

# Russell Sage's Aphorisms on Success

## Bits of Philosophy Which Guided Him in Fortune Building

ANY man can earn a dollar, but it takes a wise man to use it. This has been my motto from the very start of my business career.

I saved the first dollar I ever earned and from that hour I have never been in debt to a human being for a cent that was not ready when due.

To excite envy is to make enemies.

Fifty cents is enough for a straw hat. It will last two seasons.

An active man builds success upon the foundation of failures; a passive man does not.

The tender care of a good wife is the finest thing in the world.

Some people may not believe it, but it is a fact that it has been my keenest pleasure to see people succeed who have acted upon my advice.

Clubs are only a place for idle men and wasteful young men.

It is a surprising fact that many men endure unwarranted expenditures for no other reason than to excite the envy of their neighbors. How wicked this is!

Real charity is disbursed without the blare of trumpets.

I think the vacation habit is the outgrowth of abnormal or distorted business methods. I fail to see anything legitimate in it.

The physician may recommend a change of air for a man when he is ill. But why is he ill? Illness is nothing but an irreparable loss of time.

My one desire has been to be let alone in order that I might do what I desired in my own way. In that I have not succeeded.

# Frugal Leader Is Lost to Wall Street

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a wholesale grocery of his own in that place. In 1867 the young merchant had accumulated a fortune of about \$500,000, a great sum in those days, and prepared to retire from active business.

He had already become interested in railroads, his first transaction being a loan to the Lacrosse Railroad Company. This led to further transactions, resulting in his acquiring large interests in the roads now forming the Chicago, Milwaukee and St. Paul system, of which he later became vice president.

The flights in railway finance induced Mr. Sage to devote his time to business in Wall street, and in 1868 he opened his office in New York. About that time he formed an association with Jay Gould, which continued for several years. In 1867 he organized the present method of trading in "puts," "calls" and "straddles," in which he dealt later on a colossal scale.

When he purchased a seat on the New York Stock Exchange in 1874 it proved that he should never appear on the floor of the exchange.

Only once, it is said, did Mr. Sage experience a tremendous loss which could have shaken another man, but from which he emerged with confidence unshaken. From that memorable day in 1884 when the great failure of Grant & Ward was announced, resulting in the loss to Mr. Sage of about \$6,000,000, the financier always kept his resources well in hand, so that in case of an emergency he was able to control almost unlimited funds.

ATTEMPT UPON HIS LIFE. At the time of death Mr. Sage was an officer and director in twenty-five great railway, and telegraph corporations.

An incident occurred in Mr. Sage's office at 71 Broadway on December 4,

1891. On that day he was visited by Henry P. Norcross of Boston, a man of unbalanced mind, who demanded an immediate gift of \$1,200,000. When the demand was refused Norcross dropped a dynamite bomb, which exploded, and the clerk and wrecked the entire office. Mr. Sage was only slightly injured by the explosion.

For many years Mr. Sage occupied during the winter an old-fashioned brownstone mansion at 506 Fifth avenue, from which he was reluctantly compelled to move about four years ago, owing to the invasion of commerce. His summers were spent at the country place at Lawrence, where he died.

Mr. Sage was married twice, in 1841 to Miss Mary Wynne, daughter of Moses L. Wynne of Troy. His wife died in New York City in 1867, and two years later he married Margaret Olivia, daughter of Joseph Sloot of Syracuse.

SETS WALL STREET WILD.

In order to make one-three-hundredth of 1 per cent on money he had loaned, Russell Sage, on November 22, 1894, upset all Wall street. Stocks broke and tumbled in ten minutes, rates of interest were shifted suddenly, the Stock Exchange went mad, and after financial chaos had poured millions into the market to bolster it up and the usual routine was recovered the aged financier sat back, contented that he had come out just \$55.55 richer than when he started the panic.

Sage had called in his money, which had been out at 3 per cent. Ten minutes or so later he loaned \$20,000,000 at 4 per cent. Wall street did not know what game he was playing and did not know where the money was coming from. He then went down brokers' and bankers' backs until the mystery was solved.

Sage was a sort of barometer for many stocks. Every time he was re-

ported ill the effect was apparent on quotations and the street became agitated. When the financier cut his working day to three hours and was attended by a physician in his office and from his work wild rumors of approaching collapse were circulated. Yet it is a notable fact, attested by Mr. Sage himself, that on his birthday, whether stories of illness were rife or not, the holdings he had always rose and his luck in the great game was remarkable.

GREAT LOVE OF BUSINESS.

The tenacious love which Mr. Sage bore toward his business was illustrated on November 12, 1903, when he suffered a severe illness. The veteran money lender went as usual to his office with a physician. He reached there before 7 o'clock and sat in an easy chair all day. Near him the ticker chattered, but he did not scan the tape. Around him clerks were busy, but he did not work. He could scarcely live away from the rush and roar he had known all his life, could not sever the bonds even for a little while when ill. As the last quotation was jotted on the tape and the ticker operator gave "good night" Sage arose, put on his hat mechanically and went home. He was greatly improved that night.

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# PITTSBURGH WOMEN RESENT SLUR.

## Attorney Says Many Are Guilty of the Offenses Charged to Mrs. Hartje

PITTSBURGH, July 22.—Pittsburgh society and club women are extremely indignant over the accusation made by J. Scott Ferguson, counsel for Augustus Harje, in court on Friday afternoon to the effect that there were other women in Pittsburgh, and many of them, who were guilty of the same offenses as had been charged against Mrs. Hartje in an impassioned speech to the court Ferguson declared:

"I repeat, many a woman in Pittsburgh as high in life socially has sinned just as this woman has done."

The broadness of the accusation has caused a tremendous sensation here. This afternoon the matter was taken up by the women of the Reformed Presbyterian Church of Wilkensburg. It was brought to their attention by Mrs. R. C. Wylie, wife of the pastor of the church. While no action was taken, Ferguson was vigorously denounced by the women.

No sweeping statement is not only a disgrace to the man who uttered it, declared Mrs. Wylie, "but casts a slur on womanhood which is a blot that must be wiped out."

The matter was also discussed today at a meeting of the Allegheny Woman's Association, which is expected to take action on it. The New Era Club has also taken it up, and Mrs. James R. Kibler, the president, today declared: "Intelligent women have fallen, but they are the exception. Cultured women by their pure home lives are a living refutation of the statement made by Mr. Ferguson."

The Hartje case will be resumed in court tomorrow, and it is probable that it will continue through the greater part of the week.

There was a rumor current today that W. E. Rodgers would withdraw from the case on account of the sensational turn it has taken, but Rodgers declares that this report is untrue.

John Maron, attorney for Hartje, said this afternoon:

"We will go into the Clifford Hoar matter just as far as the court will permit us. We are not running away. We will meet the issue, and the Hoar matter will be brought out in all its details by us if possible."

It is rumored that the defense has again decided to bring out the Hotel Lincoln case and the Watson street charges, but the attorneys will not admit that there is any truth in that report. They flatly declare that this is no time for them to show their hand.

Prominent attorneys of the Allegheny County bar who have watched the Hartje trial since it began now believe the decision of Judge Frazier will be final and that no appeal will be taken by the losing side. It is thought that the great amount of publicity which has been given the principals has thoroughly disgusted them all and that they will not want to drag it further through the courts.

Strikers on Water Front Are Quiet.

The strike in shipping circles showed no new developments yesterday. Andrew Furuseth said that everything was quiet and practically nothing new was doing.

The small coasters were coming and going as usual, all with non-union crews.

Rope Works Resumes Operation.

The Tubbs Cordage Co. now have their factory in full working order and are ready to begin the production of rope as well as several new ones. Factory will resume operation Monday, July 23, 1906. Apply at 22d and Iowa sts.

# RUET WHISKY OR LABOR'S CAMPAIGN

## Saloon Men Say Administration Forced Hilbert Liquor on Them

From former saloon men of the tenderloin, freed, they declare, from the grasp of the administration because they are no longer in business, comes additional evidence showing the close affiliation between the Ruet-Schmitz combine and the Hilbert Mercantile Company for the purpose of selling whisky.

These men declare that when they did not buy the Hilbert goods in sufficient quantities to please the administration their licenses were held up by the Board of Police Commissioners until all they bought the largest bill or proved to the whisky agents that they were buying as much as they could sell.

The method employed by the administration was, they claim, effective and held back if time comparatively safe.

If the saloon men failed to buy the Hilbert goods, they claim, at the meeting of the Board of Police Commissioners when the quarterly license applications for renewal had not been approved. A few days later, they claim, when they were beginning to worry lest they would be forced to close their places, an agent of the Hilbert Mercantile Company would call to sell them goods. He would assure them that he could "fix it" so that their licenses would not be held back if they bought the Hilbert whisky. They would buy, they say, and presto! at the next meeting of the Police Commissioners their licenses would be granted without question.

SAY SCHMITZ SENT WORD.

Even members of the Board of Police Commissioners recently dismissed by Mayor Schmitz say openly that they came to them to hold up certain licenses that were later voted upon and granted without further question. This charge is also made by former Commissioner Feagar in his first public letter to Mayor Schmitz, pointing as an example to Leonhardt's notorious resort.

Former members of the Board of Police Commissioners claim that most of the work of holding up licenses was done by Dr. Pohelm, who seems to have been the closest friend of the administration on the board until shortly before his dismissal. Old members declare that under Pohelm's presidency the ward was under a one-man rule and that the wish of the administration was expressed through Pohelm alone.

Myrtle Ceif, secretary of the present Grand Jury, denied that he had ever used Ruet's name to help him sell the Hilbert Mercantile company whisky. He says that he worked for a salary of \$200 a month and that he had no connection with the administration. He admits that Ruet has been his friend for several years and says that undoubtedly the fact that Ruet's name appeared on the Hilbert Mercantile Company's cards influenced some of the tenderloin saloon men to purchase the Hilbert goods.

Ceif left the employ of the Hilberts after their Market street fire, but he is said by the saloon men to have been looked upon by them even after his taking his seat with the present Grand Jury. A word from him, declare the saloon men, was as good as a word from Ruet or Schmitz.

BREAK OVER VOTE.

It is known now that the origin of the split between Reagan and Drinkhouse of the old Board of Police Commissioners was caused by their refusal to grant the granting of certain saloon licenses when the word was

## American Federation Announces Its National Political Programme

WASHINGTON, July 22.—The executive council of the American Federation of Labor today made good its declaration of several months ago to enter the field of politics in the interest of trades union movements and to urge all the friends of organized labor to elect to political offices men known to be favorable to labor's cause.

At the headquarters of the federation the council today issued its "campaign programme," addressed "to all organized labor and friends in the United States."

It sets out that the trades union movement has kept and proposes to keep pace with the rapid change in industrial affairs and that the working people cannot hope to maintain their rights or a progressive position in the changing phases of modern society unless they organize and exercise all those functions as workmen and citizens which it is their privilege and duty to exercise.

It is declared that labor makes no demand upon the Government and society which is not equally accorded to all the people of this country and that "it can and will be satisfied with nothing less."

The proposed campaign is based upon the allegation that little attention has been paid to the enactment of laws prepared by organized labor and presented to Congress for relief from those wrongs and the attainment of those rights to which labor and the common people are justly entitled and which are essentially necessary for their welfare.

The council issues a word of warning that the movement must not degenerate into a scramble for office, but that it should be a determined effort, free of all party partisanship, of every name and character, to secure the legislation deemed necessary and essential to the welfare and happiness of the laboring people.

It says expressly that if a Congressman or State legislator has proved himself a true friend to the rights of labor he should be supported and no candidate nominated against him.

GIRL IS KILLED IN OWN HOME BY A HUMAN BRUTE

Fiend Shoots a Plucky British Columbia Maid Who Resisted His Attack.

SEATTLE, July 22.—A dispatch from Nanaimo, B. C., tells of the brutal murder in her own home, of Mary Jane Dalton. The body was found yesterday afternoon by her father, John Dalton, upon his return home. A minute examination showed that the bullet had pierced the girl's forehead. Other shots had been fired. Examination of the girl's body revealed marks showing that the girl had defended herself from attack. Robert Stiles Featherstone, an arrival from Sumas, is in jail charged with the murder. A .38-caliber revolver was found on him and a handkerchief on which were bloodstains was in his possession.

Charles Keeler's

Realistic, sane and comprehensive account of the San Francisco disaster, illustrated, is now ready at all book stores and for sale by Paul Elder & Co., Van Ness avenue, corner of Bush.

passed to them that such was the pleasure of the administration. It was their stubbornness in voting on liquor licenses that caused their downfall.

# THUNDERING TRAFFIC THOUSANDS WATCH BULL FIGHTS.

## Army Officials Expect to Be Able to Soon Unravel the Mystery TO START INQUIRY

The hunt for the missing whisky goes on today under the direction of Colonel J. P. Wisser. Persons and papers have been sent for, witnesses are to be put under oath, and one of two things is to happen, namely, the whisky will be located, or the last responsible person to have it in his possession will be squarely out in the limelight with a tremendous amount of explanation to make. And as the search for the whisky goes on, it is believed that the whisky was but part of a large amount of medical supplies sent from the Presidio to the Moulder warehouse when Colonel L. R. Bricheim, in whose charge the supplies were, was preparing to go East. The whisky is not in the Moulder warehouse.

Captain Killian, in charge of that station, stated last night that all the whisky in the Moulder warehouse was received by him from the Santa Fe depot June 13, more than a week after the missing whisky went on its wanderings. Of medical supplies other than whisky, Captain Killian says, he has none at all. During the night he was in the Moulder warehouse, but where is the medical supply of which the whisky formed a part?

The story of the whisky is that of the medical supplies received here at the fire. There were enormous amounts of such supplies received, a full trainload being received as a single consignment, and there was no whisky aboard. These supplies as they were received were sent to the Presidio depot. So many were there that a circus tent had to be set up for their accommodation. Captain W. G. Haan, General Greeley's chief of staff, states that the medical supplies, including drugs, etc., were in that circus tent.

And then the distribution began. When the twenty-six dispensaries were set up in various parts of the city a requisition came in that the army officers start to get for drugs and medical supplies. So large was it that the officers hesitated about filling it, but it was finally filled, as it was perfectly regular, and the dispensaries were stocked with some 200 varieties of medical supplies being used in the stocking. But still the circus tent depot was well filled, and further requisitions failed to empty it. In the meantime the medical supplies, including the whisky, were sent to the Moulder warehouse. This order was carried out, and medical supplies, whisky included, were sent there.

Major Killian had not been notified of the shipment of medical supplies. When the loads drove up to the warehouse he at first refused to receive them. From that time confusion as to their whereabouts began.

This confusion, Colonel Wisser states, is going to clear away. Before he is done the indications are that whisky will not be the only article of medical supplies that he will be after.

During the night of the fire the army officers found that supplies sent from the Presidio were being diverted from their destinations.

"We found that supplies were being taken to the Moulder warehouse," said Colonel Wisser last night, "people saw this being done and reported it. We accordingly sent guards along to protect the goods."

Just what would happen to a line of wagons loaded with supplies that could not find destination is left to the imagination.

In discussing the situation last evening Captain W. G. Haan, General Greeley's chief of staff, said that he had no doubt that the mystery will be cleared up as soon as the receipts which Colonel Bricheim has of the distribution of the supplies are received. He expressed the opinion that the whisky will be located, along with such other supplies as Colonel Bricheim might have forwarded to the Moulder warehouse at the time of his general housecleaning.

"At the time of the fire," said Captain Haan, "Colonel R. H. Patterson was stationed at Goldberg, Bowen & Co.'s store. Much of the stock was given out after the fire it was found that from me in his death grip as he fell the depot on Mission street had been burned. Goldberg, Bowen & Co.'s stock of liquor was accordingly sent to the depot at the Presidio. From here much of it was given out to the Moulder warehouse. About June 5 Colonel Bricheim reported that he had plenty of liquor on hand and recommended that what remained of Goldberg, Bowen & Co.'s liquors be returned to them. This was done. Colonel Bricheim has an accurate inventory of the liquors received and the returns returned."

"Of the forty-two barrels of whisky sent to California as contributions, 20 were destroyed. The other 22 were another lot was received that had been purchased by the surgeon-general. Both consignments were sent to the Presidio depot. General Greeley, in order to let Bricheim close his report, closed the depot and directed that all contributed medical supplies be sent to the Moulder warehouse, including the nine barrels of whisky. Killian had been notified of this action; the first intimation that he had of it was when the wagons drove up at the door."

Captain Killian refused to receive the whisky; he states there are no medical supplies in the warehouse. Colonel Wisser finds that medical supplies went astray as well as the whisky.

"It will be difficult to close the case," said Colonel Wisser last night, "until we hear from Colonel Bricheim, who is in New York. He not only has the receipts, but sent guards with the wagons that made the delivery. These will show precisely what disposition was made of the missing articles."

Captain Killian last night denied all connection with the whisky and other liquors which have disappeared and which involve the members of the Board of Health. "I was definitely under oath," said the guardian of the Moulder warehouse, "that the whisky that I have stored here in boxes and barrels has no connection whatever with the missing barrels of liquor which appeared here one night and was refused acceptance. All the whisky in my charge was received from the Santa Fe warehouse on June 13. I keep a record of everything that comes from and where it goes. If there is any doubt I can show receipts for every article that has passed through my hands."

When asked as to whether a large number of boxes of medical supplies were not stored in the warehouse, he said: "There are no medical supplies here whatsoever."

"I don't think the whisky and liquors which went to the Board of Health continued the captain," were said. "I think they just gave them away and went so fast that now they do not know where they went and cannot account for their disappearance."

By the time an old maid is 40 years old she should not say: "If I ever marry." She should say: "Had I ever married."

# THOUSANDS WATCH BULL FIGHTS.

## Officers and Sailors of the French Warship See Four Animals Slain MATADORS CLEVER

SPECIAL DISPATCH TO THE CALL. SAN DIEGO, July 22.—Several thousand persons, among them many men and officers of the French warship *Catina*, made the trip to Tia Juana this afternoon to see Felix Robert, the great French matador. In the second big bull fight of the season. Four bulls were killed, two by Robert and one each by Paquiro and El Cuco. All of the bulls were good fighters and made things extremely lively for the men. One of the features of the afternoon was the work of El Cuco. Twice during the afternoon he took a pole and when the bull charged vaulted over the animal's back and landed on its back. The two bulls killed by Robert were very quick. But one thrust was needed in each instance, the death of the bulls being almost instantaneous. Paquiro also killed his bull in quick time, but El Cuco required two thrusts to dispose of his opponent. The cape work by Matador Robert was particularly good and several times the daring of the great fighter led him into dangerous places.

SPECIAL DISPATCH TO THE CALL. MANITOWOC, Wis., July 22.—Five persons were killed, one was paralyzed and two score were severely shocked by lightning during a terrific thunderstorm here this afternoon. The bolt struck the grandstand at Athletic Park just before a game of baseball was to have begun.

The dead: Albert Skuhra, aged 23, married; Walter Handl, aged 13, Irvin Woellert, aged 30; Antonio Klauk, aged 14; William Knutzen, aged 16.

The seriously injured: Harvey Koho, aged 10 years, lower portion of body paralyzed and may die; Frank Boehm, aged 17, splinter penetrated chest; Walter Boehm, aged 12, shocked; Theodore Burmeister, aged 14, lower limbs paralyzed.

Many others were knocked down by the shock of lightning. Skuhra and Klauk, two of the dead, were in the stand at the time of the flash. The other fatalities occurred near the entrance to the grandstand. The lightning struck the roof of the large stand and followed a wire across the roof to the gate, killing the two boys in the stand instantly. The three others killed were leaning against the stand to secure shelter from the rain.

# NEW MEXICO CATTLEMAN ENDS CAREER OF OUTLAW

## Comes Upon Ruberto Gonzales Unexpectedly and Is First to Shoot.

SPECIAL DISPATCH TO THE CALL. ALBUQUERQUE, N. M., July 22.—Ruberto Gonzales, a cattle thief who made his escape from the Territorial penitentiary here last March, was shot and instantly killed on Wednesday night. Carl Vogel, a wealthy ranchman of McKinley County, fired the fatal shot. Vogel, who returned last night, told how he killed Gonzales.

"I had been with the posse headed by Captain Fred Fornoff of the Territorial mounted police for several days and had been riding only for a couple of hours when, while riding along a road which skirted a deep arroyo, I came face to face with Gonzales. We were so close to each other, when our horses had been brought to a standstill, that the desperado grabbed the end of my rifle when I drew down on him."

"My first shot missed, and by a violent jerk I threw a second shell into my gun, at the same time pushing the muzzle of the weapon against the man's breast. The ball entered the left breast and passed entirely through his body. Gonzales pulled the rifle from me in his death grip as he fell to the ground. I leaned over him with pistol in hand, but he was dead."

Race Horses Are Sold. NEW YORK, July 22.—A number of race horses were sold at Brighton Beach yesterday. Aggie, the winner of the Kentucky stakes, was sold to Frank Brown for \$5700. Frank Gill, a two-year-old by Collar-Ravello, was knocked down to J. McGinnis for \$5000. The other good sales were:

Penaris, c. g. 2, by Garry Herrmann-Penna, to Frank O'Neill, \$3000. Saldiers, c. c. 2, by Belvidere-Sallie of Navarre, T. Hitchcock Jr., \$3700.

STORK AGAIN VISITS SENATOR CLARK'S WIFE. Another Daughter Added to the Household of the Montana Millionaire.

BUTTE, Mont., July 22.—A cablegram from Paris announces the birth of another daughter to the wife of Senator W. A. Clark. The event occurred three weeks ago. Senator Clark has been in California for several weeks, but is expected in Butte tomorrow.

When a baby is born bald-headed its mother is sure it is going to have curly hair.

SPRINGFIELD, July 22.—Death this afternoon relieved John Harpold, 16-year-old son of Mr. and Mrs. Joseph Harpold of Assumption, after twenty minutes of excruciating pain, caused by the breaking of a bottle of carbolic acid in his pocket. The contents of the bottle were absorbed by his body. Harpold, in company with a number of other boys, was playing about a merry-go-round, when the bottle was accidentally broken in his pocket.

# LIGHTNING KILLS 5 GIRL MARY DECLINE

## AT BALL GAME. UNGLE'S WEALTH.

Thinking of Refusing Fortune Because She Dislikes Her Relative LIVES IN POVERTY

SPECIAL DISPATCH TO THE CALL. TACOMA, July 22.—In this State there is a young woman with courage enough to refuse a fortune simply because she does not like the giver, an uncle. She is Mary Cora Emel, aged 20, at Alderton, in this county. She has been located by Chief of Police Malony, who received a letter from John Emel, uncle of the girl, at Bordeaux, in this State, stating he had made a comfortable fortune and wished to deed part of his property to the girl that she may spend the remainder of her life in comfort.

Investigation shows that three brothers named Emel came to Puget Sound from Minnesota twenty years ago. John finally went to Devils Lake, Dakota, where he made money at farming. Later he returned to this State and increased his fortune by ranching and logging. One brother changed his name to Emil and he is still living in Seattle. Joseph Emel, father of Mary, lost his property and finally died. His wife kept her health, was unable to keep her five children together. They were taken in charge by various societies and have become entirely lost to each other.

Mary Cora married in Tacoma, but left her husband when he failed to support her. Her child died. She went to work for a living, but last spring went to Alderton to care for her mother, who had married again and was ill. The girl blames her uncle somewhat for her father's loss of property and is not yet certain she will accept her uncle's money. Accompanied by her mother she came to Tacoma today to read the letter received by Chief Malony and get in communication with her uncle.

# MILLIONS AWAITING MISSING HEIR.

## LOWAN TO HAVE INCOME OF MILLION AND A HALF FROM ESTATE IN ITALY.

SPECIAL DISPATCH TO THE CALL. AMES, Iowa, July 22.—Through the death of an uncle in Italy, Fred R. Pike, a conductor on the Iowa division of the Chicago and Northwestern Railway, has fallen heir to an immense fortune yielding an annual income of \$1,500,000. Each of Pike's three brothers shares in the estate.

A cablegram from Naples brought the first information of the big windfall. In the announcement of the death of Count Castelfranco Alfensina Lagocure Bertetto and the statement that Fred Pike and his brothers were the only heirs.

Pike left for the East last night, where he will meet his brothers. He will then go to Naples and take possession of his inheritance.

BOTTLE OF CARBOLIC ACID BREAKS IN BOY'S POCKET. Unfortunate Lad Suffers Excruciating Pain Before He Is Relieved by Death.

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# Business Independence Through Advertising

The degree of business independence you enjoy in the sales end of your business is measured by the demand for your goods by the consumer.

WITHOUT a healthy demand from the consumer you must constantly conciliate for very life every salesman, jobber and retailer who handles your wares. Without consumer demand all of these forces are hammering down your price while running up your selling cost. Your profits are in danger. There's only one way to build up consumer demand. Advertise. Expensive? Well, newspaper advertising, for instance, is not nearly so expensive as extra trade discounts, concessions in many other forms, excessive salaries to salesmen, commissions out of all proportion to jobbers and profits beyond reason for retailers. Expensive? Not if you get right down to business—avoid experimental waste. Experimental waste is what our Record of Results enables us to minimize for advertisers. The Lord & Thomas Record of Results is a classified, tabulated record of the experience of so MANY and of such a comprehensive VARIETY of propositions, that practically every class of advertised commodity is thoroughly covered. Through its guidance and proper interpretation, YOU can start at a point in advertising which otherwise it would take years of expensive experimental work to reach—because without the guidance of this record you would have to go it blind. One of our representatives is in your city every few days, looking after the interests of some of our present clients. That is why we are advertising in this newspaper—to you—NOW. We want to explain to you, in person, what the Lord & Thomas Record of Results means to you in Dollars and Cents. If Lord & Thomas Advertising will increase your business and profits, you need us. If your decision is not in our favor, we will not importune you for an advertising order. We ask you to write today—granting us an interview in your office. You will in no way obligate yourself by asking us to call. We are issuing a series of small books (cloth bound) covering advertising in all its phases, which we send free to interested advertisers.

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