THE OMAHA DAILY BEE.

FOUNDED BY EDWARD ROSEWATER.

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REMITTANCES.

STATEMENT OF CIRCULATION. State of Nebraska, Douglas County, ss.
George B. Tsschuck, treasurer of The Bee Publishing Company, being duly sworn, says that the actual number of full and complete copies of The Daily, Mornios Evening and Sunday Bee printed during the month of May, 1919, was as follows: 17...........43,620 1.....41,300

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Notary Public. Subscribers leaving the city tem-

Daily average 42,358

GEORGE B. TZSCHUCK,

porarily should have The Bee mailed to them. Addresses will be changed as often as requested.

Just the same, the ice man has nothing on us these days.

This thing of crossing the English channel in an airship is getting to be

ship he got back the mailed fist.

It seems that the anti-saloonists, no more than the liquor men, can dwell long together in peace and harmony.

President Taft, Ty Cobb is sure of the place.

Girls, here is a Newark man who dreads to propose. There is your

Those "men higher up" in the Sugar trust fraud are almost as elusive as the turkey around Thanksgiving time.

passed away, showing that she does est circumstances. not propose to be outdone in death by King Menelik.

New York legislature a few days after soaked in, it is natural for men to turn come only when republicans are in con-John W. Gates decided a \$3,000 deal by the flip of a coin.

session of 350 cars. But the strap- cases reckoned in the bargain. hangers are from Missouri.

City Attorney Burnam had his name printed on the brief in the water works case, but in justice to him it should be said that he got no further in it.

Bringing that railroad bill to final passage is like leading a balky horse to water. Sometimes scares it off at the very last minute every time.

Land grafters are said to be industriously operating in Seminole county. Oklahoma! Oh, in Oklahoma? Never! If you do not believe it, ask Haskell.

charged with swindling wealthy Eng. schools have taken up with a prevail. in which he finds himself. lishmen are to be prosecuted. What will they do with the wealthy Englishmen?

Mr. Belmont's horse turned a somer- this dangerous fallacy. sault, which must have reminded the New Yorker of some politicians he had tinction between the influence of an met in the bygone days of democratic academic education and the tastes that warfare.

72,000,000 years old. But we are not always make. He declared that precluded from observing its anniver- not the education unfits a man or sary, for they have not given us the woman for home or business, but the exact date of its birth.

On the surface it looks as if Walter I. Smith, in the Ninth Iowa district just across the river, were running against two United States senators and one candidate for congress.

With reference to their serial joint debate we move that the deputy state labor commissioner and the secretary of state be given leave to print future installments at their own expense.

It is quite significant that soon after the colonel's departure the kalser has than one European monarch has felt serious duty of exalting the home and an outsider he did not regard himself the superintendent's office before taking According to his own confession Hoistlaw the power of that good right.

Abolish Cabinet Office?

the purpose. Those said to favor the mestic life, is based upon a false and economy and facility in business and obligations of society. per week...10c that they believe the president will so view it after he has taken time to study the subject, though he has given no While the whole proceeding from besuggestion as yet of his views.

plates merging in the new department works was a succession of miscanal, public lands, forestry, interior, now that the final and fatal misstep at the end public health and irrigation, tending was the voting of the \$6,500,000 last Communications relating to news and editorial matter should be addressed: tion of these affairs. It is insisted full price of \$6,263,295.49, as fixed by that it is in no way connected with the the appraisers. Remit by draft, express or postal order payable to The Bee Publishing Company. Only 2-cent stamps received in payment of mail accounts. Personal checks, except on Omalia or eastern exchange, not accepted. incident to the change as not to dis- pression at the polls would be equivaturb the incumbency of the secretary lent to an affirmance by the city that ministration.

> ished or the number of cabinet mem- case involving the specific performance bers lessened. While the Interior de- of the contract was pending in the partment has outgrown its usefulness United States supreme court, and that 23...........43,740 development, the work now included court and exert an influence there. under this department becomes steadapparent now that such a change preme court decision must have been elected. subordinate bureaus, one of the ob- following: jects sought under the plans. It is, indeed, a question if it would not mulwould have to be continued and new work would be constantly arising. If

Back from Canada.

Census enumerators have made the discovery that many American farmers who sold out and went to Canada are coming back to the United States and are resuming business in the west where they left off when the Canadian boomer captured them. After actual trial they found conditions less allur-Johnny Bull seems to feel that in pected and decided that they, could exchange for the right hand of fellow- not, for many years to come, if ever, offer real improvement over things as they exist today south of the line.

ong together in peace and harmony.

the Americans who went north will continue. The fact is that, without If is even possible, and more than postile, and more t ball is ever created during the time of sources and opportunities, there never another issue of bonds before the bery of the government. Lovely business land than the present in the United certain that we will have to vote more to allow to prey on the people! States. Land of every description is bonds before the plant can be strengthadmits he wants to get married, but available here, semi-arid, requiring ened with a new main from the Florirrigation and the deep, black soil that ence pumping station and supplied with on artificial means of watering and, The Bee with reference to the bonds more than that, the system of irriga- has surely been vindicated. tion, backed by the government, is being pushed with ample capital and energy so as to place the reclaimed area The original "Little Eva" has again within easy reach of men in most mod-

wears off and the chill of the first their faces homeward and count the troi of the government at Washington. cost of blazing new trails in a new country as compared with the less rig-In its tax return the Omaha Street orous life required in the states, with Railway company confesses to the pos- the possibilities of the future in both the proposition for immediate pur-

Education and the Home.

President Taft gave the young speak at once. women of Bryn Mawr some sound advice in his definition of higher educaimportance of the home as woman's nomination for president in 1912 calls great sphere of usefulness and forcibly for another open letter in the Comdissenting with the view that college moner, giving notice to this new aspisacred duties of wife and mother.

This is not new counsel, but it is wholesome and wise and it could be heeded by the women in charge of these seminaries with great profit to up another church collection to help the present and future generations, his old friend and pal, Convict Erd-Philadelphia gold brick men Too many girls in college and private man, out of the uncomfortable position ing heresy that the home is not their first and most important field of activity and too many leaders of thought in this country have helped to spread

The president pointed out the dislead one to it, a distinction which those prone to criticise the conduct and Scientists tell us that the earth is achievements of college graduates do tastes of the individual. Certainly "the mental discipline, power of reasoning, cultivation and comparison of ideas" which a college education on the commission form of municipal the present. He served four years as a brings could not possibly, in themselves, so unfit men and women and it is only ignorance of the subject that

contends that they do. obtrude itself on the mind of the ob- no one. John L., we recall, never the Omaha Law school, and held a posiserving person who reads the presi- trained at all, which explains why tion for five years in the county judge's dent's address that he apprehended the James J. Corbett became champion so office. need for just such a talk at this par- soon. ticular time. It is high time that woman's colleges and coeducational institutions were addressing them- London says that he prefaced his re- 7 years old. He worked his way up from viding for the visitation of orphans in

Public Works, leaving the affairs of and culture are not demanded in the very moment of returning. the interior to a bureau created for home in the innermost circles of dochange declare that it offers means of unhealthy view of the most solemn

The Fatal Misstep.

ginning to end as engineered by the As outlined the proposition contem- Water board to acquire the water

But never in the history of the coun- over the water plant at that figure. try has any cabinet office been aboi- We called attention to the fact that the

The brief submitted by the water would do away with the system of won, includes among other things the

Point XII. Through action taken by the

of jurisdiction and redistribution of the bond proposition in the sum of work, it would not make much differ- \$6,500,000, the appeal to the people of ence whether the name is changed or Omaha to vote these bonds over the names of the members of the Water board, and a certificate showing the result of the canvass of the vote, and continues:

> It appears that more than two-thirds of fixed by the appraisement.

It transpires, therefore, that not only was the voting of the water bonds last ing in the Dominion than they had ex- year premature, but it was decidedly prejudicial to the city's case, if it had

Our old friend, Edgar Howard, The call of the wild is ever enticing, farm products make prosperity, and

> How many would have voted for the city to buy the water works when chase was first submitted if they had been advised that the purchase price

> The announcement of Governor stand aside."

The only wonder is that Reformer "I dissent from the view that an

academic education unfits a man or woman for business," said President Taft at Bryn Mawr. And yet people will instuate that he and "Uncle Joe" are of one mind. The new collector of internal rev-

dently the government has found that denomination preachers in Lincoln only a collecting taxes is like pulling eye few weeks ago. teeth and believes in summoning experts to do it.

have it. The fact that John L. fears Jeff is A subtle suspicion will inevitably not training properly ought to alarm

in Memphis. No necessary reflection

its influence on the nation in the as sufficiently informed to enable him his present position.

minds of the young women who come to discuss politics with intelligence. The president, it is understood, will under their tutelage. Such ideas Mr. Bryan's modesty is overpowering be asked during he coming summer to should be inculcated along with the when he is in London, but it does not consider the proposition of recom- regular instruction and make it un- stop him from declaiming politics in mending to congress the applition of necessary for those outside the colleges Nebraska after a three months' abthe Department of the Interior and to dwell upon the importance of these sence in South America, and giving the substitution of a Department of lessons. The notion that education orders to Governor Shallenberger the

> Just for Exercise. St. Louis Globe Democrat. Mr. Bryan's open letter to Governo beginning to take up the initiative.

There Are Others.

Washington Herald. Mr. Bryan seems not to have recovered entirely from the hallucination that the Bryan rainbow is the only one equipped all such enterprises as the Panama steps, it must be plain to every one with a real bag of gold-or is it silver? Bucking Against a Big Pull.

Houston Post.

Despite the effort of the Commoner to read Governor Harmon out of the party, probably a half million Ohio democrats may by a good long grip on the cables

Waste in Railroad Operation. Wall Street Journal. It costs our railroads about \$1,000,000

to be shifted to increased rates. Hoosler Hoots at History.

Washington Herald.

Defining "Free White Persons."

New -ork Tribune. the record in this case was made up, and years ago that only "free white persons" stead of reduce them, because the acquisition of the water works in question, The courts now wrestling with that same work that is being done today the pending proceedings for a review in phrase nave the hard task of harmoniz- Klosk, following the kidnaping of Abdul the judgment below has ceased to have ing what the lawmakers a century ago Hamid from Constantinople, the secret Here follows the text of the order of would have meant if they had had the to light. In these papers are compressed

Savings Bank Philanthropy.

Brooklyn Eagle. State Superintendent of Banks Cheney refers to savings banks as institutions organized to care for the money of the organized to care for the money of the against the other, and obtaining from fa-"frugal poor." These frugal poor do not "frugal poor." These frugal poor do not "frugal poor." These frugal poor do not "frugal poor." These frugal poor do not "wored members of each reports on what the others were doing or likely to do, the others were doing or likely to do, liberally sprinkled with suspicions and the others were doing or likely to do, liberally sprinkled with suspicions and aspersions. The product of this system of start again for to explain of how modern the range has grown. the voters in the city interested in the gage and have to pay for searches and aspersions. The product of this system of question were not only in favor of the the examination of the title, to say noth- espionage fills 360 large chests, and conpurchase of the entire system, but were ing of the appraisal and the survey with willing to vote bonds enough for the price incidentals. Thus we see that the frugal fixed by the appraisance of the entire system, but were ing of the appraisal and the survey with incidentals. Thus we see that the frugal party. That the system of the Young Turk's and his buddy. Old Ute Malone. the receiving teller.

> Sweet Bunch of Thieves. Indianapolis News.

any.

No one ever supposed that the hired hands of the sugar trust were stealing from the government for the benefit of sell the bonds, and there would be ample time to vote bonds after the and unbeknown to the beneficiaries of their This is not surprising and, as the ample time to vote bonds after the and unbeknown to the beneficiaries of their by innuendo insist on one of two coursesenumerators indicate, the return of court had definitely decided just how thefts. Hired hands do not do that sort either immediate publication or destrucwas a time nor a country that offered transaction involved in the transfer of for eminent millionaire monopolists to be greater inducement for working the the property can be completed, and engaged in! A sweet coterie for congress

POLITICAL DRIFT.

Hon. Sydney Emanuel, Mudd, congressretire from public life.

For the first time since Oklahoma became torial in spite of his democratic pre- have decided to take part in politics, and November election.

The Chicago Tribune offers a reward of them. The only thing he forgot to all members of the "syndicate" which put The anti-oral betting bill passed the Canadian winter has thoroughly add was that these prosperous times up the money which was used, according to four confessions, in bringing about the election of Senator Lorimer. .

> No one has yet volunteered a satisfactory reason for the difference in the published schedule of vote prices in the Illinois legis- sympathy in Ibsen's case. lature. Senators were rated at \$2,500 and representatives at \$1,000 or less. Both were on an equality at the "jackpot," which netted \$700 each.

Fifty-two years continuously in office, would be \$6,263,295.49? Don't all John Laws of Orange county, N. C., at the age of 85, again is in the field as a candidate for register of deeds. He is declared to be the oldest officeholder in the United States, and has weathered many potion for women, laying stress upon the Folk's plan to stand for the democratic litical upheavals. It is not doubted that he will come out victorious in his latest battle at the polls.

There is likely to be a picturesque element in the contest for United States Sentraining unfits young women for the rant what he must do or "prepare to ator in Missouri. The blacksmith candidate; John F. Breckenridge, has secured the requisite number of names on his petition and will make the race on the socialist and labor ticket. He is an interesting Elmer Thomas has not started to take figure, having followed for years the Wild West show here and abroad as a steer roper. Though he has never received a here medal, he has earned one, having saved the lives of seven persons in a hotel fire in Brussels, and two in a fire at Jack-

Our Birthday Book

Rev. B. Fay Mills, the evangelist, was born June 4, 1854, at Rahway, N. J. He enue at New York is a dentist. Evi-

David Cole, president and treasurer of the David Cole Creamery company, is celebrating his 53d Mrthday today. He was born in Blair's Cove, County Cork, Ireland, A physician from Des Moines has and came to this country in 1874, beginning been caught robbing apartment houses business in Omaha six years later as a commission merchant, being engaged in

rgantzations. David M. Fitch, attorney-at-law offleing in The Bee building, was born June 4. 1582, Brunswick, Mo. He is a graduate of

In Other Lands

Side Lights on What is Trans. piring Among the Mear and Far Mations of the Earth.

The exhibition of the "Big Stick" I

Guild hall. London, and the vocal tribute paid to it as a justly celebrated peacemaker, justified the fears felt in certain British circles since Mr. Roosevelt's speeches at Khartum and Calro. Harmon shows that the Nebraskan may from the questionable propriety of a stranbe tired of the referendum, but is just ger and a guest butting into the internal politics of a nation, there are good reasons why Great Britain does not welcome suggestions on governing Egyptians with a club. In the first place, Great Britain's hand in Egypt is very much weakened by the privilege of extra-territoriality enjoyed by citizens of other countries. Should a "big stick" club the native agitators into slience, it would be easy to find a radical German, or a Frenchman, or a Italian, to keep up the revolutionary agi tation for a price. These foreigners could not be suppressed offband. They could not be arrested, nor their houses searched without the consent of their respective consuls. Proceeding against a foreign subject without official consent renders the government liable for heavy damages. For every Egyptian revolutionist put out of commission southern Europe could furnish of the interior during the present ad- the appraisement was fair and just, day for the single item of fuel, and a quar- a score. Swinging a "big stick" on the He took the aggressive in seeking to in and notice that we were ready to take ter of that is said to be wasted. Increased natives would serve no good end while duce furniture houses to corrupt him and economy in this respect might be made to the government's hands are tled in dealing others in exchange for a dishonest contract bear a good part of the burden which is with foreign revolutionaries. Conditions with the state. It was for lying to the In India furnish equally cogent objections grand jury about some of the facts in con to the Roosevelt method. One of the chief nection with these proceedings that he was reliances for peace in India rests on the indicted for perjury. Fearful of a successreligious divisions of the people, Were the ful prosecution and a penitentiary sentence Governor Marshal's statement that Mr. Mohammedans and Hindons united for on this account he turned state's evidence in certain directions, yet with the ex- the voting of the bonds would in some Roosevelt deliberately forced the nomina- political ends, British rule would soon see Although posing in politics as an opponent 41.450 panding policies of conservation and way come within the purview of the tion of Mr. Taft, in order to pave the way its finish. The religious leaders of both of the liquor traffic, he did not hesitate, acfor a third term for Roosevelt, is a trifle divisions are diligently coddled the Mo- cording to his own story, to go for his bribe baffling, in view of the undisputed fact hammedans through the priesthood of Turthat Mr. Roosevelt might have had the key and the Hindoose through provincial other state senator. John Broderick, ily heavier and more varied. Nor is it company lawyers, on which the su- third term then and there had be so potentates. An open rupture with the The common rough-necked boodler one Egyptians, imperlling even nominal control of the ancient land, would stir the fathom the workings of the mind of the whole Mohammedan world and intensify sanctimonious grafter. It is when men ofa very critical situation in India. In these this weak and contemptible type become a Ethnology was an uncultivated science circumstances swinging a "big stck" Water board of the city of Omaha since when congress declared more than 100 would be as decreet as dropping a lighted of corruption is aspecially liable to overmatch in a powder house. In cleaning and fumigating the Yildiz

really meant with what they probably archives of the exiled suitan were brought to light. In these papers are compressed the secret service operations of the empire during Abdul's suitanate, together with detailed reports of the most elaborate spy

Has eluded my efforts fine. it were simply to be a rearrangement the Water board for the submission of benefit of later ethnological researches. the secret service operations of the empire system in Europe. The dethrened sultan "frugal poor." These frugal poor do not against the other, and obtaining from fapoor are really only that branch of the party. That the archives are considered We thought it right to pick a fight. human namily that does business with dangerous is indicated by the opposition of dangerous is indicated by the opposition of the grand vizier to Parliamentary demands for their publication. A vote on the question was postponed on the grand vizier's

And your enemy punctuate

With siugs of lead till he fell dead, But that custom is out of date; For now they go a leetle slow—

It's the fashion to Erbitrate. personal appeal. In the hands of the gov-No one ever supposed that the hired ernment the reports can be used, when ocof thing, least of all with skillful devices tion. The founder of the famous collection,

formerly head of the ministry, has just published a striking story of those two And now I hear, about next year, great men, Ibsen and Bjornson, which he vouches for as having come direct to We hesitate to punctuate him from Bjornson's lips, on his sevenirrigation and the deep, black soil that ence pumping station and supplied with liminois democrats seem to be the only tieth birthday. Bjornson had just reson we punchers will aviate.

Sure one big change has hit this range, who was then since I served my novitate. Illinois democrats seem to be the only tieth birthday. Bjornson had just reunable to read, and gradually dying. Even man from Maryland, has declined a renomi- his mind showed some loss of its great nation in his district, having decided to power. Appalled at the sight of the great wreck, Bjornson walked about the room unable to conceal his feelings. "This is writes a pretty good republican edi- a state, the full-blood Cherokee Indians terrible, horrible, to have to lie in this condition," he muttered. Then, turning to tentions. He says that high prices of will vote at the August primaries and the Ibsen, with the appalling directness of one him if it were not unendurable to lie in but after the novelty of the frontier no one has a right to complain about \$5,000 for legal proof of the identity of that helpless condition. "But"-so Bjornson told the story-"Ibsen only bit his lips hard and said, 'No one shall hear me com- them .- Life. plain-no one." Curiously and sadly enough, Bjornson himself died by inches, lingering in precisely the same pitiful condition which had so aroused his dread and

> In a thoughtless, indiscreet way Americans have frequently applauded the ohlnese custom of chopping off the heads of bankers who happen to lose the funds of depositors. Not because Americans favor cruel sport, or lacked a sympathetic tear for suddenly bereft relatives. Their emotions have been stirred by the efficacy of a treatment that forbids an encore. Another custom much less impressive developed during the negotiations for the Chinese railroad loan of \$30,000,000. A standpat native objected to foreigners participating in the loan, and sent his protest written with of the blood of his severed finger to the imperial minister of communications. It was blind. the standpat way of emphasizing his feel-

American devotees of Prince Nicotine who contemplate touring France this summer should post themselves on the new customs regulations governing tobacco carried by travelers. Women and children are not allowed to bring Into France any tobacco without paying duty. The amount allowed men, duty free, is now limited to ten cigars, twenty cigarets and about one and one-third ounces of tobacco. More than this amount subjects the travelor to heavy penalty. The government has a monopoly of the sale of the weed and discourages staggering debit of \$7,000,000,000 and a copious annual deficit.

SANCTIMONIOUS GRAFTERS.

in tilinois. Chicago News.

When he is the product of a city environ ment, the ordinary American political grafter is not much given to hypocrisy. He aims to be considered a sort of Robin Hood, who preys upor the powerful and divides his booty with the poor or spends it in conviviality with boon companions government, although both these cities member of the Board of Education, and State Senator D. W. Holstlaw of Marion is prominent in all the local business county, who has confessed that he was paid a bribe of \$2,500 to vote for Lorimer for advertise, but what is more important, while she goes elsewhere. senator, is of a different type, and one more difficult to understand. He is what may be called a sanctimonious grafter. Measured by the standards of the community in which he lives. Holstiaw is a yours is the kind of a store with which Isn't it? man of wealth. When called to Springfield Fred W. Rothery, office manager for to testify before the grand jury he was the Miller Hotel company, is 21 years old just returning from a church convention in today. He was born in Quincy, Ill., mov- Baltimore. The principal bills introduced The report of Mr. Bryan's lecture in ing here with his father's family when in the legislature by him were one pro-

The report made to the comptroller under date of March 29, 1910, shows that this bank has

Time Certificates of Deposit \$2,034,278.61

3½% Interest paid on certificates running for twelve

Rirst National Bank of Omaha



money to a saloon in Chicago owned by an-

can at least understand, but it is hard to part of the system of graft that the regime

CHANGE ON THE RANGE.

Clarence M. Smith in New York Times. Sure one big change has hit this range

In them old days we couldn't raise

Now see the crops, from spuds to hops,

In frontier days we sang the praise Of the skate with the ten-mile gait; A distinguished Norwegian, Loveland, But he's passay—the motor shay

Sent the broncho to hauling freight.

We arbitrate and irrigate-

LINES TO A LAUGH

"What was the first speech of the thrown jockey when he was pulled from under his mount?"
"He looked up and took in the situation. Then he said, feebly, "This me." "-Baltimore American.

Brown-What have you got against that man Smith? He has done some very good Jones-Yes, but I happened to be one of

"Sorry to be late, but my alarm didn't work this morning."
"What sort of an alarm is it?" "I depend on a huckster who yells 'strawberries!' and he'd put on a low-voiced sub -Philadelphia Ledger

"You really should interest yourself in ulture." said the young lady from town. "I do," replied Farmer Corntossel; "oyster ulture, bee culture and agriculture."— Washington Star. "Bread," said the lecturer, "is the cornerstone of health."
"By Jove, Polly," said Jinks, on the way home, "that fellow must have heard of your biscults."—Harper's Weekly.

"Mr. Grimes," said the rector to the vestryman, "we had better take up the col-lection before the sermon this morning." "Yes. I am going to preach on the subject economy."—Stray Stories.

Charitable Person-I thought you were Beggar-Well. Cap. times is so hard just Ethel-Dear me! And she doesn't look a new and competition is so keen that even day over 40.—Boston Transcript.

World's Best **Pianos** A. HOSPE CO

HAVE THE LEADERS

Mason : Hamlin Planos have no equal for tone

Kranich & Bach Pianos have stood high in the estimate of the musical public for thirty-

Krakauer Pianos recommend themselves. can't find one in use that is not considered the best by its

Kimball Pianos There are 200,000 and over in actual use both in America and abroad. Bush & Lane Piano with its 20-year factory war-

rantee and its most excellent architecture of case design can't be beaten. Cable-Nelson Piano As good as the \$350 kindstill sold for a great deal less,

and it's as reliable us the clock. Hallet-Davis Pianos made just seventy years-You never saw one of them that was worn out. We have a record of some Hallet-Davis Pianos, which had but one tun-

ing in 18 years. Cramer Pianos Made in quarter sawed oak, walnut and mahogany cases-\$275 is charged by "elsewhere" -We advertise to sell this for

TEN DOLLARS TAKES ONE HOME-ONE DOLLAR WEEK-LY PAYS FOR IT. Sample Pianos from A No. 1 firms are placed

on our floors at prices \$165. \$175, \$185, with free stool and Buy Now, It's Your Opportunity

1518-1515 Douglas St. Pianos Tuned by Expert Tuners

"I am wedded to music," said the open singer.
"You evidently think so," said the leadof the orchestra, "or you wouldn't dar
treat it as you do."—Washington Star.

"Do you suppose your father objects to me because of the fact that I am a poet?" "Oh, dear, no. Pa has a judicial mini-and never believes in condemning on hear-say evidence."—Chicago Record-Herald. Maude-That girl is a lifelong friend of

Talks for people who sell things

dollars for \$0 cents most people would after all, would get some buyers.

A Large Specimen in the Limelight sales argument on a cut in price people test. 'I wish I could go into Jones & the wool.

yourself know is good-at a fair price a true story and it's an Omaha store. and tell why the goods are right, and tentions to the breaking point. They come because you have impressed she is vexed, too. they want to deal.

You can make everyone know that breeds confidence. you select your stock with care, with tell you that you read advertising. taste, with pride, and that you are back of every yard and stitch that goes their trade should come unto you was more than a mero receiver of bribes the reader knows what the godds are, vertising.

If you should advertise to sell silver so it is the goods you are advertising,

think they were counterfeit and You can make people read about what you have to sell if you will just wouldn't buy them. But if you adver- make your selling talk interesting. To tised to sell new, clean, germless pa- hold the trade after you get it, of competition by outsiders. Besides it has a per dollars for a dollar and 10 cents course, you must have good goods, fair and put up a right good argument you prices, honesty, sincerity and courtesy to back up the talk.

In other words, when you put your A young married woman voiced a prolook upon your offer with suspicion; Smith's without being bothered by Mr Jones or Mr. Smith following me around. they look for the sand in the sugar; It's nice to have them show they know ma the worm in the apples; the shoddy in but they stand over my shoulder until 1 wish I was a man and could swear."

Offer what is really good, that you. Jones & Smith isn't the store, but at it Some merchants carry their personal atyou will find that people will come to woman feels that she has to buy thous your store to buy not only what you whether she likes them or not, so as you for the things you don't advertise. And if the proprietor dosen't see her

them through your advertising, that Human nature is a funny thing, anyway,

Advertising breeds formality; familiarity Tell me what you eat and wear and rl Advertise unto others if ye would that

hand—the one he shakes with. More selves with more earnestness to the marks with the declaration that "as telegraph messenger boy with the Postal family homes and another designed to redo it alone. Price counts only when of all are those longest deferred. to