many conditions that any fixed rule or

rules is impossible. As a starting point it

tainty that the one who answer an adver-

tisement upon which he can "make good,"

beyond a doubt, will express himself in a

manner indicating the fact to a shrewd em-

ployer or other advertiser. But not all em-

ployers are shrewd, and not all capable

in their abilities. But an individuality is

an answer always counts. Not always in

favor of the writer, however; a strained

attempt may cost the writer all his pro-

Know yourself. Recognize your limita-

tions as well as your accomplishments.

Earnestness always will tell favorably. Re-

member the office of the answer to an ad-

vertisement is largely to allow you an audi-

ence with the advertiser, at which you are

the answer that shall insure this audience

common sense, tact and knowledge of men

PRATTLE OF THE YOUNGSTERS.

Tommy-I don't know. Do you give trad-

Little Harry-I'm hungry; I didn't ge

Little Eisie-What did you have for din-

Teacher-Where is the home of the

banana? Can any one in the class tell?

rubbing his stomach with the other)-i

Sunday School Teacher-Can any of you

Little Elmer-Yes, ma'am, I can, The

"Two heads are better then one," quoted

a job in a dime museum an' make lots o

Little Fred-Papa, didn't I hear you say

to the minister at dinner that you didn't

Little Fred-Then I s'pose that lets me

out of the lickin' you promised me after

Old-Time Taverus in Scotland.

Taverns, in fact, played atmost the sam

part in the social life of Edinburgh during

the third quarter of the eighteenth cen-

tury as coffee houses had done in London

meeting places of a race of men to whom

sleep. Doctors met their patients, lawyers

consulted with their clients over a mug of

ale or a tass of brandy in the little rooms o

a dark tavern half underground. Here

the sity magistrates were accustomed to

meet, and here the ministers of the general

assembly were entertained. Even trades-

people attended their business as much

within the tavern as within the shop. As

a result the greater part of the male popu-

lation of Edinburgh drank steadily from

morn till eve, and far on into the night.

At ten o'clock at night the frum of the

city guard warned all God-fearing men

to leave the tavern and seek their homes,

in accordance with the provisions of an

tertainment at that hour. But the law at

this time was laughed at by the very mag-

ture of Council Playdell is but a faint

sketch of the accomplished toper of the

olden time. Even today the capacity of a

well-seasoned Scotchman for his native

drink is something to appal the untried

foreigner; but if we may believe a tithe

of the stories collected by such a creditable

authority as Dean Ramsay, the Scotch of

today are in this respect but poor and de-

istrates sworn to enforce it. Scott's pl

meant little more than a place to

supper, doesn't it, papa?

"Now, Willie, do you know

Lord turned his wife into a sack of salt.

-R. K. Strassman in Chicago Tribune.

o our Sunday school?"

half enough dinner."

Little Harry-Company.

ing stamps?

know, ma'am

the teacher.

## LEADING A FORLORN HOP

Wild Bayonet Charge of Japanese Through Fatal Hail of Lead.

But Each Fell Cheering "Bangai" for the Honor of 611 Japan-Two Battalions Blotted Out by the Eiberian Riffes.

This finely descriptive story of the asmault upon Kin Chau appeared in a recent issue of Blackwood's Magazine:

"Three Japanese infantfymen leaned with their backs against a greasy sea rock, which raised its slimy crest four feet above the level of the water. The three little men were fortunate, since they were able to rest their rifles on the rock, while the less fortunate of their companions, waist in keeping the breeches of their pieces out of the brine. The three seemed entirely indifferent to the discomfort of their surroundings, though the whole company had been wading in the mud flats for the last pool formed in a sand depression. They perience: during the last twelve hours.

"To the western soldier the experiences ment the three little blue-coated soldiers not appeal so much to them-devotion. To tency will appear in all his answers, and mouthfuls of sodden bolled rich, which they dirty smoke from their funnels, driven has written and written in vain. In such scooped in handfule out of the wicker southward, mingles with the great somber the character of the Japan me soldier.

Ball of Ceath, "There was a terri ying rush of a great projectice above their heads; a hissing spitefully, like terriers at a wolf at bay, plunge, a half-subduct report, inshings of biling sea spray. The thick ranks of the of this particular enemy. Well may they company fell aside like driven skittles and nye nelpless mas es of human flesh bopped convulsively in the water, which in patches showed yellow, brown and red. A shr.ex of derisive laughter from the speciators melee was all the dige vouchulfed to the as eye can reach, the narrow tongue of land victims-more, it was all they would have is packed with masses of infantry. The desired. Maintosomanto, the Nagasaki recruit, leaned forward from his rock and picked up the cap of one of his tallen comrades. He fitted it upon his own head to replace that lost in the early morning struggle. His action appealed to the simple humor of those round him; they clapped him on the back and bubbled with mirth in the exctacy of their congratulations. The mutilated remains floated clear and the ranks closed up.

kets away quickly and take their rifles from the rest which the slimy rock gave The battalion was to move Where and how the men in the ranks did not know, but as the water descended first to their knees and then to their ankles, they realized that they were moving off to the left, and to their great joy the direction was taking them nearer to the Russian position. As their feet made the dry shore that position became defined to them. There was no mistaking it, for the gunboats, having spent the whole morning dragging for blockade mines in the lay, had now found a channel by which they could safely take advantage of their light draught, and, having anchored, their shells were bursting all along the summit of the slope which frowned in front of the advancing infantry; also, far away to the left, the dark shadow of Mount Sampson's of flame. They came and went elmost with mathematical precision. These jets were the burning charges of the massed Japanese field batteries. They were addridges where the Siberian rifles, grim, the filled gabions waiting for the climax with the grinding rattle of automatic wea- the tale of massacre.

"The infantry battalion began to crawl upward as its direction brought it under the cover of the ridge. It was now crossing ground recently held by the leading battalion of the fourth division. The ranks frequently opened, to avoid trampling upon the trall of human suffering which marked the accuracy of Russian shooting. The head of the fourth division had been massed so thickly behind the ridge that, at a glance, it was possible to tell the nature



Strikes the Happitst Standard Achievable

Blatz Malt-Vivina (Non-Intox.) Tonic Val Blatz Brew. Co.

OMABA BRANCH, 1417 Post 1001

of each projectile that had caused the ruin. Here an eight-inch Obuchoff had swept a dozen valiant little bluecoats from their feet, and they lay a mutilated mass; here a file of men, and they lay prostrate or sa self-dressing their wounds much as they had fallen; and here solitary yellow faces, turning tawny gray in death-tint, told of the Berdan pellet through the brain. Some few with lesser hurts than the majority raised their weakening limbs to cheer their comrades on, and there seemed to be no tongue, excepting those forever still, too

parched to articulate 'Bangai!' "Bankei! Bankai! Bankai! shouted Mahtsomahte and his comrades with him as they leaped from side to side to avoid a prostrate form, or, little recking of the pain they caused, in passing, seized and shook some outstretched hand. Who shall stop such soldiers! What force under heaven can stay men who go forth to battle in nets; look at the dull black stains at the root of those same bayonets-who shall

"The companies deploy and He down on the unexposed slope of the knoll-it is noth-

ing more than a knoll-and its summit is three hours and had now halted in a deep swept with a race of nickel, steel and lend. As the men look back they see, after the were engaged in a comparison of their ex- last company has deployed and is flat behind them that they themselves have doubled the human wreckage on the plain. of a lifetime would have been covered in Like the desperate players that they are, the short space of time taken by the fourth they have doubled the stakes. The play is wishes help may ruin his chances where division of the imperial Japanece army to high, but they will have to play higher yet carry at the point of the bayenet the before the game is won-or lost. The colwalled town of Kin Chau. To the Joponese onel is kneeling at the head of his prostrate soldiers it was but a delightful incident in battalion, a dark little staff officer kneels at his side. The whistle summons the comthem. Their theme at the moment was the pany commanders. Upright they stride bloody grips they had been engaged in over the reclining men. What the colonel during the morning's street fighting in easys the men yet do not know; the ma-Kin Chou. Not was it idle boasting, since jority do not care; they are lying on their the stains on the bayonet catches of their backs taking in the wonderful scene behind rifles, blackening in the sun, gave sicken- them. In front of them are only Russian ing evidence of the carnage at which they fieldworks, which are contemptible, and had nesisted. But the carrage bohind them glorious death. Behind them unfolds the was nothing to that which they were to panorama of their beloved country's engage in Sefore the sun set. At the mo- strongth, power, and-what perhaps does appeared to take no interest in the lerser the left is the great blue shallow bay in holocaust which was even yet toking place which until recently they were standing. in the vicinity. They were discussing the The middle distance is broken by five gunpast, which had been washed more vividly boats, whose war-dulled hulls sparkle with form of criticism. scarlet than the present, between the the con-tant flashes from the guns. The satche's suspended to their bel's. Such is pell above the Russian works, so that the cant has not been able to do himself justice bright sunlight is scarred with a hand of sullen black. Half a dozen torpedo boats are circling in the roadstead, worrying willing to strike, yet conscious of the power be cautious, for the surface of the water is torn into spits of foam, as projectiles fall without intermission in and among the ships. But it is on land that the panorama is more impressive. Behind the prostrate troops, from their very feet, almost as far sun runs riot upon acres of bared and flashing bayonets, right away as far as the mud walls of Kin Chu, which those very bayonets had won that morning. Men and horse, 50,000 men massed for the fleshing, suffering death at random-a target impossible to miss-until the moment shall arrive for them to put their crude patriot-

ism to the final test. "The company officers return to their commands, and the word passes down the line that the battalion, together with the "Then an officer came wading through the sea. He shouted an order to the colonel of the battallon. Another order passed from mouth to mouth down the line of company officers, and then the three little infantry men had to stow their nee line that the battallon, logether with the sister battallon, lying parallel with them on the left, is to assault the nearest Russian works. 'Open up the Russian forts' is the expression used and a suppressed murmur of 'Banzai!' flickers down the ranks as the men raise themselves on to their knees.

Gaps in the Ranks. 'Right shoulder' a little. It is useless to make men climb the steeper portion of the peak. 'Right shoulder!' and the easier path over the saddle will be found. One minute, and the men can almost feel the rush of air from the race of projectiles passing immediately above them; the next, and through the gaps torn in the ranks of the company in front of them, they see their goal, and intuitively make mental measure of the distance to be crossed. Two hundred yards to the bottom of the diphere the scattered buildings of a fishing village-and then 400 yards of gentle climb to that sky-line, with its demarkation of unceasing flashes and its dull yellow-gray curtain of elinging pieric cloud.

"Above the thunder of battle, the clash and rattle of guns, the grinding of the slopes were emitting countless little jets automatic death machines and the sickening swish of metal, sweeping poor huma frames by scores before it, rises the fullthroated cry of Japan, Banzai!-'Live a thousand years!' and almost before the ing to the inferno which crowned the men have realized that they are facing a tornado, those that have not been stricken donged and hungry, lay prostrate behind down have reached the cover of the village. But what a trail they have left behind which they knew this fierce cannonade but them; the rearmost companies have to open prefaced. The advancing infantry could out and diverge to right and left, for the trace the enemy's position from the burst- slope is a mosaic of prostrate uniforms ing of the Japanese shells, as minutely as The crash and racket on their front intenif they were reading a chart. They could sifes and beneath the rain of projectiles th see the great column of lurid smoke and meager walls of the village crumble and flame, shoot upward as some six-inch pro- subside. A haze of sun-baked mud dust jectile struck the tip of the parapets, and as rises from the subsiding pile, and, clinging the smoke from these explosives mush- in the dead air, covers somewhat the carroomed out and hung as a murky pall mage in its midst. A pont house falls and above the works, the darker patches were crushes half a platoon beneath it. A bevy mottled with the white smoke disks of of terror-stricken women and children bursting shrapnel. The din was deafening, bolted by flame, shell and sights of death for underlying the deeper detonations was from their hiding places, dash bilindly for a censeless crash of small arms, punctured the open-a moment, and they, too, swell The full-throated war cry of Japan is dead.

Falling Colors. "A thin wail of Banzai! goes up, an offier seizes the emblem of the rising sun, and, bending low to meet the leaden blizgard, dashes for the slope. Where, ten minutes ago he had had a company to follow him, he now finds ten or fifteen men To right and left the little knots of deaperate infantrymen dash out imo the fury of the blast, only to wither before it. For perhaps ten seconds the color is erect, and alters onward. Then it is down. Mahtso nahto is at his captain's heel; he selves the loved emblem and raises it again. He turns back to wave it and is swept from his legs; he struggles to his knees; the flag is upright again for one second only, and then, as if by magic, the firing stops and for one second the Russians jump up upon their works and wave their caps and shout the shout of victory. The two Japanese battalions which furnished the forlorn hope had ceased to exist. The Russians cheered, and then the Japanese supporting artillery reopened, and the struggie returned to its normal state. The forlorn hope had failed, but what did that matter; were there not 40,000 as good infantry massed behind the ridge prepared to carry on the desperate work which the two lost battaliens had begun?

"By sunset the Japanese had carried this work, and the whole line of Russian de fenses went with it."

Omaha People interested

Omaha is interested in the development of the "Moffat Road," as it brings into erution market the product of a large copper wein two miles in length A number of investors have just returned from a visit to these properties, and a good selection of this copepr ere is

now exhibited in the show window of the Daluell Confectionery Co. This property belongs to the Monarch Consolidated Gold and Copper M. & S. Co. by signing himself at the end of his note, and will be one of the big things of

HOW TO ANSWER A SMALL AD

automatic and mitrailleuse had mown down Pointers of Great Value for Those Seeking Situations.

> BLUNDERS IN PENMANSHIP AND SPELLING Individuality Reflected in a Letier Counts for Much, and is Often the Deciding Factor-Tact and

> > Promptness.

How to answer a small "ad" becomes question with thousands of persons after the advertisement of the would-be employer has landed in promising fields, and not infrequently after the advertisement of like spirit! Look at the battalion as it the "situation wanted" young man has passes beneath you. Look at the midday come up with the employer. Not infresun glinting on the points of the fixed bayo- quently the employer who needs the services of a man is in a position himself where he must ask concessions from the deep in the water, were wearled to death stop them! Wait, in war there is time for applicant as to the matter of hours, or salary, or office conditions that are not normal. Without exception the position of the anonymous applicant for a place puts him in the attitude of striving to please in his first note to the advertiser.

If the composition of a small ad is of ma terial consequence, the matter embodied in the answer to the small ad is incalculably so. On the part of the applicant for a position, the misspelling of a single word addressed to the unknown personage who every other requirement might appear in the letter to the satisfaction of the adver-

Cannot Benefit by Criticism. The disheartening thing about the search for a position through the lists of advertising employers is that the disappointed applicant does not know what he has missed, and where, and how. "G 21" has no meaning for him other than that it is an opportunity. He addresses the hidden source of the small ad and no answer in any form is received. If he be more or less incompetent the earmarks of his incompethe disappointed one will suffer profound discouragement, having no knowledge of his faults brought to his attention by any

On the other hand, many a capable one a case it may be set down that the appliin his impersonal note.

Often Judged by Han writing. There are thousands of people who have the idea that they can judge character in the handwriting. Some of these have studled the set rules formulated by believers in the idea. Others simply take up their own preconceived notions as their guide and frequently do rank injustice through the prejudices that they form. "Address, in own handwriting." has come to be almost inevitable in the small ad, seeking men and women for office positions. As a general thing, this has no relation to the study of character, but in order for the employer to determine, as he may, whether the chirography is clear enough and whether it be rapid enough to satisfy. Vertical writing has been passed upon by

the Chicago business man, for instance, He wants none of it. It is clear enough for a child in the reading, but it is slow to the point of exasperation. "The Western Union" handwriting was well established before the typewriter came to make it obsolete in great measure. This Western Union hand is the evolution of speed. No matter what be the clerical work of the penman who is observing, if he must make speed he will gravitate to the Western Union style of full, round letters, made with a free forearm movement, swinging easily and lightly over the paper, the words perhaps united in an unbroken line across the sheet. Unmistakably the interested one may judge of the utility of an applicant's

style of writing. Poor Spelling Costs Chance. The next thing in order of significan is the wording and spelling of the letter. The plaint of the business man today is that the schools are allowing a race of poor spellers to slip through the grammar schools. It is in the elementary grammar schools that the youth of the country should learn to spell, and it is significant that if a pupil pass these grades without learning, he will go through life a poor speller. To the person who knows spelling there is no greater shock than to find in a sheet of manuscript word after word in common use butchered until he scarcely

recognizes it. Handwriting and spelling will continue to be the great gauges of an applicant's capabilities in the routine of office, but now adays office routine so often leads up into office management that the employer of a clerk not infrequently is looking beyond that clerkship to the future needs of his business; he may figure that it is easier to hire a clerk today who may become a manager than it is to walt until tomorrow

and try to hire a manager. Copying Makes Reply Stiff. In this way the answer to the small ad in 'help wanted' lines must show so often the measure of the applicant's education, brains and common sense. Thousands of stamps are wasted every day in ineffective invored? answers to the small ad. The answers are conventional. The applicant, unused perhaps to writing and composing matter, grows self-conscious over his pen and paper. His writing is stiff; his thoughts are stiff. He writes, tears up, and rewrites. All because he cannot get himself together and express to the employer in a natural money. manner something of that which he would say to the man could be meet him for a verbal talk.

I have seen letters of the kind written by intelligent but overanxious applicants that unintelligible through mixed English and the dropping of important words in the sentences. Such letters copied. In the copying process the writer not only dropped words, but his afterreading of the note does not discover them When penmanship and spelling have been passed it is the contents of an answer to the small ad that decides whether the applicant is called for an interview. In this sense it is uscless for the average young applicant to make an average answer to the small ad offering a position.

Rolling Stone Not Wanted. I know of an advertiser for help clerical work who threw out a dozen answers to his advertisement, wholly the ground that the applicants made the common mistake of telling just how many important positions they had held in numerous houses. "Why did they move often when I have so hard a time to find a good man?" he asked, not without point. Other applicants make only the stereotyped replies, telling that they are all expert, accurate, industrious, and sober and With ten men using these set adjectives with little variation the would-be employer might easily decide that a lock ancient law which closed all places of enof hair from each of them might be more distinguishing and better worth his consid-

But however ineffective the commonplace note in answer to an advertisement may be. It is better than a note of application which the applicant frequently asks some friend to write for him. Such a note as this might as well not be written. It is better for all concerned for the incapable one to lose all, as I knew a man to loss, Yours respectively."

generate scions of a heroic race.-Book-In its general sense, "How to answer a lover's Magazine

ONE-WAY RATES the State of California

ToMany Points in

**EVERY DAY** Sept. 15th to Oct. 15th, 1904

\$25.00 to San Francisco, Los Angeles, San Diego, and many other California points. \$20.00 to Ogden and Salt Lake City.

\$20.00 to Butte, Anaconda and Helena. \$22.50 to Spokane and Wenatchee, Wash. \$25.00 to Everett, Fairhaven, Whatcom, Vancouver and Astoria.

\$25.00 to Portland, Astoria, or to Tacoma and Scattle \$25.00 to Ashland, Roseburg, Eugene, Albany and Salem, via Portland.

For full information inquire at City Ticket Office, 1324 Farnam St. 'Phone 316.

## small ad," is something having so many bearings in so many fields and under so RIVAL OF GLADSTONE DOWIE

Kansan Survives Twenty-Five Years Withmay be said with a great degree of cerout Kiss from a Girl.

THINKS SERIOUSLY OF BREAKING RECORD

with Pretty Girls, and Admits Their Charms Are Enticing.

Gladstone Dowie, the unkissed son of

Elijah No. 3, the millionaire prophet, hus a rival in H. C. Rollowf, a student at Boyles Business college in Omaha. Tall, handsome and self-possessed, H. C. Rollowf of Eden, Kan., has lived twent; to convince him, or fail. But see your man, five years and never has been kissed of f possible, and in composing and executing a girl. He admits the truth of the charge

you cannot draw too heavily upon your Paradoxical as it may seem, Rollowf lived all his young life in Eden and never had his serenity disturbed by a woman It was one Eden that the "tempteress overlooked, and growing tired of waiting for the "tempteress." Rollowf sallied forth Johnny-Say, wouldn't you like to come to find her. To do so he had to ride on a railway train for the first time, have his hair cut and do other strange and unusual things. But he courageously did them and now is figuring out problems in percentage at the business school.

Heretofore Rellowf's niche in life has been housekeeper on his father's Kansas According to reports, he was a model. They say that no kitchen was neater, no table better lader and no linea half so white and dainty in the vicinity of Eden as that kept by Rollowi.

Tommy Tucker (raising one hand and Photo of Girl Attracts Him. But the picture of a girl on an advertisement for the college excited his free fancy. His pleasant domesticity was upset and tell me in what manner Lot was especially cooking lost its charm. Besides Rollow? thought there might be other things in the world than contained in the kitchen and the barnyard, so he rebelled and came t, Omaha. Although he had never had anything more exciting than a ride on a tro; ley car, he used the steam cars to the Nebraska metropolis without special even. "Bure, ma'am; 'cause then you could git

Landing here, finances were low and he got a job as waiter in a restaurant. This gives him plenty to eat and a little pocket money for home-like knick-knacks, though he is forgetting about these in the hurlyburly life of the city-and seeing the girls. "It's the truth that I've never been kissed," asserted Rollowf, almost triumphantly. "Maybe if I had my life to live over' I would make it a little different. though, Anyhow, I got tired of w.s.i. dishes and sweeping fluo s and decided to get out and learn something of the world don't know very much, I'll admit, bu I am a first-class cook. I never though very much about kissing girls in Kansusthey never seemed to appeal to me 1 in Addison's time. They were the communa

"How do the Omaha girls strike you? wan anked. Rollowf's eyes closed suddenly and h

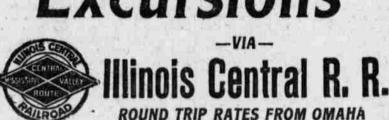
smiled a broad smile "Oh, they are different," he replied. have seen a lot here that I would-well. wouldn't mind trying to see what it's like. But I hardly know how to go about it. Maybe my nerve would fail."

He Was a Waiter. "Whta were you doing at the time your arrest?" asked the magistrate, "I was waiting." replied the prisoner. "Whom were you waiting for?" "Nebody; I was just waiting." "What were you waiting for?" "For money."

"Who from?" "The man I was waiting for." "What did he owe it to you for?" "For waiting," said the prisoner. "One moment," said the magistrate, as he tried to collect his thoughts. what is your profession?" "I am a waiter."-Galveston News.

Home Visitors' Excursions Fair. Tuesdays in September and Oct. 11. Good days. Hulf fare plus 12. Many points in Indians, Ohio and Kentucky. Inquire at the Northwestern Line office 1401 and 1400 Fernam St., Omsha,

## Home Visitors' Excursions



KOUND TRIP KATES PROM UMAHA	
Hammond, Ind	Sandusky, Ohio
Indianapolis, Ind819.40 Richmond, Ind821.00	Findley, Ohio \$21.

On sale September 6, 13, 20, 27, October 11. Return limit 30 days. Correspondingly low rates to many other points in Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Ontario, New York, Kentucky, Tennessee, North Carolina and Virginia. Full particulars cheerfully given at City Ticket Office, 1402 Farnam

Street, Omaha, or write, W. H. BRILL, Dist. Pass. Agt., Omaha, Neb

## CALIFORNIA

This is the Rock Island rate for colonist tickets from Omaha to California and the Pacific Northwest, Sept. 15 to Oct. 15. Correspondingly low rates to many points in Arizona, Utah, Montana and Idaho.

Here is your opportunity. You will never have a better.

Call or write-today-for illustrated folder giving details of Rock Island's through car service to California. More comprehensive than that of any other line. Two routes-Scenic and Southern. Let us tell you about them and other

Berths, tickets and full information at offices of connecting lines, or



F. P. Rutherford, D. P. A., (323 Farnam St., Omaha, Neb. IT'S A BARGAIN!

BEE WANT ADS PRODUCE RESULTS