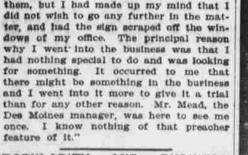


THE OMAHA DAILI BEE: WEDNESDAY, JUNE 15, 1904.



The first principle of business success is popularity. Some business men may dispute this assortion and insist that if you handle good goods and properly arrange the prices, and if in a good location, you will necessarily succeed. This is not true, however, as a little reflection will show.

handling a staple line and are competing in prices in a favorable location, but you will sometimes notice that they are not doing the business.

An inquiry as to how business is will often elicit answers from these men such as the following: "Oh, the town is on seems to be buying anything;" "Money is so scarce," or some such an answer of pessimistic nature.

Now, if you stop to analyze the situation as concerning this particular business man. one of the first important things you will discover is that he is not popular. He doesn't believe in catering to the public The public must cater to him. Therefore he doesn't do the business. Perhaps just across the street, or possibly around the corner, you will find a business man who may not be as well located, but he is doing the business. He is optimistic. Every-

right. Times are good. Money is plentiful and the town is at the head of the list in his estimation. You will notice that he is popular. He uses BEE WANT ADS.

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