THE UMAHA DAHA BEE

FOUNDED BY EDWARD ROSEWATER.

VICTOR ROSEWATER, EDITOR. Entered at Omaha postoffice as second-

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hicago 1648 Marquette Building Sew York-Rooms 1101-1102 No. 51 West Thirty-third Street. Washington-725 Fourteenth Street, N. W. CORRESPONDENCE.

STATEMENT OF CIRCULATION. State of Nebraska, Douglas County, sa: George B. Tzschuck, treasurer of The Bee-uhlishing Company, being duly sworn, sys that the actual number of full and omplete copies of The Daily, Morning. says that the actual number of full and complete copies of The Daily, Morning. Evening and Sunday Bee printed during the month of June, 1918, was as follows:

17 cereses 44,280 43,720 49,980 22. 43,700 43,830 44,000 10......43,090 25 45,120 11......44,420 13......44,400 14......44,540 30.....44,880 15 44,410 Total 1,321,500 and tried to get his money back. Returned Copies 10,380

Subscribed in my presence and sworn to before me this 30th day of June, 1910. M. P. WALKER. Notary Public. Subscribers leaving the city temporarily should have The Bee mailed to them. Address will be

GEORGE B. TZSCHUCK.

Dally Average.

As a convention city Omaha is steadily ascending the scale.

changed as often as requested.

Notice how quick the rain came in Arizona after the statehood bill passed.

It is barely possible that Senator

other fellow's scoops.

learn to take their medicine. "What makes Kansas what it is?"

asks a reader. Give it up, since Wifliam Allen White pleads not guilty.

home.

to crow.

men out.

Douglas county threatens a doublevote each.

withstanding, we expect people to ride and invest it in farms. on trains a little longer than twentyfive years.

The Oregon plan of choosing United States senators is so popular in Oregon there to put an end to It.

there is a sea lion in Lake Erie. Now, As for the alien, who is comlook here, you nature faker, are you ing to our shores in such numbers closed a year and a half. But the federal Jersey leaders are with him in deed as well trying to start something?

"So am I."-Tom Watson. "I am a lot in the crowded city and places him free lance."-William J. Bryan. How out in the free, open farming districts the shifting sands of time do shift!

Well, if the urban population does they may be. not show up as strong as was expected. This movement is but in its infancy we have the consolation of knowing and in a few years, at the rate it is of taking that action under compulsion and that the people are in the country.

has promulgated his platform. What's lution of the farm problem and bear the use, then, of going through the vitally on the matter of the cost of form of holding platform conventions? living.

According to the democratic theory a candidate could pay one filing fee and have his name printed as a candidate for every office on every primary

make for our forthcoming democratic in its determination to cut down the in a reputable newspaper or periodical that pieces for most of the high class magastate convention, moreover being so postal deficit, has decided that it can it "at home in families." highly adapted to the moving picture effect a vital retrenchment by award-

derstood that he said Governor Shal- in that service. He views it as a relenberger was a "four-flusher" and a turn to what is called the old star building now in progress in the Dominion. "double-crosser," and that he hasn't route, which he conceives to be a it resembles, in some respects the great taken it back yet, either.

Douglas county republicans kept all mail service. candidates for primary nominations

The Charge of Trickery.

that he affiliates with the populist employment to many a man, many an Communications relating to news and edarcial matter should be addressed. Omaha although they might not so frankly his lot were the government to relieve corners of the union," visiting the fourth. Remit by draft, express or postal order payable to The Bee Publishing Company, Only 2-cent stamps received in payment of mail accounts. Personal checks, except on Omaha and eastern exchange, not accepted.

HEMITTANCES.

These rural mail carriers are faithis not difficult, but to see all four corners ful employes, for the excellence of the present employment.

These rural mail carriers are faithis not difficult, but to see all four corners ful employes, for the excellence of the present employment.

These rural mail carriers are faithis not difficult, but to see all four corners ful employes, for the excellence of the somebody's getting trimmed."

"Some people beat the case service could scarcely obtain without the starting point of all maintains and eastern exchange, not accepted." sworn, to perfect their title by neglecting to while its conduct so far has been more "from Eastport to Alaska." In the pre-

> .44,510 second \$50 as a filing fee to put him- accommodation of its patrons, and not of Alaska. To locate the final corner would 44,520 self, a democrat, on the populist to make patronage for congressmen to pines to determine on which of their thou-41,500 ticket, which goes to show that he distribute. 44,650 agrees perfectly with the view of the 44,730 editor of The Bee that two filing fees .<5,020 got to Lincoln he was told he need not "men and measures" and not "parties 45,410 therefore retained his receipt in his its men no matter what the party plat-

his cry of trickery on the additional satisfy those who demand it? fact that three years ago a republican 43,704 that only one filing fee is necessary. democratic attorney general for that matter, has misread the law, that does or of the indivdual voters any more than would any malefactor, of large or be excused by pleading that his lawyer of the steam roller at Denver. told him he was playing safe. The supreme court of the state of Nebraska has spoken since the attorney general gave his original opinion, and in matters of law our supreme court

The only "trick" which is involved Bristow stretched a point in his rubber in this whole proceeding is the "trick" again to steal the populist label this gether to young boys and girls. As the editor of his own paper, the year as they have in previous years. kaiser should be able to censor the If the injunction asked for by the editor of The Bee is made permanent, not democrats of Ohio could make a better a single populist willing to proclaim fight by facing the enemy than by run-With two doctors in command of himself a populist will be kept off the ning away from it. If we are correct our army, the soldiers will probably populist ticket. It is the democrats in assuming Mr. Bryan to be the enbeing represented on the ticket."

is the highest authority.

Immigrants and the Farm.

the ballot fraud must have struck bureau of the Department of Com- County Democrat. merce and Labor, and that bureau has Is this the same Mr. Bryan who proman in South Carolina crows half years of its existence. In that time intimidation in politics? Let the peoover eating ten dozen eggs in a day. 8,000 immigrants have been directed ple rule! Anybody with that much money ought to farms by this bureau, and the bureau chief, Mr. Powderly, tells us fourtributing to the sum total of wealth spotlight for a while.

in this country. But the good work does not end tives and friends to come to the United geles claims nearly 400,000, too. Glenn Curtiss to the contrary not- States with what money they possess

Here is the most practical applicacountry, which today, as never before, demand that the tide of migration be The Cleveland Plain Dealer says turned from the city to the country. every year, it is a work of practical revenue from whisky in the Indianapolis as in word. philanthropy, for it saves him from "I sm a democrat."—David B. Hill. the disadvantages which fall to his year just closed than in the previous year that offer excellent opportunities for him and his means, however small

tain to reap tremendous results from "Would-be Senator" Al Sorenson it. It may yet prove the ultimate so-

Rural Mail Service. Writing to a Chicago paper, a former rural mail carrier protests ciate the work. Just two replies were re- is a lawyer engaged in practice at Shelagainst what he terms the proposed ceived. This is not an isolated instance, byville, Ind. contract system of handling this mail. Yet for the ten thousandth time it empha-What an ideal place Reno would He understands that the government, ing the delivery of rural mail to the highest bidder, and he sees in this means of increasing the patronage of track construction period in this country

off the state delegation. It would with such results would be undesirable west Canada alone. Two of these roads are sin. He was with the law firm of Groth & the youth of the country will continue in son we believe it will not be made by vestments will be realized, only the future Mississippi exposition.

The congressman-editor of the demindications that department is working much attractive country which could not
be opened up without the railroads. ocratic World-Herald, who is himself along lines calculated to increase efseeking the nomination for United ficiency, while reducing expenses, and States senator on both democratic and it can be relied on to readjust the populist tickets, is naturally incensed rural mail system, if it requires readat the suit brought by the editor of Justment, without inflicting any hard- latures of eight others have rejected it or

ocrats as populist nominees and are rived too much benefit from this serv- to the Rio Grande" succeeded "from Maine furious on discovering that they failed ice to do anything to impair it, and to Texas," and was in turn succeeded by pay the filing fees required by law. or less experimental, what changes tion, the most distant from Washington, Congressman-Editor Hitchcock, him. will be made will certainly be for the was the island of Attoo, in the Aleutian

The anti-Saloon league gives it out have paid the second filing fee, and and platforms," and that it will pick went to the county treasurer's office the league's demand to include s of the country's corn crop. The present in- "I've seen a lot of poor people, but none Our democratic congressman bases knowing in advance that it will not Times of Chicago, that the American about it. Full penalty, please,"

ers, subject to forfeiture for over-ther. by which the democrats are trying speeding, and to refuse them alto-

Mr. Bryan still believes that the

Mr. Price was forced off the ticket of Princeton, for the post. From the loudness of the demo-cratic squeal that law suit to head off

fifths of them have remained on the politics, yet he finds it possible to at Washington. If Wrestler Gotch plays first base farms and are acquiring homes and whack a fellow-democrat now and then for the ball team he has bought he competencies for the future, making through his Buffalo Courier. Fingy for ten years. He has qualified in and should have no trouble in throwing useful citizens of themselves and con- meant merely that he was out of the practiced law. He is an authority in juris-

> Uncle Sam gives Chicago a populatheir native countries, inducing rela-

Difficulties in the Way.

Chicago Record-Herald. A movement is on foot to start a new are Jefferson democrats.

> County Option in Indiana. Philadelphia Record.

County option in Indiana has closed 898 collection district was several hundred thousand dollars greater in the fiscal

Unseemly Haste Avoided. New York World.

The railroads by voluntarily postponing the rate increases until November 1, in anticipation of suspension orders to that effect by the Interstate Commerce commission, both avoid the disagreeable necessity progressing, the United States is cer- gain what credit attaches to a policy of facilitating the commission's inquiry into the reasonableness of the higher charges.

> Advertising that Counts. Boston Transcript.

Four thousand circulars describing an important series of books written by a president of the Eagles. man who is authority in his field and published by a Boston house of the highest Hoosier school of literature, was born July standing, were sent to persons and institu- 25, 1856. His piece de resistence is "When tions that seemed likely to need or appre- Knighthood Was in Flower," otherwise he sizes the truth that the only advertising forty. which really "counts" is an announcement and makes cover pictures and frontis-

International Railroad Commission. San Francisco Chrontele. The announcement that an international the United States and Canada calls atten-

the Postoffice department. From all can tell. At least, however, Canada has

Philadelphia Bulletin Up to date eight states have ratified the The Bee to stop the ballot fraud. Mr. ships on anybody or upon the govern- failed to act declaively upon it. Only one

Looked in On All Four Corners. Boston Transcript.

party. The same is doubtless true, old soldiers, who could not improve on President Taft has now seen all "four Eastport, Me., Tuesday. No other president require an accurate survey of the Philipsand of isles and islets the angle falls.

BIG CORN CROP IN SIGHT.

lion Bushels. St. Paul Pioneer Press.

county option plank in its platform dications are, according to the Commercial so poor they had to hire a lawyer to tell left hand. employes jealous if he sends his as. bushels. But it is not expected that all the those poor children who went hungry beate?" Well, he is lifting them all up of setbacks, and, making allowances for we'll all be happier." not affect the rights of the candidates as fast as possible. He put his joke those, the result should be a crop of about editor in the office of deputy state 3,160,000,000 bushels, unless the government

examples of reckless automobile speed crop of corn will bring to the raisers will saw Fritz, a big black bear. The sailor ers, but the preventive precaution is to be shared by all in the country. It will in looked intently at Fritz. require licenses for automobile driv- a messure make up to the wheat farmer for the damage done by the dry, hot wea-

> GROOMING WILSON FOR 1912. Princeton's President in a Receptive Attitude.

Philadelphia Bulletin. Dr. Woodrow Wilson, president of Princen university, makes it plain that he will be willing to stand, in a purely receptive ting up Grover Cleveland, then a resident his part, he "couldn't come back,"

Cleveland, however, had received the tic presidential nomination in 1912. It is conceivable that the real meaning of the maneuvers of the democratic leaders is to utilize the governor's chair at Trenton as Fingy Connors said he was out of a stepping stone to the presidential chair

Dr. Wilson is only 54 years old. A Virginian by birth, he has lived in New Jersey prudence political economy and history. In some respects his writings on the Ameri- at once on a tour of inspection, after the can form of government may be likened to those of James Bryce. His chief asset header in the democratic state conventhere—the bureau finds that these to make Chicago mad, because if treme democracy; a characteristic which

ocratic side, however, which should not be what he saw did not please him. As the overlooked. These are former Senator "Jim" Smith, jr., of Essex and "Bob" Davis of Hudson. Between them they contion of the much vaunted slogan, licans and Jefferson democrats. The only of the two most populous counties of the "Back to the farm." This is effective difficulty in the way of the movement is state. At the last gubernatorial election, work, not only for the immigrant, but that all republicans think they are Lincoln when Fort was chosen by a plurality of that a popular move has been started for the best interests of our own republicans and all democrats think they only 8,000, it was charged that the defection of the Davis following in Hudson gave victory to the republicans. Exactly where Smith and Davis stand with regard to Wilson is not yet clear. If the nomination should be offered to him, his friends will saloons, and many of these have been be wise to make certain that the two North

Our Birthday Book

Nat Goodwin, the much-married actor,

the prize fight. When in Omaha he has Michael, notwithstanding he had money frequently taken a bout on the golf links in his pocket, walked a mile in the hot sun with local players, Theodore A. Bell, the lawyer, who orated as temporary chairman of the Denver convention, is 38 years old today. He was born

in Vallejo, Cal., and his other claim to

distinction is that he was elected national Charles Major, another member of the

Maxfield Parrish, illustrator, is just He was born in Philadelphia

Charles E. Herring, attorney-at-law in the New York Life building, was born July accept this hypothesis, the joy of living in 25, 1863, at Lowville. Wis. He studied law a happier land will be the common lot. Mayor "Jim" wants it distinctly un- gross injustice to the carriers engaged railroad commission will be formed between at the National university law school and at Georgetown university law school in tion to the remarkable era of railroad Washington. He has been practicing law here in Omaha since 1898, and was a memmeans of increasing the patronage of some thirty years ago. Canada had more & Hall, attorneys in the New York Life next thing some scientific iconoclast will be congressmen, but not improving the than 23,000 miles in operation last year and building, is celebrating his fifty-ninth holding forth on the deleterious nature of at the present time there are under con- birthday, He was born in Juno, Wis., and the moonlight excursion germ and the Undoubtedly such a rearrangement struction about 7,000 miles more in North- is a graduate of the University of Wiscon- dangers of the park concert microbe. And have been a good thing had the other and unbusinesslike, and for that reaprospects which tempt capital to these ingeneral counsel and director for the Transas it has done since romance and ice cream headed for British Columbia. Whether the Montgomery from 1873 to 1887, and was the these germ inviting ways and will survive

Around New York

Ripples on the Current of Life as Seen in the Great American

Metropolis from Day to Day. Hes (including Sunday), per week. Loc Bee (without Sunday), one year. Loc Bee (without Sunday), one ye out of being represented on the the rural mail carriers are underpaid, rendered until well into 1811. Pending the 1,000 false scales, 500 plugged weights and recent years had been the lessening of in- got mighty and that most of them could make admission of Arisona and New Mexico into thirty crooked balance scales have been discriminate abuse of men in public posi-That is decidedly rich, coming from more money in other lines of business. The sisterhood of American commonwealths confiscated and dumped into the deep sea, the sisterhood of American commonwealths confiscated and dumped into the deep sea, the sisterhood of American commonwealths. the source from which it emanates. Of course, if that be true, then, so far these must approve the amendment to turned into fuel at municipal crematories. history of the country when public men Star. presence of the editor of The Bee and several others that he could not file for the populist nomination if he had to subscribe to the usual statement to subscribe to the subscribe to the usual statement to subs Congressman-Editor Hitchcock scarcely as they are concerned, whatever in- make it valid. Twelve can defeat it by hos- In his brief but lively experience he did not were handled more gently by their politi-

the leg of mutton he is weighing means somebody's getting trimmed."

More venom dripped from John Randolph's tongue in five minutes than could be squeezed from all the muck-raking magazines in a year. Compared with some dent ever since. "I understand you wen your husband through graduating in a dollar gown." I did." responded the woman, wearily, "and I have been greasing on that precedent ever since."—Kansas City Journal. "A butcher's hand on the scales or on about Cleveland.

caught fair." come to pass: A pound must weigh six- complimentary-almost flattering. teen ounces, one gallon must consist of four

"Some people even steal from the newmade widows and orphans. Cheap cak and furnished as manogany to weeping widows too grief-struck to question the undertaker's word."

Sir Ian Hamilton, who will command in Charged you with violating the speed regulations?" coffins are marked as the finest in the land and furnished as mahogany to weeping Sir Ian Hamilton, who will command in "I hope to see the day when everything from death than any man living.

standardized measures. Every dealer must handed and bearding the hippo in his nalearn we can't cut under the other, and tive wallow Colonel Roosevelt is said to While there is no denying that if the then they'll all be more willing to play admit that he cannot milk a cow. .45,410 therefore retained his receipt in his forms say. If that is the case, why wheat crop will be short in some districts, fair."

.45,000 pocket, but he carefully refrains from forms say. If that is the case, why there seems every reason to expect more in the case, why there seems every reason to expect more in the case, why there seems every reason to expect more in the case, why there seems every reason to expect more in the case, why there seems every reason to expect more in the case, why there seems every reason to expect more in the case, why there is the case, why the case, which is the case, why the case, which is the case,

> farmer will produce 3,160,000,000 bushels of To a woman caught with a short-weight corn, or 230,000,000 bushels more than the scale who wept for mercy on the grounds first woman to receive the doctorate in bumper total recorded in 1906. The average that she had five children and an invalid zoology at Radeliffe. She has recently The Baltimore Sun asks, "Will it in corn this season is such that, under husband: "Yes, madam, I'm sorry for you not make William J. Bryan's other ideal conditions, it might yield 3,800,000,000 and want to weep with you, but it's for sistant editor to the United States sen. There probably will be the usual number food. You get right and stay right and

Jack O'Keefe, a sailor employed on the labor commissioner, and you remem. crop observers are making serious misdefender of his country's flag and swabber small wealth, caught violating the law ber that Brother Charley was in charge As it is figured that 80 per cent of the up of the main deck, was requested to move corn goes to make meat, the importance on from the band stand at the Bronx 200 to everybody of a bumper crop is ap- because his actions were far more interest-These fatal automobile accidents parent. A big crop of maine, particularly ing to the Sunday crowd than the sextet call for severe measures, yet it is pre during a season when the wheat yield is from "Lucia" which the band was playing. vention more than punishment that is ply of heef and pork, and that should mean reached the bear cage by covering three at Christiania, Norway. wanted. It may be necessary to make moderate prices. The prosperity that a big times the distance to it. In the cage he

> "As I live," he said. "Jack Johnson," Then he found the door, got into the cage, walked up to Fritz, and handed him a stinging left hook on the nose. Fritz, by the way, has been taught to box. The left hook pleased him. Advancing on in the jaw. They clinched.

Somebody realised that it was time to ing "to trick the populist party out of Ohioans are standing squarely to their Jersey. There has been talk of Wilson as other men responded to the summons. a gubernatorial possibility for some months. They got the sailor out of the cage and out just as there was talk at one time of put- of the park. In spite of violent protests on

highest possible political honors, whereas Gaynor's crusade against the granting of dising, long years of fair prices. Wilson is yet to begin his career as a all-night licenses to cafes and restaurants public office holder. Coincident with the in the uptown theater district was the retalk of Wilson for governor there has also suit of an incognito tour into night cafe done a good work in the two and one- tests all the time against coercion and been mention of his name for the democra-

> According to the story the mayor in con versation at a Brooklyn club late one night heard from an acquaintance a vivid account of some strange scenes in an allnight cafe in the so-called "White Light district. The mayor interrupted the narrator to say that he could hardly believe such things could be true. To decide whother they were or not he offered to go fashion of Haroun Al Raschid. The offer was accepted, and in the mayor's automobile the two made a rapid tour of the night cafe district, dropping in at a number and was not recognized. In several places dawn began to appear and the automobile was turned back toward Brooklyn, he re marked that he had not expected to fine such conditions. A day or two later the mayor revoked the all-night licenses of several well-known restaurants and announced publicly that he would not allow the issu ance of licenses to any place except those which catered to the legitimate trade of night workers.

Michael Flanagan threw down his pick of these devices, so costly to build and so their vogue will promptly cease .-- New York when he got word his wife had fallen heir to \$50,000 left by her uncle, John Hogan a Brooklyn saloonkeeper. Flanagan has been one of the jolly, devil-may-care workers employed in building a road on Franklin Murphy's large estate, which is being fashioned out of the wilderness near New Fork.

Flanagan when a lawyer's clerk from Morristown brought the news, "but I'm sud was born July 25, 1857, at Boston. When denly elevated to the Rockefeller and Carlast heard from he was at Reno, looking at negle class, and so I must be off."

> to the railroad station rather than pay a nickel on the trolley. "If any part of that \$50,000 gets away from me foolishly it will be when I'm asleep and can't hold on to its wing," re marked Flanagan, departing.

Increasing the Joy of Living. Philadelphia Ledger.

Now it is a motorman who gets \$500,000 reward for a kindness bestowed so long ago that he had forgotten all about it. Half a million is a large sum for any ordinary favor, but perhaps the motorman, out of the overflowing abundance of a gentle nature, had once permitted himself to be governed by the impulse to stop at a cross ing upon the signal of the waiting pedestrian. If motormen all over the country

> Knocks that Fail. Baltimore American

The government chief chemist says that ber of the school board for a little while, ice cream is very injurious to the youth of Carroll S. Montgomery, of Montgomery the country during the heated term. The

ERA OF GOOD FEELING.

Muckraking of Today Mild Compared with Old Times.

New York World. Former Vice-President Fairbanks told the pact, that can be operated by gasoline convention of Advertising Clubs of America power. that "one of the marked features of recent Clem Driscoll, commissioner of weights years has been the indiscriminate abuse of tions.

haven't found one yet that works for the the abolitionists said about Webster, what consumer." In his remarks on the methods the slavery men and abolitionists said of crooked dealers the commissioner coined about Lincoln, what the democrats said them up ...lings Worth Knowing and these sterling jewels;

the populist party into accepting demtheir efficiency. The people have deour territorial greatness. "From Eastport
our territorial greatness." From Eastport "We're after making just one miracle eminent American office-holder would seem This is really an era of good feeling and

quarts, one quart of two pints, and one thin-skinned statesmen, disturbed only by pint of four gills. That is all there is to an occasional moan from the lips of Uncle Joe Cannon and John Dalgell.

PERSONAL NOTES.

And his parents probably tried when lee was a child to get him to quit using his left hand.

Miss Edith N. Bushi.

A. B., A. M., Radeliffe, is said to be the curator of the Harvard zoologic & museum. Miss Margaret McMillan, Miss Silvis
Pankhurst, Mrs. Philip Snowden and Miss
Ellen Terry will come to this country next
winter to lecture in favor of woman suffrage. Miss Terry will lecture at least
ten weeks and Miss Pankhurst three or
more months.

If stores of dry and learned lore we gain
We keep them in the memory of the brain;
Names, things and facts—whate'er we
knowledge call,
There is the common ledger for them all:
And images on this cold surface traced
Make slight impressions and are soon ef-Miss Margaret McMillan, Miss Silvia more months.

wegian-Americans in this section of the country, having invoked the Narwegian. "right of birth" and will leave the United Etates October 1 to take up his residence at Christiania, Norway.

A plano company has failed, blaming. many years one of the foremost Nor-A plano company has failed, blaming

The earliest apartment houses ture the plane in a similar way, but gentus came to the rescue and invented the upright. What is needed now to revive the plane trade is a calliope, neat and com-

automobiles for its business froubles.

POINTED PLEASANTRIES.

"That boy of yours is a straightforward, "Yes," replied Farmer Corntossel "He's got mighty admirable qualities. But I guess I'll have to send him away some place where folks jookin for summer board There has been no other period in the bad or the fis.in's good."-Washington

practical use to anybody," "All right," answered the editor. "Need

"So he is your choice." "No, not quite. He's my chance." Cleve-

"After the divorce had been granted, Mrs. Fladger, your former husband married and other woman, didn't he?"

her woman, didn't he?"
Yes."
You could have prevented that, couldn't you?"
O, yes, bu. I didn't care to do it.
cheerfully sacrificed him to second."—Balti more American.

sea forces, has had more narrow escapes from death than any man living.

After tackling the raving lion single handed and bearding the hippo in his native wallow Colonel Roosevelt is said to admit that he considered that the consideration of the constant of the constant

"What was the mausoleum, dear?" asks

alive." -Chicago Post.

IN MEMORY OF THE HEART.

Written by Daniel Webster in London in

faced. Chicago, has relinquished his American bright On which our friendship and our love to many years one of the forement Nor.

Talks for people who sell things

Printing a page advertisement with- should, be filled with doubt as to their O'Keefe, he tried to wipe the seafarer off out quoting a price would be regarded future value. There is cause for both hope

> This was done, however, not in the history of the store.

It became known last week that Mayor tising, long years of honest merchan-

the prices would be fair.

tising that they did not have to quote growing rapidly. prices to fill the store with customers. The exact remedy for this abuse will not be easy to find. Of course a law or ordi-

mention "bargain" or "prices" to fill strongly put up as they should be, the fact your store with customers.

name and a big business.

the people's belief and custom. Arguments Against Big Signs. In antagonism to the use of big electric if it can ge demonstrated that the big signs signs for advertising purposes, the owners are useless, or not worth what they cost,

expensive to maintain, will, or at least Times,

the United States with a swing of his right by some merchants as a waste of and consolation, too, in the suggestion that paw. O'Keefe dodged and joited the bear money. number has their effectiveness in attractfetch Tex Rickard, or at least a policeman. ago by a big dry goods house, and the It is obvious that only when the signs making fake filings who are attemptemy, then we must conclude that the largest can flash or shine out of darkness, comnomination for the governorship of New Patroiman Daly, Keeper Ferguson, and day's business was one of the largest can flash or shine out of darkness, comnomination for the governorship of New Patroiman Daly, Keeper Ferguson, and day's business was one of the largest can flash or shine out of darkness, comnomination for the governorship of New Patroiman Daly, Keeper Ferguson, and day's business was one of the largest can flash or shine out of darkness, complete or comparative, that they fix the eye. Already on several streets there are so

But you must remember that the many of them that they produce little public was familiar with the store and more than a general glare in which no deits policy through long years of adver- tails are visible, and while theoretically, there will always be the possibility of atsize, greater brilliancy and more ingenious The people responded to this "price- design, the practical limits in these direcless" advertisement because they tons have about been reached. Advertisers knew, prices or no prices, that they should ponder well, moreover, the fact that knew, prices or no prices, that they do not really know how efficient these would be given a square deal. They signs are in making and bringing business, knew that the goods would be exactly or even if they are efficient at all. There as stated in the advertisement and that are no reports of customers who admitted that their patronage was thus secured, while the number of people who have The firm's name and policy was so openly declared that they are indifferent finely established in the public's mind to the illuminated appeals or find them ofthrough persistent newspaper adver- fensive is considerable, and it seems to be

Advertising is the greatest power nance to the effect that electricity cannot in the world in building up a good be used for advertising purposes would be without justification and absurd. For lim-You can make your name and policy iting the size of the signs there would be so well known through newspaper ad- no obvious excuse except regard for public safety, and though it has been said on vertising that you will not need to authority that some of them are not as would probably be hard to prove in many Tell your story in plain, simple instances. In the development and maniwords and back your statements with ably the best cure for the evil. Many adthe goods and you will win and keep vertisers of the nort that "desecrate scenery" have shown themselves, unfortunately, quite willing to offend the aesthetic sensi-With a large number of city organiza- bilities of the few, but none would care to tions, all more or less influential, uniting arouse a general hostility. And, of course,

DENNSYLVANIA LINES

"The Louisville Special"

leaving Chicago 9.50 a. m., arriving Indianapolis 3.10 p. m. and Louisville 7.00 p. m., carries Parlor Car, Library-Smoking Car, Cafe Car and Coaches through to Louisville.

"The Southern Express"

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"The Indianapolis Midnight Special"

leaving Chicago 12.01 night, carries Sleeping Car (ready for occupancy 10.45 p. m.) to Indianapolis, arriving 6.00 a. m; car may be occupied until 7.30 a. m. Broiler-Buffet Parlor Car Indianapolis to Louisville, arrives Louisville 10.35 a. m.

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