

THE OMAHA DAILY BEE.

FOUNDED BY EDWARD ROSEWATER.

VICTOR ROSEWATER, EDITOR.

Entered at Omaha postoffice as second-class matter.

TERMS OF SUBSCRIPTION. Daily Bee (including Sunday), per week \$1.00.

DELIVERED BY CARRIER. Evening Bee (without Sunday), per week 50c.

ADDRESS: 1314 FIFTH STREET, OMAHA, NEBRASKA.

REMITTANCES. Remit by draft, express or postal order payable to The Bee Publishing Company.

STATEMENT OF CIRCULATION. State of Nebraska, Douglas County, ss. George B. Tschuck, treasurer of The Bee Publishing Company, being duly sworn, says that the actual number of full and complete copies of The Daily Morning Evening and Sunday Bee printed during the month of April, 1910, was as follows:

Table with 3 columns: Circulation category, Number of copies, Total. Includes categories like 'Copies of this issue', 'Copies of other issues', etc.

Net total 3,974,118. Daily average 49,677.

Subscribers leaving the city temporarily should have The Bee mailed to them. Addresses will be changed as often as requested.

Why not let Gatch reform that fight? We love the comet, but oh, you early morning sleep!

The Moline preacher who said all women are liars must be ready to resign.

Dallas has had a legal hanging. Running ahead of the ticket in Texas, is it not?

Presumably "mental housecleaning" must mean absent treatment by the mop and broom.

At any rate, if our building sky line were limited to one story we could see the comet easier.

When the Kaiser referred to the colonel as a civilian he was not trying to be funny, either.

The comet's head is said to vary in size from 20,000 to 1,000,000 miles. Sort of swell head.

Still, peddling secrets entrusted in confidence is not altogether the most honorable path to glory.

Thus far Colonel Roosevelt has not found any acceptor in Europe for which he offered to trade his own big stick.

Not being able to smell brimstone, our fears that the comet's tail brings the end of the world may be allayed.

It is the irony of fate for Denver to go wet and beat a water works franchise proposition at one and the same time.

Warning to auto scorches: Slow down. If a police court fine won't do it, some remedy more severe may have to be tried.

The city slaughter house inspector is to have an assistant, while the city bacteriologist will have to continue to go it alone.

The question that confronts us in the passing of the comet is, On what shall we lay the blame for bad weather after its departure?

These diamond displays in Omaha are also calculated to put a crimp in the calamity talk indulged in for political purposes only.

It may be of interest to note that Rev. Billy Sunday will be preaching in San Francisco, while Jeff is licking Johnson over the bay.

It is not a matter of record that any of those Alabama officers risked their lives to put out the fire that burned thirty-five negro convicts.

The Bee gave Mr. Bryan a free ad for his meeting and Mr. Bryan considerably opened his meeting with a free ad for The Bee. Reciprocity.

For the sake of good old times and names it might be well if one Johnson were elected governor of Texas. Sounds a little like Zekes Simpkins.

The National Credit Men's association need not worry about finding a lawyer to prosecute those frauds, since it is given out that a fund of \$1,000,000 is to be raised.

Omaha's trade boosters are receiving going receptions wherever they roam. As a market town Omaha's prestige is steadily rising throughout its tributary trade territory.

Ohio Primaries.

While the results of the republican primaries in the congressional districts of Ohio are not conclusive as to the election in the fall, they reflect a degree of party unity which earlier reports did not concede and indicate that there is far less discontent within the party in the old Buckeye state than was heralded abroad. Ohio, in fact, was one of the strong republican states which democrats had already begun to claim on the basis of factional strife among the republicans, but it is impossible to justify this claim in the light of these primaries.

The issues were squarely drawn between the sitting members of congress and their critics in this primary, so that the outcome will be taken as fairly reflecting the relative strength and the test is encouraging of ultimate republican success, because not even in the districts where the strongest fights were made is there believed to be factional differences that cannot be allayed before election day.

For the democrats, whose whole campaign in and out of congress has been constructed upon the one hope of republican disension, these results offer poor encouragement. They are almost certain to exert an influence in other states that will go far toward closing gaps in republican ranks and paving the way for success at the polls this fall.

No Need to Wait. Now, I tell you what I am going to do. I am going to add to the planks of our democratic platform, if I can. I am going to add another plank declaring in favor of the enforcement of the law that we have and prevent brewers from owning saloons under other names. (Laughter.) And I am going to ask The Bee to join with me and ask for that kind of a plank in the republican platform. (Laughter.) If it is wrong for the brewer to own a saloon, then it is wrong for the brewing company to own and control another company that owns a saloon. I thank The Bee for giving me this proof that the brewers are a lawless class, and I ask it now to help me to make them obey the laws of this state. Bryan at Washington hall.

If any brewing company is violating or evading the law forbidding it to own a saloon, there is no need to wait for a platform declaration by any political party to stop it.

Mr. Bryan as a lawyer certainly knows that much. Especially is this true right here in Douglas county, where we have a democratic county attorney, elected on the same ticket on which Mr. Bryan ran two years ago, who has full power and authority to see to it that all the laws governing the sale of liquor and regulating the liquor traffic are enforced. Instead of writing another plank for the democratic platform which he expects to dictate to the next democratic state convention, Mr. Bryan should write an open letter to the democratic county attorney of Douglas county, or, better yet, volunteer himself to help bring a suit in court as he did when he crowded Attorney General Smyth out of the maximum rate cases.

Incidentally, however, if it is wrong for a brewer to sell under false colors by hiding under another name, what about a political party hoisting the purloined banner of another political party? What about the theft of the populist label by Mr. Bryan's democratic presidential electors two years ago, which alone saved to him the electoral vote of his home state by misappropriating the votes of populists who would otherwise have voted for Tom Watson? The Bee is in favor of a plank in the next republican state platform promising to put an end to the dishonest masquerading of one political party in the stolen clothes of another political party, and here asks Mr. Bryan to join it and ask for the same kind of plank in the democratic platform.

How the Comet Marks Time. Whatever else Halley's comet teaches it must make men stop and ponder on the lesson of human progress. It is epochal in its recurrences and marks off the milestones by which the development of the race may be reckoned. Its course is traced from 11 B. C. when, observed at Rome, it is believed to have presaged the death of Agrippa, and Josephus saw in its presence at Jerusalem a forecast of the Holy City's doom. On down through history it comes and rests over England as William of Normandy enters upon his invasion. The superstitious Turks beheld in its mysterious reappearance a token of Allah's fall over every loyal Mohammedan. Galileo, confounded by simpler mysteries of science, was probably greatly perplexed by this vagrant of the centuries, while Isaac Newton, we are told, was the most intimate friend of Edmund Halley, whose name the comet bears.

But it is not necessary to go back so far into history to get the lesson of progress which the comet teaches. Scientists in California are to "sweep its tail" by the use of scientific apparatus in the hope of determining its composition and constituent elements. The thought itself is all but over-whelming—mankind essaying to tamper thus with profound mysteries of the unseen. On the comet's last transit, something near four score years ago, the land in which this amazing demonstration is to be made was but a waste of territory, a wilderness, inhabited only by the forefathers of civilization. And if the simple inhabitants of the Pacific slope saw the comet seventy-five years ago they saw no more in it than did the superstitious and unlearned men of the ages gone in the older world.

If in the brief span of seventy-five years our people have advanced from the recess of comparative ignorance to such enlightenment that they can undertake to dissect the comet, what goals may they not hope to attain within another seventy-five years when, if its cycles are observed, this comet will be with us again?

Efficacy of Aroused Public Sentiment. The vice president of the Illinois Manufacturers' association, addressing a convention of shippers assembled to protest against additional advances in freight rates, laid down this proposition: There is nothing in this country that will straighten the railroads out like public sentiment when it is thoroughly aroused, but it sometimes takes a volcano to arouse public sentiment.

But public sentiment is aroused and it has been aroused on this very question of freight rate regulation a long time and it has more than once crystallized into tangible results. It was aroused public sentiment that enlarged the powers of the Interstate Commerce commission, enabling that body to deal effectively with this and other railroad problems and it was aroused public sentiment that put the pass and the rebate out of use and thus helped to purge business and politics of evils that had become intolerable. There is, of course, more that public sentiment can and will undoubtedly do, in this direction, but it has done enough already to make relief possible to these big shippers from any exactions against which they may protest by recourse to the courts.

In the good old days of the rebate this speech would have been even more remarkable than it is today. Then public sentiment was not appealed to from such organizations that now fear higher freight rates might mean higher cost of living to the people. The enjoyment of special privileges in shipping, which the people generally did not have, tended to dull the sensibilities of the large business interests to their rights and to discourage any move toward arousing public sentiment that might antagonize the railroads.

If high freight rates figure as an element in the high cost of living, as they doubtless do, the people who eliminated the pernicious evil of discrimination will eventually enforce an equitable level of schedules through an aroused public sentiment.

Trade with Mexico. The United States should enjoy better trade relations than it does with Mexico. Not enough traffic is passing back and forth between the two republics. Statistics published by Mexico show a radical decline in imports by Mexico from the United States, a fall from \$146,000,000 to \$90,000,000 in two years.

True, the figures sent out by the government at Washington do not confirm so heavy a loss, but they do not show better than a standstill. It is also true that Mexico's imports from other countries as well as on the decline. This, of course, indicates that the southern republic is content to use what raw material or manufactured articles it has and forego the expense or exertion of drawing upon other countries, but this policy, while it may satisfy Mexicans, should not do for Americans. They should proceed at once to arouse Mexico to the consumption of our goods more than it is buying.

The matter of tariff has nothing to do with this situation, nor has the question of good will. The most amicable relations exist between the United States and Mexico and there is no tariff that in any way could serve to restrict commerce. We need the Mexican trade and should have it. The market right at our very door is too inviting to be lost and it is strange that the Yankee drummer has ever allowed his sales to fall off in this way.

The Lincoln Star insists that no one connected with it is permitted to promote the interests of any candidate for office, but ignores the question whether the late ambassador to Mexico, who is reputed to be its owner, is still connected with it. Perhaps the Star man who made that unequivocal declaration forgot that he was working for Mr. Thompson.

If some of those Washington bureaucrats would get a lot of well-seasoned clubs and go after each other maybe this hubbub would come to a settlement much quicker than by the process of official investigation. There can be too much mistaken patriotism and not enough fidelity to trust among the lesser lights.

The World-Herald at least selected a particularly bad day to contrast democratic harmony banquets with republican get-together dinners on a very morning after Mr. Bryan drove his flying wedge in between the warring democratic factions, right within a stone's throw of its editorial sanctum. "I prefer that this nation shall set an example for peace and not wait for other nations to join with us," said Mr. Bryan in his peace speech. Remember "the free and unlimited coinage of silver at the ratio of 16 to 1, without waiting for the aid or consent of any other nation on earth."

Our Birthday Book

May 19, 1910.

Samuel G. Blythe, journalist and humorist who perpetuates "Who's Who?" of the Saturday Evening Post, to say nothing of other literary offenses, was born May 19, 1868, at Genesee, N. Y. He has played all the parts in the newspaper game from country reporter to Washington correspondent of the New York World, from which he graduated into his present enviable easy berth.

Philip Ledger, the hopeful representative who would forbid the printing of any news concerning a prize fight will be apt to learn that the body of which he is an ornament controls the columns of the Congressional Record and nothing more.

Tip for Congressmen Smith. The hopeful representative who would forbid the printing of any news concerning a prize fight will be apt to learn that the body of which he is an ornament controls the columns of the Congressional Record and nothing more.

Good Money at Home. Chicago Record-Herald. There has during the last ten months been a decrease in the exportation of food-stuffs from this country. Perhaps the producers are so well satisfied with the prices the ultimate consumer is paying here at home that they have no desire to do any more exporting.

Projected Censorship of News. Boston Transcript. In the pressure of business before congress a more important measure might have been introduced than that for which Representative Smith of Iowa is sponsor. A prize fight is scheduled to take place in California this summer and if Mr. Smith's bill is passed no intelligence of that event can legally be sent beyond the state where it occurs. News of that kind is not uplifting. Neither are reports of lynchings or other acts of brutality and violence and the public is but poorly served by having the details dealt out to them in sensational form; but they constitute a part of the happenings of the time and the repression of all reports of them is hardly within the proper province of the law.

Make-Believe Advertising. John Wanamaker once said to a young business man who sought his advice: "I owe my success to newspaper advertising. I know that I can reach the eyes of more purchasers that way than in any other."

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

Around New York

Hipples on the Current of Life Seen in the Great American Metropolis from Day to Day.

The committee in charge of the arrangements for the reception of Theodore Roosevelt in New York wish it clearly understood that the demonstration is to be national in scope. Any organization in good standing will be given a position in the parade, the out-of-town bodies being accorded the right of the line. As many political, social, business and other organizations and clubs have already placed their applications on file, Captain Cosby requests that all wishing to take part in the welcome notify him immediately at the committee's headquarters, 140 Broadway, New York.

While many minor details have not been decided on, the general arrangements have been determined. Colonel Roosevelt will sail on the Kaiserin Augusta Victoria, of the Hamburg-American line, and will reach quarantine in the afternoon at 3 o'clock. The committee is able to name the precise hour of arrival, as arrangements have been made with the steamship company to delay or increase the speed of the Kaiserin so that it will make quarantine at the exact time set.

At quarantine the former president will board a revenue cutter and proceed to the Battery, where he will be officially welcomed by Mayor Gaynor. Early in the morning every available craft, laden with Roosevelt enthusiasts, will sail to meet the Kaiserin and escort it to quarantine. From this point they will escort the cutter to its destination. Several organizations, which have chartered ocean-going steamers, will pick up the fleet liner east of Fire Island, and add the tooting of their whistles to the roar of the guns of Forts Wadsworth and Hamilton as the ship passes through the Narrows.

The land parade will form at the Battery and proceed up Broadway to Washington square, thence through the Washington street, to the point of dismissal, at the latter point, probably, there will be a reviewing stand. Of course, there will be other stands along the line of march, which will be profusely decorated. The parade will be led by mounted police and the mounted police band. The Roosevelt band, forming the personal escort of Colonel Roosevelt, will follow, after which will come the entire reception committee of 350 representative citizens, and the visiting and local societies.

They assert on Broadway that Mose Silberberg was not pleased with the portion of patronage he attracted as a ticket speculator during the Harry Lauder career, says the New York correspondent of the Cincinnati Times Star. And so, acting on the advice of a friend, he bought a Scotch kilt, "Oj yoo," called Silberberg "boy" if the tickets from a real Highlander now. Hoot, hoot, you ken me kilties, aye? Only two bones for a ticket, ladde. Buy it from a regular Sandy. Brose, scones, plaidie, claymore, heather-oh, I been muggah.

But the wind was shrill and Silberberg's knees, being unaccustomed to party dress, ran through kaleidoscope tints until they finally became a dull blue with edgings of scarlet. Every now and then Silberberg, bemoaning the fact that kilt is made without pockets, stooped and massaged his knees into consciousness of cold. His fellow ticket speculators laughed at him raucously, and the newboys pinked his exposed calves with small pebbles. But he did a land-office business with those attracted by his costume.

"What's your name, sawney?" asked a big man with a beard of brilliant red. "Mose," said Silberberg.

"And phwat," asked the Scotchman, indignantly, "is aye as the ten treebles daein' in a MacGregor kiltie, hee, mon?"

Silberberg and the Scotchman held a private conversation, in which Silberberg promised that he would sell tickets by trick and device. "If you're a good feller, Mr. Scotchman," said Silberberg, "you'll tell me what Scottoes do to keep their legs warm on a day like this."

The Scotchman said he would tell the secret if Mr. Silberberg would give him a ticket for a cup of tea.

"Agreed, and the transfer was made," said the man on his pants, "said the heartless Scotchman."

"What do you think of this for a specialty?" said a man who knows the ins and outs of Long's square. "There's a carpenter shop in this neighborhood, where the chief source of income is boxing chorus girls' hats. It's become pretty much of an industry since the hats grew so large that they couldn't be tucked into trunks. The girls when they were about to start on the road, used to deft into boxes of hats, and the carpenters got under their arms and ask to have them shipped just as they were. But the express companies can't accept packages so flimsily hung together. The agent would direct the girl to a nearby carpenter shop to have the box crated, and that's how the business grew. On the carpenters got about 50 cents a job, and in the course of a week those half dollars make quite a neat pile."

Alexander Smith of Paterson, N. J., after waiving several matches in an attempt to light a pipe, went into an oil tank to dodge the wind. He hit the match, but before the tobacco ignited there was an explosion. Smith was knocked down, but in a few minutes he came to. Workmen were throwing water on him, when he opened his eyes. He was hurried off to General Hospital, where he will remain for several days. The explosion was heard for several blocks. Firemen extinguished the flames.

Projected Censorship of News. Boston Transcript. In the pressure of business before congress a more important measure might have been introduced than that for which Representative Smith of Iowa is sponsor. A prize fight is scheduled to take place in California this summer and if Mr. Smith's bill is passed no intelligence of that event can legally be sent beyond the state where it occurs. News of that kind is not uplifting. Neither are reports of lynchings or other acts of brutality and violence and the public is but poorly served by having the details dealt out to them in sensational form; but they constitute a part of the happenings of the time and the repression of all reports of them is hardly within the proper province of the law.

Good Money at Home. Chicago Record-Herald. There has during the last ten months been a decrease in the exportation of food-stuffs from this country. Perhaps the producers are so well satisfied with the prices the ultimate consumer is paying here at home that they have no desire to do any more exporting.

Tip for Congressmen Smith. The hopeful representative who would forbid the printing of any news concerning a prize fight will be apt to learn that the body of which he is an ornament controls the columns of the Congressional Record and nothing more.

Make-Believe Advertising. John Wanamaker once said to a young business man who sought his advice: "I owe my success to newspaper advertising. I know that I can reach the eyes of more purchasers that way than in any other."

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.

Mr. Wanamaker certainly must know.

The man who never advertises is always bemoaning hard times: "No business." Everything is dead. "Can't pay expenses," these being his daily and favorite expressions.

The real cause of this is the fact that the people do not know what these merchants have to offer. Three-fourths of the purchases that are made today are made because the attention of the shopper is called to some article that interests her and she is made to believe she must have it.

There is a whole business sermon in those two sentences. The secret of successful newspaper advertising is three-fold: First, in having the goods that people want; second, the price; third, the ability to attract your readers. And the way to attract them is to follow Mr. Wanamaker's advice and use the newspapers—they are your salesmen.