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17......44,510 2. 44,250 44.190 A 5..........41,880 22......44,780 7.........43,700 23......44,770 Beerenesse 9.....44,000 25 48,120 itor Metcalfe. 16...........41,600 28 45,000 18. 44,400 30.....44,830 15 44,410 Returned Copies 10,380

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ideal summer days.

June weddings.

Strangest thing in the world how the Ananias club.

It turns out that in the battle of two bruisars for a fortune the best ther than the exigencies of the situabrute beat the other one by only \$4.

Texas.

their hair. What H. Smith of Georgia is trying

der governor." .

for all concerned. Those school census enumerators

have discovered 1,200 more people of The contest for congressional nomi-

nation in this district has reached the joint debate stage. The spectators are evidently going to get their money's worth.

days to say "yes" or "no." that when Poosevelt was president he the American youth.

for gett'ng fired off the other job.

record as a political contortionist. placed in charge of the new South ceptible to improvement and that the he was permitted to attend a theolog- Frank B. Noys, editor of the Washington

why not give Esperanto a chance? ing-picture reproduction of the big young men, to say nothing of the fear- be appreciated. fight suggests that the two bruisers ful scholastic loss it produces. were not so slow in cashing in their cession in advance.

chance, but will they take it?

more lives must pay the penalty be- Jordan's stamp.

Wait for the Big Show. termine whether or not he is still mas- some favor. ter of the democratic party in Ne-

braska. either himself written the platforms postal savings banks, consisting of the promulgated by the democrats of his attorney general, postmaster general home state or has had the draft sub- and secretary of the treasury, is delows up his announced intention to go can be done. The board must first to Grand Island and demand the ac- get information as to the methods emceptance of county option as the para- ployed by foreign countries in the conmount issue raised by the democratic duct of postal savings depositories to

dictate it. try his colleague, Associate Editor some time as a sort of experimental of Bowdein college. Richard L. Metcalfe, was prevailed school of instruction for those who are upon to stand sponser for a so- to carry on the work. So far as the called compromise that would furnish data from foreign countries is con-Mr. Bryan a soft place to alight. Mr. cerned, it will not be entirely adaptable ening sense that we had not come up to Bryan has evidently spurned the Met- to the uses in the United States, for our ideals." calfe mediation, and insists upon being conditions differ widely in the various 20 44,600 left-handed uppercuts in the direction needs and requirements of those par- after all. We shall fall short, no doubt, Dahlman and Congressman Hitchcock, The heaviest end of the work of

tent show at Grand Island.

New Jersey Reforms Itself.

GEORGE B. TZSCHUCK, Subscribed in my presence and sworn to before me this 30th day of June, 1910.

M. P. WALKER, Notary Public. for elopers and the refuge of the easy- given the preference. It must be ad- of prize fights. weds; it issued marriage licenses and mitted, however, that the possibilities asked no questions and as the back for early usefulness would be nowhere door to New York drove a thriving greater than in the population centers, sting of Down-and-Out Politiced with business. Finally, however, the state large with wage-earners and foreignawoke to the shame of such loose laws born citizens who are found chiefly in and set about at self-regeneration. In manufacturing cities and towns. so doing it has gone to what may be Not since March have we had such regarded rather extreme lengths, enacting a new marriage license law which is drastic in many of its pre- comes effective next month, the Inter-Associate Editor Metcalfe may now scriptions. But this law is likely to state Commerce Commission will have than when Boston's favorite son was put porary employment in the census bureau lighter weights, in sending as ambassador consider himself duly slapped on the have the desired effect and if so the undisputed jurisdiction over express to sleep by the nimble Mr. Corbett the are about ready to throw up their jobs to the United States a statesman of the people of New Jersey can afford to companies, for its authority has been fallen champion at length opened his eyes and go home. Most of them seem to have first class. Mr. Bryce has succeeded in endure a little taunting on the subject. clearly defined. There being no fur-Still, July is giving us a pretty good The law subjects the applicant for a ther question on this point then people ahead had set. But at Reno the loser gets eral good time while performing their negotiating the waterway and boundaries brand of weather for those hang-over license and his fiancee to rigid cross- will welcome a test of the commis- nearly \$100,000 as his share, which would tasks. dence, business and intentions, pro-Strangest thing in the world now pounding some questions that are recognition of their duties as common less than \$100,000 as enough to retire on, are used in counting the population of the often serve as sources of irritation and obreally amusing and exacting con- carriers. Nobody who has ever dealt but prize fighters, like many others used country. They were shocked when they stacles to good understanding. facts set forth.

tion required, but it will be far better Originally organized by the railroads, if the undefeated big fellow could get back of and safer for it to err on that side these express companies have in many after he inevitably went back. It will be gusted a lot of ambitious young women that Senator Bailey conveniently lost than on the other. If its laws should cases become parasites on the railtime a perfectly legitimate marriage railroad stockholders as well as on the nook to be thumped for \$100,000. no lasting harm will have been done, shippers. They are and ought to be The term, "rats in the garret," was for the couple can go elsewhere and subject to the same control and reguin use, however, before the women wed and this is not to be compared lation as the railroads, for to all pracbegan wearing those funny things in with the tremendous evil wrought by tical purposes they are equally com- speculator says he has closed his business the unbridled system that has existed mon carriers. It was with this pur- career, but he has managed to close the for so long.

to find out is whether the people there in effect, more marriages were per- press corporations. The express com- remember how, a few weeks ago, you are ready to cheer him again as "Hoke formed in the state according to report panies have made a desperate effort sighed for "the good old summertime. than on any previous day of its his- to hide their huge earnings behind the The recollection is refreshing. back and hide himself and not stand before a stronger law should become rather they have helped the people the West Point is one place where a lie before the footlights it would be better operative. This of itself is proof better to see the need of prompt and "Goesn't go" if it is found out, few other states would tighten up able the results will come. somewhat on their matrimonial

College Foot Ball.

Mr. Bryan repeats that he is not a more forcible in public utterance than distinguished a literateur would not The head of San Francico's police force as the law requires, and give him five tional Educational association de- ages for the era of the "abysmal witness refused to testify, the witness go-

\$2,500. Ought not blame Mr. Taft differ with Dr. Jordan, those who ap- lost in the years to come. preciate his high position in the world of thought cannot fail to heed what To be real frank about it, we could he says. Perhaps it is necessary in F. W. Wedge, a third rate pugilist not see how he could swallow all he this case to magnify the real evil in who used to be in Omaha, was arrested said at Washington ball and backtrack order to arouse public sentiment to in San Francisco just after conducting so soon, notwithstanding his previous the pitch of action. It is not worth a religious service the other night and Richard Carl, the comic opera comedian. Now that the Boers have been as played in American colleges is sus- church. This is too much. Because ers in our local theaters. African republic and the conflict is as best interests of the college and its ical seminary here for a while did not Star and president of the Associated Press. African republic and the conflict is as best interests of the college and its load seminary nere for a waite did not to which language shall be supreme, students demand an improvement. The make him a paster of an Omaha several years he had control of the Chiterms of service for members of this The movement to suppress the mov- impairs the usefulness of too many to the truth in his advertising it would Thomas C. Munger, United States judge and the quickest, most economical and

Foot ball devotees have little ground percentage on the moving-picture con- for complaint at such radical opposition as that of the California edution as that of the California edu-cator. They have been pleaded with to take their game in their own hands "Bill" Oldham would have the dem- to take their game in their own hands ocrats nominate a republican for state and bring it down to a more humane of the result from The Bee extra. The exposition gave him opportunity to do consuperintendent of public instruction system and they have neglected to do real explanation is that it was delibjust to prove the sincerity of their this. It was not reasonable to supnonpartisan professions. A fine pose that the steadily growing demand order to keep the crowd there until it with offices in the Ramge building, is just for reform in foot ball should come to could get out a belated paper, but the 56 years old today. He is a native of Rusnaught, nor that it could be placated prompt arrival of The Bee there sia, and was educated in the universities grated to Canada and was permitted to What about that ordinance checking with a sham reform. The opposition spoiled its confidence game. The of Berne, Zurich and Berlin. He has been land on his statement that he intended to automobile speeding and stopping has now evidently come near to crysyoung boys and girls from driving tallizing, or we would not have such The Bee beat them to it. high power machines? How many virulent attacks from men of Dr.

By his pronunciamento reiterating may put foot ball on the blacklist, sticking that it cannot dispute the wise his demand for a county option plank The only saving clause would be to in the democratic state platform Mr. eliminate the dangerous and odious Bryan invites a straightout test in the features of the game and make it a coming Grand Island convention to de- genuine sport while it still retains

Starting Postal Savings. For fifteen years Mr. Bryan has While the board of trustees of the

upon the postmaster general and he In the old days the fusion perform- is extremely solicitous that no seriance used to be pulled off annually in ous error shall be made at the out- the territory of Nevada as a state, when a three-ring circus. Indications are set. While he is eager to open up he refrained from denying that the populathat this year all the political two- business at the earliest possible tion was inadequate and the character of horse equestrians and all the spectac- date, he is more determined to be- it abominable. He desired, however, to obular mid-air trapeze acrobats will per- gin right than soon. There is some of the thirteenth amendment to the conform in one ring at the big democratic sentiment that it will be best to start stitution, and he naively remarked in a the first series of banks in those com- letter, "I hope the act will be forgiven when munities not already supplied with the motive and the reason are understood." savings depositories, which, of course, when it was admitted to the union. It has New Jersey has long been the mecca would mean that the rural districts be been a state of unbroken boodle politics and

Get After Express Companies. As soon as the new railroad law be-

pose in view that congress vested in On the last day the old law remained the commission authority over the ex-

complaint about the multiplicity of heritage, anyway, and that is the new trade under Mr. Meek.

Kid Wedge, who essays to be "Rev." while to challenge Dr. Jordan's posi-tion because all admit that foot ball as a former pastor of an Omaha sachusetts. He has frequently furnished that to be true in my own case, and I tion because all admit that foot ball as a former pastor of an Omaha entertainment to Omaha amusement seek-Whether it destroys the best there is church, or anything resembling it. If cago Record-Herald, which he relinquished house, by the time required by a new in young manhood or not, it certainly he could do us the justice of sticking last year.

Our amiable slow-poke contembar in 1886, practicing law at Lincoln.

Stickativeness of the Affinity. Brooklyn Eagle.

these onslaughts, reinforced by others played the fly paper so long to Mr. Bryan's

Downfall of Imagination.

The delay in the publication of an accurate report of the dialogue between the president and the colonel at Beverly makes ne fear that the heretofore dependable imagination of the great correspondents is failing,

Getting Used to It. Cleveland Plain Dealer.

The Department of Commerce and Labor K., which was the only prerequisite as possible, an immense volume of de- used to it. You can bell a live frog withcondition for its adoption. If he fol- tail has to be worked out before this out the frog's knowing it, if you heat the water slewly enough.

> Notable Coincidence. St. Louis Globe Democrat.

National Ideals Count.

At Harvard Mr. Roosevelt said he had encountered in Europe "a certain disheart-

De Tocqueville once asked of France, "Are your principles losing their force by your example?" The ideals of a nation are what count, but while they are upheld our endeavor

> No Reason for Surprise. Brooklyn Eagle.

disheartening.

Abraham Lincoln signed an act to admit Nevada now has less population than it had

OPULENCE FOR DEFEAT.

Coin. St. Louis Globe-Democrat.

To the vanquished belongs half the spolls is the new reading connected with the affair at Reno. Times have changed since a a war on the butter bleffders. noted pugilist said that fighting in the ring was all right for the man who won, but the man who lost was "left on the ground cently arrived in Washington from var- is finely illustrated by the result of the for the hogs to eat him." No longer ago lous section of the country to take tem- British experiment, after a long trial of examination as to antecedents, resi- sion's power to bring these corpora- justify the remark when he regained con- Young women who had never used their and ourselves. He has also succeeded in clusive proof from witnesses as to all much with them can help but be con- to the limelight, are apt to tire of inac- discovered they had to do this sort of vinced of the need for curbing their tivity, as Crusos pined for the sea after work, but there was a still greater shock returning home from his lonely island, and when they discovered that they were not Perhaps New Jersey has gone fur- arbitrary exactions just as promptly as as Jeffries did for the ring after six years' to be paid on a salary basis, but by the quiet communion with the roses of southern piece.

PERSONAL NOTES.

Nobody believes Mr. Patten when the business careers of enough other people.

tory. People of all sorts rushed in to vell of watered stock, but they have take advantage of the law's defects If Jack Johnson would go away take advantage of the law's defects not succeeded in fooling anyone; the gum on him, was discharged for lying.

enough that New Jersey needed to thorough action and now that the ball Joseph R. Meek, owner of the Marysville a majority is confident that temporary emturn over a new leaf. Perhaps if a has been set rolling, it is highly probcase. For 56 years he has been setting type, school age in Omaha. And still they statutes we should have less cause for The prize fight gave us one enduring risburg's oldest compositors learned their

and impressive epigram, "abysmal Mrs. Gussie Ogden Drewitz, millionaire brute," coined by that fashioner of finished English, Mister "Jack" Lon-mediately afterward that she would de-President David Starr Jordan of Le- don. We may not fully catch all the vote her life and fortune from now on to land Stanford university is an ag-hidden meaning of this sententious help women struggling to free themselves gressive man, but he has seldom been alliteration, but it must be there or so from "misfit matrimonial yokes with cruei husbands,"

candidate for office. But will be run? in his address before the National have used the term. Historians of the was suspended while being tried for lar-Now is the time to file those petitions Council of Education of the Na- future will look down through the ceny. He was acquitted because a material tional Educational association de- ages for the era of the abysma; ing to jail. Then the official sought renouncing college foot ball as a combrute," and, finding it in the early
instatement, but Mayor McCarthy induced says: bination of brutality and pugilism, a part of the twentieth century, will him to resign, and in accepting the resig-A New York man writes to a paper sport that destroys the best there is in then be able to locate Reno, and this nation termed him, "premier among the many members, serving on the more imought to give us some consolation, to most responsible and esteemed business portant committees, spend more hours in made \$8,000, while now he makes but However much some people may know that Rene will not be entirely men of San Fransico." The "premier" is the keeper of a tough saloon.

Our Birthday Book

Dr. E. Holovichiner, practicing physician

Washington Life

Some Interesting Phases and Conditions Observed at the Mation's Capitol.

A bunch of internal revenue sleuths are stand aside at the request of Bryan, but getting a first class run for their salaries went on and secured an endorsement from Thiking on trails of the smoothest swindlers his home state as a presidential candidate, that have hit the crooked pike in many years. Ordinarily their method of mixing up with other people's coin would be considered "raw," but it is buttered on both sides with slick conversation deftity toned to the sides with slick conversation deftity to the slick of the sides with slick conversation deftity toned to the sides with slick conversation deftity to the slick sl says that meat's going to keep right on sidered "raw," but it is buttered on both self. mitted to him for his revision and O. termined to install the system as soon going up. Oh, well, we can probably get sides with slick conversation deftly toned York News: Hon. Victor Wilson is doing to fatten the purse. Besides, the game his utmost to make the liason between "Your boy Jost is something of an extips into the revenue regulations and that starts trouble. Your uncle's pure food law surrounds the manufacture and sale of nuptials. Governor Shallenberger declared licks with the scythe without foozin." to fatten the purse. Besides, the game his utmost to make the liason between butter with certain restrictions which are they had "joined hands," but the mystic being shamefully flaunted by the crooks. words were not spoken and so far it is The death of Chief Justice Fuller recalls

The y usually brace up to a farmer with a only a fast and loose arrangement and no doubt decency feels as though she had been deceived by a mock ceremony.

The planted by the country both houses of congress and butter into two pounds, thus doubling the butter into two pounds. the remarkable fact that at one time in scheme warranted to convert one pound of doubt decency feels as though she had been platform in the impending campaign, guide it in establishing a system based our history both houses of congress and butter into two pounds, thus doubling the deceived by a mock ceremony. he will for the first time in fifteen on sound experience and then it must the highest judicial body in the country productive capacity of the farm dairy. A years encounter a test of strength and institute its rules of business, which were presided over by sons of Maine. Mr. machine goes with the scheme. So long as have been a great deal accomplished at meet with opposition that would write will be a delicate task. Even that the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently than he would done it may not be possible to proceed the platform differently the the platform differently than he would done, it may not be possible to proceed Mr. Fuller was chief justice of the supreme revenue agents raise no question. But with much headway until one or more court. And by a further singular coin- whenever such product is offered for sale During his absence from the coun- depositories have been maintained cidence, all of these men were graduates on the market the internal revenue officers step in, and the penalties for marketing what is technically known as "adulterated butter" will ensue, unless the "blender" has first paid the special tax imposed by the law on those who would sell adulterated spots on the friends of the defeated can- known

There has been pathetic cases recently of small farmers and dealers who have sible effort put forth to secure the withtaken advantage of the high prices of butfer to double their profits.

To take one pound of butter and add a pound of milk, the milk costing only 4 test before the primaries the cents, together with a little cottenseed off the end can be easily forefold. or other lubricant, and compound the whole into two pounds of "fresh dairy butter, right from the farm," and sell it for 60 cents, appears on the face of it like a profitable industry, but after a revenue officer comes along and gathers in the inand our example will not be altogether bankruptcy.

small dealer near Washington. The in- cordance with republican ideas than are ternal revenue officers have been watching those of Mr. Bryan, and it would seem to the advertisements in newspapers and us that no matter which one of them is magazines of the butter-making machines, nominated the republicans of the state are and are keeping tab on the purchasers to not for either of them, and if it must be a see that the machines are not put to a use democrat, it might just as well be Bryan that would be a violation of the internal as any. In fact, if Bryan should run, it revenue laws. A pound of butter that con- will be a square test as to whether the state tains more than 16 per cent of moisture is is republican or democratic. Burkett will held to be adulterated within the meaning be the republican nominee and will be the of the internal revenue regulations, and a choice of the republican majority, and it heavy tax is imposed upon the vendor of matters not to true republicans who his such a product, and if he fails to take out opponent is. It may just as well be Bryan a license in advance he may be subject as Hitchcock. to heavy penalties. The commissioner of internal revenue has determined to wage International Tangles Straightened.

Several hundred young women who re-

went back. It will be gusted a lot of ambitious young they were set to work they concluded it rect results from it. would be a fine thing to bring their lunches with them and at the noon hour go across enjoy a sort of picnic lunch. They carried game. out this program for two days and had a fine time for half an hour, besides leaving the capitol lawn littered with paper morning of the third day each one of them received a typewritten notice signed by the chief of police of the capitol squad serving notice that lunching on the capitol

grounds was not permitted. Now the newcomers have to eat their lunch in the quarters in which they are employed. Some of them are still hopeful that things will yet come their way, but cracked up to be when the civil service

examination is held. An ingenuous plea for a life job in congress is made by Representative George . Sturgles of the First West Virginia district. Sturgiss got "leave to print" and several pages of a belated issue of the congressional record are devoted to setting forth what an industrious man he has been and telling also of the advantages representative at Washington. Sturgiss is ing man they decided to "grin and ing your advertising problems. little known. He has never threatened to bear it" a while longer. rob Payne of the position of floor leader. He explains his shyness in debate by relating how busy he has been at committee work. Altogether he makes out that a congressman's life is quite laborious. He

"The general public does not know that absolutely necessary committee work than on the house floor. Witness the volumes of testimony taken at 'hearings' before committees and the carefully digested statements and reports, and the accurately drawn bills based upon the hearings. Add to these labors visits to the various departments, and I know that many members of congress work more hours and more continuously and patiently than they while to challenge Dr. Jordan's posi- the San Francisco papers speak of him was born July 7, 1871, at Summerville, Mas- have done in their private affairs. I know have never been accused of indolence."

Then Sturgiss puts in the following artless plea for a perpetual job in congress: "I have been daily convinced more and member to learn how and what to do, for the district of Nebraska, is 49. He was efficient way to do it. Being a useful and born at Fletcher, O., studied law at Union successful congressman in representing the college in Chicago, and was admitted to the interests of his diagrict is a more difficult art and profession than any other of

> Foolish Laws on Both Sides. New York World.

A British laborer named Eliason emibe a farmer, but he became an iron moulder instead. Now he has been notified by the William B. Whitehorn, purchasing agent Canadian government that unless he befor the Omaha Electric Light and Power comes a farmer at once he will be decompany, was born July 7, 1870, right here ported. One would infer that no Englishin Omaha. He was educated in the public man in Canada can legally change his fore the mayor and council get in ac As an educator and schoolman Dr. Mr. Bryan advises Mr. Roosevelt to stick schools and Creighton university. He was mind, and that not all the foolish immigra-Jordan possesses great influence and to principles. The democratic party has a member of the city council for one term. tion laws are on this side of the line.

NEBRASKA PRESS COMMENT.

Nemaha Republican: The fact that Gov ernor Shallenberger has refused to call an extra session of the legislature would indicate that he is really more of a politician than W. J. Bryan.

St. Paul Republican: It is being noted that Governor Harmon of Ohio refused to

Plattamouth Journal (dem.) .: There may

the Columbus meeting, and the same may have been truly a harmonious affair, but what huits us is how are we to harmonige the friends of Mayor Dahlman and Governor Shallenberger after the primaries are over. They both cannot be nominated, that is sure, and no matter which one is the standard bearer, there will be many sore didate to heal. We were greatly in hopes there would be but one candidate for governor, and we would like to see every posdrawal of one or the other candidate and thus be in shape to lead the democratic party on to victory. But with a heated contest before the primaries the result in

dustry and imposes penalties aggregating and that Bryan will be the democratic \$500, the business of making two pounds of nominee. Why it would make much difbutter grow where one grew before breeds ference to a republican who the democrats put up is more than we can understand. This is exactly what happened to one Mr. Hitchcock's ideas are no more in ac-

Philadelphia Record.

"It doesn't pay to send a boy to do a man's work." The truth of the proverb settlement between our northern neighbor

TIPS ON THE FUNNYBONE.

"What are you reading, dear?"
"Reports and conclusions about irrigation and the annual rainfall."
"Dear me! Isn't it awfully dry reading."
Baltimore American.

"You want to know what I'd do if I had " John D. Rockefeller's wealth, do you' a Uncle Allen Sparks, "Well, I'm no how, I'd give him part of it back,"-Chicago

ashington Star.

"And what are we to understand by the biblical expression, 'the four corners of the earth?" asks the instructor in theol-Rockefeller's corner in oil. Havemeyer's corner in sugar, Carnegie's corner in steel, and Patten's corner in wheat," answered the new student.—Saturday Evening Post.

"Have you snything good for dinner, my love? I am going to bring Carper, the well known critic, home with me."
"All right. I'll give him what he ought to appreciate-a good rosst."-Baltime "What's my daughter studying now?"

iquired the augar magnate. 'She's practicing on the scales," replied "Have her stop it. I have no intention of taking her into the practical details of my business."—Washington Star.

Caesar had sent the message, "Veni, vidi, could send seven more words without any additional expense." he said, "but I can't think of seven words beginning with 'v' and ending with 'l' that will quite fill Later he reflected that he could have used a picture postcard and saved at least 44 cents.—Chicago Tribune.

A SUMMER GIRL.

Red and Black. She wears a saucy hat And her feet go pit-a-pat As she walks; And the sweetest music slips From her saucy little-slips When she talks.

She fascinates the street With her gailers trim and nest
Made of kid;
For they twinkle as they pass.
Like the rillers in the grass,
Half-way hid.

Her skin is soft and white, Lige magnolia buds at night On the bough; But for fear she'd be too fair There's a freckie here and there On her brow.

Dimples play at hide and seek On her apple blossom cheek, And her chin. Shyly beckening to you, "Don't you think it's time to woo! Pray begin.

Then her winsome, witching eyes Flat like bits of summer skies O'er her fan,
As if to say, "We've met;
You may go now and forget—
If you can,"

Talks for people who sell things

A good many merchants drop their that silk hat before returning to be the means of preventing for the roads and they have been imposing on horse since he emerged from his flowery generally seem to have gone against this advertising after a trial of a month very short time the tide turned, the crowd of treasury clerks. A few days after or so because they do not see any di- advertising began to bring results-

It is a great pity but it does take bounds. the street into the capitol grounds and nerve to stick to an apparently losing Had they stopped advertising at the

boxes, napkins and what not. On the good newspaper is bound to bring re- tremendous success that came later.

write their copy. He told his em- ing firm I have told you about. goods.

the best he could. In a few months time they got un- Ring us up and let us talk the

slowly at first and then by leaps and

end of those first dark months they Those who do stick, however, win would not only have lost the money out, because good advertising in a spent, they would have missed the

Mr. Advertiser, you who think your The following story is an example: advertising is not paying, had you not A retail clothing firm in a poor better stick to it a little while longer? neighborhood in a big city decided to Advertising is the stepping stone to move to a more prosperous location prosperity and if you do it right and and advertise a better class of goods. courageously success will come to you They had in an advertising man to just as surely as it came to the cloth-

ployers it would be a hard pull and Take the people of Omaha into your cost a lot of money to convince the confidence, talk to them every day people of the change in the class of through the advertising columns of The Bee, convince them of the value They told him to go ahead and do of your goods and you will win their custom.

easy, they had spent a lot of money- matter over. We can help you with and the advertising wasn't paying- suggestions and special copy service to a community in maintaining the same but after a talk with their advertis- which will go a long way toward solv-'Phone Tyler 1000.



The APOLLO is the Original 88-Note Player-Piano and THE ONLY ONE Playing All 88-Note Music

The Apollo Downward Stroke

Would Paderewski attempt to play a plane by thumping direct on the strings of the instrument? He would NOT. And anyone who would employ that method would never gain fame much above that of the burlesque stage.

Yet, strange as it seems, nearly every piano player is operated by a device which gives the stroke direct on the strings, The Apollo is the GNLY player-piano in which there is a downward stroke on the keys, as in hand playing, therefore the ONLY ONE

Now, the downward stroke on the keys is of vital importance. Each key is weighted, its striking power accurately determined to accord with the length and size of the strings and hammers. There's a lot more to tell. When you know all of it you couldn't be induced to buy a player-plane but the Apollo. Don't buy a substitute-don't buy an imitation. DON'T BUY

that operates or sounds like playing by hand.

The Apollo costs no more than the imitations.

A. HOSPE CO., 1513 Douglas