

THE STORY OF THE DEACON AND THE FOUR ADVERTISING SOLICITORS.

I don't know of anybody who is quicker than S. Aleck Sawdoff to see and recognize ability in a man. Certainly he was one of the first to see it in himself, and no one has ever seen so much of it there as he has. Sawdoff is the well known advertising solicitor of The Omaha Weekly Irrigator. "I do not wish to assert," said he to me one day with his accustomed modesty, "that I never fail to get a contract, but I'll just bet a plug hat that if Grover Cleveland and I were tied up in a bag I'd secure a contract for advertising the sale of Gray Gables before he could get the string loose."

Sawdoff is said to be the man who, prior to his present position, got up a corner on baby carriages and kept them out of the market till the price was doubled and infant mortality increased thirty per cent. He modestly denies the story, but I believe it to be true for certainly no man is more thoroughly in line with modern business methods than he.

It happened some time ago that old Uriah Boomerang, the wide awake and energetic dry goods merchant of Beatrice had a dispute over the alleged circulation of the local paper and its doubtful advantages as an advertising medium and declared he'd have nothing further to do with it, on the contrary, his advertisements in THE COURIER of Lincoln had always brought substantial results, it had a large and constantly increasing circulation among the monied class, and he determined to place all future advertisements with this up-to-date and metropolitan sheet.

It is said, however, that both Uriah and the local manager had violated the provisions of the joint contract until it had become invalid, not only in reason and morals, but even in law. Sawdoff got a quiet tip on this state of affairs and took the first train for Beatrice, (the boys say he rode on the cow-catcher, so as to be sure of getting there first).

For months Sawdoff had been trying to get Boomerang's big advertising contract away from THE COURIER. Once when THE COURIER's advertising solicitor went down to Beatrice after an order Sawdoff waylaid him and beguiled him into a state of intoxication calculated to be highly offensive to Boomerang, who is a deacon in the church, but Uriah, out of the kindness of his heart, persuaded the unfortunate man to sign the pledge and join the society of the Ancient Order of Anti-Sour Mash Consumers, and then rewarded him for his expressions of penitence by awarding him the contract, much to the disgust of Sawdoff.

The following month Aleck again met THE COURIER's solicitor, on the train en route to Beatrice and secretly gave him several grains of hashbetch in his coffee in the dining car, as they were approaching Beatrice. This threw the "ad" man into a trance which lasted some twelve or fifteen hours, and his weakness was so great on coming out of it that Boomerang feared to refuse him the contract lest the shock and disappointment might kill him. Thus by every legitimate business method did Sawdoff strive for Boomerang's contract, but tough luck and the perseverance of Deacon Boomerang always euchered him.

This time, however, Aleck felt sure of success. On a bright Saturday afternoon he reached Beatrice and took a trolley car and went direct to Boomerang's establishment. There sat Uriah, wearing a smile fully as promising as one of Aleck's advertising circulars, but he wouldn't talk business, he couldn't be induced to hear a word. "I'm a man of very strong religious feelings," he said, "Sunday always begins Saturday

afternoon with me, I never think of business from that time till Monday morning, you'll be in town over Sunday I suppose?" Aleck rather thought he would under the circumstances. "Glad to hear it," said Uriah, "come up to our church tomorrow and have a seat in my pew, my folks are all out of town and there will be plenty of room."

Aleck saw business in that and accepted the offer with thanks, he then hunted up an old acquaintance whom he had known when he was a boy, and agreed to spend a day or two with him, meanwhile charging up \$7 hotel money in his expense account.

The next morning Aleck directed his steps churchward, wearing upon his countenance an expression so devout that several sinners whom he met by the wayside were brought to a realizing sense of their condition. An obliging usher showed him to Deacon Boomerang's pew, and Aleck congratulated himself on finding the pew empty, he would have Uriah all to himself. His scheme of combining worship with business was somewhat interfered with however, by the entrance during the next five or ten minutes of three other advertising men, representing as many different papers, they too, having heard of Boomerang's prospective contract, had descended on the old man during the previous afternoon. They had received the same "stand-off" that Uriah had given Aleck, and the same invitation to attend divine services at the church. It is easy to understand that their meeting in this unexpected manner did not tend to put them in a proper frame of mind to derive much benefit from the devotional exercises. By a considerable muscular effort, Aleck managed to secure and maintain a position at the end of the pew nearest the aisle. The pew was now pretty full, but Aleck thought he could squeeze his competitors against the lower end and thus reserve a place for Deacon Boomerang. This arrangement would of course place Aleck alongside of Uriah, but the three others hotly resented it, and would have shoved Aleck out through the side of the house if it hadn't been Sunday. Presently Deacon Boomerang arrived. The four solicitors had been watching the door, and they

all began to smile and look pleasant the instant the old man hove in sight. They had smiled at several other benevolent gentlemen before by mistake, so they were in good practice when the deacon appeared.

Boomerang leisurely walked up the aisle to where Aleck, red in the face, was holding the others packed like sardines. There was about six inches of room, whereas Boomerang is fully three feet of beam, so he bowed politely, and took another seat up near the pulpit.

When the usual time for collection arrived, Deacon Boomerang arose and took one of the boxes, this was more than Aleck and his companions had bargained for, they had come prepared to contribute something under Uriah's eye, but it never occurred to them that he would pass the box. He smiled even more graciously than usual, and having a decided cast in one eye, each man appropriated that smile to himself and regarded the contract as good as signed. As Uriah handed the box in, Aleck who was nearest him, of course felt called upon to start the ante at one silver plunk. The next man raised it the limit, and by the time it reached the last one it was necessary for him to put in so much that he didn't see how he was going to get it back from the house in case he lost Boomerang's contract. Aleck didn't like to be outdone in generosity, and the others had similar feelings, so that when the box came back through the pew each man added a sum as would make his total exceed the man next to him. None of the boys had the nerve to call him again and the deacon passed over to the other side and they breathed easier, but their relief was destined to be brief as Uriah subsequently took up a collection for the relief of the benighted heathen of South Africa, and came near getting the boy's overcoats and watches, Aleck even put in his I. O. U. and every one felt that he would have to borrow some of the money back in order to get out of town.

The next morning when the four advertising men called at Uriah's store he met them with a smile that shed even more of the light of Christian character than the smile he had worn in church

the day before. He called them back to the office, and having proffered each a chair, he said: "Gentlemen! The disposition of my contract for advertising for the ensuing year was determined by the events of yesterday. It is rare that I allow business considerations to intrude upon my Sunday thoughts, but when our good pastor spoke so feelingly of kindness, charity and forgiveness, and the blessed results of heeding the teachings of the golden rule, it made me feel that perhaps I should not hastily break off my arrangement with THE COURIER, which has always done more by me than justice and fair dealing demanded, and whose methods are square and honorable, and I mailed my contract to that establishment this morning."

"I am pleased to have met you all, and can carefully bear witness to your devotion to the cause of religion, and I hope you will call on me whenever you are in the city."

The four solicitors were taken out of the office in a comatose state and their feelings toward the deacon are so pronounced that he is considered a very bad risk for an insurance company.

The Rev. Dr. Thirdly, pastor of the church, who witnessed the performance in pew 17 thinks so well of Uriah, that he has recommended his appointment as general solicitor and treasurer of church funds. A. C. ZEIMER.

COMFORT TO CALIFORNIA.

Every Thursday evening, a tourist sleeping car for Salt Lake City, San Francisco and Los Angeles leaves Omaha and Lincoln via the Burlington Route. It is carpeted; upholstered in rattan; has spring seats and backs and is provided with curtains, bedding, towels, soap, etc. An experienced excursion conductor and a uniformed Pullman porter accompany it through to the Pacific Coast. While neither as expensively finished nor as fine to look at as a palace sleeper, it is just as good to ride in. Second class tickets are honored and the price of a berth, wide enough and big enough for two, is only \$5. For a folder giving full particulars, call at the B & M Depot or City office Corner Tenth and O street.

Geo. W. Bonnell,
C. P. T. A.

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Third pub. Dec. 5.

NOTICE TO NON-RESIDENT DEFENDANTS.

To Philetus Peck, Lombard Investment Company, Mary P. Hooper.

Notice is hereby given that on the 19th day of November, 1896, the Concordia Loan and Trust Company as plaintiff, filed a petition in the District Court of Lancaster county, State of Nebraska, wherein the following named parties were made defendants, to wit: Irving L. Lyman, Mary D. Lyman, Charles W. Axtell, Alice S. Axtell, Philetus Peck, Lombard Investment Company, a corporation, and Mary P. Hooper. The object and prayer of which said petition is to foreclose the lien of two County Treasurer's certificates of tax sale upon the following described parcel of real estate, respectively, to-wit: Lots fifteen (15), and sixteen (16), in block nine (9), Peck's Grove, situate in the County of Lancaster, State of Nebraska. Said tax sale was made on the 25th day of November, 1891, for the delinquent taxes and assessments of the year 1890 upon said parcels of real estate. The amount claimed by the plaintiff is as follows: \$16.04 paid November 25th, 1891; \$8.08 paid June 20th 1892; \$16.04 paid June 23rd, 1892; \$7.90 paid May 25th, 1893, and \$11.40 paid June 21st, 1893, together with interest thereon, from date of payment, as by law provided. The prayer of said petition is for a decree declaring the aforesaid amount together with interest thereon and costs to be first and paramount lien upon the above described parcel of real estate, respectively, and that said real estate be sold, under an order of court to satisfy the same, and that said defendants and each of them be forever barred and foreclosed of all interest or claim in said real estate, or any part thereof.

You are required to answer said petition on or before Monday, the 28th day of December, 1896.

Concordia Loan and Trust Company.
By A. B. COPPOTH, Its Attorney.
Dec 12



EDDIE FOY in "Off The Earth."