THE OMAHA DAILY BEE.

FOUNDED BY EDWARD ROSEWATER

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GEORGE B. TZSCHUCK. Notary Public.

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

The way to stop auto speeding is to

Now if San Francisco should lose the exposition, too!

Nevada gets so little that even a prize fight looks good to it.

Now as soon as we admit New Jersey the union will be complete.

At any rate, the business of the marriage license clerk is as brisk as ever.

"Who wants to kiss a Boston girl?" the answer?

George Washington class-"I could strong resemblance of practical utility. never tell a lie."

all. Minister of interior has just been the fantastic glamor out of the Sunconvicted of grafting.

Congressman Mudd of Maryland in to travel in the air. declining a renomination probably thought to clear the road for his

"A grand place to go when you are feeling devilish is Houston," says the Baltimore Sun. Why, does the Old Man live there?

By passing the statehood bill congess immuned itself from the charge of race suicide, increasing the family of states by twins.

At a big banquet in Los Angeles recently the papers say 120 gallons of olives were consumed. How nice of them to call it olives.

It is up to Acting Mayor Brucker to distinguish himself by giving us a safe tion. and sane administration while he is in charge of the city hall.

"Teddy will take a breathing spell," breathe loud sometimes.

knows the fight is on the level because has builded. We may yet, in the course Tex Rickard is a friend of his, which of human events, make one or more surely ought to settle it.

himself to speak for Mr. Bryan. But the "Peerless" will speak for himself as soon as he gets within halling dis-

Some of these congressmen who are claiming credit for the passage of the postal savings bank bill could more truthfully say that the bill passed in 000, exceeds that of Delaware, Idaho, spite of them.

A democratic paper refers to "Senator Grim's opportunity." Grim is the man Guffey nominated to run for governor of Pennsylvania on the democratic ticket. Golden opportunity, indeed!

university faculty has made a bid for union. The official federal report of take care of visitors all the year fame by declaring that the colonel 1905 estimates the total property val- around. and his party avoided the most dan- uation of New Mexico at \$332,000. gerous parts of Africa. He had better 900 and Arisona \$306,000,000, a per made as a convention city sug- road to this city during his incumbency. keep under cover.

ought to be satisfied in Nevada. They other states. But aside from the labor organizations and trade associa- Law school, and a son of the late city might turn him loose in the highest known wealth and tangible property tions, which would be valuable assets power auto obtainable and let him cut both these states must, indeed, be em- in our future growth. access those alkali-sagebrush stretches pires of prodigious undeveloped reto his heart's content. He could not sources still untapped and yet to send possibly hurt sayone but himself.

Have We Judged Awrong !

leclares his contempt for a lie, its utter uselessness in business, says he clean hands and is now too old to 'learn tricks." Mr. Hill, therefore, seems to imply that some men have learned tricks and this implication save us, partially, at least, from the self-reproach for having prejudged men and methods in the larger sphere of business activities where Mr. Hill is

ness man and he says he has never yet of these states is to be? Remit by draft, express or postal order come to the point where a lie in businessals accounts. Personal checks, except on Omaha or eastern exchange, not accepted. STATEMENT OF CIRCULATION.
State of Nebraska, Douglas county, ss;
George B. Taschuck, treasurer of The
Bee Publishing Company, being duly sworn,
says that the actual number of full and
complete couples of The Dally, Morning,
Evening and Sunday Bee practed during the
month of May, 1816, was as follows:

1 1800 11 1800 found a transaction worth while when make it.

34......43,230 seriously questioned the integrity of 36.....48,370 that came under the odious appellation of "The System," and it must be 50...... 43,370 that in some instances the people have been correct in their assumptions. But, after all, the question will come home, have we judged awrong in the aggregate? Have we placed men and methods under the ban of suspicion Daily Average 42,358 and moral judgment who ought not be there and must we revise our estimate Subscribed in my presence and sworn to before me this 31st day of May, 1910.

M. P. WALKER.

Mr. Hill is an exception instead of the rule among the mighty men of affairs in this country?

> If the people have judged awrong they ought to be glad to find it out, but they ought not to be too severely condemned, for they have seen some hands that certainly did not look en-

Score One More for the Germans.

The Germans are one ahead in this four-cornered race for supremacy in the air going on between the United States, Great Britain, Germany and France. Count Zeppelin's achievement in fiving 300 miles in nine hours with twenty persons aboard a vessel nearly 500 feet in length, equipped with restaurant and buffet, entirely eclipses the French and English exploits of sailing over the British channel or the feats of Curtiss and Hamilasks the New York World. What's ton. These four men have shown that individuals may do with small air craft, but Count Zeppelin has James J. Hill now steps into the brought the science down to a mighty He has already answered some of the world's inquiries as to the possibilities Something rotten in Denmark, after of aviation and he has taken much of day supplement exaggerations by act-

ually demonstrating that it is possible Tomorrow some of these other countrymen may distance what this sturdy German has done, but just the same we all have to take off our hats to him and admit that he has brought us much sooner than we expected to a point approaching practical air favorably by its efforts as host and en- hem and tetanus. travel. He proposes to perfect his tertainer. While these big meetings scheme by giving daily excursions and are usually rotated from city to city

when he has proceeded far enough in and we must await our turn, rarely do significant Decrease in the Consumpthis he probably will establish regular the delegates who have been our guests aerial lines of transportation. It disperse without expressing appreciacomes on with such a rush that the tion of what has been done for them world must stand in awe and wonder and giving assurance that they would again is the apparent lesson of the Amerbefore it can fully appreciate the prog- be glad to come again when occasion ican grocers estimate of "The Nation's ress man is making in the herculean permits. As a convention city Omaha Drink bill" for 1909. task of solving the mysteries of na- has grown in power and prestige and

Completing Our Empire of States. Creating states out of Arizona and New Mexico uses up all our available says a correspondent. No one has ac- commonwealth material and completes cused him of snoring, but he does an empire begun 123 years ago. It marks a new epoch in the history of free government and rounds out in The governor of Nevada says he full stature the greatest nation man states of Alaska, but its day of statehood must be far off at best, to say Brother "Charley" has taken it on nothing of the destiny of our insular possessions.

New Mexico and Arizona do not come into the union empty-handed; they do not get something for nothing. True, their populations are not large as states go, but they are not to be the smallest in the sisterhood. New Mexico, with a population in 1900 of 195,-Wyoming or Nevada, While Arizona, with a population in 1900 of 123,000, is larger than either Wyoming or Nevada and will both show big increases by the new census. But they rest their claims not solely on the numcapita wealth practically the same as gests that we bestir ourselves to se-

coffers of the nation. The advantages treatment of Mr. Bryan is using as its In an address at Yale James J. Hill of state government undoubtedly will model Mr. Bryan's treatment of Judge sources and invite new settlers.

> its benefits, assuming that both states "Tommy" to get the deal squared up. were to be democratic strongholds. But statistics do not bear out this as-

Money for Reclamation Work. jects are concerned, congress takes no chance in passing the bill appropriating \$30,000,000 as a basis of certificates of indebtedness to complete irrigation and reclamation enterprises now under way. They have proved their worth even though unfinished and fully warrant this provision, which is made at the urgent solicitation of President Taft himself, who has been impressed with the excellent results obtained thus far in the west through

Strange to say, there was some opdid not come from those members who mack, and renominated him. are best informed on the conditions and possibilities of the semi-arid reto make it appear that this certificate materialize. of indebtedness plan, which looked merely to the completion of work true. To be sure it proposes to wind of an accident on purpose. up the unfinished business first and that is what this money is for-the creation of a fund against which certificates of indebtedness may be istinuous progress by getting out of the out him for president. way enterprises now on foot whose

completion can be thus facilitated. It is beginning to dawn on many thoughtful people that perhaps some mistakes have been made in getting too many irons in the fire in this matto do now is to concentrate more. Be- go his way-at last. fore the president lent his support to this present measure he convinced himself by actual investigation of what wild ventures. The west needs all the help of this sort for its development velopment of the west means the prosperity of the whole nation.

A Place to Follow Up.

increasing numbers.

Omaha could, we believe, follow up its advantage as a convention city efalmost entirely neglected. All of these national and international organizations maintain permanent headquarters officers is steadily growing. As a rule they keep their records at these perical force and clear their financial transactions through the banks. Many of these organizations have grown up from small beginnings, and the location of their headquarters has been determined purely by accident where the reside. When the organization grows Spirituous liquors spread over the whole country it becomes more and more important to have a headquarters centrally located, readily accessible and affording every desired facility for the successful prosecution of the work in hand. In fact, for the location of a permanent headquarters every argument is even more applicable that is urged for the locaber of residents, many of whom, of tion of the convention in a city near course, are Mexicans and Indians— the geographical center, on the main Another member of the Chicago they bring substantial wealth into the lines of travel and fully equipped to

The progress which Omaha has

It looks as if Congressman Hitchforth their volumes of gold into the cock's World-Herald in its present profession.

facilitate the development of these re- Parker in 1904. When Judge Parker was nominated, in spite of Mr. Bryan's Some democrats in congress charged protests, it took \$15,000 of Wall street that the statehood bill had a string to boodle in the hands of Brother-in-Law

ment seems to have had the upper streets for blocks at a time without from 1900 to 1906, elected a republi- cheapest possible way regardless engospel to young men about to start stood twenty-seven democrats and abutting premises. When a contract in part as follows:

the fund comes out of their earnings, and is opposed to old age pensions for take note.

the channels of the new system of has endorsed the administration of criterion of the remuneration he will re-reclamation.

Strange to say there was some of Governor Patterson, including his 956 panies. A job with an engineering firm position to this plan in congress, but it the pardon of Cooper, who killed Car- at the start, but if the young man has

gion. This \$30,000,000 is to make a Edgar Howard will accept the inevita- sidered. If the applicant obtains a job in desert blossom as the rose and it will ble. Anyone who could take back and do it, for other money devoted to the swallow all he said about the checksame purpose has done it. An attempt book candidate will pick no quarrel

The suppression of one letter ad- ing," began a court attendant. in progress, might have the effect of dressed by Mr. Bryan to democratic limiting development by shutting off dollar diners might look like an accinew work until that begun is com- dental oversight, but the suppression pleted when precisely the opposite is of a second and a third letter savors sistant district attorney. Informed that

Talk as Cheap as Air.

Pittsburg Dispatch. Nebraska's talk of electing Mr. Bryan to the United States senate may indicate a sued, but in no sense does it seek to final conclusion in that state, founded on or will it militate against further de- repeated and patient experiments, that the velopment; rather it encourages con country feels that it can get along with-

> Things Coming His Way. Springfield Republican.

The president is said to appear highly pleased over the quickly cumulative response congress is finally making to his legislative program. He has good reason to be. It's a long lane that has no turning, and the turn seems now to have come for ter of reclamation and that the thing the president. Things are beginning to

> A Prophet or a Jeremiah. New York World.

Common Sense Asserting Itself. New York Tribune

The movement for a sane Fourth of July tional and even international organiza- press upon the popular mind that Indetions and societies that hold their pendence day was not established as a meetings from time to time, and has festival of sound and fury, and that there invariably impressed these gatherings racket, stench and potential arson, may-

SOBER AMERICA.

tion of Liquor. New York World

That the people of America are begin ning to grow more sober in their habits

In spite of ten years of prohibition the money spent upon alcoholic drinks let him. fell off \$110,185,600. This was not an rectively in one place which has been would have been more apparent in 1908; in 1909 a record.

business conducted by their national 1908 and again in 1909. The consump- attention was paid to him. tion of wine alone increased, but by a trifle.

manent headquarters, maintain a cler- spirits \$109,868,81.; from fermented liquors \$73,550,754; from imported alcohollow \$15,650,113, and from tobacco \$59,-355,084. The average tax per capita on the husband, still more angrily, "and from all these sources was \$2.93.

Taking the estimated retail price of here. alcoholics and adding coffee, tes and Was: 539,469,744 street," snapped the husband, "I'll not

This is \$97.18 for each family of five persons enough in all conscience! But the alcoholic part of the expenditure shows now for two successive years a decided tendency to slacken.

Our Birthday Book

Stuyvezant Fish, banker and rallroad man, was born June 24, 1851, in New York. He was president of the Illinois Central until forced out by Harriman, and has special claim on Omaha for bringing that Stanley M. Rosewater, attorney-at-law, officing in the Paxton block, was born Europe does. that shown by the old and prosperous cure the location of the permanent June 24, 1886, right here in Omaha. He is a Jack Johnson's mania for speeding state of Iowa and far more than many headquarters of some of these various graduate of the University of Michigan engineer, Andrew Rosewater, and has been in active legal practice since 1908.

Thomas Hedge, congressman from Bur-

Around New York

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

A writer in Harper's Weekly calculates Why should those paying contactors that there are in the United States somesumption. While democratic senti- have been allowed to tear up our thing like 1,000,000 young men whose eyes are directed more or less longingly toward a "golden, glittering vision of a New York hand down there, it has never been having the material to resurface them job." The vision is alluring. There is the exclusive in its power. Arizona, which on hand? Our paving contractors big city-its fascinating dash and rush and her daughter and, although in her ninetysent a democratic delegate to congress seem to want to do their work in the towering buildings; hopes of hig pay, rapid advancement and more pay coupled with touches of giory. A pretty, enticing plemerce" to stand up at great seats of can by 700 majority in 1908, a presilearning and preach this wholesome dential year. The legislature last year lic and the damage to occupants of The writer draws a picture of the reality

gospei to young men about to start nine republicans. New Mexico has for repaving a business thoroughfare where from \$7 to \$10 a week at the start. Clerking will bring the young man anywhen they can point to themselves as also more than once sent republican is let one of the conditions should be Eight dollars would be a very fair average in accounts of an accident to General E. Communications relating to news and editorial matter should be addressed:

Omaha Bee, Editorial Department.

Corrects them and gives that discontinuous conditions bringing in new voters who interference with traffic. The World-Herald man is opposed started out at about \$8 a week, although, eral of the confederacy. General Buckner to retirement allowances for superan- obviously, if he commands a knowledge of was graduated from the military academy nuated government employes unless bookkeeping or stenography, his pay will in 1844 and is now nearly 90 years old. As start at a figure nearer \$12.

Wall street, with its lofty sound, is ancollege professors. In a word, he is other lure. If the young man-a stranger- shoulder straps. opposed on principle to any provision gets a job in Wall street, he will start at for workers incapacitated by old age be listed at \$8 in some instances. And the about \$6 a week, although the figure may except by forcing them to provide for subsequent "raises" will take considerable themselves. Men who earn their liv- time to reach the \$15, to say nothing of ing by the sweat of their brows will the \$20 mark. There is a lot of money in Wall street, undoubtedly-but it isn't in the young man's first job.

If one of these young men gets a job or The question arises now, Is there the office staff of an insurance company anything the democratic party of Ten- he will start in at a salary of about \$8 a careful study of railroad problems by nessee would refuse to stand for? It week, this figure, too, being a fair initial strong and fearless men in the national pardons in three years, among them pays not more than from \$6 to \$10 a week Attorney General Wickersham's original ability his opportunity for advancement to \$30 a week will be open and comparatively easy. Again, in this case, the young man It is to be presumed, however, that with an engineering education is not con-

A petite figure in a black empire gown has been made, futile though it was, because that special session failed to cut low at the neck, stepped from among the spectators and entered the lawyers inclosure in the general sessions court. "Relatives must remain outside the rail-

"I'm not a relative; I'm counsel for the defense," replied the young woman. "F. Thomas appears in the papers as counsel," said Mr. Wasservogel, the asthe defendant's counsel was Miss Frieda Thomas Wasservogel gave place to his older and more hardened associate, Mr. Wilmot, who conducted the prosecution. The news that a woman lawyer had invaded the general sessions spread through the building, and all corridors led to part

Occasionally she would pause to cast a reproachful glance at Judge Crain for a ruling unfavorable to the defense, or to smile assuringly at the jury as she cornered a witness.

"Our defense will be very simple," she said in opening. "It will be the truth. I would not defend this prisoner if I did not know he had the truth on his side, and I am sure all of you gentlemen believe me.

Comptroller Pendergast of New York City harbors some unpleasant suspicions regarding certain philanthropic organizations in Gotham which are handsomely ing. subsidized by the municipality for taking care of indigents and defectives. There had been done that the projects were turbed and gloomy and predicts that within is a bureau which looks after these instipaying investments and not a lot of ten years the government will operate the tutions, but the bureau has been so goodrailroads. Well, if the policies of railroads natured and the institutions so reticent persist in raising the question whether the that before anyone knew it an era of government shall regulate the railroads or great extravagance seems to have develwhich the government can give it; the the railroads regulate the government, Mr. oped. The city pays out to private insticountry needs it, in fact, for the de- Ripley may yet achieve fame as a prophet. tutions something over \$4,000,000 a year. a sum which many declare to be altogether excessive.

It is not necessary to mention anything so unpleasant as "graft" in connection is not always itself entirely sane, but it with these institutions. They are not run Omaha has had a gratifying success in promises safety and a much higher degree for private profit. But, it seems, they of sanity than we have known for many have grown lazy—some of them—and for their money?

securing the conventions of various nayears. It will be no light thing to imextravagant, the natural result of being

A little more fr extravagant, the natural result of being fed too much pap. And so Comptroller Pendergast has sicked an investigation upon them in spite of the fact that their are other means of celebrating it than with boards contain some of the most re- dise in response to intelligent, per- and has to be replaced-thereby putting spected Knickerbocker names. This inves- sistent advertising. tigation will ascertain the unit cost of the service which these institutions perform and if it is far in excess of the remedy, while heroic, will be easy and

At 6 o'clock Sunday afternoon a welldressed couple walked into the West One Hundred and Fifty-second Street station. Lieutenant McCann was on the desk. It appeared that they had just dined at a agitation 1907 was the banner year for nearby restaurant. The man had a suitture. But he has a long ways to go may confidently expect to have these the liquor trade. Consumption reached the rest of his life. Not tearfully, but before he actually perfects his solupopulation increased by 2,749,966, but with calm persistence his wife would not

"Have a chair," Lieutenant McCann economic after-effect of the panic; that said when he saw that the contest prombesides, tea, coffee and cocoa established with a firm quietness that boded ill for the success of the man's desire. He put down The per capita use of spirits in 1809 his suitcase, paced the floor in front of was the smallest since 1900; of beer since the desk. It was at about this point that somewhere, and the importance of the 1905. Of both there was a decline in a reporter strolled into the station, but no

"We can't get on together," said the man, who was about 44 years old. "We The treasury in 1909 derived from might as well part. We must part." "We won't part," said the woman with

gentle decision. "I have packed up my suitcase," went am ready to go away. Our paths separate

"If you go I'll follow you," remarked cocoa, the 1909 drink bill of the nation the wife, looking at the toe of her right foot. "If you are going to tag after me on the

> "Very well," said the wife, with becomin meekness, which, however only maddened the man still further. The reporter, step ping up to the husband, said;

"This seems to be a good story. Give me the names and addresses, please." "Heavenal no publicity, no publicity," cried the man. He ran over to his wife whispered a word or two in her sar and then picking up his suitcase and taking his wife by the arm, he hurried out, "Thank you so much," she said to the eporter, and to Lieutenant McCann.

An Opportunity Worth Improving. Pittsburg Dispatch

The president-elect of Brazil is coming to visit this country after a trip to Germany as a guest of the kalser. This would appear to be an excellent opportunity to show that the chief American republic can make as much of an American president as

A Jolly Before the Squeese, Indianapolis News.

Looks as though the railways were eager to get those increases started as soon as possible. If they can only "frame up" lington (Ia.) district, is 66 today. He was some understanding with the great ship born in Burlington and is a lawyer by pers not to protest! Then the cheerful work of doing up the consumer can go on!

PERSONAL NOTES.

The house at Skeeterboro in which Mayor Gaynor was born is near enough to the los cabin size to show up well in campaign

literature. Just as Speaker Cappon takes his pen i hand to announce that the world is growing better, there comes from his district news that he will have difficulty in being re-elected.

Mrs. Jacob Houser of Houserville, Pa., is one of the most remarkable old ladies in Center county. She makes her home with first year, does all the baking for a large family, in addition to tending to her own garden and to the flower beds, and to helping with the housework. Her faculties remain alert and she is able to remember clearly recent events, as well as those of years passed by.

Noting that some of the New York papers the Herald says, General Buckner was a seasoned veteran of the Mexican campaign before General Carr received his first

NEW RAILROAD LAW.

A Menaure of Great Value to Country. Chicago News.

When President Taft signed the railroad bill he completed the task of giving to the country a measure of great value. It represents to an unusual degree the results of strong and fearless men in the national legislature. It is generally conceded that the new law is far better than the one which the country would have secured if Attorney General Wickersham's original bill had been accepted as it stood.

Under the new law the Interstate Commerce commission at last is given the right to pass upon proposed rate increases before they go into effect. Thus is transferred from the shippers to the railroads the burare fair. The establishment of a commerce court to pass upon rulings of the commission promises prompt decisions. Then there is the provision that when rates are lowered to meet competition they shall not be raised again without the consent of the commerce commission. The creating of a commission to inquire into the capitalization of railroads is another important feature. tion of railroads is another important feature. Further, the interstate business of O scholars whom we wisest call, telegraph and telephone companies is placed under the supervision of the Interstate Commerce commission.

These and other valuable features of the To comfort friends?

These and other valuable features of the law are gratifying gains. The important Dear Omar, should you chance to meet subject of pooling is not dealt with, an subject of pooling is not dealt with, an omission which causes much dissatisfaction to the railroads. In this respect the law does not carry out the declarations in the last republican national platform. However, the measure as it stands does not seem unjust to the carriers. Its good features greatly strengthen the republican party before the country.

MIDSUMMER MIRTH.

"Speaking of the koiser's lame knee, it is a wonder that John Bull is not com-pining of a sore foot."

"Why should he?"
"Why just look how Roosevelt trod on secons,"-Baltimore American.

Visiting Reformer—If you don't mind, Mr. Walker, I'd like to see the inside workings of this big factory of yours. Proprietor—The inside workings? My dear sir, this is a pill factory.—Chicago

Sapleigh—Bah Jovel an idea has just flashed through my mind. Sharp—"Flashed" is the word, my boy. It certainly had a clear track.—Boston ranscript.

Magistrate-Officer, what is this man Magistrate—Officer, what is this man charged with?
Constable—He's a camera fiend of the worst kind, yer worship.
Magistrate—But this man shouldn't have been arrested simply because he had a mania for taking pictures.
Constable—It isn't that, yer worship; he takes the cameras.—Boston Globe.

Mr. Richmug-This anti-trust business is throwing quite a scare into our papie,
Mr. Billyuns—Yes. The boys won't even
make combination shoft in the club poolroom for fear of being investigated.—Fuck.

Marion-I wouldn't care to have a \$2 graduating gown.

Dorothy—But it might get you a husband.

Marion—Well, I'd hate to have to dress
the rest of my life on a precedent like

"Isn't this wireless business great?" said a man in the crowd to the one next to him, as they stood reading the newspaper bulletins of another telegraphic feat. Wireless business doesn't look great to

me," answered the other.
"Why not?" inquired the first.
"Because I'm a wire walker in a show,"
said the other.—Baltimore American.

IN REMEMBRANCE.

Sit closer, friends, around the board! Death grants us yet a little time.

And yet, we pause. With trembling lip
We strive the fitting phrase to make;
Remembering our fellowship.
Lamenting Destiny's mistake.
We marvel much when Fate offends,
And claims our friends.

Companion of our nights of mirth! Where all were merry who were wise:
Does Death quite understand your word
And know the value of his prize?
doubt me if he comprehends—
He knows no friends.

Again, a parting sail we see:
Another boat has left the shore.
A kinder soul on board has she
Than ever left the land before,
And as her outward course she bends,
Sit closer, friends.

Talks for people who sell things

Some merchants say their location No solvent concern will admit that it prohibits advertising—people would "can't afford" to maintain salesmen; "can't afford" to carry insurance; "can't afford"

Good location is, of course, desira- raw material when the market is ble, but good merchandise and good Why, then, are they so ready to claim advertising is much more desirable.

it is the goods in your store. What all others carries a cumulative value? sort of merchandise do you offer them Salesmen reach a point of maximum

with the merchandise.

"We Can't Afford to Advertise." vertise."

legitimate investment is manifestly unfair, is no real argument.-Batten's Wedge.

not go so far in response to advertist to install equipment which will make for greater efficiency; "can't afford" to buy

that they "can't afford" to advertise? Let us grant that our friend's advertis-Location doesn't make much differ- ing was not productive of immediate reence if people know that you have the sults. Does every salesman he puts on goods they want-at the right price. 'make good instanter? Does he realise on People who work and earn their every insurance policy? Does every mamoney know the value of money, and Does he immediately manufacture all the when it comes to spending it the loca- raw material he bought on a break in the tion of your store isn't the question- market? Why put on a few months' proba-

value to a house and then either hold out A little more faith in your own for larger salaries on the claim that they, A little more faith in your own and not the house, control the trade, or proposition is what you need. People else leave. The life of an insurance policy will go anywhere to get good merchan- is definite. New machinery becomes old new "bonded indebtedness" upon future The Bee, with its 150,000 daily profits. In sharp contrast to these items of expense is the ever increasing value readers, can help you, Mr. Merchant, of well executed advertising. In this cost for the same service elsewhere, the and we can furnish the advertising method of selling, as in all others, bills copy and illustrations which will draw have to be paid. It is unusual, of course, customers to you if you make good for the advertising of a staple article such as a food product immediately to come back to the house in the way of profits. 'Phone Douglas 238 for an appoint- But while the items charged to advartis ing are being carried on a firm's books, sight should not be lost of the fact that every week brings nearer the time when A large fruit product concern a few not only will the advertising pay for itself, years ago advertised heavily for a time but it will also commence showing its and then stopped. To an inquiry as to cumulative value. Why, then, does a big why the advertising had been stopped, we house making an advertisable commodity received the quite unsatisfactory reply still utter the archaic plaint that "they that the company "couldn't afford to ad- can't afford to advertise?" Other reasons for not advertising may exist and they may To regard advertising as other than be good reasons, but "we can't afford it"

The Best Shortcake

you've a right to enjoy—but you know you can't make superior shortcake with an inferior baking powder. Better in every way than others, Rumford Baking Powder absolutely proves that the best

Can Be Made With

its aid, and the most delicious and digestible you've ever tasted as well. It adds to the skill of the cook -to good fruit and the good materials used in the baking-just that needed final touch to make perfect shortcake. Remember to ask today for

Rumford Baking Powder

The Wholesome Powder-No Alum



Engraved Stationery Wadding Invitations Anno Visiting Cards All correct forms in current social usuage engrave in the best manner and punctually delivered who

Embossed Monogram Stationer and other work executed at prices lower than us A. I. ROOT, INCORPORATED

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