food would rot, the race would perish. The disciples were common sait people, content to live and labor with the masses, belonging to the whole world-not the idle, nonproducing Four Hundred of any community, but the workers at desk and bench and forge and field. These are the world's saviors, the salt of the earth. Notice how wide their territory. "Of the earth"-not Galilee alone. The gospel pushes out our frontier, expands our horizon, enlarges our sky line. Christ was just now standing on a mountain top, the vaulted dome of a universal Father spread overhead. We sneer at our neighbor's religion; we are the people, But "God so loved the-world!" "Ye are the salt of the earth."

The True Preservative.

Christianity is to be a world savior Salt triumphs over those enemies of life and health in food and human system that produce fermentation, decomposition, disease and death. It dissolves into animal and vegetable fluids, melts away out of sight, quickly and silently pervades the whole tissue. "Wife, what's matter with the soup? It's insipid, lacks taste." "Oh, I forgot the sait." A sprinkle does the trick. Christianity is the sait. It must come into contact, though. Won't do any good in barrel or bin. Religion mustn't be locked up in the heart. In these days we are afraid to drink from the same cup, ride in the same car, sit at the same table, shake hands with a stranger, like high caste Brahman refusing to touch low easte Hindu. We must not let our piety be that kind. Jesus, the cleansome man, touched the foulsome leper! I've seen a white ribboned deaconess or Salvation Army lassie in dark alley at midnight where police went only by twos and armed. Only Christianity saved the old heathen world. Classic writers tell us Greece and Rome were rotting. At every crisis of the world's history the salt saves it-Augustine, Savanarola, Luther, Wesley. When Christianity becomes a government instead of a gospel, a system instead of a salvation, a mere organization instead of "the visible body of Christ on earth," then the salt has lost its savor. The sedium chloride is washed out. Only soil remains.

Have you a sayor? The pear has flavor, the flower perfume. You cannot weigh or analyze either. The secret of greatness is savor, a certain subtle something that affects others. Lincoln and Lee, two great simple unaffected men, were marvelous in their savor. The sait of their character sweetened and preserved those who knew them. They were the salt of their times, men of great heart. Others there were of intellect, clear as a frosty night, but just as cold in heart. They are forgotten. The world needs saving sadly. Jails and churches are built side by side. Preachers are pleading; policemen are patrolling. Both come of the same fact-the world needs saving. Weeds grow without care; grain, fruit and vegetables require toll and cultivation. The policeman clubs to curb crime; the preacher pleads to correct the cause. The church has been the only agency for ages working for the redemption of man. "But if the salt has lost its savor, wherewith shall it be salted?" Meanwhile we are making handcuffs and building tails, we make treasurers give bonds and clerks use cash registers, and the car conductor records the nickel received. And the church, the savor, needs not so much ritual and doctrine, but the saving sait of salvation

The Salt Hungry World.

To appreciate the full usefulness of classified advertising to you, in "pushing your business," or in managing your affairs, is to possess real "busi-

ness insight."