

SOCIAL DEMOCRATIC HERALD

SIXTH YEAR. NUMBER 38. Whole Number, 285

TEN WEEKS, TEN CENTS. NO PAPER SENT ON CREDIT.

A JOURNAL OF THE COMING CIVILIZATION

ONE YEAR, 50 CENTS. IN CLUBS OF 3, FOR \$1.23

SOCIALISM AND THE EARLY CHRISTIANS.

Victor L. Berger Points Out the Historical Facts, and Shows the Fallacy of Mistaking Communism for Socialism.

WE HAVE often heard the assertion, even from Socialists: "Primitive Christianity was socialistic," or "what the Socialists want, has already been realized in the community of the primitive Christians."

But a thorough study of the early history of Christianity leads us to the following results even in regard to communism:

- 1. A community of worldly goods was nowhere directly required by Christ, although it existed before his very eyes in the Essenian sect, to which he belonged.
2. The goods of the first disciples at Jerusalem were certainly held in common. However that community produced nothing, but was supported by charity.

The virtue which Christ commanded was resignation in poverty and suffering, not a striving for the goods of this world.

Just so with the apostles. They all preach the crucifixion of the flesh, the renunciation of all desires. St. Paul indeed often exhorts the disciples to contribute to the collection for the benefit of the "saints and the church at Jerusalem."

Primitive Christianity therefore had a communistic tinge only in Jerusalem and nowhere else.

On the other hand the bitterest opponents of the new Christian church, the Neoplatonic philosophers, the last defenders of vanishing polytheism, stood for a community of goods.

Modern Socialism has of course nothing to do with all these things. It relies exclusively on economic development and wishes to create a new method of production and distribution of the objects of physical need and modern culture.

Moreover Socialism is also in complete harmony with the triumphs of modern research and natural science.

And in the moral sphere Socialism draws new lines for the conduct of all towards all—establishes a new social conscience.

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The People Pay for the Road Over and Over, and do not even get Good Service.

Harvey Fisk & Sons, New York. Represented by Daniel K. Drake, Continental Nat'l. Bank Bldg., Chicago, Ills.

Dear Sir: We offer, subject to prior sale, any part 500 shares Milwaukee Electric Railway & Light Company preferred stock, at 115 1/2 and accrued dividend.

Dividends are at the rate of 6% per annum, payable on the first days of February, May, August and November.

The company owns and operates all the Street Railway Lines in the City of Milwaukee (145.15 miles single track), besides controlling an extensive suburban, and interurban business.

In 1901, after payment of fixed charges, the earnings, applicable to dividends, were sufficient to pay the dividend on the preferred stock, actually three times over.

For the year ending Dec. 31, 1902, the Company's net earnings were OVER 18% GREATER THAN IN THE PRECEDING YEAR....

"They are lucky in not getting a reduction." So says the president of the Milwaukee street railway company, in response to a newspaper interviewer's question as to whether a promise made last year as to a future raise of wages on the cars would be carried out. So.

But why should wages be reduced by a street car company? The patronage has not fallen off—in fact, the company is not able to decently accommodate the people who want to ride even now.

Just ponder over this little newspaper item a little. It uncovers a great truth, which capitalists are foolishly trying to cover up. The big seed firm of Landreth Co., of Philadelphia, failed the other day for \$150,000.

"Counsel for the firm said the business had been conducted along the old lines, employees cared for through the winter and pensioned in old age instead of being dismissed, and that the competition of newer houses could no longer be faced."

So why should there be a reduction in the wages of conductors and motormen? They work for dog's wages with daily hours of eleven and twelve hours and no Sunday rest!

We are pleased to see that our eastern comrades are giving their aid to the protest that is being made against the outrageous treatment of John Turner, the English labor union organizer, who was arrested by order of Secy. Cortelyou and is to be sent back to England, because he believes in the ideas of philosophic Anarchism, so-called.

OUR LABOR UNION ARISTOCRATS!

THE RANK AND FILE WANTS TO KNOW ABOUT TRAITORS.

Sioux City, Ia., Jan. 3.—Editor Herald: I read some time ago in the Herald that Gompers, Mitchell, et al, were entertained at a banquet given by Pres. Eliot (who said that a scab was a hero) and that the banquet was held in a place that was on the "unfair list" of the Trades and Labor Council of Boston.

HERE ARE THE FACTS ABOUT ELIOT, AND A. F. OF L. "The 'scab' is a very good type of the modern hero."—Pres. Charles W. Eliot of Harvard College, in an address before the Economic Club, Boston, Nov. 10, 1902.

In Buffalo, Jan. 22, 1903, Pres. Eliot, speaking before 1,500 high school pupils, said: "In 1896 I took occasion to say in a public speech that 'a scab is a hero' AND I STILL SEE NOTHING WRONG IN THAT REMARK."

"Men like Pres. Eliot and the Rev. Dr. Hillis, who express the same sentiments as Pres. Eliot, however honest they may be, are holding the hands of the defenseless, while capitalism robs them of the only thing they have left—union."—The late Henry D. Lloyd, commenting on the Eliot affair (1902).

Resolved, That the American Federation of Labor... deprecates the inevitable consequences of such an uncalled for and intolerant attack. That we call the attention of the public to the fact that in no other sphere of action has the traitor to his class and kind from the days of Judas Iscariot to Benedict Arnold been deemed worthy to receive the commendation of the great educators of the world, and the logical sequence of the teaching of Harvard is that fealty to principle and devotion to one's associates, whether that association be union of crafts or union of states, IS UNHEROIC AND DISPICABLE.

AND HERE ARE THE FACTS ABOUT THE FALSE LEADERS! The Galvin Emergency and General Hospital.

Boston, Mass., Jan. 10.—Editor Herald: I will obtain the newspaper mentioned and mail it to you tomorrow. I was the one who called the attention of Comrade Slayton to the fact of which you write, and I believe he endeavored to bring it before the convention, but was choked off. GOMPERS AND MITCHELL WERE THE GUESTS OF PRESIDENT ELIOT OF HARVARD COLLEGE AND ONE OR TWO OTHER SHINING LIGHTS OF THE CAPITALIST PARTY.

Fraternally and sincerely, GEORGE W. GALVIN.

ALL OF WHICH MEANS THAT THE RULES OF TRADE UNIONISM ARE GOOD FOR THE COMMON UNIONISTS TO OBEY, BUT THAT THE LEADERS ARE TOO BIG TO OBEY THEM!

capitalistic anarchy out in Colorado, are but sign boards pointing to the path this nation is traveling under the guidance of plutocracy. The man on horseback is not far in the distance!

The anti-Socialist paper of Haverhill, Mass., has dropped its mask. It now wants the people of Haverhill to form a local branch of the Civic Federation.

Gompers' conscience must be uneasy, else he would not be giving so much space in the Federationist to showing what he said at Boston against Socialism. He heads it "Trade Unionism vs. Socialism," but he well knows there is no antagonism between the two.

Milwaukee Socialists will have a big masque carnival at the Exposition building (the largest auditorium in the city) Sunday evening, Jan. 30, which is attracting more than local interest because of the caricaturing of capitalistic party rottenness and municipal corruption that will be given.

Our Dumb Animals offered a big money prize to the person who would present the best plan for preventing strikes, and an Eastern clergyman has won the prize by a plan under which the courts of the country will be supplemented by a system of labor courts, to try cases of differences between the employers and the employees.

St. Louis Post-Dispatch: Of the boddies indicted in St. Louis, thirteen are Republicans, seven are Democrats and the political opinions of the two others have not been disclosed.

Ex-Supervisor Peter J. Mead, DEMOCRAT, East Milwaukee, for stealing a horse. Ex-Marshal Wm. Stoffel, REPUBLICAN, Whitefish Bay, for stealing a horse.

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Ex-Ald. Chas. Cooke, DEMOCRAT, Fourth ward, taking bribes from John E. DeWolf and from J. Gross & Sons Coal Co. Also, for taking a \$1,000 bribe for a side track permit etc.

Ex-Ald. Chas. Jungmann, DEMOCRAT, Tenth ward, taking a bribe from John E. DeWolf. Supervisor Albert C. Bade, REPUBLICAN, Seventh ward, taking a bribe from Paul Gerhard.

St. Louis Post-Dispatch: Of the boddies indicted in St. Louis, thirteen are Republicans, seven are Democrats and the political opinions of the two others have not been disclosed.

In Milwaukee the capitalist parties split evener than that. Of those indicted by the grand jury to date the Republicans have 8 to their credit and the Democrats 9.

Ex-Supervisor Peter J. Mead, DEMOCRAT, East Milwaukee, for stealing a horse. Ex-Marshal Wm. Stoffel, REPUBLICAN, Whitefish Bay, for stealing a horse.

Ald. Wm. Zimmermann, DEMOCRAT, Twentyfirst ward, accepting a bribe from John E. DeWolf. Ald. Geo. S. Meredith, REPUBLICAN, Seventeenth ward, accepting a bribe from John E. DeWolf.

Ald. Valentine Jesion, DEMOCRAT, Eleventh ward, for soliciting a bribe. Supervisor Chas. Bottenberg, REPUBLICAN, Whitefish Bay, for stealing a horse.

Ald. Charles S. Havenor, DEMOCRAT, Fourth ward, for soliciting a bribe. Ex-Ald. W. C. Okerhauser, REPUBLICAN, Seventeenth ward, for soliciting a bribe from J. Gross and Sons Coal Co.

Ex-Ald. Chas. Cooke, DEMOCRAT, Fourth ward, taking bribes from John E. DeWolf and from J. Gross & Sons Coal Co. Also, for taking a \$1,000 bribe for a side track permit etc.

Supt. Fred. Heiden, Jr., REPUBLICAN, House of Correction scandal. Ex-Ald. Chas. Jungmann, DEMOCRAT, Tenth ward, taking a bribe from John E. DeWolf.

Supervisor Albert C. Bade, REPUBLICAN, Seventh ward, taking a bribe from Paul Gerhard. Ald. Geo. Himmelstein, DEMOCRAT, Ninth ward, for taking bribe for saloon license.

Ex-Ald. Robt. Rudolph, REPUBLICAN, Eleventh ward, for taking bribe for a bed-house license, and a \$1,000 bribe for a side track permit etc. Ex-Ald. Sigmund Richter, DEMOCRAT, Second ward, for taking bribe from Pawling & Harnishfeger.

Vertical text on the left margin containing various notices and advertisements.

THE QUESTION OF INCENTIVE UNDER SOCIALISM - By A. L. Benson.

The question of what incentive there would be to individual effort under a Socialist form of government, which would hold all forms of useful labor equally valuable to society, has long been a favorite query with those who are profiting greatly from capitalist government...

Do you think the average man would consider that his incentive to work had been materially decreased if he were assured that living and working as he does now, he could save \$48,778 in the years between 21 and 50, instead of a beggarly 1,595, which he now has if he never spends a cent for enjoyment or has any bad luck?

into the Italian peninsula with his sword for it that "In every soldier's knapsack is the baton of a marshal," if he would but bare his breast to the foes of France and fight hard enough. And today, our own "captains of industry" are urging us on in the same way to the greatest possible productivity...

THE BOOMERANG OF THE SOPHISTS.

A noted writer of philosophic and economic subjects says that man does not think because he so desires, but because he must. Neither does man work solely because it affords him pleasure, but rather because circumstances compel him to do so.

out the expenditure of work must ultimately and inevitably exert a baneful influence—it must eventuate in degeneration of the individual and of the race. Sophists employ this argument to combat Socialism with. But the fact is that it does not strike at Socialism at all, but at capitalism, circling about, in the fashion of the boomerang, and striking at or near its starting point.

The fate of the average man, under capitalism, to lifelong toil for a pittance in excess of the actual cost of living having been pretty well established, not only by the figures I have quoted you, but by what must have been the observations of each of you, it seems to me that the only question for solution, in connection with the discussion of this subject of "Incentive," is whether governments should exist for the purpose of promoting the welfare of the average man or the exceptional man.

Gleanings from Busy Socialistic Fields!

NOTE: In some states the organization is known as the Socialist Party, in others as the Social Democratic Party. Where the term "local" is used it does not refer to trade union locals, but to the local body.

ACROSS THE HERRING POND. Comrade John Cross reports that the London District Council is about to start economic classes, with Comrade A. P. Hazell as one of the instructors.

NATIONAL HEADQUARTERS. The following contributions have been made to the National Organizing Fund since last report: Chas. A. Nelson, St. Louis, Mo. \$5.00 Local Cheyenne, Wyo. 1.00 Local Holyoke, Mass. 10.00 Mike Fink, Mason, Ga. 25.00 L. New York City 25.00 M. Hillquit, New York City 10.00

POCKET LIBRARY OF SOCIALISM.

- Booklets of 32 pages each, with neat cover, just the right size and weight to slip into a letter. The Evolution of the Class Struggle. By May Wood Simons. The Evolution of the Class Struggle. By Wm. H. Noyes. The Evolution of the Class Struggle. By Wm. H. Noyes.

Notes from Yankee Land. A meeting of the national quorum will be held in Omaha, Saturday, Jan. 16. A new monthly report system is being tried in Ohio among the locals and branches.

WHEREAS, The Milwaukee Herald, a German paper published in this city, in its issue of January 6th contained an item relating to the imprisonment of a Social Democratic editor in Germany, for writing disparagingly about the German Emperor, in which item the Milwaukee Herald treated the matter in a most inhuman, unrepentant and indecent manner, and

WE RENT YOU A SAFE. Guard it day and night, furnish a private key, and we will arrange its contents, at your service from 8 o'clock in the morning to 8 o'clock in the evening, daily except Sundays. All for less than one cent a day. CITIZENS TRUST COMPANY. 85-87 Oneida Street, Corner City Hall Square, MILWAUKEE, WIS.

Literary Agency, Social Democratic Herald, 246 Sixth Street, Milwaukee, Wis. FIFTY CENTS A YEAR. ORIGINAL! INTERESTING! INDISPENSABLE! This is the VERDICT of all who read the AMERICAN LABOR UNION JOURNAL. Published weekly by the American Labor Union. A big, bright, handsome, Labor-Socialist weekly paper. Eight pages of sensible, scientific, class conscious discussion of the great questions of vital interest to the working class. SUBSCRIBE NOW. American Labor Union Journal, Box 1067, Butte, Montana. FIFTY CENTS A YEAR.

STAR THEATER.

Commencing To-morrow Matinee. PRICES: 10, 20, 30c. The Imperial Extravaganza Company. LADIES MATINEE FRIDAY.

Town Copies by the Town Crier.

The Milwaukee papers announce that a petition has been quietly passed round in the interests of a fourth term for Dave Rose and that rather to the surprise of those in charge the down town business men signed almost to a man. As a good deal of what goes for business now-a-days is corrupt, there should be no surprise at the securing of such an endorsement. But it gives added evidence of the fact that it is really the "leading citizen" of the city, the prominent businessman, who is to blame for municipal corruption. It is about time, for the sake of the reputation of the community and the good of decent people in it, that the "business" class stopped picking out our officials and let the real citizens, the working class, have something to say as to how the city should be run.

Call for Old Burley or Power. Do it now, they are the product of a strict union factory that uses the union label.

Think of it! A supervisor and two others charged by the Milwaukee grand jury with horse stealing. They used to hang people for horse stealing. To shoot a man was nothing, but to steal a horse meant death.

There is only one union tobacco factory in Milwaukee. That is the Leidersdorf-Schmitt Co., manufacturers of Old Burley, Eight Brothers and Power.

Use Old Burley and Power and avoid the so-called union made trust tobacco. Look for union label.

The Woman's Socialist Club of the south side will give a prize cinct party at the Socialist Home, 382 Washington st., Tuesday afternoon at 2 o'clock. All ladies, especially those on the west side, are requested to attend to help make it a financial success.

Do it now. Demand Old Burley or Power, the new tobaccos, not only union made, but bearing the blue label.

The Brewers' carnival, Jan. 23rd, at the Exposition, will repeat its big success of last year.

No reason you should use trust tobacco when you can get Old Burley and Power, the union made tobaccos that bear the union label. Give them a trial today.

Barrett's Wonderful January Sales

Are still wonderful—money saving chances everywhere—the lots change rapidly, but the bargaining does not change. One drawback we can't help—the crowds. We want your patience as well as your trade—doing our best to serve you. That we are doing our best to make trading profitable to purchasers is evidenced all over the store. The best evidence is the business you're giving us. You'll give more as the bargain news spreads. We started out to make January selling memorable. We're doing it. Don't expect a catalogue list of the bargains. These little ads are not intended to sell goods—but to bring you to the store. They typify the diminutive prices you'll find on arrival at the counters. Come!

BARRETT'S West Water Street near Grand Avenue

J. Bruett & Son

Clothing, Furnishings, Hats, Caps, Gloves, Mittens, Underwear, Hosiery, Shirts, Neckwear, Etc. Fond du Lac Avenue, Corner Lloyd and 16th Street.

PIEHLER'S LAUNDRY. Hand Work, High Gloss or Domestic Finish. 751 SECOND STREET. Phone North 289.

ALL WINTER SHOES AT Reduced Prices. TOO NUMEROUS TO QUOTE. M. B. Green Stamps Included.

Lamers Bros. SHOES 354 GROVE ST. MILWAUKEE, WIS.

Carnival Ticket Receipts. Table listing names and amounts: John Klingsporn 1.50, F. S. 1.50, Coopers' Union No. 30 1.50, Adolph Hafner 1.50, Wm. Zastrow 1.50, Louis Pittelkow 1.50, Peter Kuenze 1.50, Gottlieb Doebert 1.50, Robt. Bassler 1.50, Chas. Erdmann 1.50, Typographical Union No. 10 7.50, Jos. Korbel 1.50, Wm. Riesner 1.50, 15th Ward Branch 4.50, Emil Kreuz .50, Ed. Raczinski 1.50, J. Hunger 3.00, Cond. Vogel 1.50, Ferd. Tribus 1.50, Fritz Vahlbruch 1.50, Herm Krause 1.50

Remember, Old Burley and Power are the new tobaccos, bear the union label and are made right here in the city.

Old Burley and Power, union made. Ask your dealer for them. Do it now.

GOOD COAL Perfectly Screened. Burns to a White Ash. You get satisfactory results by trying the FETTE & MEYER COAL CO. J. H. STOUTHAMER, Pres. 35 ONEIDA STREET. Phone Main 93. MILWAUKEE, WIS.

THE RUSH is over now, you've got time—pieces that want attention and we have got time to attend to them. A postal card will bring us to your house L. SAGHS, the Jeweler 48 NATIONAL AVE. EYES EXAMINED FREE

NOTHING LIKE LeRoy's German Cough Balsam FOR COUGHS AND COLDS, At BILLING'S PHARMACY, 332 Chestnut Street.

ELSNER'S UNION MARKET, Fresh, Salted and Layton Smoked Meats. 863 KINNICKINNIC AVE., Phone South 600 MILWAUKEE, WISCONSIN. We Give Green Trading Stamps.

GO TO GEORGE RUGGABER For Reliable Union Made Shoes. 494 12th STREET, Milwaukee.

WANTED: That You Help Unionism by Patronizing the First Union Bakery. ALWIN FLEISCHER, 922 FIFTH STREET, Milwaukee.

THE THEATER.

ALHAMBRA THEATER. The big popular musical event of the season will be the coming of "The Fortune Teller," which will be presented at the Alhambra Sunday matinee and next week under the management of the Messrs. Milton and Sargent Aborn. The company



The Fortune Teller, Alhambra Theater.

that will be seen in "The Fortune Teller" embraces the services of sixty people, an augmented orchestra and a large and efficient chorus. The same production which Miss Alice Nielsen made, costing \$10,000.00, will be used.

STAR THEATER. At the Star next week, beginning tomorrow afternoon (Sunday), Harry W. Williams Jr.'s Imperial Burlesquers will be seen for the first time this season. It is a bang-up aggregation of fun makers and worth seeing.

CRYSTAL THEATER. At the Crystal Theater the coming week a fine bill will be presented consisting of Chas. B. Ward, the original Bowery boy, Slater and Clyde, the Dilkes, Aristola Bros., the Rutherforders, Kathryn Kline, Frank Groh, and the moving pictures. Daily matinees are held at 2, 3 and 4 o'clock.

Use Old Burley and Power for a good chew, they are union made.

GOODRICH LINE STEAMERS For Racine & Chicago, 8 p. m. daily. For Sheboygan and Manitowish, 8 a. m. daily except Monday. For Green Bay, 8 a. m. Thursdays and Saturdays. For Kewaunee, Algoma, Sturgeon Bay, and Marinette and Menominee, 8 a. m. Thursday, Saturday and Sunday. For Escanaba and points on east shore of Green Bay, 8 a. m. Thursday and Sunday Office and Docks, Foot of Sycamore Street.

H. G. UNDERWOOD, 107 Wisconsin St. Tel. Main 502. PATENTS

Geo. Schleiger, The Popular West Side Men's Furnisher, CORNER 13th & VLIET STREETS, Milwaukee, Wisconsin.

H. REUTER & CO., (Successors to M. Grassler) Theatrical Costumers. COSTUMES FOR Stock Companies, Amateur Productions, Fraternal Organizations and Masquerades. Furnished complete in every detail. 45 JUNEAU AVE., MILWAUKEE, WIS. Telephone Connection.

Carnival Notes.

Many of the branches are making arrangements for groups. More volunteers are still needed: Don't forget Carnival Com. meeting Monday night. Only \$245.75 for tickets of the necessary \$500.00 had been received at the close of business Jan. 12th. Many of our readers have made up their mind to pay for their tickets whether sold or not. Many have determined to pay before Jan. 23rd, when the hall must be paid for. Already expenses for postage and incidentals amount to over \$75.00 which have been paid. Now if your mind is made up to pay, why not forward your remittance at once? The money is needed much worse now than a week or so after the Carnival, and if you have it, kindly help us out now.

There is only one union tobacco factory in Milwaukee. That is the Leidersdorf-Schmitt Co., manufacturers of Old Burley, Eight Brothers and Power.

Carnival Committee Meeting. The Carnival Committee holds its next meeting Monday, Jan. 18th, 8 P. M., at the office 344 Sixth st. Delegates will please not fail to attend.

Don't be fooled by the Tobacco Trust. No Tobacco Union made unless it bears the blue label. Old Burley, Eight Brothers and Power are made in a Union Factory. Every package bears a blue label.

Comrade Emil Seidel, late candidate for governor of Wisconsin, will lecture tomorrow (Sunday) afternoon at National hall, Grove street and National avenue, and the following Sunday Comrade Isaac Cowan, late candidate for governor of Ohio, will also speak.

Don't help the trust; but use Old Burley and Power, union made tobaccos that have the blue label on each package.

ALHAMBRA WEEK COMMENCING TO-MORROW MATINEE. ALICE NIELSEN'S Big Production of THE FORTUNE TELLER Music by VICTOR HERBERT. Book by HARRY B. SMITH. CAST: Edna Bronson, Grace Orr Meyers, May Emory, Grafton Baker, Bertie Dale, Robert Lett, Phil Branson, Herman Hirschberg, Edward Metcalfe, Harry Turpin. 60 - PEETLE - 60 BIG BEAUTY CHORUS.

EXPO RINK POLO, January 20th. RACES, January 18th & 26th. SOCIAL HOP, January 28th. ADMISSION TO RACES 15 CENTS. ADMISSION TO POLO & HOP 25 CENTS.

ROBERT BUECH, Lincoln Avenue Barrel House, 945 Clinton St., Cor. Lincoln Ave., MILWAUKEE. Telephone No. 555 South.

FAERBER'S BARGAIN STORE. January Clearing Sale of all Winter Goods. Must be sold out at less than cost. 946 WINNEBAGO ST. MILWAUKEE, WISCONSIN.

A STORE FOR MEN JOHN HIRSIG, 189 THIRD STREET betw. Grand Ave. & Wells. Hats & Furnishing Goods. Clean Up Sale of all Winter Goods. Sweaters worth \$1.00, reduced to 50c. Gloves worth 50c, reduced to 25c.

\$400.00! WHO GIVES MORE? \$400.00! Fifth Annual Brewers' Gala Carnival and Prize Masquerade, GIVEN BY THE Milwaukee Bierbrauer-Arbeiter-Unterst.-Verein, SATURDAY, JAN. 23, 1904, at the EXPOSITION BUILDING. \$300.00 PRIZES FOR MASKS. \$100.00 OF PRIZES GIVEN ON COUPONS. Save your Coupons. They are good for a chance on a Gold Watch, Morris Chair, Gold Ring, One Ton Coal, Three Pair Shoes, Pair Brewers Boots, Rocking Chair, Cane, Umbrella, Several Cases Bottle Beer, Cigars, Etc. SAVE YOUR COUPONS. Admission 50 Cents & Person. Franz Mayr's Military Band. Those who wish to participate in Prize Contest must be on the Floor at 9:30 P. M. SAVE YOUR COUPONS!

Stumpf & Langhoff Stores. Corner Grove Street & National Avenue. 817-819 Third Street. Corner Vliet and Winnebago Streets.

WHEN IT COMES TO MEN'S CLOTHING NO BARGAINS CAN TOUCH THESE. Prices talk—and our prices tell the tale of unapproachable values in Men's Clothing. Compare and convince yourself. If you do, you'll be surprised to find how much you can save by coming here. It's no exaggeration to say you'll often find that you can be suited here for half what you'll have to pay anywhere else, even at the stores who claim to have the biggest bargains. Men's Suits and Overcoats. Men's Suits and Overcoats that sold here regularly at \$8 and \$9—yes, and many regularly at \$10, values reduced to \$5.00. Men's Suits and Overcoats that sold here regularly at \$10.00 and \$12.00, reduced to \$7.50. Men's Suits and Overcoats, that sold here regularly at \$12.00 and \$13.50, reduced to \$9.00. Men's Suits and Overcoats that sold here regularly at \$15.00 and \$16.50, reduced to \$12.75. Men's Suits and Overcoats that sold here regularly at \$18.00 and \$20.00, reduced to \$14.75. A Rousing Pants Sale. Men's Trousers that sold here regularly at \$2.00, reduced to \$1.39. Men's Trousers that sold here regularly at \$2.50, reduced to \$1.99. Men's Trousers that sold here regularly at \$3.00, reduced to \$1.98. Men's Trousers that sold here regularly at \$4.00, reduced to \$2.45. Men's Trousers that sold here regularly at \$4.50, reduced to \$2.95. Men's Trousers that sold here regularly at \$5.00, reduced to \$3.45. Men's and Boys' Winter Underwear. Every man—every woman, who buys the wants for men and boys is invited to come here during this sale, for no matter what the demand may be in Underwear and Socks, it can be supplied at simply a fraction of the regular prices. Boys' Heavy Lamb Fleece Lined Underwear at 19c. Boys' Heavy Australian All-wool Underwear at 49c. Men's 30c Heavy Fleece Lined Shirts and Drawers, red, to 29c. Men's 30c Natural Wool Underwear, reduced to 39c. Men's \$1.00 All-Wool Underwear, reduced to 69c. Men's \$1.00 Fine Jersey Ribbed Underwear, 79c. Men's \$1.50 Cashmere Underwear, 98c. Men's 15c All-Wool Socks, reduced to 9c. Men's 20c All-Wool Socks, reduced to 12c. Men's 25c All-Wool Socks, reduced to 19c. Men's 30c All-Wool Socks, reduced to 29c.

\$200.00 Cash Prizes! REX, KING OF 3 CARNIVAL WILL REIGN AT THE MONSTER MASK CARNIVAL GIVEN BY THE SOCIAL DEMOCRATIC PARTY OF MILWAUKEE, AT THE EXPO, Saturday, Jan. 30, 1904. ADMISSION 50 CENTS A PERSON. 15,000 PEOPLE ARE GOING TO ATTEND SEE LIST OF PRIZES ELSEWHERE IN THIS PAPER. 22 Big Cash Prizes!