SINGLE COPY TWO CENTS.

CABINET DISCUSSES MEXICAN SITUATION FOR SEVERAL HOURS

Change Attitude Toward the Huerta Regime.

MAY AWAIT THE ELECTION Little Likelihood that Wilson's Return Will Cause Change.

SHARP DEMAND FOR ACTION Protection is Asked for American

Citizens in Durango.

Seneral Will Go to Japan on Diplomatte Mission, and Thus Be Absent During Election Period.

WASHINGTON, July 13.-Consideration of the Mexican situation took much of the time of the president and the cabmet at the regular session today, and Secretary Bryan had a long conference with the president before the other mem bers arrived. Although reports are com ing in from various sources, the administration is looking forward to first hand information from Ambassador Wilson, on his way from Mexico City. It was again authoritatively stated today that the atutude of the administration still was unchanged.

It was reiterated that the cabinet unanimously was in accord with the last night said it is doubtful if the task president in waiting a return to stable of revising the tariffs can be completed conditions before extending recognition. Several officials stated that the cabinet had from the beginning been of the upinion that the changing conditions of off" policy for some time

Bryan May Cancel Engagements. Secretary Bryan authorized the statement that he would cancel any lecture angagements which would conflict with the conferences he and the president will have with Ambassador Wilson next week. Some members of the cabinet were not inclined to think any action would be taken following Ambassador Wilson's conference and repeated their belief that until elections were held in Mexico and in appearance of peace was in sight, fermal recognition probably would be

In response to Consul Hamm's reques for protection for Americans in the Durange section, the State department has demanded action from the Mexican federal authorities. The department went

Dias Given Diplomatic Exile. Mexico's centennial in 1910, is referred to them containing poems. editorially today by the newspaper El Pais as "the political emigrant." The article says Diaz is being sent out of the country and expresses the opinion that there will be elections in Mexico in the time fixed.

El Independiente also frankly expresses the gpinion that Diaz has been practically exiled, at least temporarily.

An unusual bonor is to be paid the government. It is sending a commission consisting of one representative of the foreign office and two military attaches to meet him at the port of Manzanillo. popular demonstration on his arrival

Refuse to Honor Extradition Papers. to bonor extradition papers from the Pacific. governor of California for the return of

the governor of Lower California deelded yesterday upon a hearing to ascertain the probability of Leroy's guilt, which is held by Utley to be a direct violation of the treaty with Mexico.

Ellsworth Will See Garretson. EAGLE PASS, Tex., July 18.-United States Consul Lather Elisworth, staioned at Piedras Negras, Mexico, left today for San Antonio to consult Secre-

bury of War Garretson. Refugees from Torreon report that place was attacked by a large force of constictionalists on Monday and that the town was not expected to hold out more than two days, as the federals were outnum-

hered and provisions very scarce. Six bundred constitutionalists were re ported to have defeated Colonel Lavarcite near Lampazos on Wednesday. They are expected to join Governor Carrange

A discharged employe of the constitutionalists started the story that the American consulate in Piedras Negras was to be dynamited, it was declared today. His motive was to discredit the Carrancistas, it was said.

The Weather

For Omaha, Council Bluffs and Vicn-ity-Pair Saturday, slightly warmer.



Denman Will Help Prosecute Oil Land Suits in California

WASHINGTON, July 18,-William Denman of San Francisco was appointed today a special assistant to Attorney General McReynolds to prosecute pending Administration is Not Inclined to and proposed suits to recover the government's title to millions of dollars' worth of oil lands in California, Wyoming and other western states. The question ineweeping oil land withdrawals of 1909 to onserve the country's oil resources and especially to afford the government a upply of fuel oll for the United States

nan, who will make an extensive investigation of the situation, will soon begin many more. Two actions have been begun in Los Angeles and recently United States District Judge John A. DIAZ IS SENT INTO EXILE against the Mid-West Oil company adversely to the government, which has taken the case to the United States circult court of appenia. It will be argued at Denver in September by Assistant Attorney General Ernest Knaebel, who has taken personal charge of this suit.

New Schedule of Passenger Fares

CHICAGO, July 18 -- A revision downward of interstate passenger fares has been begun by western and central passenger associations in compliance with an order by the Interstate Commerce ommission that the new rates will be made effective May 1, 1914. Passenger officials of railways entering Chicago within the time limit prescribed by the

The long and short haul clause of the interstate commerce law which prohibits Mexican politics warranted the "hands a higher charge for a through rate than the aggregate of the local fares, became effective July 1, 1910, but the commission suspended the time for its enforcement. The rearrangement will include a cut in the fare between Chicago and Mis? sourl points to a basis of 2 cents a mile. intrastate rates, will be affected.

Waits Fifty Years Then Files Suit for Breach of Promise

PATERSON, N. J., July 18.-Miss Emma Mahaney, 67 years old, of Wooster, O., asks a heart balm of \$25,000 from John war and a retired merchant, in papers to play politics, which have been served upon him here. Schedtman wr further than usual in that it requested to first in the following help in Burango. The prisoners at one time in Burango. The prisoners at one time would some day wed her, and that she has not further than usual in that it requested which have been served upon him here.

Schedtman wrote Mulhail August 26 about the situation in Indians, which has some agreement might be seen Wolff since their separation in 1863, we win, most of the credit will be due to your good work. If some of our political friends should forget it later on, I want to take a trip with you into Indiana for the haven to the front after, it is afleged, he had proposed to her, She says your good work. If some of our political friends should forget it later on, I want to take a trip with you into Indiana for the haven to take a trip with you into Indiana for the prisoners at one time would some day wed her, and that she the specific purpose of laying their contents.

MEXICO CITY, July 18.-General Felix proposal of marriage by mail, but later Diaz, appointed special ambassador to received word that the marriage would Japan to express the thanks of Mexico to never take place. She has forwarded

Elliot or Willard May Succeed Mellen

new Japanese minister by the Mexican Charles S. Mellen, tendered late yester- channel to be used for legitimate purday. Although it is understood that poses in Jenkins' district. some of the directors urged Mr. Mellen to reconsider his decision, according to not later than October 1, next.

SAN DIEGO, July 18.-Refusal of Mex- for today was not announced. Among pressed in the principles of the National ican authorities at Ensenada, capital of those mentioned in this connection is Association of Manufacturers." the northern district of Lower California, Howard Eillot, head of the Northern

Department of State by District Atterney it is asserted, by District Atterney it is as a second at the property is a second at the property it is a second at the property is a second at the property is a second at the property it is a second at the property is a secon

tration, others are said to regret his which Mulhall said was from Van Cleave, action at this time. A. E. Clark, secre- said: tary of the New Haven, said: "Mr. Mellen has been maligned and misunderstood. Five years from now the

public will wonder how his policies could have been condemned and who was responsible for such condemnation." Charles S. Mellon's resignation as presi-

Hartford railroad was accepted by the directors this afternoon. The resignation is to be effective on the appointment of the hands of a special committee. In an official statement issued in Mr.

Mellen's behalf, it was stated that he had felt it necessary to resign because of the existence of certain disquieting possibilities for the New Haven road and its allied properties." He added that he felt he had been justified in everything he future and wanted me to aid him. had done and would not attempt to explain the causes that led to the "disquieting possibilities."

The following committee was appointed to name his successor: J. P. Morgan, Theodore N. Vall, Samuel Rea, William Skinner, Edward Milligan and Robert

CUMMINGS NAMED FOR

WASHINGTON, July 18. - President Wilson today sent to the senate the foi-Minister to Ecuador, Charles S. Hart- governor appoints the state board of ex- A farmers' co-operative store will be man of Montana.

United States judge for northern district of California, Maurice T. Dooling of California,

MANUFACTURERS FOR

Mulhall Says N. A. M. Chiefs Proposed to Concentrate to Re-elect Former Speaker.

VAN CLEAVE GREATEST OF ALL volves the legality of Freadent Taft's Given High Praises in Letters Written by Schwedtman.

EXALTED ABOVE POLITICIANS

Three suits are pending, and Mr. Den- Greater Than Roosevelt, Taft, Foraker or Sherman.

M'CLAVE WILL BE A WITNESS

Committee Decides to Summon Republican Candidate for Congress in Sixth New Jersey District-Under Fire.

WASHINGTON, July 18 .- How the National Association of Manufacturers proposed to concentrate its energies if necessary for re-election of former Speaker Cannon in the 1908 campaign was described in one of the first "Mulhall letters" brought before the senate lobby committee. Mulhall. confessed Will Be Lower lobbyist for the manufacturers, was about one-third through his stack of correspondence when the committee resumed. The letter bearing on Cannon was written to Mulhall by Secretary Schwedtman of the manufacturers on August 17, 1908, and declared all energies would be concentrated in Cannon's district 'if there is the slightest occasion for it." A letter from Mulhall to former Representative Loudenslager of New Jersey said the manufacturers had field workers out in the campaign in many New Jersey, Pennsylvania and Indiana

Senator Reed questioned Mulhail about

ongressman Bartholdt. "I always understood Schwedtman and Van Cleave looked after Bartholdt and that the brewery interests helped." replied Mulhall.

McClave Will Teatify.
The committee decided to immediately hear S. W. McClaye, republican candidate for congress in the Sixth New Jersey district where a special election is to be held Tuesday.

un McClave's campaign against William their trainmen and conductors, came for-Hughes in 1916. McClave today wired ward again today in an endeavor to if the Diana was found unseaworthy. Senator Cummins he would leave Jersey straighten out the tangle arising from to hear him as soon as he reached Washington.

The cross-examination of Mulhall on Woiff, a 77-year-old veteran of the civil mittee, who declared it was an attempt into the situation at this stage was to

would some day wed her, and that she the specific purpose of laying these good cites the demands of the railroads of was recently encouraged by a second people over our knees and giving them arbitration of certain grievances and conthe kind of spanking they ought to have." tinued: Brewers Fight Jenkins.

the manufacturers, although the National follow, namely: Brewers' association, through its national chairman, wrote Mulhall it was "their

Edward Hines, the Chicago lumberman, New York, New Haven & Hartford rail- swore that in a letter to the manufac-road were to meet here again today to turers August II, Hines spoke of a proact on the resignation of President mise to send \$1,000 to "go into the right

Schedtman wrote Mulhall on August 28: "I don't consider Teddy nor Taft, nor the present plans he will retire as the Sherman, nor Foraker, nor the rest of strike. "I believe they will reach a so-Plans are being drawn up for a huge head of the New Haven and allied lines those great men equal to Van Cleave, Parry, Kirby and the others, who have Whether a successor to Mr. Mellen will given freely of their energy and their be agreed upon at the meeting scheduled money to the great cause which is ex-

Aid Given Denby. The name of Daniel Willard, president B. Anthony, vice president of the man- heading the new federal board for adjust-Juscith Leroy, charged here with high- of the Pallimore & Ohio railroad was ufacturers, to Van Cleave asked him if ment of eastern railway wage disputes, way tobbery, will be reported to the linked with Mr. Elliot's this morning as there was any way for the association to President Wilson today sent to the senate. aid "our good friend, Hon. Edwin Denby, opened a temporary office today. Judge there Wednesday afternoon for Washing-

were signed by Governor Johnson, but Mellen's retirement is best in view of out the knowledge of Denby. An un- partment of Labor, designated to act Panama. the widespread criticism of his adminis- signed letter to Anthony, September 3, with Commissioner Chambers, called with

> our power for Mr. Denby. September II, 1908, Muthali wrote E. Schwedtman about a visit to Cincinnatis and breakfast with A. I. Vorys, "Mr.

"Taft's chief of staff." "Vorys was an entirely different man dent of the New York, New Haven & to what he was in Chicago," the letter gaid. "He is more than anxious to have home of our people see Judge Taft and his successor, whose election was left in the hands of a special committee. a large percentage of our organization exhibition here last night. The stampede busy he had better get Judge Taft to get followed the setting off of a flashlight in communication with Mr. Van Cleave, to take a photograph of the crowd. Mr. Parry, Mr. Kirby, Mr. Schwediman and the other leaders. This he claimed State Board of Health in conjunction he would bring about in the very near

Swindler Paroled On Condition that He Repay Victims Hight.

HELENA, Mont., July 18 -On condition that he repay those he swindled within five years, Sam A. Hall of Butto was RECEIVER AT PIERRE granted a pardon today by Governor The chautauqua begins July 34, lasting defrauded clients of his investment firm a week. There will be base buil every out of from \$30,000 to \$15,000 and his sendant form the sendant tence would have expired in 1930. The noon program. United States marshal, district of Orevinced he was not attempting to live up base ball tournament July 24, 25 and 25.

Ville & Nashville yards when it was gon, John Montag.

There will be eight teams and a \$575

Herelyer of public moneys at Pierre. S.

There will be eight teams and a \$575

There will be eight teams and a \$575

There will be eight teams and overturned. Hamlin died today.

(Continued on Page Three.)

The Veterans of Many Battles

ROADS WRONG, SAYS LOW McMillan Party

From the Cleveland Plain Dealer,

Says New Issue Cannot Properly Bc Injected Into Controversy.

CHAMBERS OPENS HIS OFFICE Commissioner of Mediation tion and Fellow Members Call Upon President Wilson

at White House. NEW YORK, July 18 .- Seth Low, president of the National Civic federation, an organization which was instrumental in moothing the way for arbitration under

City at noon and the committee decided the roads' demands that their grievances be arbitrated along with those of the Mr. Low who has sided with the unions McClave yesterday aroused the ire of in their contentions that the railreads the two republican members of the com- could not properly inject their troubles confer this afternoon with the confer-

"It is needless to say that no arbitra-In August a fight in the Eleventh Wis. tion embodying these propositions will the Japanese for their participation in scores of alleged love letters, many of consin district, where Jenkins was up even be considered and if insisted on by for re-election, apparently was worrying the managements only one result can

"The setting of the hours for retirement from the service.

"Local chairmen will remain out of duty until otherwise instructed by their who figured in the Lorimer case, came general chairmen or the undersigned, and NEW YORK, July 18.-Directors of the into the hearing again today. Mulhall will remain where word by wire or letter will reach them promptly.

The bulletin is now in the mails on its way to the 84,000 members of the organizations.

DeWitt Cuyler, chairman of the board f directors of the Pennsylvania road. said he did not believe there would be a lution," he said, "but I am firm in the opinion that the time is at hand when the railroads, not the unions, have something to say about wages."

Chambers Opens Office. WASHINGTON, July 15.-William Lea Chambers, whose nomination as commis-A letter of September 1, 1908, from C. sioner of mediation and conciliation. im on the president.

"We must, of course, do all that is in Hundred Injured in Panic in a Picture Show at Newark

NEWARK, N. J., July 18.-Nearly 100 persons, many of them children, were inlured, fortunately not more than two of hospitals, in a panic at a moving picture | minister.

The exhibition was being given by the with the Newark Anti-tuberculosis association and hundreds of foreigners flying over the building. were among the 1,500 or more persons present. The fatture of the foreignors to the general says, but the remainder of understand a notice, flashed upon the the nurses and all the patients were the senate committee, a tax of one-tenth sceen, that the picture would be taken killed. A few of the sick and wounded of I cent a pound on cotton sold through is believed to account for the panic which who had managed to crawl out of the stock exchanges for future delivery, the succeeded the setting off of the flash-

ONAWA, In., July 18 .- (Special.) -- Automobiles full of chautaugua boosters from here are touring the surrounding towns.

governor appoints the state of the proposed tax is to aminers to pass upon the claims of Half's opened in this city soon. A. J. Mitchell Fleming, an engineer, put an end to his climinate all of the speculative gam-

Will Go North on Sealing Ship Erik

NEW YORK, July 18 .- The scaling ship, Erik, formerly used by Commander Peary, is being prepared at St. Johns, N. F., to go to the aid of the steamer, Diana, which went ashore in Belle Isle Straits with the MacMillan expedition on board. This was announced by Prof. Edmund Otts Hovey of the American Museum of Natural History, which sent out the expedition jointly with the American Geographical society.

Prof. Hovey said that the Erik, which the Newlands act of the wage dispute is a larger ship than the Diana, probably senate began general debate according Mulhall testified yesterday that he had between forty-five eastern railroads and would be ready to sail within a week to the report of the finance committee and would continue with the expedition Prof. Hovey received the following telegram yesterday from MacMillan from Red Bay, Quebec:

available for the relief of the Diana at

the present time. Metcalf eFriend

(From a Staff Correspondent.) LINCOLN, July 18 - (Special.) - If there has been any hatchet waving in the air since the memorable campaign in which Richard L. Metcalfe opposed the candidacy of Mayor James C. Dahlman of Omaha in his race for the governorship, it was pretty effectually placed under the sod last night at the farewell banquet tendered Mr. Metcalfe by his friends on the eve o fhis starting for his post as governor of the Panaras canal gone. Both Mayor Dahlman and Mrs. Dahlapoke feelingly of their admiration for Mr. Metcalfe and the hope that his mis- 790,000, a balance is shown in favor of sion to the new field would be a success. the government of \$2,202,000.

In response Mr. Metcuife said that while ie had been compelled to oppose Mayor Dahlman in his campaign for the govfeeling he may have had against the because of something clau. not have said in the presence of his wife and family. I admire him for his many good traits of character, and it was with regret that I saw that our paths would have to diverge at that time."

Governor Metcalfe will leave Lincoln Sunday afternoon for Omaha, leaving many agricultural products. ion, where the family will stay until about August 1, when they will sail for

Coalition Cabinet

SOFIA, Bulgaria, July 18.-A coalition cabinet was formed today by M. Radozlayoff, the liberal leader in the Bulgarian parliament, to take the place of the cabinet of Premier Danetf, which recently resigned. The new cabinet consists of liberals and Stambuloff nationalists. M. the United States. Wise use of the retured, fortunately not more than two of Guenadieff has been appointed foreign tallatory power, it is reasonably to be ex-

army operating against the Greeks of- do not now afford us fair treatment, and ficially charges the Greek troops with it is probable that the weapon thus prodeliberately raking with their cannon vided will be so available and effective fire the hospital at Demir-Hissar, in as to render its actual use entirely unspite of the fact that the Red Cross was necessary under any ordinary conditions."

A few of the hospital attendants fied, ruins were shot down by Greek soldiers. The general also charges the Greek troops with massacering the entire population of Kilkish.

Man Pinned Under Engine Kills Himself

DECATUR, Als., July 18 .- Pinned underneath an overturned locomotive, Huston of California.

United States attorneys: Southern district of California. Albert Schoonever: of pardons and should be fall to make the northern district of Texas, James C. sWiller and should the board be controlled by the repayment or should the board be controlled by the repayment of should be controlled by the repayment and has met with unusual success.

Moorehead will have its third annual testing a new locomotive in the Louis-

EXPLAINS

Senate Tariff Measure Expected to Produce Surplus.

FREE LIST GREATLY ENLARGED Income Tax, Tax on Cotton Futures and Corporation Tax Ave Expected to Make Up the Difference.

WASHINGTON, July 18,-An average reduction of 27.64 per cent under the rates of the existing Payne-Aldrich tariff law is proposed by the democratic Underwood-Simmons tariff bill upon which the majority submitted by the chairman, Senator Simmons.

The report also shows that the bill reported to the senate provides rates 4.23 per cent lower than the Underwood bill "Diana ashore. Am landing equipment, as it passed the house and that from it Order Neptune for trip. All safe and together with other government receipts for the fiscal year ending June 30, 1914. The Neptune is a sealer, but is not there will be an estimated surplus in the government treasury of \$2,020,000.

A salient feature of this bill, it is pointed out, is the large increase of im-ports to be admitted free of duty. Under Senstors Bristow, Townsend the house bill the value of free listed others attacked in strong language the imports, on the basis of the 1912 imports- action of Secretary Bryan in felivering of Mayor Dahlman tions, was \$107,000,000, whoreas the demoerats of the senate in caucus, by sweep-ing changes, propose to free-list imports tention to affairs of the State departvalued at \$147,367,000, an increase in undutiable imports over the house bill of

Upon the basis of ten months for the Says Sulzer Tried to \$43,367,000. coming fiscal year, the report estimates that the receipts from customs alone under the new bill will be \$296,730,000, from income tax for ten months 368,330,000, corporation tax \$37,000,000, internal revenue, including tax on cotton futures of \$5,000,000, \$207,000,000 and that the revenue from all other sources will bring the total for the fiscal year to \$906,810,000. man came all the way from Omaha and With disbursements, estimated for the committee by treasury experts at \$994 .-

House Features Dropped.

In analyzing its changes in the house ernorship, he had not done so for any administrative features of the bill the committee "deemed the amendments of mayor as a man, but his opposition was the house entirely too drastic," par-"In all my ticularly those authorizing examination campaigning against Mr. Dahlman," said of books of foreign manufacturers, a 5 ued. "Remember, I take good care of Governor Metcaife, "I never said one per cent tariff discount on imports in word regarding the mayor which I could American ships and other like features which were stricken out. Particular at- the primary measure and his bridge bill tention is called to the senate provision designed to furnish the president with power to impose tariff duties of a re- SILK MILL STRIKERS taliatory character upon all articles comprised in a specified list," which includes "For some years," says the report in

referring to this retaliatory provision,

president, powers which, though extensive continue leadership. in their sphere, are sufficiently circumperibed to permit of their being exerted within the limits assigned them without disturbing the general fiscal system of pected, will bring about equitable ar-The general commanding the Bulgarian rangements with those countries which

Tax on Cotton Potores. Of another important feature added by report says:

"The committee believes the subject matter to be one fit for the imposition of a proper tax, not only because of its indirect influence in eliminating a parasite which has afflicted the business of dealing in purchases of cotton for future delivery, but because it will result in the collection of a considerable sum on revenue from a business that is not susceptible of just taxation in any other

"If the effect of the proposed tax is to

BRISTOW THRUSTS AT BRYAN: STARTS ROW ON FLOOR OF SENATE

THE WEATHER.

Fair

Ashurst Tells Kansan He Was Once Desirous of Fat Job with Little Work Appertaining.

PRODUCES OWN LETTER IN PROOF

Other Comes Back with Charge of Arizonan's Grafting.

U. S. MONEY FOR OWN TELEGRAMS

Bull Mooser Declares He is Not on Trail, Anyway.

JAMES MENTIONS 'GLASS HOUSES'

Many Members Attack in Strong Language Action of Secretary in Giving Lectures When State Affairs Neglected.

WASHINGTON, July 18. - Secretary Bryan's policy of lecturing in his vacation time involved the senate in a bitter controversy today. It began when Senator Bristow, ignoring the defeat of his resolution directed at Mr. Bryan's action, insisted upon being heard in severe cuti-

cism of the cabinet officer. Before the debate ended charges and counter charges between senstors on the two sides of the chamber had been brought the senate to a high pitch of excitement. Senator Ashurst produced an old letter of Senator Bristow's, which he declared indicated that Mr. Bristow in 1906 had been perfectly willing to take a federal position and devote only part of

his time to it. Senator Bristow retorted with the harge that Senator Ashurst had spent ver \$100 of public funds sending private telegrams that should have been paid for from his own pocket, a charge denied by Senator Ashurst, but which Senator Bristow agreed to prove by producing original telegrams that had been paid for out of senate funds.

From these personal accusations the debate went into the general field of public lecturing and writing and democratic senators called attention to the chautauqua platform work of Senator Bristow and many others and to the newspaper writing that Senator Bristow had done at the last Haltimore convention. The Kansas senator emphatically declared that he never had neglected the

duties of his office. "I am not on trial here," he said.

"I am not on trial here." he said.
"I simply want to show that people who live in glass houses should not throw

Senators Bristow, Townsend, Fall and

Get Votes by Threats

ALBANY, N. Y., July 17 .- Counsel for the Frawley legislative investigating committee decided today that he would take up the matter of "widely published efforts to improperly influence legislators." He then called as a witness Assemblyman Thaddeus C. Sweet of Oswego, who testified to having asked Governor Sutzer to approve a bill appropriating \$50,000 for

"Assemblyman, how did you vote on my direct primary bill?" witness said the governor asked him. Mr. Sweet replied that he had voted against it. "How are you going to vote on it at

the extra session?" the governor continmy friends. Mr. Sweet said he continued to oppose

RETURNING TO WORK

PATERSON. N. J., July 17.-The announcement that "Big Bill" Haywood "there has been a development of maxi- had withdrawn from active participation mum and minimum tariffs abroad, and in in the silk mill workers' sirike here, not a few instances the government of caused a break in the strike ranks today the United States has been compelled to and there was a rush of hands to the see its citizens subjected to harsh and mills. Most of the weaving mills are discriminating tariff treatment abroad running and manufacturers predict an Formed in Bulgaria discriminating tariff treatment abroad running and manufacturers predict an without being able under the law to of end of the strike. Haywood's withdrawal is explained by Joseph Pittor, the Indus-"The provision now recommended, it is trial Workers of the World leader, who believed, will place in the hands of the says Haywood is physically unable to

Continuity in Advertising Effective

The advertiser who expects to build a successful business out of occasional advertising

deceives himself. To be effective you must adver-tise constantly. Mr. Manuafc-turer or Mr. Retailer.

A bank recently decided to do some advertising. Half a dozen advertisements were written and placed. The result was insignificant, and the advertising was stopped.

Another hank watched the ex-But it didn't stop when six advertisements had been printed.

It kept right on. When a dozen advertisements had found their way into type business began suddenly to take an upward trend.

Each day more and more new faces were seen within the bank building.