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OMAHA, SUNDAY MORNING, MANA 8, 1914-SIX SECTIONS-FIFTY-SIX PAGES.

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## ONE-FIFTH OF WHEAT AND THIRD OF CORN IS STILL ON FARMS

Department of Agriculture Reports on Portion of Crops Still Available at Home.

WHEAT LOWER THAN LAST YEAR

Five Million Bushels Less is Still on Farms.

CORN MAKES GREAT SLUMP

Four Hundred Million Bushels Less is Available for Feeding.

FIGURES FOR ANTELOPE STATE About Fourteen Million Bushels of

Wheat and Twenty-Seven Million Bushels of Corn on Nebraska Farms.

WASHINGTON, March 7.-Grain of last year's crops remaining on farms March 1 formed the subject of the Department of Agriculture's crop report for March, issued at 2:15 p. m. today. The department's crop reporting board, from reports out of the countles where grown, and the preme ranch." percentage of the 1913 corn crop which was of merchantable quality, as follows:

Wheat-About 151,809,000 bushels, or 19.9 per cent, of the 1913 crop remained on farms March 1, 1914, compared with 156,-483,000 bushels, or 21.4 per cent, of the 1912 crop remaining in 1913; 122,025,000 bushels, or 19.6 per cent, of the 1911 crop in 1912, and 162,765,000 bushels, or 25.6 per

cent, of the 1910 crop in 1911. About 5.39 per cent of the 1913 crop will be shipped out of the countles where grown, against 61.6 per cent of the 1312 crop so shipped, 56.1 per cent of the 1911 crop so shipped and 55.6 per cent of the 1919 crop so shipped.

Figures on Corn.

5000 bushels, or 41.8 per cent, of the per cent, of the 1911 crop in 1912, and order of cowboys was started. the 1910 crop in 1911.

crop so shipped, 20.5 per cent of the 1911

The proportion of the 1913 crop which is merchantable is about 80.1 per cent. compared with 55 per cent of the 1912 crup, 80.1 per cent of the 1911 crop and 86.4 per cent of the 1910 crop.

1910 crop in 1911. About 36.5 per cent of the 1913 crop will "The initiation will be held as much as crop so shipped, 28.8 per cent of the 1911

1910 crop so shipped.

Stocks by States.

SECOND 113 OF	
stocks of wheat and	corn on farins
March 1, by principal sta	tes, follows:
March 1, by principles	eat, bu. Corn, bu.
	100,000 21,700,000
President Committee of the Committee of	
	,000,000 (5,300,000
Nebraska	
Kansas	400,000 1,400,000
Texas	400,000 49,000,000
Texas	400,000 9,400,00
Oklahoma	400,000 200,00
Washington	700,000 100,000
Oregon	141001-1110
The state of the s	

#### Shot Three Times Under a Dead Cow

SAN FRANCISCO, March 7 .- White Tony Kiconovich was milking his cow pumping lead at him.

Kliconovich dodged behind the cow. Skarich shot the cow through the neck and she fell dead on top of her master. Her body protected him partially, and as he lay pinned to the ground, Skarich shot him through the right arm, the right leg and the left hip. He is dying.

Alarmed by the sound of shooting. Mrs. Kliconovich ran to the door. Skarich shot her through the breast and she fell dead. Skarich fied to his lodging house, locked himself in his room and committed

#### The Weather

Forecast till 7 p. m. Sunday:
For Omaha, Council Bluffs and Vicinity
Fair, not much change in temperature.
Temperature at Omaha Yesterday.



Lumparative Local Record.

Mean temperature 31 45 27 44
Precipitation T 00 01 10
Temperature and precipitation departures from the normal:
Nosmal Emperature 21
Excess for the day 3
Total excess since March 1 22
Normal precipitation 22
Normal precipitation 22

## ORGANIZATION FOR COWBOYS CASHIER FELT READY

New Fraternal Order Will Perpetuate Spirit of West.

SUPREME RANCH IN CHEYENNE

Will Be Organized ta Every County Where Live Stock is Raised-Mayor Dahlman to Be a Member.

CHEYENNE, Wyo., March 7 .- (Special.) The true characteristics of the "wild and woolly west" are to be perpetuated, according to the articles of incorporation COULDN'T SAY NO TO FRIENDS filed in Cheyenne today for the establishment of the Supreme Ranch of the ors, with supreme headquarters in this city. It is a nonprofit-paying fraternal order, calculated to give the real cowboys of the range, and associate members whom they may elect, all of the elements of freedom and liberty best Declaration Made He is Penniless known to the men of the saddle and

Ex-President Roosevelt, James C. Dahlman, the "cowboy mayor" of Omaha; Lieutenant Governor Ingalls of Kansus, son of John G. Ingalis, who made a name for himself through his unforgettable poems of the west, and others who are on the stage of public life feday are to be offered a place in the supreme ranch. "Ranchus" will be established in each state throughout the union as well as in every country where the raising of live stock is an important industry, including of its correspondents and agents through- the republics in South America, Canada out the country, estimates the amount of and Australia, and being in accord with wheat, corn and oats on farms, with com- the purpose of this organization many parisons for preceding years, the proper- governors of the states, and especially tion of each crop which will be shipped those of the west, have joined the "su-

> Founded by Mayfield and Knabe. The real originators of the National Order of Cowboy Rangers are A. U. Mayfield, a pioneer newspaper man of the west, who in pioneer days "punched" cattle from the Panhandle in Texas to the Canadian line, and Hermann H. Knabe, I was not a banker and could not say "cowboy editor," erstwhile editor of the Medicine Bow Times, and a well known row money. The result was the bank cattleman of the range.

"It is a matter of history that the west, "It is a matter of history that the west, as it existed not more than twenty years ago, is fast becoming a thing of the past—that where a few short years ago the that where a few short years ago the line belowing of the belowing of the belowing of the consequences of my yell of the cowboy and the bellowing of the range cattle were heard-is fast giving way to the encroachment of civilization and Corn-About 865,392,000 bushels, or 35.4 cultivation," said one of the originators tarms March 1, 1914, compared with 1,239, of the order. "It is for the purpose of ties here in San Francisco and will have some bushels, or 41.3 per cent, of the cord the card planear his share of glory." cord the early ploneer his share of glory perop in 1915; 884,009,000 bushels, or 34.9 in the making of our nation that this

"Cheyenne is selected as the suprem 'ranch' because it was here, in the late About 17.3 per cent of the 1913 crop will '.00's, the ever necessary parties were be shipped out of the countles where grown, against 21.8 per cent of the 1812 savages who fought every foot of the ground, and where every man slept on crop so shipped, 20.5 per cent of the crop so shipped and 22.5 per cent of the his arms to neglect the increasing number of people to whom the east became her of people to whom the east became too crowded for a steady and healthy growth of the nation.

Initiation in the Open "The National Order of Cowboy Rang-Oats-About 416,476,000 bushels, or 37.4 ers will be a purely fraternal society, per cent, of the 1913 crop remained on having some ritualistic secret work, but farms March 1, 1914, compared with 604,- in order to revive the real spirit of the 215,000 bushels, or 42.6 per cent, of the west, which considered every man a man 1912 crop in 1913; 259,958,000 bushels, or 31.44 until he was proven otherwise, the initiaper cent, of the 1811 crop in 1913, and tion will be held in much the same way 442,965,000 bushels, or 37.3 per cent, of the as the tenderfoot was made a part of the ranch.

grown, against 30.9 per cent of the 1912 may attend and live over again the episodes in the early days, when every crop so shipped and 30.6 per cent of the man and every woman on the vast plains of the west made history every day."

Local "ranches" are to be organized in every state in the union. The incorporators of the Supreme Ranch of the World are A. U. Mayfield, supreme boss; Hermann H. Knabe, supreme recorder of brands; Edward A. Sproul, supreme boss of the lariat; Frank O. Scoggin, supreme Lentz, supreme guard of the corral, and E. J. Kellihan, supreme boss of the spur.

#### Woman Shot from Armored Train is Refused Damages

CHARLESTON, W. Va., March 7today, directed the jury to bring in a a receiver. today, Marks Skarich, with whom he had quarreled over the purchase of an of New Apre Hell who send to recover of Mrs. Anna Hall, who sued to recover losses sustained by the failure of a state orchard, appeared on the scene and began \$25,000 damages alleged to have been sustained when she was shot during the very little if any will be needed, except miners' strike last year. Judge Dyer, to cover present demands of depositors

both legs from the armored train which ussed up the Paint Creek branch of the hesapeake & Ohio railroad the night of

February 7, 1913. This was the first of a number of similar actions growing out of the bat-

#### Bandit Robs Bank in California City

SACRAMENTO, Cat., March 7 .- A bandit walked into the Oak Park branch of the Sacramento bank of this city, at noon About 529 per cent of the 1913 egop will today, covered the cashier with a revolver and after taking \$5,000 in gold. silver and currency, made his escape. He first drew the cashier's attention by presenting a note. After forcing the cashier to unlock the vault he placed him in the lavatory and locked him there.

#### MISS EFFIE GERMON. ONCE POPULAR ACTRESS. DIES

NEW YORK, March 7 .- Miss Euphemis (Effic) Germon, a popular actress of fifty years ago, died Thursday at the Actors' Fund home on Staten Island. She was one of the principal attractions in Balti-more and Philadelphia stock companies and years ago at Wallack's theater to this city. Miss Germon was born in Augusta, Ga., June 13, 1846, and was the daughter of G. C. Germon, the original

# TO GIVE HIMSELF UP

Missing Officer of First National Bank of Superior Writes Letter to Priest.

MAILED FROM SAN FRANCISCO

Undated Note Tells How He Came to Wreck Business.

World, National Order of Cowboy Rang- Not Trained Banker and Extended Too Much Credit.

NEVER PROFITED BY WRONGS

and Determined to Come Home and Help Straighten Out Affairs.

SUPERIOR, Neb., March 7 .- (Special Telegram.)-The following letter, with no date, postmarked San Francisco, was received by Rev. Father Fitzgerald:

"Rev. Fitzgerald, Red Cloud, Neb .-Dear Father Fitzgerald: For days I have tried to decide what I ought to do. I have finally concluded to come back and tell the people of Superior and my friends the truth about my downfall. I hear that my friends will think I went away with their money and deliberately robbed them. I left Superior not knowing the bank would close in my absence. It was a surprise when I heard it was closed.

When I left I had only a small amount of money with me. I have no money, no property, except what I left in Superior. I did not have the courage to meet those who lost their money through my incompetence. I went wrong simply because "No" to the friends who wanted to borbecame insolvent and I tried to save it. wrong and to help in any way I can to straighten out the business of the bank. When you receive this letter I will have surrendered to the United States authori-I would start back now if I had the railroad fare. Sincerely yours,

"A. C. FELT." Seven Counts Against Felt. LINCOLN, Neb., March 7 .- The special grand fury in federal district court here returned an indictment of seven counts February 3 against A. C. Felt, charging him with embezziement of \$3,522 and the conversion of notes to his own use in the sum of \$8,100.

WHY STATE BANK HAS CLOSED Action in Federal Court on Notes

Made Action Necessary. (From a Staff Correspondent.) LINCOLN, March 7 .- (Special.)-Notadopted a plan of secrecy regarding the present and past, was lent today by the strength of the two factions and caused amount to anything, is the opinion of in this country, State Saving bank at Superior, and re-About 26.5 per cent of the lord as much as be shipped out of the counties where practicable, in the open, where the public charge of the bank their recording the lord of the lord method of keeping public business from D. Sutherland, acting for the depositors of the wrecked First National bank, slipped one over on the board, and got service on the bank a half hour before Assistant Adjutant General Edgerton, acting as a secret slueth for the board,

arrived at Superior yesterday. Mr. Sutherland at the state house this morning, said suit has been filed in the boss of the saddle; Allen J. Read, su- federal court against the state bank ofpreme guard of the roundup; A. H. ficials to recover \$46,576, and on account of that the bank was forced to ask for the receiver. Claims of depositors will be met Tuesday next. The deposits show \$122,000, the capital stock is \$15,000 and

the loans amount to \$118,000. As there is a total of about \$870,000 in the state guaranty fund to meet the demands of depositors, and there is no chance that anyone can lose anything, it is difficult to see just why the state board was so anxious to keep the public from knowing about conditions surround-Judge E. B. Dyer, in circuit court here ing the state bank and the appointment of

This is the first time the state guaranty plaintiff had not made out a case and fund as soon as securities are realized on. to supply the loss providing securities do who was arrested. Mrs. Hall alleged she had been shot in nothring the required amount sufficient to meet depositor's demands.

#### One-Fifth of Wheat Crop Still on Farms; Figures on Corn

WASHINGTON, March 7 .- Grain of last year's crop remaining on farms March was reported by the Department of Agriculture today as follows:

Wheat, 151,809,000 bushels, or 19.9 per cent of the 1913 crop remained on farms. be shipped out of counties where grown. Corn 866,292,000 bushels, or 25.4 per cent. remained on farms. About 17.2 per cent will be shipped. Proportion of crop merhantable, 80.1 per cent.

Outs, 415,476.000 bushels, or 27.4 per cent emained on farms. About 26.5 per cent will be shipped. Barley, 44,126,000 bushels, or 24.8 per cent, emained on farms. About 48 4 per cent will be shipped.

### Crew of Lost Ship is Landed Safely

safely this afternoon at the Cedar Creek purchased several magazines and went Clark's honor, integrity or fairness, as I (N. J.) life saving station.

Rushing the Season

Drawn for The Bee by Powell.

# MEXICO REPRINTED

Treaty Which Was Negotiated in 1859 is Interesting Reading Now.

IT AUTHORIZED INTERVENTION

Under Its Terms United States Could Send Force to Protect Its Citizens or Support Trenty Rights.

withstanding the State Banking Board interest in the Mexican situation, both opposition has almost equalized the the march in California will publication of the details of a proposed considerable bitterness. fused to tell the newspaper men the treaty negotiated more than half a cenboard had been in practical possession of tury ago between the United States and mitting that they did not want work and Bee of "General" Kelly's army of 1,100 the bank for two weeks, and that a re- the republic of Mexico, which, if rati- would not accept it if offered them, the the public availed them nothing for R. its own citizens whenever Mexico may son, to whom they appealed for help. be unable to guarantee the same, without incurring the obligation or necessity of a general intervention in the domestic affairs of that country."

The treaty had been lying in the secret archives of the senate committee on foreign relations since January, 1860. The injunction of secrecy was removed yesterday by the senate and the document ordered printed for the use of members of that body. The government printing office force worked on the document all of last night and today senators had before them fresh copies of it which they read with interest.

The treaty was signed in Vera Cruz on December 14, 1859, by Robert M. Mc-Lane, American minister to Mexico, and M. Campo, secretary of state and for-(Continued on Page Two.)

#### Sealskin Coats, Silks and Satins Stolen from Freight Cars

NEW YORK, March 7.-Goods stolen from New York Central freight cars and after hearing testimony, decided the which will be reimbursed to the guaranty valued at between \$50,000 and \$75,000 were valued at between \$50,000 and \$75,000 were found by the police and railroad detectives Clark Says Charge told the jury that if it found otherwise If the \$46,000 in litigation is lost to the last night in a flat in the Bronx, occupied it would be necessary to set aside the state bank, the guaranty fund will have by Nicholas Smith, a stationary engineer, The finding of the plunder, most of

which disappeared from cars during the last ten months, was brought about by a woman detective. An advertisement inserted in the newspapers for a sealskin coat was answered by Smith, who showed her several similar to those taken from

Besides the scalskin coats a large array of silks, satin gowns, rugs, overcoats and smaller articles were found.

#### President Wilson Visits His Occulist

crowd cheered President Wilson when no his methods and the alleged arbitrary arrived today for a two hours' visit with dictation of the speaker and also Demohis occulist. The president has been having his eyes examined annually for a score of years.

His desire to have the same physician look after them brought him to Philadel. He quoted the figures of the Mulhall President Wilson was in the occulist's lng to vote had four opportunities to do office a little more than an hour. Ac. Fo. and added: companied by Secretary Tumulty, the president strolled down Chestnut street and entered a department store. He

walked through the place and stopped at

a book counter, where he purchased three books of new fletion. The president again mingled with the speaker and paying tribute to his fair throng on Chestnut street. Along the members of the crew of the Charlemagne members of the crew of the Charlemagne to the stopped several times to greet friends. Tower, Jr., adrift in a longboat, landed the railroad station President Wilson after the speaker's sixty-fourth birthday produced applause and shouting. He declared no one could question Speaker and others joined in collection that fair throng of the crew of the Charlemagne be stopped several times to greet friends. At the railroad station President Wilson clared no one could question Speaker and paying tribute to his fair throng of the crew of the Charlemagne be stopped several times to greet friends. At the railroad station President Wilson clared no one could question Speaker the integrity of his counting of the speaker and paying tribute to his fair throng of the crew of the Charlemagne be stopped several times to greet friends. At the railroad station President Wilson clared no one could question Speaker the integrity of his counting of the speaker's sixty-fourth birthday produced applause and shouting. He declared no one could question Speaker the integrity of his calculation to his fair throng of the crew of the Charlemagne be stopped several times to greet friends. Along the speaker and paying tribute to his fair attacking the integrity of the speaker's sixty-fourth birthday produced applause and shouting. He declared no one could question Speaker's extension period of payment for water rights. The president again mingled with the to his car.

## General Kelley's Force Divides Into

SACRAMENTO, Cal., March 7.-Fifteen hundred members of two armies of unemployed-"General" Kelley's force and a seceding faction-were camped today in the Southern Pacific yeres awaiting an to continue the journey toward Washing-

A heavy cordon of police was thrown around the eamping grounds to keep the marchers from scattering throughout the city and to keep peace between the two factions. The desertion of about 100 WASHINGTON, March 7 -- Additional men from the Kelley army to that of the

own treaty rights and the security of rebuke from Governor Hiram W. John-The governor first offered the three committeemen work and when they doclined he said:

"For the men who want work I have the greatest sympathy and I am willing to do everything I can to help them. For the men who won't work, which I understand is the principle with the Industrial Workers of the World, I have no sym-

"You all have admitted that you have not been seeking work. You have refused the positions which I have offered you every day. You say that the majority of your army will not work until they have completed their journey to Washington

"Therefore you do not present an unemployed problem. What you are presenting is a particular propaganda and asking the state to assist you in spreading this propagands. Those are not the actions of unemployed men."

The governor recognized in James M. Cameron, one of the committee, a man who had begged from the governor twice in San Francisco. McCameron admitted to the governor that he had told him a falsehoed to obtain money.

## By Zueblin Brazen, Outrageous, False

WASHINGTON, March 7 .- Speaker Tark signalized his sixty-fourth birthday by defouncing from the rostrom of the house an address by Charles Zueblin Winchester, Mass., former professor of sociology in the University of Chicago, assailing the speaker's counting of votes on the report of the committee that inventigated the Mulhall lobby charges Democrats, republicans and progressives cheered and paid tribute to the speaker when he had finished.

Mr. Clark had read to the house a pub-PHILADELPHIA, March 7 .- A big lished article quoting Zueblin's attack on crutic Leader Underwood.

Clark branded Zubelin's statements as 'untrue, brazen and outrageous" and a given by relatives for Quinlan's suicide. reflection on the integrity of the house vote, pointing out that any member wish-

"I have been lied about so much, have sort of gotten used to it. Representative Mann of Illinois, Republican Leader; Representative McDonaid of Micbigan, progressive; Representative Eutler of Pennsylvania, republican, and others joined in corroborating the speaker.

## KELLY'S ARMY LIKEL' Nearly Equal Parts TO BE JUST A BUBBL

Local Business Men Do Not Anticipate that Aggregation of Bums Will Get Very Far.

answer from the Sacramento officials to their demand for food and transportation JOBS IF THEY WANTED THEM

Nearly Every Man in the Gang Could Find Profitable Employment if He Really Wanted to Occupy Himself.

That the Kelly industrial army now on some, of the leading business men of

SACRAMENTO, Cal., March 7 .- Ad- Omaha, who read the account in The unemployed men who hope to march to

> Washington, D. C. "Say, if there are any good linotype men or printers in the gang when they get to Omaha, send them to me," said Frank I. Ellick, president of the Omaha Printing company and president of the Omaha Manufacturers' association, "I and when you see the class of fellows bate in the senate next Monday. that join it you will see why they haven't | Senator Shively, ranking member of

is nothing doing." Plenty of Jobs Open. (Continued on Page Five.)

#### Builder of Famous Holmes Castle Commits Suicide

CHICAGO, March 7.-Patrick Quinlan, who was said to be one of the few men who might have explained the mysteries of "Holmes Castle," which was famous in the annals of Chicago's crime, is dead at his home near Portland, Mich., according to dispatches received here today. Before his death he told physicians he had taken poinoz.

Quinlan was a carpenter and employed Herman Wudgett, better known as Dr. J. Holmes, to build the structure which later became known as the "castle." The police held him for a time as a possible accomplice in the five or six murders for which Holmes was convicted. Quinlan acted as agent for the 'castle" until Holmes was hanged.

Trap doors, faire partitions and a numher of wires were part of the equipment found in the "castle," in which the police believe many crimes had been committed, Except for a number of bones, not proved to be human, which were found in the furnace, there was no evidence that any of Holmes' crimes had been committed

"He couldn't sleep," was the reason

## The National Capital

Saturday, March 7, 1914.

Not in session; meets Monday. Th ellouse.

Debate on agricultural appropriation reumed Speaker Clark demounced statements

Rules committee continued hearing on Manahan grain market inquiry.

## BRITAIN APPROACHES U. S. REGARDING NEW OUTRAGE IN MEXICO

Englishman Driven Away from His Ranch in Chihuahua State and Property in Peril.

AMERICAN RANCHER SUFFERER

Wife Tells of Battle Fought on Husband's Place Near Tampico.

BENTON CASE IN STATU QUO

United States Awaits Result of Inquiry by Carranga.

NO ANSWER TO HUERTA NOTE

Secretary Bryan Says Communication Which Was Sent to Other Governments Birst Requires No Reply.

WASHINGTON, Maren 7.-Sir Ceeft Spring-Rice called at the State department today to inform Secretary Bryan that an Englishman named Syndan had been driven away from his ranch in the state of Chihushua, and his property at

least was in danker of destruction. Secretary Bryan immediately teles graphed to American Consul Letcher at Chibushua to make an inquiry and report the facts. If necessary, a protest will be made to Garranza or Villa.

Witness Mexican Battle. LEXINGTON, Ky., March 7.-Mrs. Willam Collier and her three children passed through here today on their way to their former home at Paris, Ky., after having witnessed a battle between federals and revolutionists near Tampico, Mexico. The battle took place about a week ago and was fought almost entirely on the ranch owned by her husband. Mrs. Cottler stated that after the federals had been driven off, the revolutionists looted all of the buildings on the ranch and burned the majority of them. She said Mr. Coilier remained in Mexico, hoping to gain some redress from General Villa.

In Statu Quo. WASHINGTON, March 7 .- Secretary Bryan said today that the Angio-American commission appointed to examine the body of William S. Henton, the British subject, still was in status quo. In official circles it was understood the committee will make no further effort to accomplish the task for which it was appointed. Secretary Bryan also said nothing has been received concerning the investigation being made in the Benton and Bauch cases by the Mexican con-

State department officials have secided that there will be no grewer made to the note recently presented by the Huerto gayernment suggesting that on account of the Benton incident the United States should revoke the right it had extended to the constitutionalists to purchase arms

Given to Other Nations First. Secretary Bryan said today the communication required no answer. The note was presented to the American government several days after copies of it had been transmitted to the diplomation representatives of all foreign govern-

The United States is biding its time, while the commission appointed by the constitutionalists to investigate the recent execution of Benton and the disapwant some of them if they are any good. pearance of Gustav Bauch makes a re-It is true there is a slight stringency and port. No developments are expected until obs are not quite as plentiful as they then until there is every prospect that vere, but there is no excuse for such the general subject of protection for an army at present. I saw Coxy's army American citizens and foreigners in Mexwhen it came through here years ago, ico will be the occasion of spirited de-

a job. When you offer them a job there the foreign relations committee, has been in close touch with the State department gathering data on the actual number of Henry W. Yates, president of the Ne- foreigners killed or injured, as recorded braska National bank, commenting on by American consuls throughout the the Kelly army, said: "There are any southern republic. He will uphold the amount of farmers and ranchers in this administration policy in the expected destate and in other states at this very bate, Senator Fall of New Mexico having announced his intention of advocating a change in policy.

#### Waking up

#### the retailer

Not many retailers are asleep, but many slumber. That is, many retailers are so used to their business that they are not always as wide awake to their opportunities as they This is not sermonizing-

just a frank statement of fact. There are perhaps retailers who have in their stores many kinds of merchandise that the people want. There are other retailers whose stocks might be cleaned

up-undesirable merchandise might be eliminated and a fresh stock of the kind people ask for substituted. This results in a bigger busi-

ness, makes more pleased customers, and requires less capital than the old-fashioned way. Manufacturers are telling the people what's what, Live retailers are co-operating with

them and putting new life into their business. It is just as important for a retailer to keep his finger on the pulse of newspaper advertining as it is for the manufacturer to keep posted on the

prices of raw materials. The reading public today is a "live wire" public. It is in-formed. It knows what it wants and gets it.

The retailer who won't recognize this movement and make himself a part of it, misses an opportunity.