Just a Word of Praise for Those Much-Maligned Auto Lights

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#### SOUTH CONTROLS AT WASHINGTON

Triumph of Southern Democracy is Complete at the National Capital

KING CAUCUS RULES ALONE

Overthrow of Speaker Brings in the Olden Method

COMMITTEES ALSO DOMINATED Southern Men to Direct Course of All Legislation.

NORTHERN DEMOCRATS IGNORED Domination of Dixle Such as Gives No Other Section Chance to

Have Part in the Pro-

ecedings. (From a Staff Correspondent.) WASHINGTON, July 29 .- (Special.)-Now that the southern democracy has trlumphed in its hastily considered legislation, which King Caucus commanded should be done, It may not be out of place to dispa sionately review what this mounted and militant ma-

ority in the lower house accomplished and nimed to accomplish. With reciprocity off the ways and sailing in summer seas toward "our Sister of dependents. the Snows." the rest of the legislation endeavored to be put over by the house democrats reminds one of Gilbert's line. "a thing Detectives Are

of shreds and patches." The so-called farmer's free list bill looks as if it had been edited by the janitor of office building with a meat axe. Then, as the interests of the various constituents cotton schedules. Some of the democrats, particularly of the northern brand, being nterested in the raising of sheep and the fabricating of the fleece, the happy-golucky style of legislation was abandoned

being, in the very nature of things, less greasman W. L. Scott of this city." than in any of the other schedules which And why not? Is not the south the greatest beneficiary under this schedule? South in the Saddle.

ongress the dominance of the south was from his eyes and said: predicted, but no one was bold enough to prophesy to what extent this domination yould go. Although the north had elected many democrats, no northern candidate receive the support of the majority, with fainted when she heard the sentence. Underwood of Georgia slated for chairman of the ways and means committee

Styly-second congress in extra sess Not content, however, with following out this cut-and-dried program, King Caucus was enthroned with all the panoply and freumstance usual in democratic assem- Official at Leavenworth Prison Reblages, and he has been the instrument, not only in mapping out democratic policie and measures, but his rule has prevented ndependent action on the part of its memhership as presided over by Burleson of

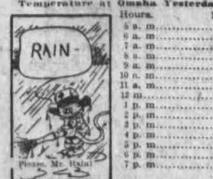
Having made the fight against the con became necessary to give that power into the hands of a body of men, instead of a single individual, and in consequence the rules and policy adopted gave almost arbitrary power to the caucus and the ways and means committee, which is being exreised so that republican insurgents, who for the last few years have refused to follow party leadership or party caucus, now stand aghast at the subservience of democraty with whom they used to co-operat

But the dominion of the south is not alone seen in the speaker or the chairman of the ways and means committee, but the chairmen of the leading committees of the house. Of the thirty-five important officials. committees of the lower branch of congress, thirty-one are presided, over by southerners, and these committees, with but few exceptions, have a majority of democratic members halling from the A number of minor committees have chairmen from the north, and a few New Jersey Company is Given Until other chairmen from the south are at the head of minor committees.

Only four important chairmanships are accorded to the north, as follows: Appropintions, John J. Fitzgerald of New York. be finds himself in company with nine muthern members out of a total of fourteen democrats on the committee. eign affairs, William Sulzer of New York, and he finds alx democratic members from the south there with him. Invalid pensions, Isaac R. Sherwood of Ohio, and Labor, William B. Wilson of Pennsylvania. The first caucus measure to be presented

to the house was the proposed constitutional (Continued on Second Page.)

#### The Weather



amparative Local Record.

inperature and precipitation depart Normal temperature
Cacess for the day
Total excess since March 1.
Normal precipitation
Deficiency for the day
Tall manfall since Norce

#### Canada Will Elect New Parliament in September

Order of Dissolution Issued Saturday Afternoon-Reciprocity Issue is Thus Put Up to Electors.

OTTAWA, Ont., July 29.-Parliament was solved this afternoon. Nominations are fixed for September 14 and elections for September 21.

The dissolution of the Canadian Parliament carries the question of reciprocity be-tween the United States and Canada before the Canadian electorate, where the reciprocity issue, from this time to the election on September 21, will be the controlling issue. The announcement of dis solution was a fulfillment of Premier Laurier's ultimatum delivered to the oppo sition forces last Monday, that continued resistance to a vote would be met by an

appeal to the country. The present liberal government has large majority in the Dominion Parliament, but the absence of a cloture rule has made it impossible to secure a vote by which this majority could adopt the reciprocity measure. In the event of success of the liberal party at the polls in September, the new Parliament will at once pass the reciprocity measure, whereas a defeat of the liberals will mean the passing of Premier Laurier and the permanent shelving of reciprocity between the United States and Canada. The present House of Commons consists

of 133 liberals, 85 conservatives and 3 in-Given Short Terms

at Leavenworth became more acute, a longer time was given to consideration of the wooten and Gilbert B. Perkins and Charles Franklin, Who Sent Black Hand Letters,

Are Convicted. ERIE, Pa., July 29.-Gilbert B. Perkins for a serious discussion of reduction in the and Charles Franklin, private detectives, about, engineered, or inspired an attack duties on wool and woolen goods. The charged with using the mails to commit ways and means committee took a month frauds, were found guilty, with the recomconsider the woolen schedule before it mendation that mercy be shown Perkins Mr. Ledyard. was reported to King Caucus. Nearly eight by a jury in the federal court here today. weeks have been given to the considers. It was alleged that Perkins and Franklin tion of the cotton schedule, the one sched- had sent "Black Hand" letters to Millionule in which the south is most vitally in- aire Charles H. Strong, in connection with terested, the reductions in this schedule the desecration of the mausoleum of Con-

"Mercy, judge, I am an old man," cried the ways and means committee formulated. Perkins, and his daughter, Mrs. Adams, ran to his side and tried to comfort him. Franklin had not stirred, but arose when Judge Orr asked the men if they had any-Early in the extraordinary session of this thing to say. Perkins wiped the tears

"Before God, I am an innocent man." Franklin declared: "I have nothing to say, except that I did not do the job." Judge Orr then sentenced Perkins to for the speakership was even hinted at, three years in the federal prison at Leaven-Champ Clark, Kentucky-bred and Mis- worth, Kan., and Franklin to five years souri-domiciled, being the lone leader to in the same institution. Mrs. Adams transaction, nor did he ever act as coun-

#### man of the ways and means committee Deputy Warden Lemon Sends In Resignation

tires Monday-Action Follows Investigation of Prison.

LEAVENWORTH, Kan., July 29 .-Frank H. Lemon, deputy warden of the federal prison here, today sent his resigtinuance of the power of the speaker, it nation to Attorney General Wickersham to take effect at the close of business. July 31. No reason is given for his ac-Prior to coming to his post here in 1899, Mr. Lemon was deputy warden of the

Minnesota state prison at Stillwater. The resignation of Lemon follows an investigation made by agents of the Department of Justice. This has been under way for the last five months, and it is said, following charges that a deputy warden at the federal penilentiary Alaska. This boy, Clarence Maitland. died in the prison.

It is said the report made to Washing ton may cause the resignation of other

## Standard Oil Decree

December 21 to Wind Up Its Affairs.

original order for the dissolution of about the Standard Oil company was filed in the United States circuit court here today. The modification extends until December the privilege of asking for more time should the company find Itself unable to wind up affairs by that time, is granted. The original decree of the judges of the circuit court whose opinion was affirmed by the supreme court of the United States. gave the company thirty days in which to dissolve and prohibited its engaging in interstate commerce during that time. During the time taken to dissolve the company, according to the order filed to-

#### Des Moines Wants Lower Rates to West

Committee Files Complaint Against Class Freight Charges to Points in Nebraska and Wyoming.

WASHINGTON, July 29.-Class freight rates between Des Moines, Is., and Colorado common points in Colorado, Wyoming, Kansas and Nebraska, were attacked in a emplaint filed with the Interstate Commerce commission today by Greater Des Moines committee.

It is alleged that existing rates, in lew of the recent reduction of rates from Chicago points to Colorade comma pintas by rder of the cramission are unreasonable, excessive and discriminatory, and a decrease of approximately 15 per cent is requested in the class rates from and to Des Moines.

John W. Gates in Worse. W. Gates, who is seriously ill here, is by Mr. Hanna, his life-long friend. His or less delay. The Mexican railway is Haddon Chambers, the playwright, and manual training school at Lead, S. D., and

#### MORGAN LOANS CASH TO BROKERS

Firm that Was Saved by Big Iron Deal Indebted to Financial Magnate.

LEWIS C. LEDYARD TESTIFIES Attorney Says that No Effort Was Made to Call Loan.

STEEL MERGER WAS LEGAL Says There Was No Violation of Law in Combine.

SHERMAN LAW NOT INVOLVED is Held Up as Financial Angel of Firm that Was Dangerously Near Ruin and

Needed Help.

NEW YORK, July 29 .- That erage firm of Moore & Schle saved from ruin in 1907 1 chase of the Tenness company by the light of the Corporation owed J. Pierpont Morgan & Co., was secured by Tennessee Coal & Fron stock as collateral, was today revealed to the steel trust investigating committee by Lewis Case Ledyard. Representative Littleton asked Mr

Ledyard about the nature of Moore & Schley's loans. He said: "The firm of J. Pierpont Morgan & Co. had loaned the firm a considerable "Was it secured by Tennessee Coal &

Iron stock?" asked Mr. Littleton. "Yes, it was, but the Morgan firm had never bothered Moore & Schley and did not call the loan."

"There never was a more infamous outrage than the suggestion that has been made that either Mr. Morgan or the United States Steel corporation brought on the Tennessee Coal & Iron company. Such a thing is absolutely false," said

Mr. Ledyard made a defense of the absorbtion of the Tennessee company and said he never saw anything illegal in it. He said:

learned chief justice, I am more than ever

convinced that it was not illegal." Payne Originated Scheme. Lewis Case Ledyard, counsel for Oliver Payne, who was one of the syndicate which owned the Tennessee Coal & Iron company, told the committee today that his client, Mr. Payne, was the first to suggest the acquisition of the Tennessee company by the United States Steel cor-

poration in 1907. Mr. Ledyard declared that he never represented the Tennessee syndicate in the negotiations leading up to that

ening condition of the firm of Moore & "I am a Schley; because of excessive loans on Tennessee stocks, and that he asked Mr. Morgan on request of Mr. Payne to seek to have the United States Steel corporation come to Moore & Schley's rescue, "The first I knew about this trouble was during the last week in October, 1907," Mr. Ledyard said. "Mr. Payne told me that Moore & Schley was likely to get into deep

"Mr. Payne suggested that it would be well for me to see Mr. Morgan and ask him to put the proposition to take over the Tennessee company up to she United States Steel corporation.

"That I did." The witness said he went to Mr. Morgan's house and told him what was going on. Meeting at Morgan's House.

"Mr. Morgan declared that it would be serious to let Moore & Schley go and after I suggested the United States Steel corhad mistreated a boy prisoner from poration be called in he said that we should get Judge Gary and Mr. Frick. Mr. Gary came right over to Mr. Morgan's bouse. Later Mr. Frick came and the whole situalion was made known. "I went into another room," Mr. Ledyard continued, "while Mr. Morgan, Mr.

Gary and Mr. Frick had a conference. I do not know what was said there. I do Modified by Court know, however, that Judge Gary expressed great reluctance in taking over the Tennesknow, however, that Judge Gary expressed see Coal and Iron company. He did not think it was necessary and I recall that he offered to ldan Moore & Schley \$5,000,000. That, he was told by Mr. Schley, would be perfectly useless." The firm, according to Mr. Ledyard, had

ST. LOUIS, July 23.-A decree modifying other loans which the banks were anxious The witness related in detail the developments which followed the final agree-

ment and the trip of Judge Gary and H. C. The dissolution of the corporation and Prick to Washington to see President Says Frick Was Criticised.

"Just before, the judge and Mr. Frick left Mr. Morgan's house," said Mr. Ledyard, "Mr. Frick came to me and said: 'I don't think that we ought to put this transaction through unless the situation can be entirely saved.' He meant that the deal should include some assurances to day, is allowed to continue its interstate volved. I told him I did not see how that could be done. I was with Mr. Morgan all that night talking the situation over. He told me to come back the next day and late that day we heard over the telephone that Mr. Gary had learned from the government that there would be no objection

Mr. Littleton asked the witness particularly with reference to the origin of the trouble, whether it was caused by speculation in the Tennessee Coal & Iron syndicate, or free stocks. "I want to find out in this transaction."

Mr. Littleton said, "whether it was a case of the tail wagging the dog." "Mr. Littleton," sald Mr. Ledyard, slapping the table. "It was neither a case of the tail wagging the dog or the dog wagging the tail. It was the effort of Moore & Sohley and their friends to save themselves from ruin the only possible way they could do it. That was all there was to it."

Oglebay Corroborates Hanna. E. W. Oglebay of Cleveland, a practical steel man, who was a member of the syndicate headed by Grant B. Schley, L. C. traffic on the Mexican railway is tied up Hanna, John W. Gates and others, who today as a result of a strike of shopmen took over the Tennessee's manufacturing at Orlzabs, and a sympathetic walkout on States until October. and ore properties in 1866, testified that the part of the engineers and trainmen.

(Continued on Second Page.)

# m' friend, I have it now.

The Chicago Evening Post.

#### EMBEZZLER GIVES UP FIGHT Eight Killed, Fourteen Injured in Wreck at "Since the recent decisions of our C. M. Manker, Who Took \$45,000 from Grindstone, Maine

Pearl, Ill., Bank, Surrenders. BROKEN AND STARVING

Banker Who Has Been Fugitive for Three Years Lives for Week on Free Lunches in San Francisco Saloons.

SAN FRANCISCO, July 29.-Carey M. Manker, 65 years old, arose from his "flop" in a water front lodging house here early

"I am a fugitive banker from Pearl. Ill." "I embezzled \$45,000 from the myself up. I have been hunted since 1908." Manker was taken to the city prison, where he said:

"Thirty-five thousand dollars of the oney I took was gambled away in stocks. made a desperate attempt to cover the shortage in my accounts and stole \$10,000 more. As the result of my embessiement the bank failed and I fled the state. have been in nearly every city in the country, working at anything I could get to do. I am old and broken and starving. I have given up the fight." Manker came to San Francisco from

Portland a week ago. Since his arrival here he has lived on free lunches in saloons. Wife and Daughter at Eagle, Neb. The police department today received the following message from D. F. Allen, Pittsfield, Ill.; "Manker wanted; arrest; hold at

hazards." In accounting for his wanderings since he left Pearl, in November, 1908, Manker says he first went with his family to Philadelphia. There they bought a boarding house, which failed. He then wandered with his family about the country, working as a carpenter. His wife and daughter establishing a boarding house at Eagle,

Missing Three Years. ST. LOUIS, Mo., July 29.-Citizens of Pearl, Ill., did not hear until today that

Manker finally came to California,

Carey M. Manker, formerly president of the Bank of Pearl, who disappeared in 1908, had given himself up to the police of San Samuel Moultrie, mayor of Pearl, said that Manker left Pearl mysteriously and

at the same time the accounts of the bank were found to be short \$45,000, as Manker The bank resumed business, paying the shortage out of the surplus. There was a

reward offered for the arrest of Manker. but later it was withdrawn.

#### HOT DAY IN BERLIN AND PARIS take care of various trust companies in Many Fatalities from the Heat Re-

ported in Germany and France. BERLIN, July 29 .- There is no break

in the heat wave. The weather bureau announces that the shade temperature throughout the interior yesterday averaged 95 degrees Fahrenheit, and that higher marks were reached today. There is no immediate prospect of relief. Many fatalities due to the heat are reported throughout the country.

PARIS, July 29.—The heat wave beame more intense and killing today. A Japanese Hero is Given Popular Faremaximum temperature of 100 degrees Fahrenheit was recorded. Great suffering, especially in the poorer quarters, re-

#### SHOPMEN STRIKE Freight Traffic on National Railroad

Tied Up by Sympathetic Walkout.

Excursion Train Made Up of Three Light Coaches Crashes Into Passenger Express.

GRINDSTONE, Me., July 29.-Eight persons are dead and fourteen seriously injured as the result of a head-on collision, which occurred at the Bangor & Aroostock railroad station here shortly after 9 o'clock

five passengers killed and all of the in- friends to watch The Bee of next Sunday strength. jured were in the smoking car directly be- for the winners. Bank of Pearl, wrecked the institution and hind the engine of the excursion. Both

trains were to have passed. The accident appears to have been due on the regular train escaped with a slight winners. shaking up. The dead:

FRANK SEELEY, son of the cashler of he Preque Isle National bank. CLAUDE LOOMER, Washburn, Me. ZERNE HARRIS, Presque Isle. FIREMAN GALLAGHER, of the excur-

on train. FIREMAN WENTWORTH, Brewer, Me., of the regular train. F. W. GARCELON, engineer of excurfon train.

DR. ENGENE PIPPS, Presque Isle, Me.

HARRY CLARK, Presque Isle.

Grindstone is a small settlement of not nore than fifty persons, with no facilities for the care of the injured. They were cared for temporarily by physicians on board the trains and early today were placed on a special train to be taken to Millinocket.

#### Gin Rickey Mixed in Jar Used for Yellow near Lincoln. Neb., where they now live Fever Victim's Ashes

NEW YORK, July 29.- "There were five six of us and we were awfully thirsty, wanted a gin rickey. We did not have anything to make it in so two of the men went into the laboratory and got the jar which contained Colonel Waring's ashes. He had died of yellow fever on his way up from Cuba. I threw the ashes out, made the rickey and we all had a drink." Arthur Denyse, who worked at Quaran-

the stand Friday.

steamer coming from Cuba on October 29, nearly 200 gallons per minute. The water

#### Admiral Togo on Way to United States

well at Railway Station in London.

LONDON, July 29.-Admiral Count Togo fire department, entered his home In the great crowd gathered for a final nest did not know the gun was loaded, glimpse of the naval hero was a large party of school boys and girls. The members of the Japanese embassy and repre-MEXICO CITY. July 29.- The freight sentatives of the British admiralty were Word reached here that Prof. William A. there in their official capacities,

PARIS. July 22.—The condition of John he was induced to go into the syndicate Passenger trains are operating with more earl and counters of Granard. Charles Tex. Prof. Burk went from here to the not a part of the National system, but is Captain C. F. G. Sowerby, the British has now been elected to one of the finest naval attache at Washington

#### WINNERS' NAMES ON SUNDAY

Bee's Booklovers' Contest Result About to Be Made Known.

CHECKING COUPONS MEANS WORK Leader Underwood of the house, today. Clerks Forced to Go Over Answers Four and Five Times and Now the Contest Board Must Make Decisions.

After more than three weeks of arduous of the answers in The Bee's Booklovers last night. The trains were a special of contest have completed their task and the transaction, nor did he ever act as counsel for the firm of Moore & Schley, or Grant B Schley of that firm.

Mr. Ledyard told the committee at the outset that he was the first man to insect the insect that he was a special of the coaches containing about 150 contest have completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he was completed their task and the insect that he wa men and the engineer of the special. The are urged by the contest editor to tell their

It is now necessary for the contest editor escaped. I am starving and I want to give trains were moving slowly at the time, one and the contest board to go over the of them just pulling out of the station and coupons and see that no mistakes have bill, they would prefer to have him veto the other slowing for a siding where the been made. This work will be started a democratic bill than an insurgent rethis week and will be done by Thursday or Friday. Then the list of winners will o a misunderstanding of orders. None of be compiled and other arrangements made the cars left the rails and the passengers for giving publicity to the names of the ask for a conference. The senate wool

The number of answers was so large to satisfy those in charge of the game. forcing President Taft to pass upon a wool There had to be a second checking, and in tariff bill at once. the case of the close contestants the coupons were gone over four or five times.

cause they are much more valuable than valued at \$2,000 is the first prize. A \$750 Kimball player-plane is the second prize. The third award is a \$500 building lot in A. P. Tukey & Son's Her addition. The fourth prize comprizes a \$200 Grafonola Regent and \$50 worth of rec-

### Bellefourche Water Plant in Operation

System is Formally Accepted by the City from the Katz-Craig Company of Omaha.

BELLE FOURCHE, S. D., July 29 .- (Special.)-The new \$59,000 water works which tine until three years ago, startled Gov- this city installed this summer, has been ernor Dix's special commission which is completed and formally accepted by the investigating affairs at the New York city. The Katz-Craig company of Omaha quarantine station by relating this story on had the contract, and State Engineer S. H. Les was the supervising official on the Records show that Colonel George E. part of the city. Water is supplied for the Waring, jr., widely known as a sanitary new system by two large artesian wells, engineer, died of yellow fever on a and air lifts, the wells giving a flow of comes from the wells into a 200-barre Dr. Alvah H. Doty, health officer, issued sump, from which it is pumped to an official statement in which he said Sundance hill, half a mile south of this Waring was cremated and that his ashes city, it having an elevation of 20 feet. It were placed in an urn at the place of is the general consensus of opinion that cremation and later forwarded to his fam- this is one of the finest water systems in

#### the country. Kansas City Fireman Killed by Little Son

KANSAS CITY, July 28.-"Hold up you hands, daddy, or I'll shoot," called 5-year old Ernest Spillman from behind the dining room door, as his father, Carl Spillman, a member of the Kansas City, Kan. was given a popular farewell at the rail- night. Before the father had time to way station today, as he left for Liver- turn, a small rifle in the boy's hands was pool to sail on the Lusitania for New York. discharged and the father fell dead. Er-

Prof. Burk Goes to Texas. IDA GROVE, Ia., July 29 .- (Special.)-Burk, formerly at the head of the manua Admiral Togo will remain in the United training department of the Ida Grove High school, has just been elected supervisor of positions in the southwest,

#### TAFT IS EXPECTED TO SIGN THE BILL

Speaker Clark Among Democrats Who Believe President Will Not Veto Wool Bill.

HOUSE WILL REJECT MEASURE Will Put it Up to the Senate to Ask for Conference.

STATEMENT BY UNDERWOOD Majority Leader Says it Will Not Be

Accepted in Present Shape. DEBATE ON COTTON BILL

Mr. Hull Says the Tariff Board to

Only Device of Republicans to Delay Any Material Reduction of Duties.

SENATE.

Not in session. Lorimer investigation continued. HOUSE.

Cotton revision bill debate continued. Representative Hull of Tennessee attacked tariff board as device to delay Congress asked for \$25,000 more to

raise the wreck of the Maine. WASHINGTON, July 29.-Democratio leaders in congress were still wondering whether the president would sign or veto the wool bill, the crucial measure in the democratic-insurgent republican campaign for wider revision of the tariff. Despite the determination to veto the bill unequivocally accredited to the president by those, who have conferred with him, democratic leaders today expressed the opinion that he might approve the measure. Speaker

Clark of the house is one of those who believe the president will sign the bill. "I believe," said the speaker today, "that the senate and house conferees will get together on wool and I hope and believe that the president will sign such a bill as may be agreed on in the conference. I believe that the senate will pass the free list bill, perhaps with some amendments, and I hope it will pass the other tariff

schedules. "The house of representatives is absolutely opposed to the wool tariff bill as it passed the senate," said Democratic There is no possibility of the bill being agreed to by the house."

Democrats Counting Noses. In the event the president should veto the final conference wool bill, the democratic leaders will begin calculations as to whether the bill can be passed by the work, the clerks in charge of the checking house over the president's veto. The Underwood bill passed the house on June 20

ing upon the muster of any such added House democrats expressed the view to day that if the president is to veto a wool

publican-democratic compromise measure. House Will Reject Bill. The house will not be in a hurry to bill, when it is taken up in the house next week, will be promptly rejected and that the force of clerks had more work sent back to the senate. It will remain than even those connected with the con- for that body to ask for a conference comtest had anticipated. The checking of the mittee. Many democrats are urging concoupons the first time was not sufficient ciliation and compromise with the idea of

The democratic senators are discussing the desirability of holding a caucus Every bit of care possible was taken to Monday night to insure the general acavoid mistakes, and it is believed that ceptance of the house farmers' free list every possible outlook for errors was bill. The democratic leaders have asked the republican insurgents not to offer There are thirty-nine prizes, four of general schedules in the way of amendwhich are considered grand prizes be- ments to the bill and most of them have consented with the idea that it is better the others. The Apperson automobile, policy not to encumber the free list measure with extraeous matter. claimed by the coalition that the bill will pass without difficulty.

House Continues Debate. Debate on the cotton tariff revision bill continued in the house today. No agreement for a vote on the measure was reached, but Democratic Leader Underwood said he would insist on the vote being taken not later than next Thursday. Representative Hull of Tennessee, democrat, denounced the republican party attitude toward the tariff. "I desere," he said, "to brand this latest tariff board device as premeditated hypocrisy and aggravated false pretense." He contended that the board was a "po

#### "Faith in advertising" is a common expression,

but an idiotic one. Advertising does not need faith behind it. It

needs common sense. When people send their children to school they know that if the ordinary methods of teaching are followed the child will learn. If the ordinary methods of advertising are followed the public will likewise learn of your goods and

your store. ADVERTISING IS NO MORE OF A GAMBLE THAN TEACH-

The public, however, won't learn much from you if you talk to them only once in a while. Talk to them every day and they are bound to know you, your store and your goods. You have the power to compel

them.

You can make more than four out of five people in Omaha know you through The Bee because it is in almost every home. WHETHER YOU SELL THEM OR NOT DE-PENDS ON WHETHER THEY WANT WHAT YOU HAVE AND THE WAY YOU PRE-SENT YOUR SELLING ARGU-