

CONSERVATION OF BUSINESS

Dr. G. E. Condra of State University Suggests Methods of Procedure.

TAKES SLAP AT LAND GRABBERS

Explains Plans by Which Many Are Cheated and Throws Light on Men Who Carry On the Fraud Work.

BY G. E. CONDRA, Director Nebraska Conservation and Soil Survey, University of Nebraska.

Conservation stands for the right development of resources viewed in the light of public welfare. This idea of equity has permeated every department of industry. It was first directed towards the resources of basic importance, such as coal, iron, soil, water power, and the forest.

Conserved in Many Ways. Business is conserved in many ways. This applies to practical developments in improving the processes involved in handling commodities all the way from manufacture to sale.

The purpose of this paper is to review certain classes of fraudulent promotion that are operating under the guise of business. Such fraud is manifest in forms of cheating, double dealing, doubtful promotion and purposeful swindling in various enterprises as in mining, irrigation, drainage, land dealing and fruit raising.

Miscellaneous Promotions. The amount of money sent from out state apparently for the purpose of developing mineral prospects in this state is enormous. The return for this has not averaged 1 cent for every dollar invested.

Perhaps no excitement causes one's gambling spirit to rise higher than does that of a developing oil field. At such times everything looks good to the public and fabulous returns appear to be in sight for all who invest in time.

The federal government has expended a vast sum of money in developing the irrigation resources of the various dry land states. This is thought to be reclamation of economic importance.

The Drainage Schemes. One of the largest lines of improvement awaiting development in the United States is in the field of drainage whereby swamp land and flood lands are brought under cultivation.

There are many other land projects beside those of irrigation and drainage. The public has invested very largely in small tract propositions in Florida, Texas and other states.

Youthful, Wrinkleless Skin Easy to Have

(Elberta Reid in Woman's Tribune.) You who desire to regain a youthful appearance will do well to make the acquaintance of the two simple, but valuable, prescriptions here given.

Won Bride in Australia



WILLARD CLARK

A pretty Australian maid and her sailor lover were the principals in an international wedding Wednesday afternoon in the Christian church of Farragut, la. The bride is Miss Mabel Margaret Byrne of Sydney, New South Wales, and she traveled around the world to wed her sailor lover, Willard Clark of Farragut.



MABEL MARGARET BYRNE

ness, and built a cozy home for his bride. It is her first visit to America, and her beauty is attracting much attention. The bride's mother accompanied her on the long journey to her new home.

Texas, but they are not handled by the average promoter. They are placed on the market by responsible land agents.

Dry Land Not Free. The dry land deals of the United States and of Mexico have not been free from fraud, resulting in part from misinformation on the part of agents, but due more largely to deliberate misrepresentation.

So it is that geographic position has been overworked in the land business. The following points have been overdrawn in land business.

1. That nearly all agricultural land is now under cultivation.

2. That dry farming methods are successful on almost any kind of soil. Such is not true.

3. That the climate, referring to the rainfall, especially, is becoming more favorable for agriculture in dry regions as the years go by.

4. Another condition has been a cause for much misunderstanding and a considerable amount of temporary development by periods. It comes from the fact that the amount of rainfall fluctuates at more or less regular periods, ten to twelve years apart.

Public Craze for Land. The public craze for land has made it easy for promoters to do their work. Many farmers, dominated by a spirit of consideration for their children and believing the hope of the promoter, sold the old home places in agricultural regions and moved onto nearly worthless land.

Thousands and thousands of dollars of Nebraska money go to the fruit districts of the west and northwest. The investors see visions of fabulous returns. Some may do well on their investments, yet we are convinced that there is more excitement than solid fact in at least a part of this promotion.

There are many examples wherein scheming individuals take advantage of an unsuspecting public, usually in a small town, for the purpose of getting hold of capital through the guise of starting an industry, such as a brick plant. The people are invited to invest; they do so because of the attractiveness of the proposition as laid down by the promoter, but fail to inquire into the responsibility of the person who collects their money.

Many plans are devised for securing money from the community. In the first place a selling scheme is perfected. It is constructed in a way that leaves no flaws apparently. Each agent learns the dope to perfection. Too often it is of little concern whether the project has merit or not. The chief object is to get money. Extravagant claims are made, in which returns of even 100 per cent or more a year are said to be a sure thing.

Business and Supervision. Business embodies transactions in which the dealings are done on the square. It is dominated by honesty, good faith, integrity and honor.

Order of Scottish Clans. At the regular meeting of Clan Gordon No. 63, Order of Scottish Clans, plans were made for a great picnic at Krug park Saturday, August 3.

Gate City Review. Gate City News No. 9 will hold its next regular review June 25 at 2:30 p. m. Card party July 12 at 2:15 p. m.

A Shooting Serape with both parties wounded, demands Bucklen's Arnica Salve. Heals wounds, sore, burns, boils, cuts or piles. Only \$2c. For sale by Beaton Drug Co.

We now need a special act to conserve business against fraud. This is nearly universally agreed among farmers, merchants and bankers.

Grand Patriarch E. H. Newhouse of Red Cloud was a visitor at Hesperian encampment No. 2 last Thursday evening and highly commended the boys for the manner in which they put on the patriarchal degree.

ECHOES OF THE ANTE-ROOM

Odd Fellows Complimented for Their Excellent Degree Work. GEN. STOCKER IS ENTERTAINED Important Business to Be Transacted by Fraternal Union of America—Eptome of Other Lodge Activities.

General Stocker, commander of the Patriarchs Militant, was entertained last Wednesday by the department council of Nebraska at a reception given in his honor at Odd Fellows hall.

A special department council meeting was held by the Patriarchs Militant branch of the order at Odd Fellows hall last Wednesday afternoon. General Edwin Davis of North Platte presided over the meeting.

Omaha lodge No. 2 will have work in the third degree next Friday night.

Beacon lodge No. 29 gave a farewell reception to J. L. Alvison last Tuesday evening. Mr. Alvison leaves Omaha for California about July 1.

Committees have been appointed by the Omaha lodges to make an effort to secure the 1914 session of the sovereign grand lodge for Omaha. This year's meeting will be held in Winnipeg, Canada, and it is the intention of this committee to thoroughly advertise Omaha at this meeting.

Beacon lodge No. 29 will have work in the second degree next Tuesday night.

Fraternal Union of America. Every member of Mondamin lodge No. 111 is especially requested to attend the evening on June 24 at Frazier hall, Twenty-fourth and Parker street, on account of important business. Refreshments will be served after the session.

Banner lodge No. 11 held its regular meeting Thursday evening with a large attendance. Brother Winslow, the state organizer, was with the lodge and gave a good talk. The next regular meeting will be held on Thursday, June 27, at the Paxton block hall, Sixteenth and Farnam streets.

With Grand Army Folks. U. S. Grant Woman's Relief Corps gave a delightful surprise party to its oldest member, Miss Sarah Tickner, at the home of the president, Mrs. Beulah Davis, near Fort Omaha, on Thursday afternoon, June 20. A shower of post cards was given the guest of honor. Refreshments were served. Twenty-three were present.

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Segeerstrom's Goodbye Piano Sale CLOSING OUT OMAHA STORE!

"Segeerstrom's" are going OUT of the retail piano business; not INTO it! Therefore, they see NO need, NO business advantage in removing a SINGLE Piano or Player Piano from their Omaha store to some other city.

Knabes! Segerstroms, in answer to numerous inquiries, wish it understood that "The World's Best", the famous "Knabe" Pianos and Player Pianos, are ALSO included in the "Good Bye" Sale.

Segeerstrom Piano Company Corner 19th & Farnam Streets Omaha, Nebraska

The Edict has gone forth! Segerstroms will NOT move a single Piano or Player Piano from Omaha--Every Instrument must SELL!

"Segeerstrom's" are going OUT of the retail piano business; not INTO it! Therefore, they see NO need, NO business advantage in removing a SINGLE Piano or Player Piano from their Omaha store to some other city.

A Real "Good-Bye" In Less Than 30 Days

BOYD'S All Summer Comed. Tomorrow, June 24 DAILY FROM 2:00 TO 5:00 7:30 TO 11:30 DE LUX PICTURES PRICE-10c. Augmented Orchestra--Cabaret Entertainers--Grand Opera Quartette. Kidlets a Nickel. You've seen the rest--Now see the best.

Base Ball Omaha vs. Sioux City Rourke Park June 25, 23, 24, 25 Sunday, June 23, 2 games, 1st at 2 o'clock. Monday, June 24, Ladies' Day. GAMES CALLED 3:30 Cars Leave 15th and Farnam, 3:15.

The Airdome The Cool Spot on the Hill. Farnam and Twenty-Fifth streets. HIGH CLASS VAUDEVILLE. Latest Moving Pictures. Adults, 10 Cents. Children, 5 Cents.

Summer Shows The attendance at the popular Gayety remains at "standing room" at each performance. An excellent program has been arranged for this week by Manager Johnson.

Summer Shows (continued) Commencing Monday evening, June 24, the Boyd theater will open their summer season with De Luxe pictures and cabinet entertainers.

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Beautiful Lake Manawa "40 Minutes from Omaha."

BOATING AND BATHING There's plenty of water in the lake this season, and additional boating and bathing facilities have been installed.

DANCING The Beautiful Ball Room continues to be a big attraction. Open every afternoon and evening, Arthur E. Smith's splendid orchestra makes the music.

FREE MOVING PICTURES EVERY EVENING. Many Other Attractions.

Courtland Beach Lake in excellent condition for Boating and Bathing. Just installed a New Jumping Horse Carry-Us-All, one of America's most beautiful machines.

Krug Park Omaha's Popular Resort. New Ball Room Now Ready. Cool, Airy and Delightful. Music furnished by Husted, excellent Orchestra.

Krug Park (continued) Free Moving Pictures every evening. Admission to Park Always 10c.

ROME SUMMER GARDEN 25 Pieces MAZZERI'S ROYAL ITALIAN BAND 25 Pieces

HOTELS AND SUMMER RESORTS

Summer's Ideal Resort A haven of relief from all sultry weather and depressing heat. The cool refreshing lake breezes are only part of the many summer comforts.

Chicago Beach Hotel Illustrated booklet on request to Manager, 51st Blvd. and Lake Shore, Chicago

Evans Hotel Hot Springs, So. Dakota AMONG THE BLACK HILLS. A delightful place to spend your summer vacation. Swimming Pool, Golf Course, Tennis and all other outdoor amusements, also Music and Dancing.

Hotel Flanders 133-137 West 47th Street, N. Y. CITY. 200 Feet East of Broadway. A modern fireproof hotel in the heart of the theater, club and hotel district.

Muscallonge Galore Over 40 lakes, accommodations for 50 guests. Bass and Muscallonge fishing at the door. Write for 32 page booklet. Bus meets all trains at FIVE CORN CAMP, Dorset, Hubbard County, Minnesota.