CONSERVATION OF BUSINESS

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

TAKES SLAP AT LAND GRAFTERS

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. Soon the major emphasis shifted as the notion that all useful plants and animals as well as man came to be regarded as natural resources. The last, and in some respects most important move in conservation, was the extension of its principles to business, not for the purpose of holding business in check, but primarily for protection against fraud. Such a development is badly needed in most states for fraud is tracking legitimate business at every turn-Furthermore business is shot through and through with petty graft. It is sore with deceit, trickery, swindling and even are only apparently criminal to those that are plainly so.

Conserved in Many Ways. This applies to practical developments in improving the processes involved in father in a prosperous mercantile busi- her on the long journey to her new homes manufacture to sale. To trade in the direction of economy in buying, transportation and sales. To doing business more economically in stores by increasing the efficiency of help, protecting commodities and looking after collections. It is bad business for a town to have too many stores for the amount of trade, causing undue expense for storeroom. heating, lighting, help, etc. Such does not conserve the interests of either the business man or the public. Much talk is heard about co-operation between town and country. This is well founded for it gives strength and harmony to business. On the part of farmers, poor cultivation, careless handling of stock and buying on time should be regarded as bad business. Poor schools, too many church buildings, drawn in land business. badly kept roads, unclean streets and grafting officials are evidences of bad now under cultivation. business on the part of the public. So in many lines of business. It will pre- is not true. vent waste, increase efficiency and thereby decrease the cost of commodities. A more general movement of this kind would promote real business and as the years go by. work a public good at the same time.

certain classes of fraudulent promotion for much misunderstanding and a comof cheating, double dealing, doubtful pro- that the amount of rainfall fluctuates at ous enterprises as in mining irrigation twelve years apart. drainage, land dealing and fruit raising, years everything is boomed; at dry times liable statements secured from farmers, have at heart the best possible developmerchants, land men, loan agents, bank- ment of their states, stand strongly ers and others.

Mise Promotion Facts. The amount of money sent from out

state apparently for the purpose of developing mineral prospects in other states averaged 1 cent for every dollar invested. It might be well for Nebraskans to recognize the fact that nearly all Perhaps no excitement causes one's

times everything looks good to the pub- then have a farm. Such a deal lic and fabulous returns appear to be criminal. in certain places, for persons to put money into wild-catting.

The federal government has expended a vast sum of money in developing the irriof economic importance. Furthermore. many reliable individuals and private tion projects outside the state.

The Drainage Schems.

One of the largest lines of improvement awaiting development in the United place a selling scheme is perfected. It is States is in the field of drainage whereby swamp land and flood lands are brought under cultivation. The amount of land dope to perfection. Too often it is of that either has or can be improved by drainage is said to be about 75,000,000 merit or not. The chief object is to get acres. The federal government, various money. Extravagant claims are made. states, companies and individuals, are in which returns of even 100 per cent or planning this reclamation. Teachers, more a year are said to be a sure thing. ministers, farmers and many merchants The person who assists the promoter is have been victimized by grafters in land perhaps given a reduction or some rake-

There are many other land projects beside those of trrigation and drainage. soon able to realize the greatness of the The public has invested very largely in project. Shares, stocks, etc., are offered small tract propositions in Florida, at high enough price to permit reduction Texas and other states. Some of this for quicek sale, which batt works in land has considerable value, but most of many cases, it has been overestimated and many investors are quite apt therefore to lose all or nearly all of their money. There are splendid agricultural propositions in

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You who desire to regain a youthful appearance will do well to make the acquaintance of the two simple, but valuable, prescriptions here given.

To make an effective wrinkle-chaser, mix an ounce of saxolite and a halfpint witch hazel. Bathe the face in the

solution—immediately every wrinkle is affected. It acts wonderfully on sag-ging facial muscles, also, the lotion pos-sessing remarkable astringent and tonic

properties.

To get rid of an aged, faded or dis To get rid of an aged, faded or discolored complexion, buy an ounce of common mercolized wax at any drug store and apply nightly as you would cold cream, erasing this mornings with soap and water. This will slowly absorb the undestrable surface skin, revealing the younger, brighter, healthier skin underneath. I know of nothing to equal this treatment as a facial rejuvenator.

—Adv.

Won Bride in Australia



was stationed in the Sydney port, during the cruise around the world. Mr. Clark's bride. It is her first visit to America, Business is conserved in many ways. term of enlistment expired a few months and her beauty is attracting much attenago and he returned home, joined his tion. The bride's mother accompanied

> Texas, but they are not handled by the We now need a special act to conserve 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 graft. In this connection the opposition, largely to deliberate misrepresentation. If it shows up, will have the embarassing For instance, there are places in Texas, Oklahoma, Kansas, Colorado, western Nebraska, Wyoming and other states subject to such promotion.

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

1. That nearly all agricultural land is

2 That dry farming methods are suc there is room for practical conservation cossful on almost any kind of soil. Such

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

The purpose of this paper is to review for much misunderstanding and a conbusiness. Such fraud is manifest in forms ment by periods. It comes from the fact motion and purposeful swindling in vari- more or less regular periods, ten to The following discussion is based on re- the reverse occurs. Reliable persons who against misrepresentations, whether un-

intentional or not.

Public Crase the Cause The public craze for land has made i easy for promoters to do their work is enormous. The return for this has not Many farmers, dominated by a spirit of consideration for their children and believing the dope of the promoter, sold the sure propositions are not available for and moved onto nearly worthless land, old home places in agricultural regions with the assurance that it would in gambling spirit to rise higher than does time become about like the agricultural that of a developing oil field. At such land they left and that each child would patriarchal degree by that encampment.

in sight for all who invest in time. This Thousands and thousands of collars of gives opportunity for professional pro- Nebraska money go to the fruit dismoters to get in their work, sometimes tricts of the west and northwest. The inon a large scale. It is difficult to show vestors see visions of fabulous returns. the criminality of such procedure. Lo- Some may do well on their investments, cally, then it may be a good service, yet we are convinced that there is more excitement than solid fact in at least a the meeting. part of this promotion The leading fruit man of the northwest, one directing a the third degree next Friday night. gation resources of the various dry land large enterprise, told the writer that not states. This is thought to be reclamation half of the so-called best projects could succeed.

There are many examples wherein companies have done as well or even scheming individuals take advantage of better in developing some projects. As an unsuspecting public, usually in a Omaha lodges to make an effort to sea result of irrigation development thou- small town, for the purpose of getting cure the 1914 session of the sovereign sands of happy homes are now located hold of capital through the guise of where once was, only dry land. Schem- starting an industry, such as a brick ing individuals have promoted illegiti- plant. The people are invited to invest: mate propositions in which there was no they do so because of the attractivness show of success because of a lack of of the proposition as laid down by the water, unsuitable land or heavy graft. promoter, but fail to inquire into the Nebraskans have invested in many irriga- responsibility of the person who collects

their money. Many plans are devised for securing money from the community. In the first flaws apparently. Each agent learns the little concern whether the project has off for his influence. The dope is given Paxton block hall, Sixteenth and Farnam him often and systematically. So he is

Regulation and Supervision. Business embodies transactions in which the dealings are done on the square. It is dominated by honesty, good faith, integrity and honor. The sooner we emphasize the real spirit of business in all transactions of the individual, the community, and the state, the better it Relief Corps on Tuesday afternoon, June will be for society. The demand then is 25, at her home, Thirtieth and Franklin for business and not for misrepresenta- streets. All are invited. tion and fraud, which are but parasites. Let business demand protection against fraud. Protection is needed in the form of a law that will promote real business and minimize fraud. Such law should not have as its primary purpose the holding of capital at home. This should be

the second purpose. Though our state has led in the agitation for conservation of business, Kansas has gained prominence in enacting an effective measure in the form of the well-known Blue Sky law. We will do well to pass such a measure with a few modifications. Most state meetings of farmers, merchants and bankers held during the past year passed resolutions

favoring such a measure. There are several state and federal

business against fraud. This is nearly universally agreed among farmers, merchants and bankers. None have given open opposition and there is not apt to be any before the legislature unless it comes from persons who gain through position of appearing on the side of fraud. No legitimate concern need fear such a law. It would be nearly self operating if properly administered in the beginning for only reliable parties and companies would seek registration. The others knowing they could not comply with the law, would remain out. Due care should be exercised however in framing the act to make it just, fair and work-

ECHOES OF THE ANTE-ROOM

Odd Fellows Complimented for Their Excellent Degree Work.

GEN. STOCKER IS ENTERTAINED Important Business to Be Trans acted by Fraternal Union of America-Epitome of Other

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.

General Stocker, commander of the Pa triarchs Militant, was entertained last Wednesday by the department council of Nebraska at a reception given in his honor at Odd Fellows hall. All branches of the order were represented at the reception, which was open to the public On Thursday evening he was the guest of honor at Hesperian encampment No. 2 and witnessed the exemplification of the Dannebrog lodge No. 216 will have four candidates for the third degree next Friday evening.

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

Omaha lodge No. 2 will have work in Beacon lodge No. 20 gave a farewell re ception to J. L. Alvison last Tuesday evening. Mr. Alvison leaves Omaha for California about July 1

Committees have been appointed by the 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. 20 will have work in

the second degree next Tuesday night.

Every member of Mondamin lodge No. 111 is especially requested to attend the meeting on June 24 at Frenzer 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

With Grand Army Folks. U. S. Grant Woman's Relief Corps gay 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. Mrs. J. Stearns will give a kensington to the members of U. S. Grant Woman's 25, at her home, Thirtleth and Franklin

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. All sorts of games will be played and contests of all sorts pulled off.

Gate City Review. Gate City hive No. 9 will hold its next regular review June 28 at 2:30 p. m. Card party July 12 at 2:15 p. m. Come and bring your friends.

A Shooting Scrape both parties wounded, demands Bucklen's Arnica Salve. Heals wounds, sores, burns, boils, cuts or piles. Only laws for the conservation of business. 25c. For sale by Beaton Drug Co.

Degevstvoms Good-bye PianoSale CLOSING OUT OMAHA STORE!

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

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Segerstroms, in answer to numerous inquiries, wish it un-derstood that "The World's Best", the famous "Knabe" Pianos and Player Pianos, are ALSO included in the "Good

Dont let ANYTHING come between you and your piano NOW; if it's a question of down payments make yours as small as you wish; if estion of terms set your own; if you live out of town that's no barries either, for Segerstrom will sell you a piano by mail at a "Good Bye" sale price and will refund every cent of your money if you are not FILLY satisfied. Do it NOW! Buy that PIANO!

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AMUSEMENTS.

All Summer Come. Tomorrow, June 24

DE LUX PICTURES PRICE-10c. Augmented Orchestra--Cabaret Entertain-ers--Crand Opera Quartette. Kidlets a Nikel. You've seen the rest--Now see the best.

Base Ball

Omaha vs. Soux City Rourke Park June 22, 23, 28, 24, 25 Sunday, June 23, 2 games, 1st at 2 o'clock. Monday, June 24, Ladies' Day.

GAMES CALLED 3:80

Cars Leave 15th ant 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 Gayery

remains at "standing room" at each performance. An excellent program has been arranged for this week by Manager Johnson. The first half of the week, starting this afternoon, Surazall and Razall, with their comedy musical offering, "The Music Publishers," a novel collection of songs and musical numbers, and a new act from the far west, Hick McCoy, who presents a comedy novelty which has secured for him a long list of bookings next fall, Arnold Wurnell, who performs the hazardous feat of executing all manner of tricky dancing steps on roller skates, is also on the bill. Of course there will be the usual daily change in the subjects for the picture machine, the latest and most up-to-date of the films only being shown. For the last half the week, starting Thursday matinee, the program will be the Holmen brothers in their European novelty bar performance. John West and company in "The Musical Brownie" and his singing wolf. This act is one of loud and long laughter, for Mr. West is an adept in his peculiar line of comedy and the novel effect of a grown wolf singing an accompaniment must be seen be appreciated. Vocal selections will be offered by pretty Violet Holland and at every performance all week Admiral Richard Burton will baritonize with solos of the seas. The performance will be continuous from 1 to 5, 7 to 11 daily, and the Gayety's own original and exclusive feature, a "Thank You" with every ticket sold will still be in force-in fact, that courteous policy has been signed for a life engagement at the popular Gayety.

So great was the success which crowned the efforts of Miss O'Lide Morgan, the pretty prima donna who appeared last week at the Garden, that Manager William Miller has extended her contract another week, confident that she will continue as a good drawing card. Miss Morgan's act is of especial interest to women exclusive of the singing, for she is the possessor of half a dozen new gowns, the very latest Parisian creations and she wears them all in the course of each appearance. Maz-zerri's Royal Italian military band of twenty-five pieces is another of the features of last week's bill held over seven more days. Another good act on the bill this week will be Jack Wilde, a local boy, who has been playing in vaudeville on the Sullivan-Considine circult during the last season. He is a baritone of real worth and it is a treat to hear him sing. The Blackbugs, musical comedians, complete the vaudeville program for the week with a rapid fire piano stunt that scores heavily. Four Life Pills, the painless purifiers. motion pictures shown in Omaha for the For sale by Beaton Drug Co.

SUMMER SHOW This Week, Starting Today at 1 7. M. DAILY DAYLIGHT MOVING CHANGED DAYLIGHT PROTURES

Hytone Vaudeville Surazail & Razail In Musical A Beal Movelty "HICK" Mc CO ARNOLD WURNELL Bancing East THREE DAYS OF WHEE Sair Bateing Holmen Brothers Violet Holland Singing Musical Brownie West & Co. At Every Performance All Week ADMIRAL BURTON DEEP WATER

Pictures Change Vaudeville aun. & Thur ANY TIME 100 KIDS Daily 1 to 8;7 to 11 P. M. COME EARLY

first time are added features. The ple

tures are changed daily. Commencing Monday evening, June 24, the Boyd theater will open their summer season with De Luxe pictures and cabinet entertainers. These pictures are something new to Omaha theaters as they are shown in a theater fully lighted. It has been proven that darkness is not essential in motion picture display as the same results and in some cases even better results can be obtained by the use of a newly invented machine and specially ground lens. This kind of an apparatus is now being installed at the Boyd by Mr. Rothapfel, a motion picture expert. whom the Mesers Shubert have engaged to produce these pictures for the summer months throughout their circuit of theaters. This kind of picture has just been installed at the Lyric theater in Chicago and is meeting with popular approval, as has been demonstrated by the mmenes crowds and favorable criticism. All the pictures are put on with orchestral accompaniments and incidental music and the stage is set to correspond with the picture. There will be four performances each day, two in the afternoon and two in the evening. The management has arranged a special corps of maids and attendants to make the service a feature of the entertainment.

With Tracy and Tracy, a novelty piano and msuical act, and Miss Edna Gault, the California nightingale, as the headliners and four reels of feature films, the program at the Airdome for the four days commencing Sunday night promises to be one of the best the summer amusement loving public has ever had submitted them. The popularity of the Airdome on the hill at Farnam and Twentyfifth streets has just begun to make it self manifest. The cooling breezes which sweep the big open air theater from all sides, the non-flicker pictures, the entire program of which is changed nightly, and the high class vaudeville acts which intersperse the films, all combine to make the Airdome the most attractive outdoor amusement resort in the west.

Dangerous Surgery in the abdominal region is often prevented by the use of Dr. King's New AMUSEMENTS.

Beautiful Lake Manawa

"40 Minutes from Omaha." BOATING

AND BATHING

There's plenty of water in the lake this season, and ad-ditional boating and bathing facilities have been installed.

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

FREE MOVING PICTURES EVERY EVENING. Many Other Attractions.

Glitter. Dancing every eve-ning to Lamp's Orchastra. Roller Skating, Bowling,

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Courtland Beach

for Boating and Bathing.

Just installed a New Jumping Horse Carry-Us-All, one of
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A \$10,000 Mass of Gold and

Lake in excellent condition

Roller Coasting, etc. Free Moving Pictures every evening.

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Omaha's Popular Resort.
New Ball Room Now Resort.
Cool, Airy and Delight Music furnished by Husten excellent Orchestra. Roller Coaster, the Penny Ar-cade, the Merry-Go-Round, and

other attractions. Free Moving Pictures every Admission to Park Always 10c.

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HOTELS AND SUMMER RESORTS

Summer's Ideal Resort A haves of relief from all sultry weather and depressing heat The cool refreshing lake breezes are only part of the many summer comforts. It affords the quiet and rest of country or seashore, yet is only ten minutes ride from city's theatre and shopping district. Most attractively surrounded by smooth, sandy bathing beach, beautiful lawns and flower heds. Has 450 large siry rooms, 250 ate baths, and over 1000 feet of broad promenade verand ats enjoy best of food, served American or European plan. There is music, dencing, beating, bathing, riding, driving outdoor gayety. Grounds of hotel adjoin the great South famous for their gelf links, tennis courts, lagoons, boulevan Plenty of restful secluded spots for those who seek quiet. Summer guests, tourists and transients always find true hospitality at the

Chicago Beach Hotel Illustrated booklet on request to Manager, 137 51st Blvd. and Lake Shore, Chicago

... THE ...

-LAKE

Hot Springs, So. Dakota AMONG THE BLACK HILLS.

A delightful place to spend your summer vacation. Swimming Pool, Golf Course, Tennis and all other out-door amusements, also Music and Dancing. The best waters in the world for chronic ailments of the stomach, liver, kidneys and rheumatics.

A modern hotel, with all improvements. Service and cuisine unexcelled. Rates \$2.50 per day and up. Special rates by the week on application. Write for booklet.

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Dorset, Rubbard County, Minnesota.

MANTRAP CAMP, DORSET, MINN, the Pine Regions of Northern Minns miles from the Twin Cities on the thern Good home cooking, guides and breen reasonable. Best Moukalonge fishin Northwest. We have just opened a Camp in Postel Lake. Log cabine