

Facts will convince some of the people all of the time.

Your fortune would be made if you could convince a sufficient number of people that they ought to buy your goods continuously and keep on buying them.

In order to do this you should first trade-mark your goods, and then, by advertising, thoroughly familiarize the public with the trade-mark and the good qualities for which it stands.

Vast fortunes are being piled up by this simple formula, while the non-advertiser stands idly by and wonders how the thing happens and why it doesn't happen to him.

In the columns of THE SATURDAY EVENING POST you can reach the people who ought to use your goods. THE POST is a weekly magazine that goes into 700,000 homes. It is read with interest every week by 3,500,000 people. The facts about your goods will convince some of these people all of the time.

THE CURTIS PUBLISHING CO. PHILADELPHIA NEW YORK BOSTON CHICAGO

FAIR OFFICIAL TO JOIN THE MINISTRY

Fred M. C. Choate, Cousin of Ambassador to Great Britain, Begins Studies.

SELECTS CHRISTIAN CHURCH.

Lawyer, in Remarks to Congregation, Compliments President Francis and Director Gregg.

Fred M. C. Choate, a cousin of the Ambassador to Great Britain, and an attaché of the Department of Concessions at the World's Fair, will resign his position in a few days and study for the Christian ministry.

As a preliminary step, he formally became a member of the Disciples of Christ last night at the Union Avenue Christian Church, and was baptized in that denomination by the Reverend J. M. Philpitt, pastor of the church.

Mr. Choate is married, and came to St. Louis to accept a World's Fair position. Mr. Choate is a member of the Episcopal Church and studied for the Episcopal ministry at Philadelphia, but later changed his mind and came to St. Louis to accept a position here.

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GATES NOT LOWERED; TRAIN HITS CAR

Passenger Injured and Coach Demolished in Collision at a Crossing.

OUT OF ORDER, SAYS GATEMAN.

Thomas H. Quayle, World's Fair Visitor, Taken to City Hospital Suffering From Cuts.

The failure to lower gates which the watchman declared were defective caused a Vandeventer avenue electric car to be demolished and a passenger painfully injured in a collision with a string of flat cars being pushed by an engine at the crossing of the Frisco tracks and Tower Grove avenue at 10:50 o'clock last night.

Thomas H. Quayle of Pakoka, Ill., a visitor at the World's Fair, who has been rooming at No. 300 Manchester avenue, in the City Hospital with severe cuts about the face and hands as a result of flying glass. Other passengers on the car were badly shaken up, and some sustained lesser injuries.

Northbound Vandeventer avenue car No. 1174, in charge of Conductor Ernst Westerman of No. 329 Cottage avenue and Motorman Homer Bromber of No. 378 Eastern avenue, it is stated, slowed up for the crossing, and as the gates were not lowered, started to cross the tracks. When the car had nearly crossed, a string of flat cars approached, and almost before any of the passengers realized their danger the car was swung around with terrific force, the train crushing along the side.

Had the cars which were being pushed by the engine been heavier or higher, it is stated by the passengers, the car would have been ground onto the tracks. No headlight warned the motorman or passengers, and the car crew says that there was no warning that a train was approaching.

The Frisco engine, No. 3614, which was pushing the flat cars, was in charge of Engineer J. H. Cook and Fireman W. M. Espery. Watchman William G. Miller of No. 423 Hunter avenue was questioned by the police as to why he did not lower the gates, and gave as the reason that the mechanism was out of order.

The police will probably begin an investigation to-day and summon officers of the railroad and street car company to explain why the gates were defective, and why other provisions were not successfully made.

NEW EXIT PASSES AFTER TO-DAY

Will Be Issued by Common Consent of All Departments of the Exposition.

After to-day a new kind of exit pass will be required to remove packages from the World's Fair grounds through the exit gates. The old form is good to-day only.

The new form of exit pass will be issued by common consent of all the departments of the Exposition through the Bureau of Expedition, which will assist in the shipment of outgoing exhibits from the grounds.

The issuance of the new pass will not be merely a matter of form. It will not be as easily obtainable as the old one. Before it may be issued the applicant for it must satisfy the Bureau of Expedition of several things which will be destructive of the fair.

The change in the form of exit pass is said to have been due to the fact that several of the exhibitors were using the old form to remove stock in their exhibit without the formality of first paying their bills due to the Exposition for service.

GUARD STOPPED BOY WITH GREGG'S CUP

Director of Concessions and Admissions Had Trouble in Getting His Present Home.

TO MESSENGER'S RESCUE.

Gift Was Presented to Him by His Assistants—Cleaning Up at Administration Building.

Norris B. Gregg's cup was full yesterday afternoon. The cup in question was a loving gift presented to him by two of his chiefs. In fact, the cup was twice full and full to overflowing. The first time it was full of joy, the second of wood and bitterness, and the third of gain of joy.

Director Gregg's cup was full the first time when John Wakefield, Chief of the Concessions Department, and E. Norton White, Chief of the Admissions Department, filed into his private office and presented to him a two-handle silver loving cup, appropriately inscribed and with the Exposition seal on the rim in colors, the whole mounted on a stony stand.

The beautiful gift was accompanied by the photographs of the donors. Mr. Wakefield made the presentation speech. Mr. Gregg, after the manner of recipients on such occasions, was visibly affected, but managed to make a neat response. This time his cup of joy overflowed.

But it was a brief hour later that his joy was turned to feelings less happy. He had the handsome cup swaddled into its cloth wrappings and snugly ensconced in its box with a plenty of tissue paper packed around it. He entrusted it to a messenger boy to take to the Administration building, and with him went the messenger, well, handed it over into his keeping to have it delivered at his residence.

When the messenger returned to the Administration building and was about to go through the gate, a guard stopped him, and he was told to open up that package before you can get out.

So the silver loving cup was brought out of its swappings in the box. The gatekeeper read the inscription and, while satisfied that it was Mr. Gregg's property, he still insisted that he would have to have an exit pass to get it to his chief's home.

What the messenger was arguing the case and trying to convince the gatekeeper that he was the duly accredited messenger of Mr. Gregg, the latter had thought it necessary he would have given him an exit pass, the owner of the cup, and street car company to explain why the gates were defective, and why other provisions were not successfully made.

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TWO EAGLE RING STAMPS TOMORROW INSTEAD OF ONE AT "FAMOUS"

IT'S THE LAST DOUBLE-STAMP DAY BEFORE CHRISTMAS—SO DON'T MISS IT

NEW POST OFFICE FOR ST. LOUIS

Public Buildings Bill, Carrying \$225,000 for Branch Station, Expected to Pass Congress.

OTHER BILLS FOR MISSOURI.

Congressman Clark Will Ask for \$50,000 for St. Charles—Bartholdt May Become Chairman of Committee.

The Republic Bureau, 10th St. and Pennsylvania Ave., Washington, Nov. 29.—Representative Clark of the Treasury Department and information gathered at the Capitol, an omnibus public buildings bill, carrying an appropriation of from \$15,000,000 to \$18,000,000, will be passed during the coming session of Congress.

It is expected that St. Louis will get a part of the money. Representative Bartholdt introduced a bill, carrying \$25,000, at the last session, the money to be used toward the new Post Office project. Every effort will be made to get favorable action upon it this winter.

The fact that the St. Louis Congressman probably will be the next chairman of the House Committee on Public Buildings and Grounds is expected to aid him this year. Doctor Bartholdt is now ranking member of the committee, which places him in succession for the chairmanship upon the retirement of Chairman Gillette on March 4. Mr. Gillette was beaten for re-nomination in his State last June.

MAJ AY WESTERN CLAIMS. The prospective advancement of a Western man to the chairmanship of the Public Buildings Committee is the occasion of great gratification to members from that section. Heretofore, when the chairmanship rested in the hands of the East, it was contended that Western claims never were given due consideration.

Besides the St. Louis bill, there are several other Missouri bills which will demand the attention of Chairman Gillette's committee. Congressman Rucker is credited with four, namely, Trenton, Brookfield, Chillicothe and Carrollton, for which he has asked \$50,000 each.

Congressman Champ Clark has two, one for Louisiana, calling for \$50,000, and one for St. Charles, for which \$25,000 is asked. Representative Hamilton wants \$20,000 for Marshall, Lloyd \$30,000 for Marion, Vandiver \$40,000 for Cape Girardeau, Lamar \$30,000 for Lebanon, and Benton \$100,000 for Carthage.

NEW BRANCH POST OFFICE TO BE NEAR UNION STATION.

The new Post Office in St. Louis is to be erected near Union Station as a branch to relieve the congested condition at the main office. The new through mail will be handled there.

The Government secured a site on Eighth street last spring, and construction is to begin as soon as Congress makes the appropriation. Postal officials declare that the new structure will be the best equipped office in America.

LAWYER SWINDLERS SENT TO PRISON

Last of Organized Gang That Sold Land Under Fictitious Titles Are Sentenced.

H. Allen Bradford, A. J. Frank and J. B. Bradford, sentenced to terms in the Penitentiary in the United States District Court yesterday for fraudulent use of the mails, are the last of an organized gang of lawyers who have been selling land to which they had no title, according to the Post-Office Inspectors. They were charged with disposing of the property under fictitious titles.

Their cases were tried before Judge Elmer B. Adams yesterday. They were sentenced to eighteen, nine and six months respectively.

H. Allen Bradford was sentenced to eighteen months, for he was the prime mover in the Western Union Oil Company, which represented itself as owning land that was producing oil. In reality there was no oil in the neighborhood. The Post-Office Inspectors say that his arrest was made while they were trying to secure sufficient proof to connect him with the gang of organized lawyers.

W. L. Field and W. G. Price, the inspectors who arrested the twenty-five lawyers, since sentenced for disposing of the land that has been using fictitious titles in the sale of land, declare that their operations extended over the United States, and that their profits, as proven in the trials held, amounted to half a million dollars.

Members of the gang represented that they owned 250,000 acres of land in Scott County, Trinity County, Mo., and Macoupin County, Ky. In sending out their circulars they used a description of 200 acres which they did not own.

When the prospective buyer began to negotiate with one of the lawyers to purchase some of the property he would receive from one of the confederates a letter, supposedly written under the impression that the buyer already owned the land. He would be offered a fabulously high price, and naturally he would complete arrangements for the transfer of the title.

THIS IS THE LAST DAY TO SEE THE BOER WAR.

New Company Will Assume Charge, but Features Are to Be the Same.

As this is the last day of the World's Fair, it will be the last opportunity to witness the great Boer War spectacle.

The Boer War ever since it opened its doors has been commended to be one of the principal amusement features of the Fair. This is the first day on which the new company takes possession, but everybody has been retained for the coming tour and the performance to-day will be in every respect the same as those which have been given heretofore.

AT AUCTION

NEW YORK STATE BUILDING AND ITS CONTENTS

CONSISTING OF THE FINEST MAHOAGNY FURNITURE OF EVERY DESCRIPTION, MOST MAGNIFICENT CHANDELIER, PERSIAN RUGS OF ALL SIZES; ALSO THE OIL PAINTINGS IN OIL, LINEN AND EVERYTHING ELSE.

BE BEGINNING AT 1 P. M. TO-DAY AND CONTINUING FROM DAY TO DAY UNTIL SOLD, THE

Correct Clothes for Men

A spruceness of dress is also very proper and becoming at your age; as the negligence of it implies an indifference about pleasing, which does not become a young fellow.

Be spry in your duty; spruce in your dress. Wear raiment bearing this label

Alfred Benjamin & Co. MAKERS * NEW YORK

Equal to fine custom-made in all but price. The makers' guarantee, and ours, with every garment. We are Exclusive Agents in this city.

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They act like Exercise. Creasol - for the Bowels

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