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ommunications relating to news and orial matter smould be addressed: REMITTANCES. draft, express or postal order The Bee Publishing Company

Temperatures at Omaha yesterday: STATEMENT OF CIRCULATION.

State of Nobraska, Douglas County, 85.
George B. Taschuck, treasurer of The
See 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 May, 1519, was as follows: 1..........48,450 3..........42,880 20 . . . . . . . . . 43,000 4....42,810 21......43,000 5 ........... 42,680 6 .... 42,640 7.........42,690 8 . . . . . . . . . . . . 41,370 25 . . . . . . . . . . . . 43,090 9 . . . . . . . . . . . . 43,150 26 . ...... 13...........43,020 14.....42,956 Daily average ....... GEORGE B. TZSCHUCK,

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

up to us.

the English.

Now Rudolph Spreckels says he will reform Chicago. As completely as he reformed San Francisco?

Uncle Sam seems to have put the before they touched the plate.

Kentuckians think congress too in- economy. different to its requests because it does not give a dam for Green river.

Right now is the time to ask if the have control of the airship traffic.

Will not some lover of science put

Esopus, N. Y., to Fairview, Neb.? Anyone else want to buy \$6,500,000 of Omaha 4 per cent water bonds run-

ning thirty years? Don't all speak at Officers of the Anti-Saloon league

refuse to be diverted. They are continuing to saw wood and collect money.

age. Men always fall in the estimation of Mr. Bryan when they get the fair records to break. presidential fever.

Chicago in seven and one-half days a century ago. Then men merely and then stood down on Water street sailed somewhere through space by and wondered why.

The present status of the rateraising business is another reminder their aircraft under definite control on Iowa, where the impending prition comes in right handy.

The preacher who uses signboards to advertise his church probably acts on the scriptural injunction of making the works of Satan to praise the Lord.

tween Grand Island and Fairview as most prolific of results. More actual sonal participation of the two United silence. well as it did between Fairview and constructive legislative has been en States senators from lowa pleading Mrs. Charles Netcher of Chicago iz act-Denver.

rope to reach her lover and get a few lines in the paper, while Dorothy Vernon drew a whole book for a similar that the people have been clamoring candidates for primary preference. caper some years since.

The prosecution of the Beef trust will now ask the supreme court in New Jersey to dissolve that combine. Why not make the request of the packers? They would, doubtless, grant it with great pleasure.

a democrat. Thomas 'E. Watson- and congress is not ready to adjourn constituencies. The democrats natu-Wat-Thomas. E-oh, yes, we have even yet. Before that time may be rally regard the factional fight in him. He once ran for vice president reached it has some of the most lows as grist to their mill and are said during one of the Bryan races. And vitally important measures to dispose to be lending assistance to the insurso he is a democrat. So was David B. of. Chief among these are the railroad gents, whose success they feel sure

help make expressition brisker.

Control and Not Destruction.

to so-called economic justice is that it jects. This is an assurance which the moral in that. would not necessarily be the panacea. This republic is not ready to admit its others will come in short order. inability to control wealth even when depended upon not to fail here.

It is proper, sane regulation rather and which we will have in the United vindication from the voters. States, all the vagarious theorists to Only 2-cent stamps succived in payment of the contrary notwithstanding. This mail accounts. Personal checks, except on maha or eastern exchange, not accepted. is clearly outlined by President Taft the contrary notwithstanding. This in-his Jackson, Mich., speech, when he 17......43,620 Its destruction as the only way of es-18...... 43,030 tablishing an equilibrium between the

masses. There is no danger that socialism will ever triumph so long as the people 23 .......... keep their faith in a popular govern-27...... 43,400 tion" means groping for a last resort, day; we are not placing a premium on human weakness, but on personal Returned quiles ...... 3,985 showing considerable progress in curbing and controlling, directing and regu-42,358 lating, the powerful accumulations of wealth and making them contribute to oppression.

The Example of Darius Green.

According to the mother of Charles K. Hamilton, one of the ambitious aviators who will compete in the rlight Despair not! June may yet warm from New York to St. Louis for a prize of \$30,000, her son was originally inspired by the story of Darius Green from the same simple source. At any rests the head that wears the crown." rate we may admit that this crude personage in his naive way has sent his influence on down through history to genuine boon to science and world

But before we proceed too far in our marveling over the wonderful feats that are being accomplished, it might be well to go back into history Interstate Commerce commission will and see if the advancement of the present day is altogether unprecedented. Between 1823 and 1830 Rufus Porter made a cigar-shaped up a prize for an aviation trial from dirigible balloon strikingly like the one in which Santos-Dumont achieved auch fame, and Henri Gifford, the French inventor, constructed a steampropelling airship which was a crude model of the modern machine. Nor will the man who succeeds in flying from New York to St. Louis be the first to travel that distance in air. In the latter '50s a flight was made Governor Harmon should take cour- just twenty hours. So that the present "Statement No. 1."

But of course there is a vast difference between what is being done today A man traveled from Germany to and what was done three-quarters of means of balloons, while today they are working toward the perfection of systematic aerial navigation, bringing with a view of making them practical means of transportation. And yet the power of the example of the Darius we are achieving.

A Congress of Activity. It remains to be seen whether that The present congress will go down congress who have been standing with

duced in the house and 8,219 in the their credit, simply because they have tinction. senate. It is impossible for the lay refused to enlist under the insurgent mind to conceive, without study, the banner and to take orders from the Thomas E. Watson says he is again detail comprehended in these figures senators rather than from their own conservation, statehood and postal sav- would be to their advantage. If that at Ottawa, Kan. He is a graduate of ings bank bills.

Secretary of State Junkin has It is well that the republicans and unprejudiced outsiders would prefer proved by official statistics that no democrats have come to a working to see the strong men who have made governor of Nebraska need go out of agreement in taking up these measures. the Iowa house delegation a positive with Philip Potter in the same business. the office poorer than when he went The democrats have consented to defer influence, renominated, re-elected and n, in spite of the paltry \$2,500 salary, immediate action on the statehood bill kept in the forefront. so long as the numerous "perquisites" so as to give precedence to the conare lying about loose. That ought to servation measures, securing the promise that statehood will be acted upon Europe with her children, saying as to years,

regards individual wealth as beyond anti-administration organs were not control, thereby imputing to govern- willing to concede a few weeks ago,

What Ails Royal Europe,

The recent death of one European monarch and the serious illness of says the issue is being framed with three others prompts a solicitude of respect to the institution of private broader scope than just personal property," and dissents from those anxiety. The possibilities of so much who charge all the economic evils to physical ailment among the crowned the abuse of this power and advocate heads are not pleasant to contemplate either in continental Europe or abroad, for talk as we will about the nominal power of the throne, it commands an influence and sustains a relation whose transfer to other hands produces inconvenient effects. It will be a long 24 ..... 43,230 ment so full of opportunity for indi- time before Great Britain will be able vidual effort. The policy of "destruc- to set down anything like an accurate estimate of the result upon national affairs of the king's death and even to relapse into normal condition since the sad event.

Today the crown prince of Sweden is conducting the affairs of the nation islative candidates to sign up under known to be in very uncertain health it, anyway? Let the people rule. Subscribed in my presence and sworn to before me this lint day of May, 1910.

M. P. WALKER, Notary Public.

M. P. Walker, Notary Public.

M. P. Walker, Notary Public. his official functions to his eldest son Fallieres of the republic of France ters of the globe. contemplates resigning on account of his health, and that M. Briand, prime minister, may succeed him.

wrong with the official heads of so tion has been rolling rocks on the track. Perhaps that Guild Hall speech was and His Flying Machine, and all his many European nations. In case just a trick to see if he could arouse life has been dreaming and working of the republican, Fallieres, we over airships. It may be that other of have his own reported statement that riot, Paulhan or Santos-Dumont, got struck the throne and given new signi- who will represent them in the legislature. on this subject says: "When we consider their first notion of aerial navigation ficance to the old saying: "Uneasy

The New Test.

be felt in the enlightened, progressive ocratic contemporary that the signing roads must begin to suspect that reports soft and flexible, and also absolutely of "Statement No. 1" is to be the new of our present prosperity are greatly ex test, and presumably the only test, of aggerated. the democracy of aspiring candidates for the legislature.

All democrats who sign "Statement No. 1" will look alike to it and be commended to the confidence and

favor of democratic voters. Just sign "Statement No. 1" and all past misdeeds will be forgiven.

The notorious boodler and the ment No. 1."

All the corporation cappers or other disreputables in the late Douglas delegation may reinstate themselves as will be made at Lincoln, Neb., that Mayor army, who reported the facts, that a rule democrats in good standing by swal- Gaynor, although a great and good man, could be added to the prison regulations lowing a dose of "Statement No. 1."

Any liar whose word is at discount from St. Louis to a point 1,200 miles his paper as a legislative candidate on standards. distant in the state of New York in the democratic ticket by signing up for human birds have really some pretty

democrat from the false, the real arti-

cle from the counterfeit. Oh, if we had only had this infallible test before the "sting of ingratitude"

In Iowa.

got in its work!

Hawkeye state. Although the primaries are to determine the make-up Greens is felt through every triumph of the tickets of all parties, the interest is centered almost wholly on the whelming part of this legislation is from the personalities of the opposing of 3,000 persons.

It remains to be seen, however,

Mrs. Grover Cleveland returns from

before adjournment, whenever that her observance of woman suffrage, "I The fallacy of the theory that de- may be. The people may rest reason- have no time to vote after I have done mands destruction of the whole insti- ably assured now that they will secure my duty to my children to whom I tution of private property as a means the enactment of laws on these sub- have devoted my life." There is a

Refurning to face that judgment for ment an inherent weakness it does not when they were telling the people that \$6,263,295.49. President Barlow of possess. In the first place, all the they need not expect congress to give the Water board says the next probabuses of the laws of supply and de- them any railroad bill, any conserva- lem will be to find the best man to the class of officers which some regimenmand have not been due to private tion or postal savings bill, but the manage the water plant for the city, tal commanders recommended for detail property as an institution, and in the railroad bill is on the way and the How can there be any problem about at the school under the belief that the next place, if they had been, socialism conservation bills probably will be that when everyone knows the whole latter is an elementary school of equitation. voted on before many days, while the scheme from its inception was designed to fit into the job one R. B. By the time congress adjourns and Howell, who has been the chief actor character, but that time has passed, and organized in gigantic forms. It has the members go home to seek endorse- in the bunco game? It is not a quesgrappled with and brought to complete ment at the polls, there will in all tion of the best man to manage the and permanent solution problems probability have been written upon water works, but of the only one who it is contemplated that only the finest much more formidable and it may be the statute books at Washington ample can manage it—the man who has all horsemen be sent from each regiment, and material in the form of long-demanded the other members of the Water board the regulations require regimental comlaws to warrant any member who hypnotized, and who is only waiting than abolition of wealth that is wanted helped writ them there asking a for them to persuade him to sacrifice their work and special adaptability for ad-

> defense, not only the fact that he was given the freedom of the city, but that May 21 the London Spectator declared, "It would be a thousand pities if Mr. Roosevelt should leave us without speaking to the English people and speaking quite plainly what he has to abroad." So far as is known the Spectator has found no room to complain since the Guild hall speech.

The primaries in Pennsylvania, like those in Ohio, indicate almost complete victory for the so-called regular republicans, the insurgents getting but a single look-in in Pennsylvania. Saturday Evening Post.

The democratic state committee resolutes the advice to democratic leg-

Not a single ex-governor at the ness rather than a mere mechanism of for a time, while the young King Al- funeral of ex-Governor Mickey, alfonso of Spain is reported to be alarm- though Nebraska has five living exingly ill. Added to all this sickness governors. Nebraska's ex-governors the equipment and apparel of the foot David City Press. Omaha will have t of royalty is the news that President are scattered almost to the four quar-

> Lining Up at the Pinish. New York World.

The question must force itself on vote for the administration railroad bill, as paign. By the arrangement a soldier may the public mind: What has gone amended. Up to date his favorite occupa-

Business Men and Public Office. St. Paul Dispatch.

Four business men selected by business the twentieth century aviators, pos- he wishes simply to retire from public men to run the legislature in Indiana, constructed of two stout layers of spe-Thomas A. Edison tells us that sibly the Wright brothers, or Farnam, life, but in the case of the royalty it they were too busy. So they will stay at pressure of 10,000 pounds to the square ether is the power of the future. or Curtiss, or even the foreigners, Ble-seems that some sort of contagion had home and curse the professional politicians inch. The expert who makes the comment

Lamentations Now Due.

Indianapolis Journal. With the supreme court sustaining a Notice is given by our amiable dem- railroad bill all shot to pieces, the rail-

HE GATHERS THEM IN.

Activities of "the Western Kill-Joy" of Democracy.

New York World (dem.). When the late Governor Johnson of Minesota was in the flesh Mr. Bryan held him in high regard, tempered only by a taken from two members of the prison grawing fear that he might have some guard, being eccived by them in conplutocratic friends. Governor Harmon of Ohio is now con-

doubt of his courage.

has his faults. Any other gentleman of to authorize such action. The men have Jeffersonian tendencies who chances to be been punished in the regular way and it elected to high office will be likely also to is held by the War department that the and whose bond is below par can float fall a few inches short of the Bryan confiscation and disposition of the money

In this fashion are the hopes of democracy blighted as they bloom. The eagle to the men from whom it was taken. The eye of the western kill-joy is upon them. "Statement No. 1" is the new polit- Like death the reaper, he cuts them down; therity to punish prisoners for infractions ical divining rod that will-tell the true like the gravedigger, he gathers them in. of the rule in regard to the unauthorized

PERSONAL NOTES.

Roosevelt with consideration, but Kipling

threatens to write a poem about him. The Prussian Parliament's favorable action on the kaiser's request for a raise of salary seems to be a further recognition of the high cost of living.

The bar of England has lost its hairmaries will soon tell who's who in the dresser. John Carter, to whose shop by Temple Bar, a relic of London in the merry days when Henry VIII reigned, came each day juniors, K. C.'s and judges of the high court. He died recently at the age of 75. Because his conscience hurt him, a republican side of the fence, and there penitent sinner has sent 2 cents to the govon the renomination of members of ernment, official recording of the episode costing the government \$1. If the fellow's long distance telephone will work be- in history as one of the busiest and the regular organization. The perconscience hurts him any more and he

acted during this first regular session for a repudiation of the regulars as an ing manager and owner, with her children, of the Taft administration than is usu- endorsement of their own insurgency of one of the largest department stores in the world. The store covers is acres of A Cincinnati girl climbed down a ally enacted in three years, and the has drawn factional lines sharply and floor space, represents an investment of has disallowed the claim of the Atlanta great feature about it is that the over- diverted the issues in some measure more than \$15,000,000 and employs upward civilian physician for the medical attend-

For the benefit of those who whether Iowa republicans will vote to Hoosen, was chosen to be read before the geon of the department and the surgeon believe congress has been indolent it retire the men who have represented association at its meeting in Budapest. It general of the army concerning the ability might be stated that during the present them longest in the house and have was one of two written in the English session 25,897 bills have been intro- the best records of public service to language that were chosen, the other being the case. It has been decided that the six or eight letters should be carefully

Our Birthday Book

Ralph E. Valentine, assistant manager in Omaha of the American Surety company of New York, was born June 7, 1873,

Army Gossip Matters of Interest On and Back

of the Piring Line Gleaned from the Army and Navy Begister.

have been experiencing some trouble with the mounted service school was of this their regiments in regimental riding schools. student officers on the basis of "zeal in vanced equitation and horse training, and excellent physical condition." So stren-Mr. Roosevelt might cite in his own your is the physical feature of the course that the certificate of a medical officer is required to accompany the regimental commander's indorsement.

ment has adopted and promulgated a policy which places the joint army and militia maneuver camps of this year on a very practical basis, with the minimum amount say of them and their work here and of construction at these places, numerous requests are being received in Washington from the army quartermasters in charge of camp construction. It is quite evident that the expense in that particular will be only slightly less than it has been in previous years and it will still be within the restrictions imposed by the secretary of war, who desires that the camp shall approach as nearly as possible the conditions which would prevail in the field in time of war, with an absence of what may Pennsylvania, too, is the home of the be called camp comforts and only such conveniences as are necessary contributions to and contemplated, are sufficient to stamp camp sanitation and the protection of the him as a strange sort of a reformer to be health of the troops. The officers who are at work on the program of exercises will observe the injunction of the secretary of war to have everything on a work-a-day associated with Elmer Thomas, attorney for the Anti-Saloon league and kindred or Egyptians managed to get the pyramids where they are? Mulberry-Oh, their congressmen probability of the congressmen probability of the program of exercises will observe the injunction of the secretary of ganizations in the metropolis.

Papillion Times: Omaha received a final ably franked them.—Puck. because King Gustavus is too sick to do the Oregon plan. What has the demso. Emperor William of Germany is ocratic state committee got to do with which are to participate in these camps affair when the United States supreme part for any recitation will derive the experiences which would be court decided that the city would have their lot if they took the field in the presence of an enemy.

Despite the fact that the War depart-

The infantry officers who have been giving attention during the past year to gering figures. soldler, have been much impressed with a pay \$2,283,295.49 for the water plant. This new type of shoe, which is the subject of is the decision of the supreme court afa report received by the surgeon general of ter five years' litigation. This was the the army from British military sources, price put on the plant by two of the three The new shoe appears to obviate some of appraisers in 1906, the appraisers having the difficulties which arise from breaking been appointed in 1906. After a little more Senator Cummins now says that he will in new shoes while soldiers are on a cam- litigation to determine when the sale bere-sole and heel his own shoes. The new type has four soles. The outer and middle ter will be settled, which ought to be soles are constructed of compressed and before Halley's comet comes again. specially treated leather. The outer sole is removable and may be easily attached. The heels are also interchangeable and are the large number of people who wear their heels down unevenly, the advantage of being able to shift them from one boot to the other, so as to insure their being worn freight rate reduction, an injunction to down evenly, is obvious. The uppers of prevent a freight rate increase and the these boots are also treated by a special process which makes them extraordinarily waterproof, and what is still more remark able, no amount of soaking in water makes them lose their flexibility on subsequent drying, even before a fire.

The military authorities have before then this week an interesting question submitted from the United States military prison at Fort Leavenworth. Sums of money of \$8 and \$5, respectively, were deration of surreptitously conveying money to convicts. Another sum of \$9 was chronic grafter may have an immunity spicuous enough to merit and receive the taken from a convict who had received it bath by immersing himself in "State- same distinguished attention. Mr. Bryan from a civilian for delivering newspapers looks with fawor upon this great demo- on the prison reservation. The money was crat also, but he entertains a sickening confiscated in each case and turned into the convicts' mess fund. It has been sug-One of these days the painful discovery gested by the inspector general of the was unauthorized by law. It will be necessary, therefore, to return the money commandant of the prison has ample aureceipt of money and he has full authority to take into his custody and hold for the convicts' benefit fund any money which English men of letters have treated he may receive while in prison from any source. I is held that the money was the property of the soldler from whom it was taken. Were it not for such ownership, it would not be possible to dispose of it in the manner reported,

The unusual circumstances attending the treatment in the last illness of Major Edward Chynoweth, Seventeenth infantry who died at Fort McPherson, Ga., has resulted in the promulgation by the secre tary of the war of a rule which has been generally observed, although not formally prescribed. In the case of the late officer civilian physician of Atlanta, Ga., was on receiving orders from 25 to 60 per tion like The Bec, but it takes patient study calle din and the treatment was entrusted to him, although there were on duty at Fort McPherson three army surgeons available for this service. The sudden and critical illness of Major Chynoweth war ranted the family of that officer in their action, but the government, by a decision of the comptroller, to which reference has ance rendered. The point hinged on the Out of several hundred papers submitted fact that Major Chynoweth was removed to the international congress the one of a to the hospital in Atlanta. A difference of woman doctor of Chicago, Dr. Bertha von opinion was evident between the cheif surof the local army medical officers to treat the production of an eastern doctor of dis- facilities and equipment at Fort Mc- prepared, courteously, but insistently, bull's eye. Pherson were sufficient to perform the operation and the transfer of the patient to a hospital in Atlanta, under the circumstances, relieved the army medical officers Atlanta physician. Speculating on Futures.

Philadelphia Record.

Insurgent republicans take much comfort is the case, republicans looking on as Washburn college and of the University of from the letter of Mr. Roosevelt to Rep- English, but what you say should be plain burial. Kansas. He was in the bonding and real resentative Hamilton Fish. The mighty to the uneducated man or woman as well. estate business from 1889 to 1908, when he hunter wants to see "Fiam" as soon as he It is a good plan to have small circulars, moved to Omaha, going into partnership arrives in New York; from which it is as or booklets, for enclosures with letters, Edward A. Smith, attorney-at-law, with stand-patters will come in for a lambast- The first letter may bring no returns; the pulse. offices in the Neville block, is just 39. He ing. Wasn't it risky, though, for Repre- third may bring no returns; the fifth may law from the University of Iowa, and has letter public? Greater men than he have gix, taken together, may do the work. been practicing here for more than ten been consigned to the Ananias club for less offense.

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

2 971

Time Certificates of Deposit \$2,034,278.61

3½% Interest paid on certificates running for twelve

Rirst National Bank of Omaha

SEEING OMAHA.

Broken Bow Beacon: The supreme court

Bow had to experience in taking over its

Grand Island Independent: The admis

sions of the man Erdman, at Omaha, of

came effective, and what the earnings

of the water company have been, the mat-

the Nebraska towns, has come to the con-

cluston that she was expecting too much

of the census this year. Dissatisfied with

the government enumeration, the Commer-

cial club of that city had a private census

taken, with the result that it was found

there were several thousand less people

in Omaha than was counted on earlier in

the year. The gain over the 1900 census

will be small. Similar results in practi-

cally all the other towns of the state lead

to the conclusion that the census ten years

Battle of the Titans.

Indianapolis News.

A battle of the Titans is in prospect un

side the combined railways of the country,

representing the greatest mass of wealth

and controlled by the ablest captains of in-

the country. On the other, the government,

Expectations and Results.

Chicago News.

ever united in a common cause, directed

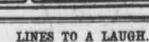
dustry and the most astute legal talent in

ago was padded considerably.

play.

census shows more than 130,000.

water plant.



'Anything unusual about her wedding?" Fremont Tribune: Omaha is looking for an easy place to light. The Bee tries to "What was it?"
"The fact that it was her wedding."Houston Post. point out that the surprise will be if the

Broken Bow Beacon: The supreme court has decided that Omaha shall take its water works from a private corporation at an appraisement of \$5,255,255 and Omaha Tommy? s sick of the deal. She will experience on

Little Brother-Well. I heard her tell a large scale something of what Broken mother this morning that she feared she'd Bow had to experience in taking over its have to throw you over.—Lippincott's Mag-Nodd-Mourn for me, old man; I mar-ried a woman with absolutely no sense of

humor.
Todd—That's nothing to my cross.
Nodd—What's that?
Todd—My wife has one.—Life. his connection with other crimes, enacted

"That elocutionist believes in dressing the

court decided that the city would have to buy the plant from the private owners at the appraised valuation of \$6,2%,2%.4%.

Sarpy county's court house bonds for \$100.000 looks rather small beside these stag. Britannia was ruling the waves.

"Wonder he didn't tell me to walk or em or get off 'em." she remarked.
Herewith she felt she bad escaped the worst.—New York Sun. I saw you kiss sister last night: 'Did you, Bobby? Here's a quarter for "Thanks. And then I saw you kiss the maid in the hall."
"Great Scott! Here's \$8!"—Life.

"Miss Gabble is a remarkable talker, isn't she?" She's a Marathon talker. Beatrice Express: Omaha, like most of Cleveland Plain Dealer.

## THE QUARREL.

Roy Farrell Greene in Leslie's. had begged and beseeched me to change my position.

To view the affair in the same light that Could I be inveigled with her to agree. Then she argued the question at issu fervor.

And emphasized strongly her "darling" and "dears.

But, seeing that none of these tactics would serve her.

woman's perogative—

less the government "lays down." On one She had scolded me sharply, with sarcasm cut me, She'd flayed me with iron's torturing And vowed if her wish was respected In some close asylum for obstinate fools! But seeing that none of these things seemed

She used then a woman's perogative-

And keenly discerning with only deaf eart which somehow always seems to have the 'd listed her outburst, she sought to rehardest kind of time to make headway By sobbing her heart out in copious tears against the powerful interests; perhaps for the reason that it seldom is able to com-And then-(what would you do? I ask if mand as able and devoted counsel as the sincerely!)interests, or to work with the directness I pardoned her temper, and owned, by

the way.
Theen a brute, but that loving he and singleness of purpose that they dis dearly
I could not get mad at a thing she might For it's easy to turn from a plea that't appealing, And it's easy to list an arraignment that On the other hand, with the perfecting of the arts of railroad building and of But show me a man who's so cold and unrailroad running and with the large increase in the volume of traffic, one might

He'll not yield a point to a woman is iears!

## Talks for people who sell things

Follow-Up Systems.

reasonably expect rate reductions.

I remember a song that the College Glee club used to sing, which went something like this:

'I owe ten dollars to O'Grady, And you'd think he had a mortgage on my life;

And at night he sends his wife." O'Grady may not have been familiar

good one. cent of their inquiries. Your school and good business management to turn needs the same careful business man- inquiries into orders. agement as a mail order house. When a mail order house receives an inquiry are not satisfied to send one letter or

circular in reply and then stop. Un-

less they receive the order the inquirer

six to thirty letters or circulars before they give him up as a possible buyer. and a catalogue and then stop if no further reply is received. A series of putting forth the reasons why your

goods should be bought. Don't try to tell the whole story in one heart. of the professional responsibility and the letter. A good fellow-up letter should government of the liability for the expense never contain more than one page. Make of medical attendance on the part of the one or two points in a letter. It should be that the most simple mind can understand it. Don't talk above the heads of the average man or woman. The educated sumed that Cannon and his cohorts of each strengthening your main argument. postage and printed matter for following operates,

up each inquiry. Suppose that after fol lowing up twenty inquiries, you succeed in making one sale out of twenty as a result. This would put the cost for your

sales on a profitable basis. Don't use cheap stationery and circulars If you are not located in a large city, go to the nearest large city and go to the best printer you can find. Pay a little He duns me every day in the morning, more for good work and be proud of it The first problem in a mail order business-in the land or real estate businessfor schools and in many other lines, howwith "follow-up systems," but he cer- ever, is to get inquiries. But the inquiries tainly had some of the elements of a will be of no value unless you are prepared to take care of them when you re-A mail order catalogue house figures ceive them. It is a comparatively simple matter to get inquiries through a publica-

A man succeeds not because he advertises his business, but because he lives it; as the result of an advertisement they because he eats it, sleeps it. dreams it.

builds air castles about it Put your name to the front; your own personality. This is a tremendous force in advertising. People like to know inhears from them with as many as from dividuals. They like to feel that they are being served by men; not simply getting their goods out of the hopper of a tread-And if people have any kicking to do It is not sufficient to send a letter -and the American people enjoy kickingthey prefer to kick individuals. It is mighty unsatisfactory, for instance, to kick an express company or a railroad or Brown, Smith & Co. One can't hit the

> Advertisements are written to appeal to live people and nothing can get into the heart of humanity so easily an another

The man who never builds air castles never builds castles of any kind. Breathe the breath of life into your adwritten in good, plain Angio-Saxon, so vertisements. It is safe to say that nine out of every ten advertisements which we see are as deed as Egyptian mummies. They are beautifully decorated; twined around man will not misunderstand good terse with fine linen; draped and boxed for They have eyes and nose and mouth, but they neither see nor speak. They don't even smell. Their faces are either made of putty or are chiseled out of beautiful marble. There is no throbbing

If you have faith in your goods and the offices in the Neville block, is just 39. He ling. Wasn't it risky, though, for the bring no returns; but the whole series of public has faith in you the circult com-What will this cost? Possibly & cents in transmitter through which your faith