"Incredible as it may seem, there are

actually New York millionaires who pay

their chauffeurs \$150, \$200 and even \$250

a month, and for such wages these men

will only run the car. They won't wash it, or dust it, or repair it. Only dress

The speaker was Representative Floyd;

thrift daughter, and one morning the

Poiret dinner gown. If I don't get it.

then I'll elope with Auguste, the chauf-

"She went to his arms calmly, and

Why, of course you don't!' he re-

plied. You get Auguste. I owe him months' wages. ''-New York

Reincarnation of Ananias.

There are no negro settlers in the por-

tion of the Ozark mountains of Arkansas

traversed by a branch of the St. Louis &

San Francisco railroad. Accordingly

many children grow to the age when

Little Johnny had been a resident of

A new railroad is building from Combs

south, and some of the grading con-

tractors imported negroes to drive teams.

One day Johnnie ran to his mother very

"Mamma, I have seen the biggest liar

in the world. His mother must have

used a whole bottle of ink on him!

The mother went to the door and

The Lucky Architect.

Editorial Snapshots

St. Louis Republic: The Department of

Agriculture has exonerated the middle-

man from the charge that he made the

living cost high. Next we suppose the

washed, and then the ultimate consumer

Philadelphia Bulletin: President Wilson

is said to be too busy to attend the great

Gettysburg anniversary celebration next

to take his place as chief orator. It is

of the United States should deem any

nation than that of presiding over the

remarkable reunion of the men of '61 on

Hammer Taps

It is easy enough to fool other people,

but there is no hope for the mutt who

Any man whose salary is \$10,000 a year

When a man gets married three or four

A domestic tragedy is when there are

ideat one is unmarried and getting fatter

Prayer is all right, but the Lord kind of

We all believe that the other fellow

the historic field of Gettysburg.

can kid himself.

every day.

patting his bald head, she asked:

'So I get the gown, do I?"

The old man chuckled.

" 'Father, I insist on having that \$700

up pretty and run ft."

girl said to him

a colored man.

zpots on his hands.

excitedly and exclaimed:

Come and see him!"

singing at a dinner.

home from school.

architect of his own fortune."

THE OMAHA DAILY BEE FOUNDED BY EDWARD ROSEWATER VICTOR ROSEWATER, EDITOR BEE BUILDING, FARNAM AND 17TH. intered at Omaha postoffice as second-

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REMITTANCE.

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MAY CIRCULATION.

50,261

Btate of Nebraska, County of Douglas, ss:
Dwight Williams, circulation manager
of The Bee Publishing company, being
duly sworn, says that the average daily
circulation for the month of May, 1913,
Was M.El. DWIGHT WILLIAMS,
Ctreulation Manager,
Subscribed in my presence and sworn
to before me this ith day of June, 1913,
ROBERT HUNTER,
(Ceal.) Notary Public,

Subscribers leaving the city temporarily should have The Bee miniled to them. Address will be changed as often as requested.

ley; the track is clear.

Kannas City decides the pretzel is not food. Who said it was?

The free lunch at prevailing food prices is just a suggestion of the per cent of the profit.

long time exposures.

of the Fourth of July.

Brother Love would be willing to forget it if Brother McBrien did not have such a retentive memory.

Some of those democratic congressthey are so deaf to presidential ap-

Nebraska's wheat crop, in other words, is on easy street, where most of Nebraska's wheat farmers hang

tonks, and there's no 35 cents a tional advantages in climate, trans- Congressman Dave Mercer was anthousand gallons pay-as-you-enter portation, markets and social facilicharge, either.

It looks as if Attorney General Mc-Reynolds might be trying to qualify to be the Secretary Ballinger of the Wilson administration.

tube or brass anything on Mt. Mo- up in a nutshell: Kinley or anywhere else.

dent Wilson might with the Psalm- us take it so fast." ist exclaim: "My soul is also sore vexed."

Do girls who paint so lavishly do dent Wilson has closed down the repericient face?

And by no means overlook the motor- sonal sacrifice. Any man who has a nyellat who rushes through the chance to escape the effects of a rights or safety.

Work and Beston millionaires going tion. Of course, the president's acto spend the summer in the "wilds of tion will not make it easier for the Wyeming" ought to make good pick- senators and representatives and removed to Omaha, arrived here with a ing for the shorthorns.

reform democratic contemporary prolonging the extra session. about the council forcing down the charges of the public service corporations that are subject to regulation.

Watching the mercury rise and thinking of how hot it is makes one election commissioner law, those the famous Pocantico lawn, dispensing cheaper looking each time he faces the Dr. Wiley. There is your hunch. Game at a piece of ice and think how pold it is.

Congressman Doremus of Michigan is to lead the next congressional campaign as chairman for his party. Selected possibly on the superstitious

representatives is denounced by an the gonsors of the law in the legis scraping. He proposes to build the tall-Anti-Saloon leaguer as a second Benedict Arnold and a few other choice names. Temperance in speech coght to go with temperance in

It is the democratic play in Nebracks to keep the republican facpublished division can democrate get the evidences of revolution.

Another California Eruption.

Another California eruption would indicates that Golden state may be destined to be the hoodoo of the Wilson administration. On the face of it the resignation of District Attorney McNab, under sensations, such that the council meeting appointments at the council meeting appointments at the council meeting appointments. better of it for the time in having proved the susceptibility of the prosedespite all the administration's and exact justice to all, irrespective of race, creed, color, wealth or poli- full in front of the city. tics. Whether Mr. McNab has been Owen McCaffrey is the happy father acting in good faith or not, the fact that the friends of those indicted for explanation on the other fellow, and cuses himself accuses himself."

The Lure of Cheaper Land.

Nebraska's land area exceeds 49,000,000 acres. According to the and Kosters, the property man, are so-1910 federal census, nearly 39,000 .-000 acres was "land in farms," of of July fireworks ever seen in the city. which more than 24,000,000 acres was improved farm land and the turer of Fifth and Pacific, ta rejoicing average size of farms was 297 acres. This gives some idea of the opport of the B. and M. and founder of Doane tunities for permanent farm homes college at Crete, is in the city, seekers in Nebraska, where nearly Mrs. F. A. Sims of Missouri Valley is all the available farming land is visiting her sister, Mrs. P. E. Robinson. rich and productive. Come on with your interurban trol-

vanced by Speaker Clark and others N. J., is the guest of Mrs. E. Waksley. that the "lure for cheaper land" is Miss Annie and Mr. M. J. Bergin of St. leading good Americans out of the S. J., of Creighton college, are spending that Nebraska and several adjacent of Mrs. John D. Creighton. western states offer opportunities far superior to any available in the Detectives Savage, Dempsey, Hayes Dominion, with its short growing and Hudson captured three would-be Johnnie pointed to a negro driving by The scientist who proposes to pho- season and rigorous climate. As to train rebbers armed to the teeth in with a team of supplies.-Kansas City tograph thoughts must be ready for the prices being within reach of the Hanscom park, just about the time they Star. man of small means, the govern- were starting over toward the county ment's census shows that land in poor farm, where they had planned to Potatoes are soaring in prices as Nebraska may be bought as low as the Webster street station. A few nights If to imitate skyrockets on the eve \$4.66 an acre and the range is up- before Savage met a young man under ward suitable to almost any cir- the Tenth street viaduct, who, in a cumstances.

land is fit for farming. The answer at this spot. Savage got his force ready and happened along in Hanseom park is that the average price of farming on the evening appointed. He met the land in some other counties is \$125 very fellow he had met under the viaan acre, which means, of course, duct. The chap knew he was caught men must have lost their hearing, that values range up to several hun- and attempted to shoot, but in vain. He dred dollars an acre for the choicest and his pals were taken and one of them dred dollars an acre for the choicest furiously cursed the tell-tale, saying he land. Time was when this land (in had been suspected. The three men had the older counties of the state) also a "regular argenal" with them. very valuable. In many pases—not short visit. all, to be sure-it is the same land row in a \$225,000 breach of promise men must leave the United States Cincinnati and with Mrs. Van Cott the for cheap and excellent farming world's fair in Chicago. The water is fine up at Minne- wealth as Nebraska, with its addi- Battin were taking in the world's fair. ties, lying at their very door.

In a Nutshell.

The position of our amiable democratic contemporary, owned and operated by our widely-famed democratic Dr. Cook has a hard time convinc- United States senator, on the question Ing folks that he ever lost a brass of currency reform may be summed

"We are hot for currency reform. We have been loudly demanding it With the McNab-McReynolds case in season and out for years. But to add to his other troubles, Presi- please, President Wilson, don't make uary 15, 1855, telling of a meeting to or- Twenty cents a year has not been spent

> A Genuine Personal Sacrifice. According to press advices, Presi-

It with the idea of fooling anyone, frigerator plant under his office so or do they know folks understand as to deny himself comfortable remembers of congress do not enjoy. In the rear of the machine, as a means Reminder to the traffic squad: This is what we call a genuine perforfeits it out of sympathy for others not so fortunately situated, makes Those twenty-five sons of New a sacrifice that is not open to quesexcept as to show his willingness to Not another peep from our fake suffer, as the one responsible for

Ask Us Something Easier.

Some one wants to know why, under the Bertillon system or registerthe voters incorporated into our new esteemed John D. Rockefeller. Sheep are born in this country need only state with the services of a pusher, providing parson the fact under oath while those born wool for his back and mutton for his taabroad, answering likewise under ble Can you beat it? onth, must produce the documentary Monsieur Marcel Georges Brinds jone des Moulinais, the aviator who flew from evidence of their naturalization.

eign born voter pass current the same overestimated. The speaker of the Illinois house of a the word of a native born voter? P. A. B. Widener, the traction magnate

leture can answer.

in the French revolution with such mists charge the high cost of living." buncombe as this:

Look around, you ambitious and en-

Looking Backward This Day in Omaha, 0000 JUNE 26. 2 000

sing situation. Mr. McNab has the Krug as a regular policeman, M. W. Merritt as special policeman and Bimeon Bloom to succeed John Wilson as a mem-

Among other documents received by to the influence of pull and pressure, the council was a petition from Judge despite all the administration's Dundy and others, asking that Georgia avenue he brought to grade between Sherman and U. S. Grant streets.

The river is up to its limits, being bank

of a son and heir just arrived from baby. feur. land. The little daughter of Mr. C. S. Leisge serious crime made good their boast wandered away from home in the wake that they would not be brought to of an organ grinder and was taken in by trial at the time set, put the onus of Dr. Kuhlman of the Scandinavian drug

store until the father reclaimed the child. A. C. Troup, the well known and poputhere is a time-tried French adage lar young attorney of this city, has been very much in point that, "He who ex- invited to deliver the Fourth of July oration at Oakland in Burt county, and has accepted. "He is a fine orator and will, no doubt, gratify the Oakland folks im-

mensely." Booth, the stage carpenter at Boyd's, Building subscriptions to give the citizens of Omaha the finest display of Fourth Mr. R. P. Copson, the broom manufac-

over the arryal of a son. Thomas Doane, fermerly chief engineer

Mrs. A. W. Thorndyke, formerly Miss

Now, as to the argument ad- Helen Weeks, now living in Vineland, states into Canada, it may be said some days in the city and are the guests

hold up a Missouri Pacific train leaving talkative mood, told him how he and two Of course, it will be asked if such pals were going to hold up this train

was bought for a nominal price and Councilman W. A. Saunders returned under cultivation has been, made so from lows, where he had been for a

Ex-Governor Boyd came in from the east on the Burlington. And now the son of the printing as some of the maiden soil further D. W. Van Cott returned from the east. press king is left to Hoe his own west. It is idle to argue that young He attended the Shriners' conclave at

> nounced for the gentle task of adjusting the pinions of the American eagle at Fontenelle park on July 4, where a reg-

ular, old-fashioned spread-eagle celebration was to be held. Ten Years AgoJulius Kraft of Council Bluffs was intime for an awfully handsome man to bridge, when hurled from his wagon, which collided with a street car at which dulge in self praise."

his horse took fright. The Public Library board at its meeting mits that for many years he has spent to wreak its vengeance on such pitiful received from General C. F. Manderoon 200,000 annually in Washington in sup- prey as fall under its clutches? Haven't an addition to the curio collection in the port of correct views of the best sugar form of an announcement bill dated Jan- situation in its relation to the tariff. ganize the republican party on January there in behalf of the ultimate consumer 35, at Clark's Furniture store in Omaha

A new ordinance governing automobiles was drawn for introduction before the city council to take place of the one producer and manufacturer will be whitekilled at the previous meeting by Mayor Moore's veto. The mayor said the ordi- will have to carry the blame along with nance that got by him must require each the burden. that it is for the purpose of hiding a lief from Washington heat, which auto to have its number in plain sight

Balduff was advertising himself as the caterar at the Hansconi park pavillion. The retreat of Catholic priests, concrowds of people careless of their Washington summer and deliberately ducted by Father James Dowling, S. J., of St. Louis came to a close with a large number of changes in the parishes of clergymen.

Lew W. Blake, chief clerk of the western division of the free rural delivery service with headquarters at Denver, but there is really nothing gained by it staff of clarks preparatory to opening up business at the new stand

People Talked About

One of the latest plans of smashing the high cost of living is attributed to the for his horse sense.

Paris to St. Petersburg, did the trick Why, asks this questioner, this without dropping a section of his name. of a good ory as a man does out of a discrimination when the same penalty One by one cherished illusions get the attaches to false answering by one full benefit of the hammer. Congressman sult in both cases. as to false awearing by the other? Caleb Powers from the "dark and bloody theory that his musical name may Why should not the word of a for-

We do not know why. Perhaps of Philadelphia, joins the chane for skyest and finest building in the world.

Miss Wheelock said at the kindergarren does a lot of hustling. The Philadelphia North American convention in Boston that no business We all beliave that the other tenore was a physical certificate before should have a physical certificate before would soothes a passionate youth, who be- keeping. To the luxury and inefficiency be is permitted to marry. But we would moans the fate that denied him a part of the household." she said, "many scone- set mad if they tried it on us.

Referring to the recent statement of joke about the color of a girl's hair the President Lovett of the Union Pacific re- Titian-topped girl never has any trouble tions warring, because only by rethusiastic routh, and see on every hand sarding mercenary influences retarding in getting a husband? Who ever saw an
thusiastic routh, and see on every hand sarding mercenary influences retarding in getting a husband? Nature dissolution, the Houston (Tex.) Post ex- old maid who is red-headed? Nature The senator has the price, the promi up to the pie counter. Democratic The North American was among hand." because "he is not likely to run a blonds, but when she does she gives and would be more of an attraction than

Twice Told Tales

Ethics Versus Faith.

OMAHA, June 25.-To the Editor of The Bee: It is the common practice these days of not a few scholars and metaphysicians to discard the doctrine of salvation by faith, and substitute an abvariance of the common practice these days of not a few scholars and metaphysicians to discard the doctrine of salvation by faith, and substitute an abvariance certain.

**Mattack the matter. Mike **

"When is the matter. Mike **

"We wife chased me out wid a rolling pin this morning, and then cried because it left home without klasing her goodbye."

Birmingham Age-Herald. the occasion a Tellville banquet. He con- stract theory of ethics which can only be understood by men of superior in-They tell a story about a New Yorker tellects; they must be logicians in order with a \$300 chauffeur. This man had, to comprehend it, and the trouble is, that along with his other troubles, a spend- after a disciple has been thoroughly trained in the agnostic and positive philosophy, he possesses the ability to wrangle and dispute about it with his masters. On the other hand, when these abstractions are unrolled for the inspection of the burried and practical man, he will take the whole argument for granted without a moment's hesitation, to the utter disgust of his instructor, whose deaire is to have him understand it. Spread out under the gaze of a trained logician, the principles of this new philosophy, and he will discover the same blunders, the same treacherous analogies, the same delicate and complex improbabilities that he discovered he will take the whole argument for Darling,' he said, 'come to my granted without a moment's hesitation, plex improbabilities that he discovered in the doctrine of the atonement. A theory of morals, separated from practical conditions, is harder to understand than the nebular hypothesis. The hope of reward may be a selfish hope; the plex improbabilities that he discovered of reward may be a selfish hope; the desire to live may be a seifish desire; the ambition to avoid sleeping in a pauthey attend high school before they see per's grave may not be a laudable one. but these desires and ambitions do actually exist in 99 per cent of the human Combs, Ark., all his life. He was an race, and cannot be expelled by any adept at fibbing, and to break him of the process of logic however irresistible and habit his mother painted a little apot unanswerable it may appear to be. Of on his hand with ink every time she course, the mother's love for the child caught him fibbing. The result was that is not bestowed through hope or fear, some days he would have several black for mother love is an involuntary emo tion that cannot ordinarily be resisted. and not a deliberate act of virtue prompted by the will. But when this mother love is overpowered by a stronger passion, as sometimes happens, the fear of punishment, either here or hereafter, may prevent her from deserting

the child or taking its life. Our passions

and ambitions often receive a check by

lady who undertakes to turkey trot in

a pair of plow shoes will be punished by

reflecting on future consequences.

being laughed at. E. O. M. The Compassionless Law. OMAHA, June 24-To the Editor of The Bee: In your paper today Secretary Bryan was listening with an I read an article under the heading. inscrutable smile, to the praises of a "Passionate Love for Flowers Leads Old financial magnate that a senator was Woman to Steal." Patrolman Thorpe, the article runs, caught a woman of 63 "He's the achitect of his own fortune, years digging geranlums from a yard said the senator; "entirely the not her own and took her to jail. There she kissed the desk sargeant's hand and "Well." said Secretary Bryan, "it's a pleaded not to be locked up, the article lucky thing for him that the building inrelates, but the manly deak sergeant spector didn't some round while the op-(who couldn't have been thinking of his eration was going on."-Washington own good mother by contrast with this poor woman) "shoved her roughly aside and she was locked up in the cell room." Then, unless your reporter in his pardonable zeal for a good story, has overdrawn the facts, "for several hours her piteous eries kept other prisoners awake, but finally she became exhausted and fell Philadelphia Ledger: Colorado an- asleep on the cement floor." Somebody nounced last week that it would spend beside the flint-hearted desk sergeant \$2,250,000 on good roads. Other states will is at fault, if the facts are as stated spend much more. Soon the expenditures Is it the city of Omaha? Does it provide on public highways will be just about for or condone such inhuman treatment \$1,000,000 a day. Most of this will be borrowed money. And the trouble is that three-score and twenty, whose offense the bonds will be longer lived than the against the peace and dignity of the state consists in yielding to a "passionate love Boston Transcript: And now a French for flowers?" Love for flowers is not scientist has discovered a cure for whoop- a criminal instinct. If that is the Pretty soon they'll abolish worst a woman of 65 years does, a great. circuses and the mumps and there won't similation and human uplift ought to be any more excuses for the kids to stay be able to devise a correction that would not subject the poor old woman to ig-Washington Post: Speaking of the renominy and pain; that would not subject cent suffragist victory out his way, forher to the cruelty of being roughly shoved nier Speaker Cannon mays this is a good aside by a minion of the law with a mistaken motion of its function and his stantly killed on the Douglas street run for office in Illinois. This is the first duty and the diagrace of crying herself time we ever knew "Uncle Joe" to in- to sleep on a cement floor. Must we revert to medieval days and make of Springfield Republican: Mr. Oxnard ad- the law a hydra-headed monster eager

we here a matter for official attention? J. G. McB. Oddities of Life

George Hudson of Winfield, Kan., who is 87 years old, is living in a house which he himself recently built, unassisted. What is believed to be the largest firece ever taken from a sheep was brought to Pullman, Wash., by Ross Husby, a rancher. The fleece weighed 60 pounds, and at the prevailing price month, and Mr. Taft has been invited

for wool is worth about \$8. In 1832 Thomas Partridge, Joseph Ames beyond understanding that the president and Thomas Blanchard constituted the board of selectmen for the town of ordinary duty of more importance to the Prospect, Me., which is now known as Stockton. Today, Ernest Partridge, Albert Ames and Frank L. Blanchard, three grandsons, hold the same positions.

Although married 28 years ago, Mr. and Mrs. James McLane, of Oil City. Pa., have just returned from their "wedding trip," at least that is what the husband classifies it. They left Oil City two weeks ago to attend the Grand Lodge meeting of the Odd Fellows at Gettysburg, and went from there to Philadelphia and other points of interest in the eastern part of Pennsylvania.

is getting \$3,000 for his labor and \$8,000 One woman in this country, Mrs. D. Harry Hammer, of Chicago, has made a collection of cartoons of Uncle Sam, and has 30,000 of them. She began making her collection 29 years ago, the number of such cartoons appearing being then You can knock them all you please, but very few. She belives the first one was how are you going to find any room for published in Punch under the name of improvement in the skirts they are wear-Yankee Doodle Doo. The earliest one in this country was in the Lantern, a A woman gets as much satisfaction out New York publication of 1852.

Nebraska Editors

Editor Karl L. Spence of the Franklin News, has purchased a building and will move his plant into it as soon as necessary changes can be made

knees when he is through praying and Editor J. H. Welton, of the Hooker County Tribune, celebrated the nineteenth anniversary of his paper last week by getting out an illustrated edition. Editor Pont, of the Stanton Register, is installing a linetype machine.

Ever notice that while men like to Says Frank A. Kennedy in his Western Laborer: "I can't, for the life of me understand how McBrien overlooked Senator Al Sorenson in his round-up sympathy may be had by aggrieved those who stood at Armageddon that high-brows who fell republicans for the asking.

GRINS AND GROAMS.

"Papa, is the game 'nine pins' or is ten pinsy "
But papa was busy and didn't like to be interrupted.
"Daughter," he said, "if you are speaking of the pins in a shirt when it comes
back from the laundry, it's neither; it's
fourteen."—Chicago Tribuns.

"Wimmen certainly ain't got no con

"There is one uncertain thing about this motor car speeding."
"What is that?"
"You can never be quite certain whether you are on a joy ride or on a trouble wagon."—Baltimore American.

Herk-I see that a New York woman has been allowed a divorce from her husband because he snores.

Peck-Say, do you suppose there is any way of learning to snore?—Boston Transcript.

seting. Wait a moment till I turn down he gas.—St. Louis Republic.

Yes, sir," said the proud young father, 'that haby of ours is going to be a successful politician. He'll be a great vote-getter before he's of age."

'Why, he can't talk yea!"

No. But he has atarted right in, trying to kick and shake hands at the same time."—Washington Star.

VACATION SCHOOLS.

The school room seats are empty.
The tuneful pencils still,
The thumb worn hooks are on the shelves,
And free o'er vale and hall
Go little brown legs speeding
To many a shining pool
Where bird-notes wild ring out the call
To Mother Nature's school.

The old school room is vacant.

To Mother Nature's school.

If
The old school room is vacant.
Its clock no longer ticks
Its windows stare on emptiness
Where ence sat Toms and Dicks
Perplaced o'er many a problem—
No longer do they ponder—
Y heave adding notches to the score,
Out in the ball field yonder.

The big school house is lonesene
Its roof in silence rears
As if to hark for childah tones
Its lofty fancy hears;
But outdoors are many lessons
Por boys and girls to read
And in Dame Nature's school the sky
Is the only roof they need.

Its poards.

boards.
In summer without rival
But in her ranks this year we find
Only the fit survival.
For none are given to her charge
Not one can join her classes
Except the boy who diss and delvee—
The lucky boy who passes.
Omaha.—PHIL OSSIFER.

Save your steps; buy your tickets via Great Western Fewer steps are necessary from almost all "down town" to the Great Western office than any other ticket office in Omaha. 1522 Farnam Street is in the very heart of things. Great Western ticket sellers take the time and trouble to UNDERSTAND your exact wants; to protect your Pullman reservations; to figure out the lowest fare. They are travel experts. Night train leaves Omaha 8:10 p. m. and arrives St. Paul 7:30 p. m., Minneapolis 8:05 a. m. Day train leaves Omaha 7:44 a. m. and arrives St. Paul 7:20 p. m., Minneapolis 7:50 p. m. GET THERE FIRST. ASK P. F. BONORDEN, C. P. & T. A., 1522 Farnam St., Omaha, Neb. Phone Doug. 260. Great Western

Little Stories and Talks About Advertising

(Copyright, 1913, by Harry Scherman)

"I'm Too Small Yet to Advertise"

Whenever a mercant says that, at once he ought to down and consider how long the "vet" is going to last. HOW LONG DOES HE WANT TO CONTINUE TO BE "SMALL!"

For is point of view is as logical as that of the man who always insisted that he was in the ripest health and for that reason did not need insurance. But one fine day he suddenly lost his health, and then he found that no company would take his risk.

The primary purpose of advertising is to make "small" business grow larger. Comparatively few large businesses advertise to increase their size. They generally advertise to maintain their size. IT IS THE SMALL BUSINESS THAT NEEDS ADVERTIS-

If you feel that your business is "too small," advertising is the nutrition to make it grow

The proper plan to follow-the one followed by every successful advertiser-is to appropriate a fixed percentage of your gross receipts to advertising, and if you advertise sensibly you will soon see a tangible growth.

The great businesses advertised now did not begin advertising when they grew big. In almost every case, they began advertising when they were comparatively small. They are now harvesting the results of their advertising.

A representative of THE BEE will call upon request and give advice and assistance to intending advertisers. Phone Tyler 1000.



224 S. Clark Street, CHICAGO