#### REAL ESTATE LOANS

CITY and farm loans, 5, 59, 5 per cent. J. H. Dumont & Co., 416 State Bank. WANTED City loans and warrants. W. Farnam Smith & Co., 1230 Farnam St. MONEY on hand for city and farm loans. H. W. Binder, City National Bank Bidg. WANTED-City loans. Peters Trust Co. SEE us first for farm loans in eastern Neb. United States Trust Co., Omaha, 6% CITY LOANS. C. G. Carlberg. OMAHA horoes. East Nebraska farms.
O'KERFE REAL ESTATE CO.,
1916 Omaha National. Phone Douglas 2715.

REAL ESTATE WANTED

LIST your property with R. H. Lander-you, 202 Neville Blk. D. 2600.

ATTENTION NON-RESIDENT
PROPERTY OWNERS.
We give our exclusive attention to the rental and care of North Side property in Omaha. You will find it to your advantage to communicate with us.
NORTH SIDE REALTY CO.

REAL ESTATE-ACREAGE DANDY LITTLE FRUIT FARM.
Two acres covered with the best varieties of fruit and in bearing; situated ten blocks from Inside the city limits and near the car. Phone owner, Walnut 2343.

REAL ESTATE—NORTH SIDE

New Bungalows Walking Distance

I built 3 beautiful 5-room bungalows at 2215-19-23 Clark St. Have sold one and have two more left.

Half stucco. 2215 Clark St., corner alley .. \$2,700 2223 Clark St., corner of 23d. \$2,750 \$250 cash, balance like rent. See

them today, 2 to 4:30 p. m. H. A. Wolf Ware Block. Doug. 8068.

\$100 DOWN \$100 cash will start you on owning your own home on a good street in a good locality and near a fine park. I offer you the choice of either 4415 Spalding street and 4015 No. 44th street. These houses have full cellars, cement floors, city water, electric lights with elegant fixtures, 4 large rooms on first floor, 2 unfinished bed chambers and unfinished bath room upstairs; the lots are large and nicely leveled, with permanent sidewalks. Price is \$1.250; \$100 down and the balance \$20 per month. I also offer \$907 No. 42d street for \$1,650; \$100 cash and \$20 per month. This house is not quite as large as the others, but it is a dandy.

C. G. CARLBERG

C. G. CARLBERG 312 Brandels Theater Bldg.

ON THE BOULEVARD A beautiful 6-room house, 4118 N. 20th St. This house is modern in every sense of the word. Has 6 rooms and sleeping perch. Oak finish on first floor, birch and maple up. Offered for a quick sale at the low price of \$3,300.

W. S. FRANK

5-ROOM cottage, hot water heat, all mod-ern, 4517 North 35th St. Key first door north; \$50 cash, balance \$35 per month; price, \$2,700. C. M. Eaton, 1106 W. O. W. Bldg. Douglas 1884.

MUST BE SOLD.

Two fine lots on 5th St., north of Ames Ave., all street improvements in. Wright & Lashbury, Douglas 162. CONTRACTOR'S CLEAN-UP SALE.
5-room house at 1714 Sahler St., 6-room house at 1828 Sahler St., just being completed. Both houses finished in oak and white enamel; mose than modern; close to car. Webster 4136.

-SOUTH RIDE LARGE two-story nouse and lot 150x 249, put to exchange for smaller place, walking distance, or vacant lot on Cuming or 18th Bt. Place is clear. Will carry difference back on property; no equities considered. Address P 346, Bee.

REAL ESATE-INVESTMENTS

Must Be Sold Close-in Flat Bldg. 502-4 8. 30th St., nearly new two-apartments of 5 rooms each; modern in every detail. Owner wants cottage for equity of \$1,500, or what have you? Or make cash offer for equity. This is worth locking up.

R. H Landeryou

Telephone Douglas 5766.\* 202 Neville Bik., 16th and Harney Sts. REAL ESTATE—MISCELLANBOUS.

> YOUR CHOICE OF THREE HOMES

West, One South, One North All Brand New, Never Occupied
416 So. 42d St.—A strictly modern, oak
finished home. Full two stories; living
room, dining room, den and kitchen on
first floor; three good bed rooms, four
closets, tiled bath and sleeping porch on
second floor; stairway to storeroom in
attic; full cemented basement, pressed
brick foundation, furnace heat, fine light
fixtures and window shades; decorated
throughout; east front lot on paved
street, with big shade tree. Price. \$3.76;
\$350 cash, \$30 monthly. This is \$500 below
the actual value. Open today.

If you prefer the north side, have a
duplicate of the above at \$560 Laurel Ave.
Only two blocks from Miller park. Same
price and terms.

If you like the south part see \$562 South
\$25th St., just like the above, but on large
corner lot, with room for another house
on rear part of lot. Less than a mile
from the business center, six blocks from
Hanseom Park. 5 blocks to Park school,
one of the best in the city. Price, \$3,950.
Same terms.

For more information on any of these All Brand New, Never Occupied

Same terms.

For more information on any of these phone Chas. Horn, owner, Wainut 2219. For Sale or trade, good 8-room, all modern home, 2754x180 ft. lot. Close in on car line. Good location, 2123 T St., Lincoln, Neb. Address S 575, Bec.

Bee readers are too intelligent to overlook the opportunities in the "Want ad" columns. They're worth while reading.

# Wead, Wead Bid., 18th and Farnam Sta PREPARE TO CROWN QUEEN OF THE MAY

Arrangements for University of Omaha Gala Day Are Rapidly Nearing Completion.

SCENES OF DAZZLING SPLENDOR

Balloting for the most popular co-ed. the is to be crowned May queen May 14 at the gala day exercises by the students of the University of Omaha, started Friday afternoon and will coninus until Monday. Keen rivalry is being shows among the co-eds for the coveted position, several of them having a number of workers who are trying to influence voters. The general custom is to elect a junior or senior for the place, this often causing class rivalry. student securing next to the highest number of votes is to be maid of honor to the queen.

The crowning of the May queen on the school campus the evening of May 14 is to be the largest school affair of the season. Sixteen May pole dancers have already been selected, who will act as adies-in-waiting, while as many more little girls will be secured to act as train bearers and the like. The queen will; lead a procession of all the co-eds to a throne on the campus, where she will be crowned. All participants will be dressed in white, making the pageant, as in the past, one of royal splendor.

Climax of Gala Day. The crowning of the May quen will Each has five rooms, oak finish, act as the climax to the gala day ex-built-in book cases, kitchen cabinets, ercises. Each class and organization in ercises. Each class and organization in the school is busily at work preparing its share in the entertainment that is to be given in the school gympasium. The parts taken by the various organi-sations are to be divided into two divisions so that an afternoon and evening performance may be given. The May queen will sit as the honored guest at the evening performance. The entire day has been given over by the faculty, so that studies will not mar the day of

its feature. The various features vary from a complete minstrel show to a Mabel Nelsen.

## Miller Park

AVE you been through Miller | position? So far no larring note has appark this week? The Judas Beared in the arrangement of this park. trees are in their glery. From As it is entirely man-made, this is a every point in the park there rather remarkable fact

Miller park seems the most friendly and a popular golf course, tennis courts, a in July and August swarms with little boys awimming. This season a double slides and picnic tables and benches have been scattered about. The sittle take to watch from a distant vantage point. with its flowery island is fed from an artesian well, and it is a joy in this part of the country to watch clear water rippling and flowing.

Often on a hot evening we take our bank, watch the boys at their pranks in the water. It reminds one a bit of the music in the parks will become a regular Serpentine in Kensington Gardens in London, and the island looks charming all amusements, it is the most innocent enough to entice even Peter Pan.

This park was started some time about 1890; the trees were planted broadcast, with the idea that when the time and the money arrived for laying it out, such trees as were not needed could be cut. I have been told that Judge George B. Lake is responsible for the planting of the institution. wonderfully beautiful avenue of white and drive worshipfully through this ensouvenirs from the Transmississippi ex- years of growth.

short grand opera and musical comedy. Derothy Davis, The school sympasium, where the per- Irene Wilson. The school gymnasium, where the performances are to be given, has been fitted up with a large stage, having all the appliances of the modern theater, The net proceeds will be turned into the athlesic fund.

Following are the May pole dancers selected: Misses— Cella Vest, Margaret McCoy, Rule Campbell, Catharine Wood-

Misses— Clara Lindiay, Eather Knapp, Gell Charles, Elizabeth Seibert, Etta Barenton, Amy Zihau, sfelen Tyner,

are wenderful vistas with The iron spring brings a great many groups, of these fairy pink people; they come from miles around trees to light the picture. From a dis- with their jugs to get the water which tance they are even leveller than at close is supposed to have medicinal qualities of

diligently used of all the parks. It has every year on the shore of the lake, when a miniature man-of-war, decorated with very attractive club house, and the lake flowers, is launched in memory of the dead in our navy. There is always quite a crowd, and in such surroundings the equipment of playground, swings and whole affair takes on the nature of a pageant. It is an extremely pretty thing Once or twice during the aummer a band plays on the veranda of the club tion. June ? is the night set for the S. ARION LEWIS LOSES HIS house, but there are not such crowds to hear it as at other places. I suppose be-

> What crowds go to Central park in New York, and what fine programs they Den that evening by 8 o'clock. They hear! Last summer I heard the Minnesota State Municipal band at Lake Harriet, on the pavillion overlooking the

water. It seemed a vastly worth while

pleasant feature. It is to be hoped that

thing. The people certainly love it, and of

A few afternoons ago I noticed a bal birches. All lovers of Miller park ride same in full swirg in the southeast corner of Miller park, with a goodly audichanting arbor. In early spring, with ence on the generously supplied green the tender green just showing, these trees benches. As I drove home it seemed to bring the mind the great Frenchmen who me that this park catered to more variepainted in the Forest of Fontainebleau. gated interests than any other. I think Do you sometimes remember that the it is greatly beloved and appreciated by two broad, picturesque bridges, which the north side people. It should grow add so much to the general charm, are more and more beautiful with added graphic illustrations of the banquet given after eating and from pain in the M. L.

Gladys Banghart.

Summer Complaint Cared. Dr. King's New Life Pills will rid the system of fermenting foods and poisons Keep stomach and liver healthy. Mc. All druggists.-Advertisement.

Famed Theater Closed.

NEW YORK, May 2.—Wallack's theater at Broadway and Thirtieth streets, made famous by Lester Wallack and the last of the down town theaters which a generation ago were in the center of activity of New York's night life, was closed tonight.

# Notes From Omaha's Busy Suburbs

Monday will be deanup day in Benson. L A. Simons is slowly recovering from

Miss June Grove is home from Wes-Miss Edna Killian expects to leave in few days for Des Moines, ia. H. J. Grove has returned from Min-nesots, where he left his sick brother Mrs. E. C. Hodder entertained the China club on Monday. She was assisted by Mrs. Huntington of Council Bluffs.

Mr. and Mrs. Van Antwerp of Lodi, Neb., have been guests at the home of Mr. and Mrs. J. Marshall for a few days.

The announcement of the engagement of Miss Sigred Hendrickson and Julius Andreason has been made, the wedding to be this fall.

The Woodmen of the World lodgs will use its new regalia for the initiation on next Tuerday night. Papillion lodge will attend in a body.

naxt Tuesday night. Papillon lodge will attend in a body.

Mrs. John Lauritzen and Miss Agnes. Tonder have returned from Pohoco, where they went as delegates at the Luther league state convention.

Mrs. J. W. Welch entertained Mrs. Peterson of Aurora and Mrs. Paul, state officers of the club federation, during the convention held here last week.

The young people of the Presbyterian church will give a concert at the church next Thursday evening, both local and out-of-town talent will be represented.

The city council Wednesday confirmed E. C. Hodder as city attorney to succeed himself, and Dr. Heumann to succeed Dr. Locchner. The chief of police was not confirmed.

The Methodist worden met at the par-

The Methodist women met at the parsonage last Wednesday for a social time.

Mrs. F. L. Bumpus, retiring president,
was the recipient of a gift from the
women of the church.

Mrs. W. E. Farton was hostess for the fuesday Whist club, Mrs. M. J. Shay for the F. W. L. club, Wednesday, and Mrs. B. S. Phelps for the Autwoderschen club on Tuesday of last week. The members of the high school graduating class went to Florence Saturday morning, leaving at 6 o'clock, and served breakfast on the arrival at Florence, the return trip being made at 10 o'clock. The members of the English Lutheran church gave # farewell party in the church parlors, last Wednesday evening, for Rev. Mr. and Mrs. Ringer, who were presented with a cut glass dish as a farewell gift.

farewell gift.

A pleasant surprise party was given last Tuesday evening at the home of Miss Anna Campbell, in honor of Miss Edna Killian, retiring president of the Epworth league. Miss Killian was presented with a gold league pin.

Miss Allie Houston is the guest of Mrs. Fred Teal at Lincoln. Miss Price of Tekamah is the guest of her slater, Mrs. W. R. Wall. Mrs. Frances Vistor of Lincoln uest of Mrs. Alfred Reimer. Mrs. M. Metzinger of Biair was a guest of Florence friends Tuesday. Mrs. N. R. Fleck was a Council Bluffs caller Thursday, where her sister is very ill. M. Brenneman of Kansas City was the syest of his brother, J. Q. Brenneman, Monday.

D. Deyo, who spent the winter in Ore-son and Washington, has returned to Florence.

Mr. and Mrs. J. W. Shaw and family are now occupying the Dudgeon property north of town. Mrs. W. B. Parks, who has been visiting relatives in Kansas City, returned the irst of the week.

Mr. and Mrs. R. H. Oimsted and Rob-ert Oimsted have moved into their sum-mer home at Florence. Charles Brenneman of Cedar Rapids, ia., was the guest of his brother, James 2. Brenneman, Tuesday.

Odd Fellows and Rebekahs of Plorence gave a banquet and program at Odd Fel-lows' hall Friday ovening.

The Ladies' Aid society of the Metho-dist church will meet with Mrs. Harriet Janssen Thursday afternoon. Mr. and Mrs. Charles Hubbell, Misses Goldie and Mary Hubbell were guests of Mr. and Mrs. A. Larson Sunday.

Miss Nelva Harrington, who was a week-end guest of friends at Pawnee City, Neb., returned home Monday. The Ladies Aid society of the Flor-ence Presbyterian church will meet with Mrs Carlson, Wednesday afternoon. About thirty of the young people of the Florence Christian Endeavor society at-Piorence Christian Endeavor society st-tended the meeting in South Omaha on Tuesday evening.

honor of Mr. and Mrs. Martin Herskinds mother, Mrs. M. Meore, on South Fifty-and Mr. and Mrs. Orlie Wilson. Mr. and Mrs. Frank Parker entertained at dinner Saturday evening. Their guests were Measrs. Irving Allison, Arthur Dial. Clifford Keirle and Floyd Rogers.

M. Goodell, who has been the guest of its daughter, Mrs. Eugene Pittman, returned to the soldters home at Grand Island Monday.

The Dorcas society of the Christian church met with Mrs. William Menke and plans were made to hold an ico-cream social the latter part of this week. A pleasant surprise was given Mrs. King the first of the week. Those present were: Mesdames Reed, Alback, Hansen, Raymond, Jaspersen, Krenzer and Miss Krenzer.

Miss Krenzer.

Miss Genevieve Jones entertained a number of her friends in honor of her seventeenth birthday Saturday afternoon. Those present were: Misses Martha Robbinson, Esther Petersen, Sylvis Meyers, Elizabeth Gwynne, Grace Horton, Bernico Mathews and Messrs. Roland Powell, Ronald Yoder, Hernian Meyers, Amos Tompkins and Albert Jacobberger. The Woman's club will meet next Amos Tompkins and Albert Jacobberger, of Grand ton Cora Totman, for the last program of of her young friends Sunday afternoon. Those present were: Misses Cecelia Seymour, Ethel Heil, Regina Squires, Lucille Moody, all of Omaha; Ruth Lewis, Lurana Lewis and Messrs. Will Frans, Harold Black, Elmer Higgley, all of Omaha. After spending the afternoon picking flowers in the hills around Florence they returned to find a fine luncheon awaiting them at the Wall home.

A daughter was born Tuesday to Mr Mrs. Miles McFayden oridge club last Friday.

A son was born Thursday morning Dr. and Mrs. Henry B. Lemere. Mr. and Mrs. T. J. Nolan have bes sofourning at Excelsior Springs. C. B. Little of Chicago was the guest last week of his sister, Mrs. B. L. Beall, Mrs. J. B. Ruth returned Wednesday from Florida, where she spent the win-

The Ladies' Aid society of the Dunder Preabyterian church will meet Friday in the church. Mr. and Mrs. F. H. Chickering returned Monday from a week's visit in Lincoln and Ashland. The Dundee circle of the Child Con-servation league met Monday with Mrs. W. E. Shafer.

W. E. Shafer.

Mrs. G. H. Brayton and daughter of Chicago are the guests of Mr. and Mrs. W. L. Brayton.

Miss Ruth Harte has returned from a three months' visit in Chillicothe, Mo., and Kansas City.

Mrs. S. A. Houser entertained at bridge Wednesday afternoon for Mrs. Edith Anderson of Chicago.

Mrs. Frank Browne entertained the members of the Rummy club at her home Tuesday afternoon.

Mrs. Delworth Carter of Astoria, Ill.
is the guest of her daughter, Mrs. Eugene
Duval, and Mr. Duval.

Mrs. George Crosby returns

Mr. and Mrs. George Crosby returned from a winter in California and other western points Thursday. Miss Jean Morton of Nebraska City was a guest the last week of Mrs. K. Smith and Mrs. C. R. Dodds.
Mrs. Oscar Hillis entertained informally Wednesday afternoon for Mrs. Arnold Jaeser, who leaves Dundee this week. Mr. and Mrs. T. N. Crosby entertains at dinner Wednesday in honor of th birthday anniversary of W. P. Warner. Mrs. N. H. Nelson received the mem-hers of the Omaha Woman's club, of which she is president, at her home Pri-

Mr. and Mrs. Van B. Lady celebrated their twenty-fifth wedding anniversary Monday evening. One hundred guests were present. Mr. and Mrs. F. S. Hamilton enter-tained at dinner Wednesday for their guests. Mr. and Mrs. John Yarwood of Lendon, England.

The annual church dinner of the Dundeo Presbyterian church will be given the evening of May 6, followed by an in-teresting program.

West Ambler. Mrs. M. Leming had her back severely wrenched by a bad fall on Thursday. Mrs. Henry Parks expects to leave soon for an extended trip to Michigan to visit relatives.

Mrs. Ola Carlsen has been on the sick list the last fortnight with a severe case of the grip.

Seven matrons of this vicinity will contest for a silver medal at the church on Friday evening, May 7.

Miss F. A. Long of Madison was the week-end guest of her sisters, Mrs. F. A. Wellman and Mrs. H. S. Miller. Mrs. Park Edgar will entertain the West Side Woman's Christian Temper-ance union Thursday afternoon. Mr. and Mrs. Frank Parker entertained Mrs. M. McGrail and daughter, Heler at a dancing party Saturday evening in of Lincoln are the week's guests of ha

Mr. and Mrs M. Mailon arrived this week from California on a visit to their niece, Mrs. Earl Stevens. They expect to locate in Ometa.

Frank Rodgers left this deck for Brush, Colo., on a month's visit, Mrs. Rodgers, who has been there the last two months, will return with him. C. J. Roberts gave a most interesting travelogue on Belgium and Holland at the church here Friday evening to a full house. Proceeds of over \$5 were given for the benefit of the Ladies' Aid so-clety.

C. J. Roberts and wife of Eckerman have had as their guests this week their coughs, Mr. and Mrs. W. H. Thompson of Grand Island. They attended Creigh-ton commencement, where their son

Mesdames B. E. Garnt and Frank Dunn entertained the Ladies's Aid society at their all-day meeting on Thursday with a fine three-course dinner. A quilt was finished. Mrs. Frank Cockayne and niece, Mrs. Bostick, will be the next hostesses at the home of the former on Mason street May 13.

Ralaton.

Miss Helen Miller entertained at party at her home Tuesday evening. Mrs. Carl Milius returned from a Omaha hospital last week, where she underwent an operation.

Earl Glamburn of Steamboat Springs, Colo., arrived Saturday for several days' visit at the home of Mr. and Mrs. Propst. Miss Margie Taylor entertained at a picnic Sunday. Among those present from Omaha were Miss Isabelle Chase, Miss Grace Hellig and Mr. Good. The members of the playgrounds committee of the Seymour Lake Countrolub will give a benefit bridge an kensington at the club house Thursda: afternoon.

Many Good Things on Card for Those Who Enlist Under the Banner of King Ak-Sar-Ben.

"Decked out like a June bride," is the Nearly, a dezen kinds of confectionery way Gus Renze describes the interior of will be made by the fair hands and interior of Ak-Sar-Ben Den been deco- and the delectation of those who are rated for the initiatory ceremonies. This lucky enough to get it. year Renze has been working for weeks | No alum, benzoate of soda or anything getting the decorations up, so that the like that to be feared, say the busiwalls are all decked out in colors, lights, ness girls. bunting and statuary.

tintion, more sausage, cheese, butter- some of the confectionery, while much milk and ripe jokes than ever before at of it will be made at home an opening night of Ak-Sar-Ben initiaopening. The Pharmaceutical associacause the neighborhood is not at all con- that night. The night of June 14 the must be paid up members.

OMAHA HOSPITALITY PRAISED

IN LESLIE-JUDGE BULLETIN Omaha comes in for some more good publicity in return for the hospitality extended to the meeting of western division sgents of the Lestie-Judge publications. In the trade bulletin which that establishment issues to its own employes and agents the front page of the April 17 Omaha meeting together with photo, are relief from that dreadful heaviness at the Loyal hotel in honor of Editor arch of welcome lettered for the guests. where .- Advertisement.

SAUSAGE, CHEESE AND JOKES GIRLS GET BIG ORDERS

ceived by the Rusiness Girls' club, mempounds of home made candy to sell at the gymnastic carnival and folk dancing festival of the Young Women's Christian DEN DECKED OUT LIKE A BRIDE association at the Auditorium Tuesday

the Den this year. Never before has the placed on sale for the good of the cause

The kitchen of the Domestic Science

SUIT FOR COMMISSION supper in the park and, sitting on a cool gested. For the casual listener this is a Travelers' Protective association is to be in his suit brought against the Harris to \$23. S. Arion Lewis has lost out in Chicago entertained. June Il the South Omaha Trust and Savings bank. This is a case nen are to be initiated and entertained. in which Lewis sued for alleged services tions for the brewers, while John Raider Thursday night. May 6, is the night in procuring the sale of bonds for the of Cincinnati represented the brewery for the first rehearsal of the initiation purchase of the Omaha water works to men. The conferences were held in room crew. Those who desire to take a part the syndicate in which the Harris people 407. Karbach block, and the last meetwith the working team are to be at the participated. Depositions were taken in ing yesterday afternoon found the men Omaha about a month ago for the case, and their employers on good terms. which was tried last week to a jury in Chicago with a finding in favor of the all they asked for, but the brewers intrust company.

How Mrs. Harrod Got Rid of Her receiving and what they demanded.

Stomach Trouble. Tablets advertised and procured a bottle sition of the master brewers. Most of number contains an account of the of them at our drug store. I got immedi- the other settlements were on the same stomach," writes Mrs. Linda Harrod,

# FOR CANDY AT GYM SHOW BREWERY WORKERS GET AN INCREASE

Nearly 500 Men Have Their Pay Check Boosted Two Dollars a Week After Conference.

CONTRACTS SIGNED FOR YEAR

Omaha brewers yesterday afternoon granted an increase of \$2 a week to 475 men classified as as-There are to be more stunts, more ini- club at the "Y" will be used to make istant engineers, drivers, beer bottlers, roustabouts, firemen, helpers, coal shovelers and brewery workers. who will receive under the new scale, in the order named, \$25, \$20 to \$22. \$17, \$13.50, \$19, \$18, \$18, \$20

Charles Mets conducted the negotia-The men did not in all instances get

creased their first proposition, which was between what the men have been In the case of assistant engineers they "I suffered with stomach trouble for have been receiving \$23 a week for a years and tried everything I heard of, week of seven eight-hour days. They but the only relief I got was temporary saked for \$26 and arbitrated on \$35, which until last spring I saw Chamberlain's was 50 cents more than the first propo-

basts of raises. Before the last conference was adjourned the contracts were signed for the John A. Sleicher and the Illuminated Fort Wayne, Ind. Obtainable every- ensuing year, which was satisfactory to all concerned, it was reported.

# \$5,000 in CASH PRIZES PAID TO 208 Prize Winning Chauffeurs Who Average 7,722 Miles In The

Second Annual Ajax Tire Mileage Contest

First Fifteen Prize Winners Cadillac, John N. Welsby Peerless, Carl N. Gottfried Pecriess, Carl N. Gottfried
Cadillae, Oliver Smith, Livery
Maxwell William Heary
Packard, A. H. Bode, Livery
Stoddard, F. L. Young
Packard, A. H. Bode, Livery
Lenox, Francis B. Shaw
Simplex, Chas. W. Baton
Stevens-Duryes, Wm. D. Hexie
Stevens-Duryes, James G. Leach
Packard, Douglas Crocker
Renault, Donald McAleenan
Ford Coupe, Mrs. Anne Coghlan
Simplex, Harris L. Resenthal

Garth C. Jensen, Stevens Pt., Wis.
Frank Gray, Chicago, Ill.
Alfred C. Smith, Springfield, Mass.
Laurence Ross, Ticonderogs, N. Y.
B. C. Bode, St. Louis, Mo.
Albert Nathan, New York City
H. W. Bode, St. Louis, Mo.
Herman W. Bushey, Brockton, Mass.
Anthony B. Silvia, Haverhill, Mass.
L. La Fountains, Brocklyn, N. Y.
R. L. Molval, Ticonderogs, N. Y.
Merrill W. Garber, Fitchburg, Mass.
Chas, W. Lewis, New York City
Harry Coghlan, Jr., Brocklyn, N. Y.
S. Lichtenstein, New York City

30 Capital Prize Winners Average 16,509 Miles

Space does not permit listing of each of the 208 winners. The mileage records have been canvassed and prizes awarded by the

To the many employed chauf-feurs who entered this second Ajax Tire Mileage Contest, and thus helped to make it successful, we extend our appreciation.

Contest Renewed Third annual renewal of the Ajax Tire Mileage Contest for em-ployed chauffeurs is announced.

Guaranteed in writing

5000 Miles

178 Minor Prize Winners Average 6,241 Miles \$5000.00 in prizes will be given in 208 awards. In event of ties, a prize identical with that tied for will be awarded each trying contestant. The contest is limited to employed car drivers who Ajax dealers will supply entry blanks and all detailed information, or same will be sent upon request to the company direct. ENTER NOW! It may be your good fortune to win an im-portant prize, while conserving the interests of your employer.

AJAX-GRIEB RUBBER COMPANY, INC. 1796-1798 Broadway, New York

Branches in 18 Leading Cities Chicago Branch: 1507 Michigan Avenue

Factories: Trenton, N. J. Kansas City Branch: 1730 Grand Avenue

#### "Talks on Newspaper Advertising" By TRUMAN A. DeWEESE, Buffalo, N. Y.

#### Advertising "Staples" and "Specialties"

"But, look at the manufacturers who have grown rich without advertising," says the skeptic.

Of course manufacturers have grown rich without advertising The manufacturer of a "staple" can do business from year to year without advertising. It is the manufacturer who has trademarked his staple, however, and has built up a good will asset for it through advertising who has made the greatest success. Others have trailed along in the path which he has blazed, doing business on the strength of his advertising, bribing the consumer with premiums and buying the dealers with "free deals." Did you ever hear of a manufacturer making money out of a specialty-without advertising.

Now, what's the difference between a "staple" and a "specialty?" A "staple" is a commodity that is in universal use, like soap, soup, crackers, matches, coffee and tea. A "specialty" is a product of inventive genius, usually covered by patents, intended to meet a want that never existed before. In most instances it may be classified as a luxmry rather than a necessity. The average person might easily get along without it. All salable commodities

can be classed as either "staples" or "specialties." Sometimes a "specialty" comes into such universal use through years of vigorous advertising that it may become classified as a "staple." And this naturally divides advertising into two classes: (1) those who have to create a new want; (2) those who supply a want that already exists. The advertiser who manufactures a "specialty" has to create a new want; the advertiser who manufacturers a "staple" is trying to fill a want that is fundamental in human nature or has its source in universal habit or custom. Modern merchandising, therefore, presents two advertising problems calling for different plans and widely different methods. The manufacturer must recognize this distinction, especially if he is to get the largest results from money expended in newspaper advertising. If he is manufacturing a specialty his advertis-

ing calls for educational

work of a far-reaching char-

acter. He must bring about changes in the habits of the people-changes in their methods of doing things.

A certain manufacturer of crackers once upon a time put thirty thousand dollars of good money in his pocket and sailed for France with the declared intention of changing the tastes and dietetic habits of the French people. His thirty thousand dollars was soon gone and he had not made a deat in the racial habits of the French. He could not wean them from their own bakery produts. The French, by the way, are the best bakers in the world. How could a same man expect to "educate" them away from the habits and tastes of centuries? The manufacturer of a certain well-known breakfast cereal spent a hundred thousand dollars on the Continent of Europe trying to educate the people to est his breakfast cereal, only to learn that Continental races are not a breakfast eating people. The manufacturer found out what he should have learned before he inaugurated this extensive advertising campaign, that the breakfast cereal habit is largely an Anglo-Saxon habit. He didn't have money enough to

change the century-old habits of the Continental races. The man who made the safety razor had to educate men away from the barber, shop and the old-fashioned razor. The manufacturer of shaving powder had to teach men a new method of lathering their faces before shaving.

Getting down to the brass tacks of the proposition we therefore arrive at the conclusion that selling a "staple" and selling a "specialty" are two very different problems. A "specialty" is purely an advertising proposition-you cannot sell it without advertising. You must first educate people to use it, and having created a demand for it, the distribution will naturally fall into the hands of those dealers who are the natural distribntors for a commodity of that character. In order to secure the widest possible distribution it is necessary to make an extensive use of the newspaper for "cashing in" on the educational work that has been done by the manufacturer of a "specialty." Just how Advertising may become an important factor in the merchandising of a "staple" will be shown in the next "Talk."

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