

THE OMAHA DAILY BEE.

FOUNDED BY EDWARD ROSEWATER. VICTOR ROSEWATER, EDITOR.

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

As for Omaha and the tributary country, The Omaha Bee has full swing. The Bee is a remarkably good newspaper and universally read.

Those earthquakes in Italy must make San Francisco tremble.

The boys do not miss the "old swimming hole" so much this sort of weather, though.

Mr. Bryan will probably have to show Mr. Folk before he gets him "to prepare to stand aside."

Another advantage we shall have when we all go crazy in 265 years—we will not have to pay our debts.

At any rate, virtuous Lincoln is the only dry town that makes a specialty of bargain sales of "police damaged goods."

The dark view that he takes of nearly everything suggests that Chancellor Day ought to have been named Knight.

The gods that unleashed the lightning storm upon Missouri must have known that several political rods had recently been raised.

Now they have a man named Traut connected up with some details of the alleged fish bill fraud in the Illinois legislature. Get the book.

"Jeff will take a much needed rest," says Corbett. If only a few of Jeff's publicity agents would follow suit it would be restful to the public.

Now that the boss of the Water board is back to help his associates face that \$6,263,295.49 judgment of course all will be smooth sailing.

The London specialist who said only prolonged silence would cure Mr. Roosevelt's throat is a living evidence that all Britons are not insensible to humor.

Philadelphia has employed an expert to find a genuinely primitive Indian. Send him out here and he will have no trouble accomplishing his mission.

Down in Missouri the doctors are advocating the abolition of the corner's office. Has there been a falling out between the doctors and the undertakers?

Possibly by this time Governor Shallenberger could be induced to withdraw his nomination of David R. Francis and give the entire Missouri field to Mr. Folk.

It remained for a Minneapolis woman to sue for a divorce because her husband flirts with an inviolable affinity in the air. Sort of absent treatment flirtation.

The Springfield, (Mass.) Union hits close to the bull's-eye when it says, "Some of the two-spots in this country do not seem to like the attention Teddy is receiving abroad."

Mr. Roosevelt is receiving hundreds of letters on his Guild hall speech from Englishmen and reports say most of them are laudatory. Of course they are, and why should they not be?

Results in Iowa.

The results of the bitterly fought contest of republican factions for supremacy in the Iowa primaries are now known. And from whatever angle viewed the outcome can be construed in no other way than as an expression of renewed confidence in the Taft administration, and the effort of the democratic press to make it out to be a tie vote will not square with the facts.

Before the primary it was distinctly stated and understood that the issue was to be decided by the contest in four congressional districts and the contest over the governorship. In spite of the onslaughts of both United States senators and the entire insurgent forces in Iowa the regulars went out in each case with the one exception of Congressman Hull, whose fall down is admitted to reflect local conditions rather than national questions. The special correspondents of the muckraking magazines, who had been touring Iowa for months and sending home lurid reports of prairie strife with insurgency in that state sweeping everything before them, must be really disappointed that their predictions have not been borne out. They had it that all that was necessary was for Senator Cummins to say the word and the republicans of Iowa would register approval of his slate almost en masse. If renomination of Governor Carroll is a test vote, the republicans of Iowa still prefer to keep in touch with the national organization of the party, and to select their candidates for congress strictly on their own records.

The play of the democrats will, of course, be to foment discord for the purpose of keeping the republican factions apart and with the hope of making democratic gains over a divided opposition. But if the principle of the direct primary has any virtue the republicans will accept the results and get together for the election.

Meddlesome Americans Abroad.

The United States is called on to defend another young American who has fallen under the ban of official disfavor in Nicaragua. He built and operated a mine which exploded and killed several Madriz soldiers who happened to belong to the party against which he aligned himself. The incident has not made the young man very popular with the reigning powers and he now falls back upon the protection of his own country. The State department, of course, will feel obliged to go to his rescue, not being in a position to see him executed without an effort to save him.

The question arises, how far is the United States government justified in defending one of its citizens who takes the lives of foreigners and risks his own in an alien land merely for financial aggrandizement? This young man, like the two whose execution at the hands of Zelaya some months ago provoked much feeling, went into this thing with his eyes open because he saw a chance to make money and did not stop when he found danger and death looming up before him. If the State department could find recourse in some law to inflict a punishment of its own on such meddlesome Americans it would be dealing justice to them and saving itself and the country some embarrassment and difficulty.

The Moving Picture for Schools.

When ministers of Milwaukee protested against the nickel theater as a demoralizing influence on the boys and girls the new socialist mayor urged the introduction of moving pictures in the public schools as a counter attraction, adopting the homeopathic theory that medicine that will cause a disease will also cure it and the Board of Education has thought well enough of the idea to give it a practical test. The suggestion struck the ministers at first as too radical to be of service and it is quite probable that the fact of its coming from a socialist augmented the clergymen's view of its radicalism, but socialist or what not, the mayor seems to have touched a live wire.

No one will dare question the attractive force of the moving picture for the young mind; that was the pith of the remonstrance against it. If, then, it impresses the boy and girl when exhibited in the cheap theater why can it not be made to impress them worthily when shown in the schoolroom, supplemented with wholesome explanation by the teacher? Stamping the picture of the lesson on the young mind with one of these lanterns will, it is argued, make a much more lasting impression than merely the oral instruction, or a blackboard inscription. It may be that history, geography and other studies will be effectually taught by the use of the moving picture and it is not at all improbable that this agency may become a real factor in the child's training. Educational pictures could be made as easily as any other kind. Possibly the Milwaukee experiment will prove a successful practical service.

Surplus Succeeding Deficit.

On May 31, 1909, the deficit in national revenues amounted to \$69,725,000 and on May 31, 1910, it was \$13,275,000. The treasury receipts have been steadily increasing during the last eighteen months and as June is always prolific of treasury collections, it is within the range of probability that the end of the present month may show a final effacement of this deficit which confronted President Taft on March 4, 1909.

These facts and figures tell their own story and amplification should

not be necessary to impress on the public mind the fact that this is distinctly a business administration. It is only because of a system of accounting preferred by Secretary MacVeagh that June 1 did not show an actual surplus instead of the dwindling deficit of \$13,000,000, for as a matter of fact that was the condition brought about in this way: \$31,000,000 and more were disbursed during the current year for work on the Panama canal and the treasury was reimbursed to this amount from the sale of Panama bonds which congress authorized. Had this amount been added to the income of the government, as, indeed, it might have been, it would have shown a surplus of about \$18,000,000 instead of a deficit of \$13,000,000, with still the big month of June to go on.

The administration has cut off \$9,000,000 this year from expenses by retrenchments in the various departments, which represents a big step toward the surplus, although not to be compared with the more productive resources developed in the greater earning power. These results have been accomplished under the personal direction of President Taft, but so quietly and with so little ostentation as to lack the appreciation deserved.

Get After the Rat.

Health crusaders in their effort to annihilate the house fly have entirely overlooked the rat, which is one of the worst enemies of health in existence. Now, we are holding no brief for the fly; we believe in every laudable means, fair or unfair, to extinguish him, but at the same time it is short-sighted warfare that does not include the rat in its ravishing.

Some patient mathematician has figured out that there are five times as many rats in this country as there are people and we are expecting the new census to show something above 90,000,000 people, which would give us in round numbers 450,000,000 rats. Just how this computation was reached is beyond our ken, but without regard to that anybody will admit that is a good many rats to have running at large even in a country as extensive as the United States. In India they are said to have even more than that, but they also have pestilence and plague in India which devastates whole communities. The fact is, as deduced by scientific investigation, rats in India have been found to be the greatest breeders of disease and just now there is a national movement to kill off as many millions as possible.

There is a most serious side to this situation, which must receive careful attention if we in this country are to make our splendid efforts at sanitary conservation count for their most. The one dread disease of tuberculosis, whose eradication was a vital influence in provoking this national movement, is fed and nourished, scientists say, by the rodent, which is indigenous to it. Therefore, the most systematic campaign should be waged against the whole rat family and even if they do number 450,000,000 that should only serve to make the attack more effective and determined.

A Flaw in the System.

The recent appointment of receivers for a large dry goods establishment in Kansas City calls attention to a flaw in the system which has of late come so largely in favor by which mercantile and manufacturing concerns secure a large part of their working capital by issuing short-time notes floated through brokers all over the country. Until the last few years business men, large and small, followed the safe and sane course of borrowing money when needed of local banks or financial institutions, whose familiarity with the peculiar situation of each patron enabled them to draw the line with some degree of intelligence, and to grant extensions in emergencies without seriously interfering with the conduct of the business.

Note brokerage methods on the other hand seem to throw maturing paper on the market almost as a commodity, the holder looking to prompt payment with no other consideration to guide him, and subjecting the borrower to a constant and continuous test of his credit. Inability to meet the notes or to borrow elsewhere forces the alternative of complete bankruptcy or a temporary receivership to tide over the stress. The receivership therefore operates as an extension of the notes and may thus become the legitimate recourse of a solvent concern which needs nothing except a little time to collect in what is coming to it.

That this is a flaw in the note brokerage system must be self-evident. The duty will devolve upon our bankers and financiers to devise the necessary safeguards and to prevent over-expansion through this channel so tempting and apparently without limits.

It seems to be a question whether the democratic state committee really recommended all candidates for the legislature to subscribe to "Statement No. 1." If all that was done was to express approval of the Oregon plan law, the candidate for the legislature is entitled to his choice of three opinions, of which "Statement No. 1" is only one. Put it down straight that if the democrats thought they had a cinch on the next Nebraska legislature they would not favor any pledge that might bind them to elect a republican senator.

The inmate of the insane asylum at Lincoln who is writing The Bee about the inside doings in that institution may be crazy, but he writes as if he had occasional sane spells which en-

abled him to describe things as they really are. A thorough overhauling of the laws governing the management of our insane asylums will be due from the next Nebraska legislature.

The Omaha Commercial club is calling upon the Milwaukee road to connect up Omaha with its line through South Dakota. The railroad may be expected to express an earnest desire to comply, provided only it be permitted to raise rates sufficiently to make the shippers furnish all the money required for the new construction.

Collector Loeb is certainly making it embarrassing for certain rich folk who insist on smuggling valuables into New York from foreign countries. Not content with having an ex-governor of a New England state arrested and fined, he has secured similar results in the case of a wealthy Wisconsin woman.

Congressman Walter I. Smith has a right to feel specially gratified over the handsome majority by which he has nailed down his renomination. A man who wins out running against two United States senators and one competing candidate must have been going some.

Mayor "Jim's" oration at the Kearney talkfest is on the subject of "The Principles of Democracy." Wonder if that has anything to do with the \$15,000 of Wall street boodle that Brother-in-law "Tommy" Allen corralled with "Jim's" help in 1904.

Following closely on the heels of the assertion by one St. Louis preacher that there are seven routes to heaven comes the query from another divine of that city, "Who made Hell?" A pertinent question, indeed, right now as well as most any time.

The Anti-Saloon league's official county option bill is still being drafted. But why should a new bill have to be drafted? Why not let a stenographer copy one of the county option bills used in Missouri, or Indiana, or Ohio?

Reformer Elmer Thomas' ex-convict pal has been bound over to the district court for complicity in the attempted dynamite bomb outrage for lack of enough witnesses to prove that alibi. Take up another church collection.

A Change in Order.

Philadelphia Ledger. As Uncle Sam has seized a lot of Panama hats, the suggestion is made respectfully that he retain one for his own use and shed that old tie.

A Duty Overlooked.

On one subject Mr. Roosevelt has preserved a discreet silence. He has not denounced the two-headed eagle of Austria as a "nature fake."

One Industry Overworked.

Indianapolis News. The new customs court starts in with 225 cases on its docket, which seems to suggest that another thing this country is suffering from is the overproduction of lawsuits.

Orders Yet to Come.

Cleveland Plain Dealer. Mr. Folk of Missouri intimates his desire to be nominated for president by the democrats. The Commissioner for an announcement of just what Mr. Folk must do and how he must do it.

Closed Rooms at the Finish.

St. Louis Globe-Democrat. The tumult and the shouting dies, but the democrats have discovered that the railway bill has not disrupted the republican party. The divergences between the two houses will be adjusted, the republicans in each chamber will support the finished measure, the president will sign it, and it will aid in bringing republican victory in November.

Presidents and Their Critics.

Boston Transcript. Presidents who feel aggrieved at their treatment by the press would do well to recall the experience of Andrew Jackson. The czar having in an informal way remonstrated to our minister at St. Petersburg against American press criticism of his policy and character his complaint was transmitted to Jackson. There were many replies available, but Jackson took the course that was most effective. He sent the czar a sheet of editorial opinions of Jackson, and the correspondence ended. The president of the United States, being a party leader, has to take the chances of political warfare, with all its slings and arrows, not to speak of more offensive weapons. It is against the latter that a president has an unquestionable right to protest. Fair, frank criticism of an executive, based on analysis of policies, is good for him and the country. It is one of the essentials of free government.

Our Birthday Book

June 10, 1910.

Dr. Frederick A. Cook, Arctic explorer, was born June 10, 1865, at Calicoon Depot, New York. This is the same Dr. Cook who not long ago played it so smooth with his claim of North pole discovery. David Jayne Hill, our ambassador to Germany, is just 60. He was born at Plainfield, N. J., and was president of the University of Rochester before he went into diplomatic service in the State department at Washington. Rev. Miss J. Savage, the well known Unitarian clergyman, was born June 10, 1841, in Mexico. He is the author of a great many books on religious topics, and as a lecturer is widely known throughout the country. Fred H. Davis, first vice president of the first National bank of Omaha and president of the Union Trust and Savings National bank of South Omaha, was born June 10, 1850, in Fairfield, Ia. He has been connected with the first National bank in various capacities and offices since February, 1872, and has been a leader in many of our civic enterprises. George P. Stebbins, with the Pacific Express company, is celebrating his sixtieth birthday today. He was born in Kennett Square, Pa., and started in the railway and express business here in Omaha in 1871, and has been with it ever since. John S. Little, fire insurance adjuster, was born June 10, 1879, in Omaha. He is the son of John Little, one of Omaha's planners, and was educated at Creighton university. He has been in insurance work since 1894.

Around New York

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

Following a policy announced last winter of assigning high class legal talent to defend poor people charged with capital crimes in New York City, Judge Malone designated Bourke Cockran to conduct the defense of Victor Nelson, a negro, accused of the murder of Claude Humphreys, another negro, last March. The trial ended last Saturday in a verdict of acquittal, the jury complimenting counsel on the eloquence of his closing argument, and requesting a copy of his address in defense of his client.

"I can scarcely expect you to treat this negro as a peer. Then treat him like a dog," said Mr. Cockran in his summing up of the case. "Yes, treat him like a dog if you must. A dog that bites wantonly we kill, but do not bite his defense of his own master's home we protect. Men have given their lives in defense of such a dog. Give my client the same shrift you would give such a dog."

It was the theme of Mr. Cockran's two hours of oratory in behalf of the prisoner that Nelson had shot and killed Humphreys in self-defense. The evidence showed that Humphreys had been killed by a bullet that entered his body and traveled in an upward course.

Mr. Cockran said that this fact absolutely proved the truth of his client's testimony that he had been kicked down three steps by Humphreys, and that when he recovered himself he found Humphreys pointing a revolver at him.

Mr. Cockran had two of his clerks take positions on the steps leading to the witness stand in court, to illustrate his idea of the shooting.

The evidence showed that both negroes were attentive to Mrs. Marie Joseph, and that jealousy existed between them.

The killing, according to Mr. Cockran, was the outgrowth of the social and economic conditions in this country. He said that his client, while a high school graduate, had tried to secure decent work in this country, but had finally found himself out of luck.

An express train came into the station on the down side of Seventy-second street in the rush hour practically full, but there was the usual large crowd in waiting, and as many as could get on or be pushed through the various doors boarded it.

Among the women who squeezed into a side door was one with a monster hat, the edge of which threatened the eyes of a little man who stood just next to her. The passengers nearby saw his predicament, and some inquired, while others seemed to be indignant. One of the latter managed to tear from his paper the London paragraph stating that women were asked to wear moderate sized hats and no long hats on the day of the funeral of the king, in order to avoid discomfort and accident. Politely looking off his hat, he handed the scrap of paper over the head of the little man to the woman with the big hat. She glanced at it, but not by look or word did she betray any feeling, and at Forty-second street she was swept from the car with the crowd.

"It is comparatively easy to serve perps at a banquet up to the number for which a hotel has seating capacity, but it is not easy to have the dishes hot," said the manager of the dining rooms in the Hotel Astor when he was asked how they managed to give banquets in the new ball room with which the department has been equipped. "One thousand persons dining at a time in one room is a fair number. Tonight we have a small dinner party—600—you can't see the thing working in its perfection. But here is the way it is done."

He led the way to the rear promenade, and there he reclined on green tables big with plates of lilac and dogwood bloomed. The garden was opened to the children with fairies in the receiving line.

Over in one corner Hans Christian Andersen's story of "The Ugly Duckling" was read out of a big blue and gold fairy book by Miss Eva Wierbeck, the assistant librarian, who rejoices in the nickname of "Peter Pan." Twenty-five small children on twenty-five small bamboo stools surrounded Miss Wheelock, and at exciting crises in the tale the tiny stools would tip up away forward till their back legs were literally inches in the air. When the exciting moment was past, down they settled with a thump, only to rise again a few minutes later.

"And yet," laughed Miss Wheelock afterward, "this story isn't by any means a thriller to them. It hasn't any prisoners. That's what they like, quantities of regal splendor and pearls and diamonds of beautiful, beautiful princesses."

"Once or twice a week we have story telling afternoon for the children. There are three groups, the Hittite boys and girls who get fairy tales and a few nature stories; the middle sized ones, to whom are told old Greek myths, and the older ones, who listen to histories. There are generally from twenty-five to fifty in each group, but sometimes they run as high as eighty."

"I visit the night court quite often," said a sightseer, "but the other night I got there before court convened and was surprised to see an old man reverently patting the wainscoting. My curiosity was so aroused that I asked a court attaché what it all meant. He looked at me sympathetically and then said: 'That's what they like, quantities of regal splendor and pearls and diamonds of beautiful, beautiful princesses.'"

"Why, man, the woodwork in this building can't be bought nowadays. That man over there is probably an old Greenwich village cabinetmaker, one of several who drop in occasionally to admire these old black walnut benches and doors. Look at that strip of wood along that wall. Ask any furniture man his value and he'll say it's worth its weight in gold. And as for that first bench, where the bondmen and lawyers sit, notice those markings and see how beautifully it's polished. All the benches, even the one the prisoners use, are equally valuable."

"There's not a bit of the original woodwork in this building that's not solid black walnut, and if it's torn down the house wrecker won't have much trouble in getting a good price for it. The building was erected in 1871 and cost about \$750,000. Guess it's woodwork had a good deal to do with the price."

TREATY OF WASHINGTON.

Chicago Post: The terms of the treaty look marvelously simple now that they are agreed upon. If the railroads do not object to them, we do not see how the shippers can. And we hope the latter will not attempt to disturb the status quo.

Chicago Record-Herald: The White House conference could not have been more completely successful and the success means peace, justice, stability, prosperity for both of the direct parties, plus credit and honor to the administration.

New York Sun: The statement from the White House last night records an arrangement in which the business interests of the entire country may find reason for congratulation. It denotes likewise a triumph of common sense over technical legal opportunity.

Baltimore American: The firm attitude of the president has avoided a commercial controversy, the effects of which on the business and industrial situation would probably be more serious than is generally believed. Now business can proceed in orderly fashion again.

Indianapolis News: With the exception of those industries and those people who make a profit out of their dealings with the railroads, the country is practically unanimous in its support of the demands of the shippers, sustained by the government, that the railroads demonstrate the necessity of such rate increases as they have demanded.

Chicago Tribune: "The dove of peace broods in the helmet of the warrior." The latest treaty of Washington has been hailed and its terms are eminently satisfactory. The government is relieved from the necessity of prosecuting a suit which it would not have been under other circumstances. The shippers get what they have been contending for all along. The railroads have capitulated, accepting terms which were rejected when offered by the shippers. But Wall street approves of the capitulation. That should comfort the railroad presidents who went to Washington to sue for peace.

PERSONAL NOTES.

A counterfeiting outfit which has been running for years, discovered in a Missouri state prison, shows that a lot of evil are more up-to-date and resourceful in emergency than the forces of good are in finding them out.

Polaire, the new Parisian dancer, who has arrived in New York to make a reputation as "the homeliest woman," says she works for art alone, but she had so much jewelry asked her that the customs officers asked her to give bond.

Lady Cook is completing preparations in New York for a lecture tour of the country in advocacy of her well-known views on the rights of women. As Tennessee C. Clafin she made a similar tour in the '70s, winning general attention by her eloquence and individuality.

The man who threw a can of beans at the crown prince of Germany has been sent to an insane asylum. "Boston opinion will approve the judgment," says the Transcript. "For even if the offender can be acquitted of any design against the prince's life, he stands convicted of 'sinful waste.'"

Kalman Mikszath, the famous Hungarian novelist, has gained from the nation a handsome and substantial token of appreciation. To mark his fiftieth birthday, he has been presented with three estates, worth \$25,000, so that in his old age he will not be dependent on the product of his pen for subsistence.

LAUGHING GAS.

"How would you classify that ardent agitator?" "You can't classify an ardent agitator," replied Senator Sorghum. "If he is on your side of the question he's an intruder reformer, and if he's on the other side he's a truck-raker."—Washington Star.

"A penny for your thoughts," she said, after he had been looking eagerly at her for a long time. "I have been thinking that I should like to kiss you." "Hurry—hurry. Never mind the change."—Chicago Record-Herald.

"Did Mrs. Compuh use that crude oil on her furniture as I advised?" "No, she didn't. She was shocked at the mere mention of it." "Shocked at it? What for?" "She said she wouldn't use anything that wasn't refined."—Baltimore American.

"Then," said the reporter, "I'll say several pretty songs were rendered by Miss Facker." "Oh, gracious, no," replied the hostess, "you mustn't say 'rendered.' You see her father made all his money in land."—Catholic Standard and Times.

"I want to get some dogs to protect my egg farm. What kind do you think the best?" "I would suggest the best kind of dogs to look after eggs would be setters."—Baltimore American.

"Why don't you call your newspaper the Appendix?" asked the enemy of the political boss. "An special reason for wanting me to do so?" "Well, it's a useless organ."—St. Louis Star.

"What's in a name?" asked the philosopher. "A great deal," replied the theater manager. "What chance would Rostand's play have if we merely called it 'The Rooster?'"—Washington Star.

"Popularity," said Uncle Eben, "is allus uncertain till the day of telling, exactly what a crowd means by the word, 'burrah.'"—Washington Star.

Dilly—My salary is knocked into a cocked hat this week. Dilly—My wife's chanteuse will take it all.—Town Topics.

The bald man had just come in and was still wearing his hat. He looked up from his desk at the thin young caller. "I have here, sir," said the latter glibly, "a preparation for removing superfluous hair. It removes it thoroughly and painlessly." "Yes," interrupted the bald man, wearily, "I know how thin your hair is, but hee, as he took off his hat, 'was removed in the same way.'"—Cleveland Plain Dealer.

HE'S REPPRESSED.

Chicago News. I got to wear my hands on my face. An' I wear my Sunday suit. So you can see I'm half my place. I'll look so dorkone cute. That if the other kids is there. An' I'll dressed up so gay. They'll call me 'sis,' but I don't care. 'Cause school lets out today!

I'm goin' to speak a piece, an' so my folks they think I'm clean as snow. An' I wear my new red tie. I blacked my shoes, an' black's kin be. An' I chased 'em 'round so gay. So's that he couldn't play with me. Till school lets out today!

An' now ma sez I must recite. My folks they think I'm clean as snow. So you can see I'm half my place. An' I know it all by heart. She sez I'm dressed up so gay. An' I wear my new red tie. I blacked my shoes, an' black's kin be. An' I chased 'em 'round so gay. So's that he couldn't play with me. Till school lets out today!

But, shucks! I jest can't see no fun in what I do. I guess my parents never done. Like they expect me to say. You know I'm dressed up so sweet. When I get home. Oh, say! I'm goin' to roll across 't' street. When school lets out today!

Talks for people who sell things

Suggestions for Salesmen.

"We have never lost a customer through dissatisfaction with our goods or prices," is the way a local clothing merchant advertised the quality and prices of his goods not long since.

This man has the right conception of good merchandising. He handles goods of the best quality only, charges fair prices for them, assures everybody of complete satisfaction and spreads the news broadcast. His advertising says to a man: "Your friends and neighbors, the men you meet every day, are wearing clothes they bought from me. They have been coming to me for years for their clothing; I have never lost the custom of one of them because I always give them a square deal."

This is the sort of advertising that reaches right down into a man's pocketbook and sells the goods. This sort of advertising will sell your merchandise. Advertise your goods day in and day out, constantly playing up quality, service and fair prices, and back your advertising with your reputation, and you will win and keep the confidence of your customers.

A good salesman never argues with a customer. He may discuss, he may reason, he may become eloquent, he may be heard, but he never gets into an argument, and he must never depart, if he does not get the order, without creating a situation that calls for his return. In other words, the never returns his bridges.

It always makes it a point to see every solicitor once. If he impresses you or even interests you, I'll see him twice, but never a third time, if his second call follows.

The two greatest messages ever delivered to humanity are simply put. The sermon on the Mount is written in language a child can understand. Lincoln's Gettysburg speech is within the reach of everyone's grasp; it is the simplest arrangement of plain, short words ever brought together, and this very simplicity adds to the sublimity of the message. Every copy writer should study it carefully to give the greatest power to the message with which he "dresses" his raw material.

Advertisement for A. Hospe Co. featuring a gramophone and the text: 'At the Street Music Store. We do not claim to know everything in the Talking Machine business. Here visitors and prospective buyers alike will find prompt and courteous attention shown them. There's a Victor Waiting For You At Our Store. \$10 to \$250—Terms to Suit. A. HOSPE CO. 1513-1515 Douglas Street. Distributors for The Victor Talking Machine Co.'