

...the misguided woman that God did not condemn her and the dying thief that he should be with him in Paradise. He said God was more concerned about one wandering sheep than about ninety-and-nine just persons. He went far enough to say that men should not resist evil, but if smitten on one cheek should turn the other, and if compelled to go a mile, should cheerfully go two. He taught that we should not resist evil because, in the first place, a man with a beam in his own eye cannot see to get the mote out of his brother's eye, and second, because He believed the only way to conquer evil was by fearless submission. Fighting it intensifies it, but cheerful submission to it draws the poison out of it.

He taught that the personally injurious must be forgiven by those who wished God to forgive them, and that the forgiving spirit was the only evidence that a man's own sins were forgiven by God. On the cross He was concerned only about those who were injuring Him, and prayed God to forgive them. He enjoined men not only to love their neighbors as themselves, but to love their enemies better than themselves.

"Ye have heard that it hath been said, Thou shalt love thy neighbor, and hate thine enemy."

"But I say unto you, Love your enemies, bless them that curse you, do good to them that hate you, and pray for them which despitefully use you, and persecute you."

"That ye may be the children of your Father which is in heaven: for he maketh his sun to rise on the evil and on the good, and sendeth rain on the just and on the unjust."

"The spirit of mercy in a man's life is self, the obtaining of mercy. 'Blessed are the merciful, for they shall obtain mercy.' Tomorrow I am to discuss what the effect would be if men were to take Jesus seriously and instead of merely 'sounding his name,' begin to do what he said. But tonight call your attention to these facts: 1. These are the teachings of Jesus. 2. He believed in them, and tried Himself to practice them. 3. He expected His disciples to practice them. He said, 'Why will ye call Me "Lord, Lord," and do not the things which I say?' 4. They have never been generally practiced, one being farther from the attempt than some who bear His name. 5. Where occasionally one man has tried it, he has been a man of power as, for example, George Fox, William Penn, the Villain, Lloyd Garrison, and today I cite the man of the highest quality of influence in the world is Leo Tolstoy. This age will have to face this question again and our social problems will never be settled until they are solved right. 'Nothing can bring us peace but ourselves. Nothing can bring us peace but the triumph of ourselves.'"

When security demands, large funds and access to thousands of enterprises which would otherwise be unknown to the world. The ability and experience required to successfully conduct a series of such enterprises, and the years of labor and thought given to the work. Once it is attained the knowledge of that fact brings business as nothing else can. Reputations are well established, and a great number of years of careful, methodical work along lines that produce valuable results.

Ability and experience necessary to plan a thoroughly successful campaign of publicity would be a serious handicap if not associated with the facilities for the prompt execution of the work contemplated. Few general advertising agencies are in possession of all the requirements that form an indispensable whole, consequently those who are fully equipped are in constant demand. Their business grows with a swift wholly unknown to competitors who are handicapped through lack of facilities.

Among those who have been eminently successful, and who have climbed the ladder step by step through more than a quarter of a century is the Agency of NELSON CHEESMAN & Co., St. Louis, Mo., with branches at Chicago and New York. The possession of the ability to plan successfully, backed with the industry, financial strength, and other accessories necessary to carry forward the work to perfect success, has given them a prominent position which is fully merited. The extensive dealing with the publishers of all classes of papers in the United States and Canada, and with leading journals throughout the world, makes their name a household word, and their financial reputation secures to their customers all possible advantages in the direction of economical prices.

Through the rapid expansion of business they have outgrown the space in the buildings at 112 and 119 Pae Street, St. Louis, which they have owned for some years, and they have recently erected temporary quarters ready opposite on Pico Street, pending the erection of a twelve-story, steel-frame, fire-proof structure, with all modern conveniences, for the accommodation of their business. It is their aim to so construct the new edifice that it will afford them perfectly appointed offices and enable them to lease especially desirable quarters to other such same line of trade, and to city publishers and printers, thereby making it a Publicity Building in fact as well as in name—the first modern building erected in St. Louis especially for this class of tenants.



NELSON CHEESMAN, President of Nelson Cheesman & Co., whose picture is here presented, is a native of New Hampshire, began newspaper work in 1861, in the editorial room of the Boston Post, and has been in the advertising agency business since 1864. Mr. Cheesman has been a member of the American Newspaper Editors' Association since 1889, and has been active and engaged in the Agency work since the latter date. He is a progressive and businesslike man, and has been interested in the great Agency of which he is the president, and anticipates with pleasure the time when it will occupy a building constructed specially for its accommodation.

Conrad Budke, Vice President and Treasurer, Nelson Cheesman & Co., is a self-made man who has risen from the ranks to occupy the position in any large concern, and particularly a advertising agency, that of head.



25 Per Cent Reduction

During the month of November, 1903, we will reduce prices on our large stock of Wall Paper 25 per cent.

Fuller's Pure Prepared Paint wears, covers, looks well.

W. P. Fuller & Co., Seventh & F St.

At Absolutely Right Prices.

Carpets Rugs
Linoleum Matting
Lace Curtains
and Portieres

MY STOCK is large and well selected; quality (always of the greatest importance) is my cheapest concern. My fall stock has just arrived and is worth a special visit to see. If you remain unacquainted with my store it's your loss. All new customers surprised at my immense and well selected stock, and at the prices, are easily able to make selections. It will be the same with you.

CALL AND SEE

JOHN CHANTER.

615, 627, 635, 639 Sixth Street.



FEATURES OF THE SUPPLEMENT

Sunday's Union Colored Pages Will Consist of a Varied Gamut—From Fashions to Football.

"Making the Home Beautiful," is one of the features of next Sunday's supplement to the Union. There are 16 large illustrations in four colors. The one the room is furnished in bad taste with colors, shades, and carpets that went at one another. The other picture, drawn under Miss Green's direction, shows how the room

San Diego Union Oct. 30 1903

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