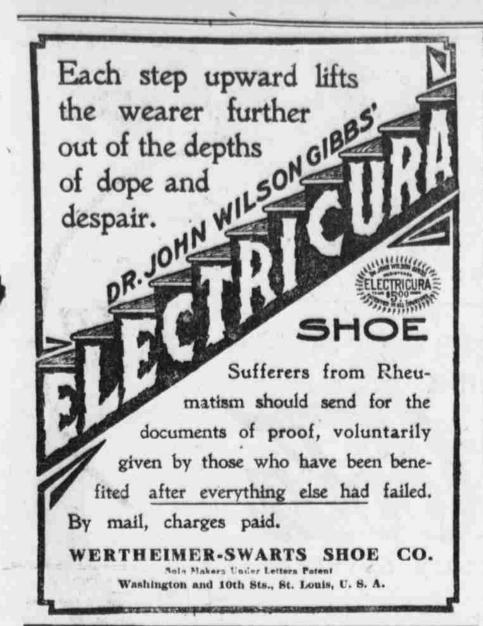
THE OMAHA DAILY BEE: THURSDAY, AUGUST 15. 1907

Not until every d-d man in Ohio

dent: 'General Hayes, Washington: No. MONEY



BRIEF CITY NEWS

Robert Smith. Donglas Frinting Co., 314-18 S. 19th St.

Twin City Dye Works removed to 407 8 15th, Ramge block. Close at 5 p. m. F A. Rinehart, photographer, comoved to Eighteenth and Farnam streets.

W. W. Bingham, candidate for republican nomination clerk of district court. "Dimes Make Dollars" and the dollars deposited with the City Savings Bank will soon amount to a goodly sum.

Bock Springs Coal-Place your order now for prompt delivery. Central Coal and Coke Co. of Omaha, 15th and Harney. Our Stock of Fall and winter woolens is complete. An order placed now may be filled at your convenience. Guckert &

McDonald, 317 S. 15th. Modern Woodman Pionic-Arrangements are complete for the picnic of the Modern Woodmen of America, which will be held at Bennington Thursday.

Warrant in Stabbing Case-A warrant has been issued by County Judge Leslie for the arrest of Walter Jones, charged with stabbing Patrick Byrne. Jones is now in custody.

Divorce and Ohildren-Asserting that her husband is cruel, Frantiska Novak ney street line jumped the track and struck sues Joseph Novak for divorce. They were married in Texas in 1897. The wife asks He sued for \$943,40 and had rejected an for control of two children.

Five Thousand for Five Acres-Fred than awarded by the jury. Nelson has bought from Marie Fisette, brough J. H. Dumont & Son, five acres bation officers failed to find Mrs. Morgan. of ground and a seven-room house on mother of Ethel Cue, wanted by them after Fifty-second street north of Ames avenue. He paid \$5,500.000

Four Thousand for Claim-The admin-O'Neill has settled suit with the Union hotel, but she evidently failed to go there. to kill. The detachment of regulars was of O'Neill by accepting \$4,000 in full settlement of the claim. M. W. A. Picnic-Omaha District Log Rolling association's twelfth annual pienic Drug company has tendered the receipts at interruption. will be held at Bennington, Neb., Thurs- of its soda fountain on August 22 to the day, August 15; 90 cents round trip, includ- Associated Charities. A number of Omaha ing admission to the park. Special trains

mittee to make this reunion a great suclosing another man killed, took refuge in Leaves Money in Wrong Clothesthe roundhouse. The roundhouse was at Frank Smeall of 418 North Thirty-sixth once besleged by the mob and in sheer street, who works at Twentieth and Manself-defense the troops had to fire on the derson, left his money in his work clothes Tuesday evening when he left them and some one robbed him of \$46.17. Mrs Johnwomen son of 1710% Burt street was robbed of \$10

Strikers Burn Militiamen. by sneak thieves Tuesday evening. "The mob became frenzled at once and Tourist Cars for Grand Army-For the set fire to the roundhouse, piling ties, coal amodation of the members of the and coal oil barrels against it, and then, Grand Army of the Republic the Burlingsetting fire to some freight cars, bumped ton has arranged to run through tourist them into the combustible heap. In a mocars from Lincoln to Omaha direct to ment or two the roundhouse was in flames. Saratoga, using the Wabash cast of Chi-The militiamen threw away their guns cago. The trains will leave Lincoln at 4:80 and fled for their lives. Several of them and Omaha at 6:30 p. m., September 7. were burned to death and three or four Bife Cracks From Oregon-General killed. Frenzer, with twenty crack riflemen from "The fire was quickly communicated to Portland, Ore., passed through Omaha

Wednesday enroute to the national rifle shoot to be held at LaCarne, O. All the was not permitted to extinguish the flames, cracks of the United States army, the navy, and all during the night and the next day the marines, the national guards and the the fire burned fiercely in the freight yards adets from West Point will be present until nothing was left to burn. and some good scores may be expected. "Just at this juncture was enacted a Judgment for Plaintiff-In the county

scene showing the respect that an unorganized and frensied mob has for the ment of about twenty regulars had been hurried from Columbus (Ohio) barracks to the scene by a special train. The cry soon broke out 'The regulars are coming.' and the sullen, maddened mob slunk away

from the car tracks as the special train pulled in. The little body of regulars quietly disembarked from the train, and forming into three platoons, marched down the street toward the Aliegheny arsenal

her detention by South Omaha police, when with their guns at a 'right shoulder shift,' It was found the child was ill. The police The order was quietly given by the ofat South Omaha turned the mother loose ficers in command that if any attempt was Istrator of the estate of Eugene Thomas on the understanding she would go to a made at an attack to open fire and shoot

whipped. 'General Young soon had control of the Times Were Strenuous in Pittsburg situation at Newark and trains were run John L. McCague Sees Bright Future through on the Chicago divisions, but the mob was in control in Columbus, and he

did not deem it prudent to take any OLD REPORTER TELLS STORY chances in examperating the mob further, at INTEREST RATES WILL BE HIGHER that point.

> Business Closed in Columbus. "The situation was almost as bad Columbus as at Pittsburg, but the mob had not yet got to setting fire to buildings. Every establishment in the city but one had been closed by the parading mob of

hoodlums. That was Butler & Earbarts "The present telegraphers" strike is a pretty good one," nemarked an old newscoffee and spice mills. The mob had paper man in The Bee office Tuesday night, paraded the streets, carrying a red flag but it isn't a circumstance to the big gen- and torches, and many of them were eral strike of thirty years ago, when every armed. The cry of the mob was, as they industry in the United States was paralyzed visited each manufacturing establishment, for several weeks. The strike originated 'Shut up, or burn up.' They all shut up with the railroad men at Pittsburg and except the spice mills. A nervy fellow quickly spread to the miners and then to named W. H. Crawford was superintenevery branch of industry, including the dent of the mill and when the mob entered the enclosure and demanded that he 'Shut

printers. "Pittsburg was the storm center of the up or burn up,' Crawford drew an old an address before the Omaha Real Estate strike and the mob, not the strikers, be- pistol he had used during the war, batted exchange. Mr. McCague returned a few gan all sorts of depredations and threat- the ringleader over the head and laid him days ago from the east, where he spent a ened to burn the city and also to make an out and the rest of the mob withdrew month sounding the sentiment of investors assault on the Allegheny arsonal, the prop- sulkily away, leaving Crawford master of in Pittsburg, Philadelphia, New York, Boserty of the United States. The Pennsyl- the field. The mob then crossed the State ton, Providence, Hartford and other cities vania militia was called out and could only street bridge, where at the junction of reach Plitsburg by heavily guarded trains High and State streets, in front of the Wall street will turn a flood of eastern and by patroling the tracks to prevent state capitol was drawn up a couple of money to the west," said Mr. McCasue. the trains being wrecked. Two or threa companies of militia. The loader of the ! "Jones, who has \$2,000 and lives in some companies of the militia succeeded in getmob called to the militia to throw down their Ohio city, and Smith, who has \$3,000 and arms or they would be attacked. The two has his home in Pennsylvania, are getting ting into the city in a roundabout way, companies then withdrew into the capitol somewhat apprehensive about investing and coming into the city from the Birminggrounds and stacked arms, and abandoned in stocks and bonds, and are going to send ham side the train was attacked in the Pittsburg tunnel and one or two of the the field. "While all this was going on Malvor South Dakota. Then, too, the big capitalmilitia were killed.

STRIKE OF SEVENTY-SEVEN

Thirty Years Ago.

Mob Burned Soldiers and Dispersed

Militia, Destroyed Property and

Struck Terror Through Hearts

of the Citizens.

John H. Heitman had issued the riot call lats, almost without exception, have come "In the meanwhile the mob had set fire the great elevator that stood directly to assemble all the citizens of Columbus to regard the west as a safe place for capable of carrying arms to meet at the money. Real estate values have become in front of the union station, and as it was impossible for the militia companies city hall on State street. About 5,000 de- so high in the east that those who invest termined citizens had assembled in reto get through the depot, the train was switched around the depot and the com- sponse to the call, and the mob, seeing panies disembarked in the freight yards the temper of the citizens, gradually disintegrated. This prompt action of Mayor near the Pennsylvania roundhouse. The troops were at once assaulted by the mob Heitman saved the city from a disastrous days to find a place for their surplus cash conflagration and possibly looting by the It is going into big projects, and the money with brickbats, coupling pins and such arms as the mob had, and the militia, after | mob.

Peace is Restored.

"The citizens were promptly organized into companies, under command of veteran lend money as cheaply as the insurance soldiers of the civil war, and as most of mob. Two or three of the mob were killed the ringleaders of the mob were known, and several wounded, including one or two they were arrested wherever found, and peace was restored in Columbus. However, the citizens maintained their organization

for several weeks, meeting nightly and patrolling the city by regular details, and the strike was ended.

"The infection of the strike spirit spread to the printers, and we fellows on the newspapers had a rocky time of it. Most of us could stick anywhere from 1,000 to 3,000 ems at a sitting. There were no linotypes then, nor were there any typewriters. We simply had to set our copy out of our heads right at the case. Some other freight cars and several hundred of of the cub reporters would hike out and them were destroyed. The fire department get a line or two of copy and then we regular reporters would have to go out for the big stuff. There was plenty of news, but we had the time of our lives getting it.

"In those days, too, all telegraph copy came in by abbreviation and in long hand. Some of the copy was worse than 'Horace power of the United States. A detach- Greeley or "Old Man" Bross ever dreamed of. But we got out our papers all right, such as they were."

SALTER ASKS MORE HYDRANTS

Head of Fire Department Says Need is Illustrated by Homan Fire.

C. A. Salter, chief of the fire department, wants more hydrants. He says: "Experience with the fire at the Homan

fire hydrants are needed in the business mills for road fund, 1.8 mill for sinking part of town. This was a flerce fire, but



that no more permits would be issued forthcoming. Under the charter this money goes into

the public works fund to be used for street improvements.

			100		
Have	Root	print	It.	940111	

Pennsylvanta Special "Stops." "The Pennsylvania Special," leaving Chi-

Wednesday afternon., A section of the law was overlooked which requires the levy to be made the last day of the session of the Board of Equalization and this will be Thursday.

The levy of 12.4 mills on the dollar will ; be adopted without question. This will be livery stable again demonstrates that more apportioned 9 mills for general fund, 11/2

fund, 4 mills for bridge fund and 2 mills

shipments, with 24,214,500 bushels, being

til Thursday, although all plans had been made to complete this necessary work distanced by Chicago, Minneapolis and St. Louis. Total grain receipts were 21,339.40% unless fees for previous cuttings were paid. bushels, as compared with 19,919,199 bushels A check for the amount was immediately for the corresponding period of 1906. In receipts for the six months, Omaha stood sixth, being distanced by Chicago, St. Louis, Minneapolis, Duluth and Kan-

sas City. The market was third in corn cceipts, though it ran about \$00,000 bushels

chind last year. For the single month of June Omaha ranks third in corn receipts and third

a republican lobby from the exchange. In view of the fact that men of this same tax committee which had publicly declared in favor of the exchange's republican candidates for the legislature. Mr. Green was exceedingly wroth and objected to paying the \$2. He said the assessment was un-

constitutional and he characterized the maintenance of a lobby as bribery. He wanted to rescind the action taken n levying an assessment to pay the expenses of this lobby, but he could get no one to make a motion for him

is Not Yet Formally

Adopted.

in realty must send their money west.

companies used to lend it."

Interest Rates Higher.

IS COMING

for Real Estate Owners.

Which Are After Other

Things.

nounced the west "all right."

Damage Suit Settled-A settlement has been made in the case of Elizabeth Houri- Mildred Merriam, Elizabeth Congdon, Ann gan, administrator of the estate of Charles Brown and Lucy Updike will act as re-Hourigan, against the Union Pacific Railroad company. Charles Hourigan was killed by falling from a switch engine while at work for the company. Suit was brought for \$1,000, but \$300 settled the sult.

Veteraus Go to Waterloo-The Douglas county veterans association August 20, will deliver a short address. The short address annual reunion at Waterloo, August 20, be a recitation by Miss Margaret Butt, a 21, 23, 23, 1907. A large attendance is expected and good speakers have been en- address by Judge Lee Estelle, Councilman tents, straw, fuel and hay on the grounds.



You can not be with aching or sore teeth. Bring them to me and allow me to demonstrate my New Method of end of the park has been reserved for the the federal troops?" General Young im-Painless Dentistry and be convinced I occasion and provision made for tables on can make your teeth comfortable.

mencing August 15th, make my very will be presented to the ladies. best gold crown for \$3.00 (regular | Not the Same James Maitland-James future, as in the past, to give you careful service and durable work.



405 Paxton Block. Office hours: 8 A. M. to 6 P. M. Sundays 9 A. M. to 1 P. M.



12

sleeper to the "Jamestown Exposition" daily from Chicago, via

Erie Railroad

Stop-overs allowed at all stations. Apply to your local ticket agent, or, H. C. Holabird, 555 Railway Exchange, Chicago.

morning.

Charles R. Caughlin was awarded

a judgment of \$504 against the Omaha &

Council Bluffs Street Rallway company for

damages sustained when a car on the Har-

his drug store at Sixth and Pierce streets.

offer for compromise for a larger amount

Mother Ignores Order of Court-Pro-

women, including Mrs. David Cole, Mrs. broke the back of the strike in Pittsburg leave Union depot 9 o'clock a. m. and re- Draper Smith, Mrs. Nathan Merriam, Mrs. and the Allegheny arsenal was saved. The Arthur Brandels, Mrs. Folk, Mrs. J. F. few troops of the ordnance department McShane and Misses Nathalie Merriam.

ception committee at the store during the day Grook Post at Krug Park-George Crook

post, No. 262, will hold its annual picnic at Krug park Thursday afternoon and even-Voterans Go to Waterloo-The Douglas County Veterans' association will hold its will deliver a short address. There will Jeff Bedford, Major Miller, Comrade Simp-Everything is being done by the local com- fere the picnic will be postponed' until son, Hull and others. Should rain intersome future date.

Knights of Columbus Outing-The Knights of Columbus and their familles of Omaha, South Omaha and Council Bluffs will have, a reunion and basket picnic at Lake Manawa, Thursday afternoon and evening. A large section of the western which the picnic will be served at 6 p. m.

That you may try my new methods A variety of amusements are on the card. at little cost I will, for 30 days, com- also handsome souvenirs of the event, wheh

price \$8.00), one to a patient; also all H. Maltland, engineer at the McCagno other dental operations at a very low building. Fifteenth and Dodge streets, price. Remember I propose in the wishes it distinctly understood that the James Maitland who was caught by the police the other night running away with another man's trousers, was not he. Mr. Maitland, the engineer, is a hard-working and highly respectable man and besides has all the trousers of his own that he needs. He says his name is the only such one that has been in the city directory for ten years and he has an idea the other fellow just borrowed it while he was asleep.

A high position may be waiting for you to ask for it. You will get but little in this world that you don't ask for, while you may get a great deal if you ask for a great deal. If you feel that you are capable of holding a higher position at a higher salary you should certainly ask for it through The Bee's want columns. You don't need to reveal your identity if you don't want to. If you carefully explain your qualifications you'll get replies.

TEST OF GARNISHEE LAW

Suit Brought in District Court to De termine Important Legal Point.

By a sult instituted by W. F. Blackburn in the district court the right of creditors to levy on wages of debtors who do not possess personal property valued at \$500 will be tested. Sometime ago a justice of the peace at Columbus issued garnishment papers upon the Union Pacific Railroad company and levied upon wages due Corwin F. Jones to pay a debt owed by him. The present suit enjoins the railroad company and the justice of the peace from enforcing the garnishment, as Jones claims his exemption of \$500. This is the first time the point has been raised in the district court, but Judge Leslie in the county court sustained the contention of Mr. Blackburn in a similar case.

In a Pinch ase ALLEN'S FOUT-BASK

as she ignored the order of Judge Kennedy not molested. A mail train with belated not a heavy one. All the water possible for soldiers' relief fund. The reduction in oats receipts, only Chicago and Kan- rago daily, 2:45 p. m., over Pennsylvania to produce the child in court Wednesday mail was standing on the tracks, and the was needed for a short time and we got all in the bridge fund is occasioned by the fact case of the month the Short Lines makes first stop at Fort officer directed that the train pull out we could on the fire. At present there is about \$50,000 in the fund which market was fourth in total grain receipts. Wayne, 148 miles. Second stop Plitsburg.

Breaks Back of Strike. "This prompt action of the government

that had garrisoned the arsenal had locked story of the Pittsburg riot might have

been different. As it was, the total value of property destroyed was over \$7,900,000. The railroads were the greatest sufferers, to make the loss good to the railroads. "Another great center of the strike that year was at Newark, O., which was the junction point of the Baltimore & Ohio. the Fort Wayne, the Pennsylvania, and the

Central Ohio systems. Several regiments of Ohio militia were assembled at Newark. under command of Governor Tom L Young, who had seen service in the civil

war, and as lieutenant governor succeeded R. B. Hayes, who had just been inaugurated president. President Hayes telegraphed to Governor Young: 'General Young: Do you need the assistance of mediately telegraphed back to the presi-

Of Interest To Women.

To such women as are not seriously out of health but who have exacting duties to perform, either in the way of househeid cares or in social duties and func-tions, which seriously tax their strength, as well as to sursing mothers, Dr. Pierce's Favorite Prescription has proved a most valuable superting tonic and invigorat-ing pervine. By its timely use ing nervine. By its timely use, much serious sickness and suffering may be avoided. The operating table and the surgeons' knife, would it is believed. seldom have to be employed if this most valuable woman's remedy were resorted to in good time. The "Favorite Prescrip-"has proven a great boon to expectant mothers by preparing the system for the coming of baby, thereby rendering child-

birth safe, easy, and almost painless. Bear in mind, please that Dr. Pierce's Favorite Prescription is not a secret or patent medicine, against which the most intelligent people are guite naturally averse, because of the uncertainty as to their composition and harmless character, but is a MEDICINE OF ENOWN COMPOSI-TION, a full list of all its ingredients being printed, in plain English, on every bottlewrapper. An examination of this list of ingredients will disclose the fact that it is ingredients will disclose the fact that it is non-alcoholic in its composition, chemie-ally pure, triple-refined glycerine taking the place of the commonly used alcohol, in its make-up. In this connection its may not be out of place to state that the "Favorite Prescription" of Dr. Pierce is the only medicine put up for the cure of woman's poculiar weaknesses and all-ments, and sold through druggists, all the ingredients of which have the un-animous endorsement of all the leading-medical writers and teachers of all the several schools of practice, and that too as remedies for the allments for which "Favorite Prescription" is recommended. A little book of these endorsements will be sent to any address, post-paid, and

A little book of these endorsements will be sent to any address, post-poid, and absolutely free if you request same by postal card, or letter, of Dr. R. V. Pierco, Buffalo, N. Y. Dr. Piorco's Piensant Pollets cure con-stipation. Constipation is the cause of many diseases. Cure the cause and you cure the disease. Easy to take as candy

Boda Sinzes for Charity-The Beaton which it did without the slightest attempt a fire hydrant at the northwest corner of will not be transferred to the general fund each block and in rare cases one at the as has been done in other years.

center of the block. As a result of this condition it is impossible to fight a fire in the business districts without stopping traffic on two or more streets.

"What we must have if we are to do our duty as it should be done is a fire hyand barricaded the gates, and the mob drant on every corner of every block in had not the courage to break in and seize the business center and an additional hythe large number of rifles and ammunition drant in the middle of each block where that were stored there, or otherwise the large buildings are located. With this system it would be posible to get all the water needed on a fire without crossing more than one street. We could not only do this, but we would save our hose and get and the city of Pittsburg had afterwards a stronger stream. The matter is one I have mentioned in my annual reports and it must be brought about if the Omaha fire department is to accomplish its purpose."

> Announcements, wedding stationery and calling cards, blank book and magazine binding. 'Phone Doug. 1894. A. I. Root, Inc.

PERSONAL PARAGRAPHS.

W. P. Harford and family have gone to Bayfield, Wis.

Dr. Burrell leaves Thursday for Hot Springs, S. D.

Mr. and Mrs. Clinton H. Briggs have gone to San Francisco, where they will gone to San sail for Japan.

sail for Japan. J. V. Lindsay of Sterling, Colo.; Neal Naylor of St. Paul and T. B. Holman of Stratton, Colo., are at the Murray. L. K. McVey of Grand Rapids, R. W. Sherwood, George A. Sherwood of Platts-mouth and C. B. Irwin of Cheyenne are at the Henshaw.

D. M. Anderson, editor of the Irrigation Age, passed through Omaha Wednesday, enroute to the annual meeting of the irri-gation congress at Sacramento.

Margaret Cole of Leadville, A. B. Cross of Milford, Wyo.; J. G. Miller of Creto, Frank Kors of Fremont and C. C. Howoll of Fairbury are at the Paxton.

W. H. McGee, F. E. Travers of Kansas City, George F. Burr of Lincoln, W. Edgar Brown of David City, B. H. Dilts of Denver and M. H. Collins of Nebraska City are at the Millard.

E. A. Strauss, manager of the advertis-ing department of the Cudahy Packing company, has gone east to meet his fam-ily and together they will make a trip around the Great Lakes.

Rev. Alexander MacNab, formerly rector of St. Mathias church on South Tenth street and at present canon of the cathedral at Toronto, Can., will preach the sermon at the morning service at St. Mathias Sun-

Ed Ross of Gordon and Edgar Cline of Auburn are noon arrivals at the Merchants. L. C. Thompson of Denver, Mr. and Mrs. A. R. Volk, Mr. and Mrs. A. P. Wiese of Lexington, R. C. Scott of Lincoln, Frank A. Kemp of Los Angeles and Mr. and Mrs. J. E. Yates of Thermopolis are at the Rome

Rome. K. W. Dustin, P. C. Scott of Overton, Ira G. Townsley of Lane, S. D.; U. C. Wade of Weeping Water, E. J. Newman of Lex-ington, John Leng of Buffalo. Wyo.; Isance Wilkins of Grand Island, Floyd Harper of Sheridan, R. C. Bharpe of Swanton and W. E. Brock of Barum, Wyo., are at the Merchants.

Merchants. John A. McCollum, assistant engineer of the division of franchises of the Board of Estimate and Apportionment of New York City, is in Omaha investigating the rela-tions between the public service corpora-tions and the city. He will remain here until Wednesday afternoon and will secure data recarding water destrice. data regarding water, electric, gas and tele-phone services.

phone services. Very Rev. Thomas Fitzgerald of Inde-pendence. Mo., visited relatives in the city Wednesday on his way home from a trip inrough the central part of the state on which he visited a younger brother at Bloomfield. Father Fitzgerald speaks in high praise of the material prospects of the state. He is vicar general of the diocess of Kansas City and stands high in the councils of the Catholic church. He is men-tioned as the logical successor to the See of Kansas City. For many years he has been identified with western missions and the settlement of the country.

Users of Quick Shine Shoe Polish say it is the best and most lasting polish they have ever used. It gives a polish to the leather and it won't rub off on the clothing. A well satisfied user is the best advertisement.

468 miles. Harrisburg and North Philadel-Making up lost time is slow, hard work. phia only regular stops between Pittsburg The out-of-a-job man who sits down and and New York, 445 miles. Takes water runwaits for something to turn up will have ning-goes through in 18 hours. Swift mova lot of lost time to make up. The man ing. Library and buffet, barber shop, who uses The Bee's want columns doesn't bath, dining room, private sleeping rooms lose any time. And thus the difference and observation parlor. Particulars free, between the "lucky" man and the "un- Write or call on Rowland, 26 U. S. Bank 'ucky" man is explained.

Bldg., Omaha.

Why Some Advertising **Campaigns** Fail

Some advertisers think that all there is to advertising is Copy (that is, advertisements) in connection with Media (the publications used). It is because they think only this far that many campaigns fall down, and there is report of another advertising failure.

LORD & THOMAS

AND OUTDOOR

We prove our recognition of Copy importance by maintaining a highly skilled staff of advertisement writers.

These men command large salaries. We are compelled to pay a high figure for copy service to secure the necessary talent.

We prove the importance of Media by maintaining our RECORD OF RESULTS.

This is a record of inquiry, cash and sales results on mall-order advertising and non-mail-order ad-vertising (general publicity). This record covers an unbroken record of over six years, and is maintained at enormous cost in cash, time, and in the detail of its compilation.

But to stop with advertisements and publications alone is to disregard entirely the vital factors-personal sales co-operation, printed matter promotion or inquiry handling, as the class of advertising may require.

The General Advertiser's Problem

The success of a general advertiser cannot be any greater than his grip on the retailer and the co-operation his retailer gives his goods.

The lost motion resulting from unsupplied calls for advertised products, because the dealer is net stocked, is easy to see.

Likewise, it is apparent that a dealer coerced against his will into handling a product by brute-force advertising to the concumer is a menace as long as this dealer has an opportunity to substitute.

Therefore, it becomes evident that permanent succoss for any generally advertised product depends on thorough distribution coupled with the wholesome and hearty co-operation of the dealer, quite as much as upon good media, good advertising and reasonable profits.

Lord & Thomas have had signal success in merging advertising and sales departments into a smoothly working unit, resulting in the complete utilization of advertising in lining up the retail trade, and in having the entire sales plan progress smoothly. They are so markedly successful in this important respect by reason of their knowledge of trade con-

"HERE is no doubt that Copy and Media are prime essentials. "We prove our recognition of Copy importance" with the manufacturers' profits, territory, etc.

The Mail-Order Advertiser's

Problem

The success of the mail-order advertiser is in direct proportion to his facility in turning inquiries into cash. The veriest amateur can explain that the inquiry is productive or not, according to whether the catalogue is good and letters efficient.

Failure creeps in through unwieldy office systems, criss-crossing of department work, failure to stop literature or follow-up when a prospect becomes a customer, and in many other similar ways.

Failure also becomes more than a possibility when cost per sale is lost sight of, and the actual pro-ductiveness of the individual paper or advertisement is not definitely known.

Here, again, Lord & Thomas' broad experience, gained in an almost unbroken chain of successes, teaches them to construct the inquiry bringer, what publications to use, how and when and at what intervals to follow the inquiry, what simple plan may be followed to secure the order, and how to eliminate waste in the inquiry-handling method.

Every business has its own peculiar and remarkable requirements. It is a self-evident fact that no ready-made plan can be formulated at long range for the handling of any business.

Yet so many industries are to a degree similar in their advertising requirements that any advertising problem may be referred to Lord & Thomas with the customer's absolute assurance that the advertising plan submitted will not only be highest in efficiency, but most economical in its execution

Free to Advertisers or Prospective Advertisers

Of FIOS DCECTIVE ACTVC ACTVC ACTSCAS Write for "OUR DOINGS," which reproduess the advertise-ments of many of America's most successful concerna. Some of the advertisements contained within its covers are used by large advertisers --some by small. "OUR DOINOS" is free, and includes spectrimens of newspaper, magasine, farm paper, mall-order, billbeard and street car advertising. A Lord CS Thomas representative, competent to discuse advertising and selling plans, printed matter and promotion work, will call on any business house considering advertis-ing - and without impesing the slightest obligation on the concern suggesting an interview.

" TRACT SOC. BLDG

NEWSPAPER - MAGAZINE - FARM PAPER ADVERTISING

TRUDE BUILDING CHICAGO