BRIEF CITY NEWS

Fidelity Storage & Van Co. Bong. 1938. W. L. Selby & Sons, general insurance. Mave Ecot Frint It—New Beacon Press Burgess-Granden Co.-Lighting fix-

Wanted-Choice real estate loans. W R. Thomas, 228 State Bank Bldg. Fell & Pinkerton Co .- General insurance, moved to 635 State Bank Blog.

"Today's Complete Movie Program" classified section today, and appears in The Bee EXCLUSIVELY, Find out what the various moving picture theaters offer. Library Closed Monday-The public library will be closed all day Monday as far as issuing or receiving books is con-

cerned. The reading and reference rooms men met the business men of this city in will be open from 2 to 6 in the afternoon. Goes to Visit Parents-Mrs. F. C. Best will leave for San Jose, Cal., March 1, to visit her parents. She expects to be gone some three months visiting the

exposition, also her brother at Ogden.

before returning. Quickly Located and easily accessible are two prime requisites of a desirable office location. Tenants in The Bes new," find these two conditions of great service in building up their business

American Express Company Changes -It is announced that D. S. Elliott president of the Great Northern Express company has been appointed to and accepted the position of vice-president in charge of traffic of the American and that E. E. Bush, formerly assistant, has been made traffic manager.

Held for Fire Warden-Charles H. Smith 2712 Jackson street, was arrested by Officer Knutson on complaint of Mrs. O. Clayton, the former's landlady, who asserts Smith had threatened to set the house on fire. A small blaze Friday night is attributed to the activities of Smith who is being held for further investigation for the fire warden.

Missionary Federation Meeting-The Omaha Women's Missionary federation will meet Tuesday afternoon at the Y. W. C. A. auditorium when the annual business session will be held and Mrs. Harford will speak on the Women's World Wide Peace party and will also tell of the plans for the coming of Billy

Possibilities of

Back Lots Are to

Be Fully Explained

The educational department of the Young Men's Christian association has aranged for a series of lectures on agriculture, horticulture and poultry, designed to give Omaha people an idea of the possibilities for their vacant lots, their back yards and other little plots of ground. Some of the ablest instructors of the University of Nebraska have been engaged to give these lectures. Among them are prof. C. W. Purglay and possibilities for the prospection of the college. The women representatives from many of the state course at the college. The women representatives from many of the institutions. Saturday is to be spent at the college. The women representatives from many of the different churches of the lifterent churches of the laken up by the spring vation. They go to Minden, Holding, Edgar, Nelson, Superior, Diller, Pawnee, aPnama, Table Rock and Kenesaw.

Enrico Aresoni, the celebrated tenor, Superior, Diller, Pawnee, aPnama, Table Rock and Kenesaw.

Enrico Aresoni, the celebrated tenor, Superior, Diller, Pawnee, aPnama, Table Rock and Kenesaw.

Enrico Aresoni, the state uperior of which time will be taken up by the spring vation. They go the laken up by the spring vation. They go the laken up by the spring vation.

"Those were the days!" A rising inflection on "those," and you Prof. Archer L.

have the exact manner in which about county superintendent of Stanton county, twenty-five Missouri Valley slumni of the Shattuck Military academy of Faribault, Minn., expressed themselves time after time last night at the annual banquet of the "Cola St. at the "Cola St. at the annual banquet of the "Cola St. at the annual banquet of the "Cola St. at the annual banquet of the "Cola St. at the "Cola St. a quet of the "Old Shad's association."

to nearly midnight, such a good time was had as only college mates can produce.

The guests represented classes from speaker seasoned his discourse with way back in the '80s to 1913, and nearly wholesome humor.

though everybody present made a short

R. Henry, Fremont; E. S. Redick, Omaha: H. R. Ringiand, Wayne; E. T. Swobe, a Omaha; J. A. Tiedeman, Sloux City; Dr. L. B. Van Camp, Omaha; A. H. Walsh, Omaha; George Wright, Omaha.

Tells of Gratitude For Xmas Ship Gifts

Lloyd Wagner, son of Frank Wagner. 4668 Marcy street, has received a letter of thanks from Georgie and Willie Wagner of London, England. The little Wagners in London received Christmas gifts from Lloyd which Lloyd sent over on the Christmas ship, and it was to thank Lloyd fir his gifts that the letter was written. Georgie and Willie said that their father had gone to the war and was fighting at the front in one of the Flanders regiments, and that the nice Christmas gifts from Omaha helped a great deal to while away the days which are so dreary by the absence of their parent.

BELGIAN RELIEF FUND REPORTED AT LINCOLN

Pollowing is a list of subscriptions the Belgian relief fund reported at

Amount previously reported, \$8,788.75.
Cash, Lincoln, \$2.
History and Art club, Seward, \$10.
D. R. Leland, Lincoln, \$1.
Mite Box, Harley Drug store, Lincoln, 919.

Fiattsmouth, Neb., Belgian club. \$5.
Tuesday Travel club, Lincoln, \$2.25.
Women's Christian Temperance union.
Liberty, S.
Mite Box, Harley Drug store, Lincoln.

Wortheast Circle, First Congregational urch, Lincoln, & Christian Endoavor, First Congregational Arthenia club, Lincoln, \$6,23.

Whooping Coagh. "When my daughter had whooping cough she coughed so hard at one time that she had hemorrhage of the lungs. was terribly alarmed about her condiion. Beeing Chamberlain's Cough Rem-

Items of Interest from the Various Educational Institutions of Nebraska

WHAT THE STUDENTS ARE DOING

Rev. Mr. Brewer, pastor of the Evan-gelical church, led the devotional exer-

ises and gave a short talk at chapel Monday. The Grand Island college basket ball team met the York boys in York Friday Preceding the game the faculty

a voley ball game. Prof. and Mrs. Davis accompanied the basket ball team to Lincoln Saturday. Following the game with Cotner, the boys were entertained at a dinner given by Prof. Davis' parents at 545 North Twenty-sixth street.

A meat cutting demonstration was given before the domestic science classes Tuesday. Many city women were present to take advantage of the opportunity to Building. "the building that is always acquaint themselves with the various cuts of meats as explained by experts.

Hastings College. Dean Remp spoke before the Teach-

Ex-Governor Shallenberger's address to the students has been changed from Monday evening to Tuesday morning at the regular 10 o'clock convocation. Dr. A. B. Marshall of the Omaha seminary spent the last week with the college, which observed the week of prayer. He gave two addresses each day and held conferences in the afternoons. President Crone will address the Teachers' association of Furnas county next Saturday, which meets at eBaver City. He will also occupy the pulpit of the Presbyterian church the Sunday follow-

E. J. Simonds, state secretary of the student Young Men's Christian associa-tion, spent Friday and Saturday at the college, spoke to the association on Fri-day afternoon and addressed the student

day afternoon and addressed the student body Saturday morning.

Grace M. Shepherd, class of '94, state superintendent of Idaho, is treasurer of the National Teachers' association, which meets at Cincinnati next week. Miss Shepherd also has part in the program of the state superintendents.

of the University of Nebraska have been engaged to give these lectures. Among them are Prof. C. W. Pugsley and Dr. George E. Condra.

The lectures will be on intensive agriculture in Europe, on raising poultry on the first of the lectures is Thursday evening, February 25, at 8 o'clock, when Prof. Pugsley will talk on "Leesons from Intensive Agriculture in Europe." They are to continue every night except Sunday until Friday, March 5.

"Old Shad" Honored

By Valley Alumni

Wayne State Normal.

The affair was given in the green room the department of physics is again ready of the Loyal hotel, and from 8 o'clock to send and receive wireless messages.

everyone found some one present who was at "Old Shad" years ago.

Colonel E. V. Stolbrand, present rector, was one of the principal speakers, although everybody present made a short was considered by the state of the principal speakers.

talk.

Among those present were W. O. Devries, G. S. Bene, Council Bluffs; W. C.
Beck, Sloux City; C. V. Diets, Omaha;
W. F. Dobbins, Bertrand, Neb.; C. Z.
Gould, Omaha; L. H. Harte, Omaha; J.
R. Henry, Frencent, F. S. D. S. D

were served.

Increased interest in the convocation exercises has been secured by arranging a series of practical talks to be given by the business and professional men of Wayne. The special lecture course was opened Friday morning with an address by E. S. Blair. M. D., who spoke on "The Advantages Offered in the Profession of Medicine."

Fremont College. Lincoln's birthday was celebrated by an address by Prof. A. Softley in the college chapel February 12. Mr. and Mrs. J. W. Swihart entertained the orchestra and violin students at their home on Military avenue Wednesday

evening. Ransom Walker, a Chicago lawyer, and a graduate of the colege twenty-three years ago, was a guest of President Clemmons last week.

February 18 marked the passing of another milestone for Prof. J. I. Ray. His wife delightfully surprised him by inviting the men of the faculty to a 6:30 o'clock dinner.

Ray Chase, a scientific of 1913, has been appointed county superintendent of Dixon county to fill the place made vacant by Mr. Teed, who has become a member of Superintendent Thomas' corps of helpers in Lincoln.

In Lincoln.

The executive committee of the East Nebraska Teachers' association, which convenes in Fremont March 25, 25 and 27, met at the college last Saturday and formulated a most excellent program. Mr. Clemmons, who is president of the association this year, has secured the services of Dr. Suzzalo of Columbia university of New York City, Chancellor Jessup of the University of Iowa, and Dr. A. O. Thomas, whose addresses will be leading fatures of the association.

Nebraska Wesleyan Notes. Chancellor Fulmer delivered the Founders' day address at Kansas Wesleyan at Salina, Kansas, last Tuesday.

Prof. Jensen goes to Blue Springs next Friday to judge in a debate between the high schools at Blue Springs and Diller. Prof. Wells of the history department has been chosen as one of the judges on manuscript in the Kansas State Oratori-cal contest.

Several ministers and laymen from the fecumesh district have been in the city in consultation with Dr. Schreckengast concerning the endowment campaign. Frank Schertz, who is doing graduate work at Northwestorn university, has recently been elected to membership in the honorary scientific society Sigma XI. time. Beeing Chamberlain's Cough Remedy so highly recommended. I got her a
bottle and it relieved the cough at once
Before she had finished two bottles of
largest gains are in the college of liberal s remedy she was entirely well," writes arts.

SCHOOL AND COLLEGE NOTES during the last week. The meetings AFFAIRS AT SOUTH OMAHA

Rapid progress is being made in the re-modeling of the old gymnasium which is to serve as temporary quarters for the newly organized University Place, Young Men's Christian association. Secretary McNichols, formerly a member of the Omaha association, is on the ground and getting the work started in good shape.

Chadron State Normal School.

Chadron State Normal School.

Miss Mattie Parsons left for her home list week. She has accepted a position as teacher of the fourth and fifth grades at Harrison, Neb.

Music rendered by Harvey's orchestra and the selection given by the quartet composed of Miss Copeland, Miss Pollock, Mr. Bowman and Mr. Irwin, added greatly to the enjoyment of the senior play.

As usual, the link followed the busket As usual, the link followed the basket ball boys to Spearfish last Friday morn-ing. The whole team say that the score, 37 to 23 in fayor of Spearfish, was the only disagreeable item of the whole trip. Last Friday the Commercial club in-vited all the school children down to the Rax theater to enjoy the pictures. On account of the snowstorm, they were unable to go, and consequently were very

Wednesday morning at chapel, the senior class gave a short scene from the play. "Charley's Aunt." Costumes were not used, but the students seemed to draw on their imagination, for a great deal of enthusiasm was created.

The young women of the dormitory were entertained last Saturday evening by the Misses Nina Turechek and Ruth Sweeney. The first part of the evening's entertainment consisted of a theater party, after which all returned to the dormitory where games made the evening pass all toc quickly. The guests drew for Valentine favors, and then ligh retreshments were served by the hostesses.

President Sparks left Tuesday morning President Sparks left Tuesday morning tor Lincoln, where he was called to meet a legislative committee for Normal schools. From there he will go to Chicago for a meeting of Normal school presidents on the 19th and 20th. He will leave Chicago, February 21 or 22 for Cincinnati, where he will attend the National Superintendents and Principals' association. He intends to return to Chadron about March 1 or 2.

The Alice Fessense Palmar scelety held.

Chadron about March 1 or 2.

The Alice Freeman Palmer society held its usual meeting Friday in the chapel, Owing to the absence of the president and vice president, the secretary, Miss Margaret Smith had charge of the meeting. A business session was held at which the following new members were elected to the society: Vivian Hyser, Elizabeth Braddock, Lou Schuebel, Mae Morrissey and Ruth Sweeney. Some time during the week they will be given the society ribbon and will attend the next meeting which will be held February 19. After the business session, Miss Frances Grewe gave a most exceleint survey of Lincoln's life.

Donne College.

The second number of the college lec-ture course will be given by "The Ricital Artists" Monday night in the Crete opera

house.

CRETE, Neb., Feo. 21.—(Special.)—
The Young Men's Christian association held its regular annual meeting Monday evening at which the following officers were elected for the coming year: President, J. J. F. Sawyer: vice president, H. C. Hosford; secretary; A. B. Keith; treasurer, R. I. Blatter. After the business meeting the company adjourned to the parlor of Gaylord hall, where refreshments were served.

The annual meeting of the Young

the parior of Gaylord hall, where refreshments were served.

The annual meeting of the Young Women's Christian association was held in Gaylord hall. After hearing the annual reports of all the committee chairmen, the association elected new officers for the coming year. The election resulted as follows: President, Trilla Gardner: vice president, Pansy Hostetter; corresponding secretary, Clara Koester; treasurer, Florence Job.

The inter-society debates were won by the Phi Kappa Delta. The contest was for the loving cup offered by Frank G. Stephens of Salt Lake City. This is the second contest for the large new cup, now held by the Independent Debating club, but will go to the Phi Kappa Delta as permanent property if won in two more contests by them. The question for discussion was the one chosen for the intercollegiate debate of Doane, Cotner and Bellevue later in the year. The reresults of the decisions were: Independent Debating club, and two to one for the Phi Kappa Delta over the Independent Debating club, and two to one for the Phi Kappa Delta over the Alpha Omega.

Peru State Normal.

51 to 20, Last Monday the lecture course com-mittee presented Ralph Pariette, who lectured on "The University of Hard Miss Mattie Elis of the history depart-ment has a class this semester on "The Nineteenth Century and the Present European War."

President D. W. Hayes left last Friday morning for Chicago to attend the meet-ing of the North Central Association of Normal School Presidents.

The Rev. G. W. Hylton of the Methodist church lectured to the students at chapel on the subject, "Things Not Commonly Thought to Be Worth While." Miss Abba Bowen, formerly teacher of German in the Omaha High school, but now Professor of German in the Normal, lectured Thursday night to the German students on "Switzerland." She used slides made from pictures taken by herself

The investigating committee appointed by the house of representatives listened to details of methods of bookkeeping, and of the financial status of the Peru and Kearney State Normals, as stated by Presidents Hayes and Dick of those institutions last Monday night.

Boyles College. William J. Lockman, class of '13, is now principal of the bookkeeping department of a business college in North Dakota. M. S. Bacon, court reported from Lin-coln, who is reporting in the federal court in session here this week, caled for a stenotype operator to assist in getting out the daily transcripts of evidence. Roy Nimmo, a graduate of Boyles Iowa college, was sent over, and is giving ex-celent satisfaction.

John C. McCague, president of the McCague Investment company and head of eht Commercial club addresset the young men students at their assembly Friday, February 19. He advised the students to have a plan for their future and to work to it. Clean life, clean speech, honesty of purpose, were some of the points he emphasized.

Miss Edith Tobits

o'clock dinner.

The Swihart orchestra will give a concert under the auspices of the Union society in about two weeks. It will be resident of Omaha.

Ray Chase, a scientific of 1913, has been appointed county superintendent of Dixon county to fill the place made vacant by Mr. Teed, who has become a member of Superintendent Thomas' corps of helpers in Lincoln.

Grand Island College

The Athenian Literary society visited Miss Eulalia Lindburg, who has been sick, went to her home in Stromsburg on Wednesday to recuperate. The student teachers have had echarge of the model zchool this owing to the illness of Miss Hughes. The boys' basket ball team started on their eastern trip Wednesday. They played two games, losing at Peru and winning at York.

the Amphictyons at their regular meeting A short program was given, after which a social time was had. Later in the evening the girls of both societies had a chafing-dish party.

At the intercollegiate oratorical contest, held at Doane college, Crete, Neb., Earl Everett, a junior of Grand Island college, won the highest honors. This will entitle him to enter the interstate contest this year. The subject of his orator was "Who Leads?"

Prof. Clarence J. Edmore, for many years an instructor in the college and head of the department of biology, received Monday the title of doctor of philosophy at the University of Nebraska. Dr. Elmore's essay on Diatomes won for him this honor.

Could Not Walk with Rheumatism A satisfied patient writes, "Sloan's Liniment cured by Rheumatism, am Mrs. S. P. Grimes, Crookeville, O. Ob-tainable everywhere,—Advertisement.

Rev. Mr. Wasser of York and Rev. Mr. grateful, I can now walk without pain.

Grimes, Crookeville, O. Obing in the meetings held by Dr. Lowe

Only 25c. All druggists.—Advertisement

Nebraska's Action on Foot and Mouth Disease Situation Discussed at Sanitary Meet.

BULLA BACK FROM MEETING

James Bulia, president of the State Sanftary board, says that Nobraska's action in taking drastic measures against National Sanitary association at Chicago last week. Dr. L. C. Kigin of Nebraska of the convention, according to Bulla. Bulla's own move for co-operative traffic agreements in the movement of stock between the different states turned out have the endorsement of the national body, he said. Bulla's idea is that the rules for moving live stock should be the same in all the states of the union, thus eliminating the danger of transferring in-

Carrier Boys Held. Raymond Donovan and Everett Rooke stool, two South Omaha newspaper carriers, are held in St. Joseph on suspicion of having looted the local News office of 397 Thursday night. The boys were caught in St. Joseph after their wild extravagance in taxicabs had attracted the attention of the St. Joseph police. Probation Officer Paul Macauley left last night for St. Joseph to bring the boys back to South Omaha. Donovan is 15 years old and lives at

3811 S street, and Rookestool is 17 years of age and lives at Twenty-fourth and

"Curtous to Know." Refusal of certain South Omaha officecolders to make a second contribution o the alleged "pot" that is to beat the the latest development in the anti ranks. The reason for the alleged refusal to contribute is said to have been a desire to know where the "pot" was going. There are persistent rumors of large sums of money raised in South Omaha to defeat consolidation. There are also wide assertions that Governor Morehead's assistance has been obtained on the side of the antis. If the latter prove true, those favoring the bill say, it can be charged up to the interests that have seen denying any hand in the game. There is a growing suspicion that the Union Stock yards is being made to appear on the side of the antis. This suspicion is buttressed by the fact that men connected with the yard company as representatives have been active in fight-

ing the merger. Sure Bill Beaten. Talk of the necessity of raising more money was current in South Omaha yesterday, and the officeholders, led by Mayor Hoctor, said that "things were looking better and that the bill would probably be heaten in the house." Mayor Hoctor is quoted as having retired from the actice work at Lincoln in favor of City Attorney Henry C. Murphy, who would stay on the ground, according to

One of the chinks through which some society Notes.

Miss Viola Williams entertained in honor of Miss Patience Kelly at her home, 1307 North Twenty-fourth street. Friday evening, A three-course luncheon was served, after which the evening was served, after which the evening was now and August, it is asserted also. In the meantime the work of the anfis and their lobbyists is being followed with much interest.

Senator Howell still for the server with the misses and their sobyists is being followed with much interest.

Senator Howell still for the server with the sevening was spent in dancing. The guests were: Misses Esther Miller, Gladys Vansant, Hazel Barrett, Helen Tyner, Marie King, Patience Kelly, Margaret Fitzgerald, Ann Maurer, Dorothy Davis and Viola Williams. of the officeholders have shown their

will come out of the committee on cities The Grand Island college played the Peru Normal basket ball last Thursday night and were beaten by the score of in the house.

in the house. Eagle Committees.

President J. C. Walker of the local aerie of Eagles has announced the different committees to serve in preparation for the big Eagle carnival that will be staged here this spring. The affair is heralded as the most gorgeous, grand, inspiring demonstration of fun that ever came to the local lodge. The proposed consolidation hill will not affect the convention or carnival because the show can be held as well whether the town is Omaha or South Omaha in name, President Walker says.

Publicity—Del Pearce, J. M. Tanner and Mrs. M. J. Porter.
Henry Murphy,
Carnival—J. C. Waiker, Jay Williams,
Harry White and Jud Wineguard.
House—John Hinchey, Roy Waters and
John Ford.

Mr. and Mrs. G. D. McKey of Oskaleoss, Ia., who have been the house
guests of Mr. and Mrs. W. A. McKey
for the last week, have returned to their
home.

Decorating-C. J. Southard, John Flynn, George Gribble, Mike Culkin and G. A. Melcher.

Melcher.
Parade—J. A. Parka, Jee Koutsky and
Fred Mower.
Hotel—F. E. Jones, G. Christiensen and
Charles Riley.
Entertainment—E. D. O'Sullivan and J. M. Tanner.
Reception—J. H. Malin, M. V. Doyle and
H. W. Warner, drill team.
Women's Reception—Ladies Booster Dance-John Martin, James Regan and

Charles Volz.
Magte City Gossip. Mr. and Mrs. John Mercell are spending some days in Lincoln. the foot and mouth disease was one of Mayor Hoctor issued a Washington the big questions at the meeting of the day preclamation yesterday. Junior Endeavor at 3 o'clock at the Phristian church Sunday afternoon. Gus Beavers, old-time local grocer nan, has sold his business to J. Klinke

Herb Garlow spent some time in town isiting with friends and relatives last J. T. ("Jack") Sullivan, 1112 North Twenty-fifth street, left yesterday for El Paso, Tex. Karl Lee is confined to his home at Twenty-first and J streets with an at-tack of grip.

For Rent-7-room liouse and 4-room basement, 20th and L. A. L. Hunter Phone South 827. Mrs. Leon Welch is ill with grip and nervous prostration at her home, Twenty-fifth and L streets.

Low Etter, who has been ill at he with an attack of rheumatism, is a to be about his duties. Office space for rent in Bee office, 2318 N street, Terms reasonable, Well known location, Tel. South 27s.

Spring fishermen are taking side squints at the fishing tackle beginning to appear in the different show windows. Solid oak sideboard, dining table and 6 leather-seated chairs; party leaving town. 1112 N. 22d. Telephone South 361.

The Northeast Improvement club held a meeting Friday evening. The next meeting will be held March 6 at the Garfield school.

E. E. Buckingham, A. F. Stryker and W. B. Tagz have spent some days at Lincoln looking after local interests be-fore the logislature.

Phill Kearney post. No. 2, will hold its regular meeting at the home of J. W. Cress, SS North Twenty-third street, Saturday, night. Saturday night.

Phil Kearney Woman's Relief Corps
will meet with Mrs. J. W. Cress, Saturday at 2 in the afternoon at 809 North
Twenty-third street.

Officer John Jackman of the South Omaha police force, after several weeks' Illness, left yesterday for Excelsion Springs, Mo., where he will recuperate. P. J. Martin, city treasurer, has re-turned from Chicago, where he spent some time visiting with his wife, who is ill there. Mrs. Martin's condition is im-

Services at the Christian church Rev. Mr. Dunleavy of Kansas City at II o'clock. Sunday school at 9:45. Christian Endeaver at 6:20. Union services in the evening.

Want ads for The Rec may be left at The Rec's branch office, 2518 N St. Rates 2c a word for one time, 155c a word each day for three days and ic a word each day for a week. Prompt and courteous

for M. Cuikin for a number of years, will embark in the haberdashery business for himself. He has leased a location on Twenty-fourth near L street and will open his new business about March 1. open his new business about March I.

"Irish Eyes of Love," Chauncey Olcott's immense song hit, will be enjoyed by Besse patrens today as a pipe organ-number. Alice Joyce in "Her Suoreme Sacrifice." G. M. Anderson in "A Breese of the West." and Kate Price in "Cabman Kate," are screen entertainers. Harry Barrier, assisted by La Petite Elaine, offer a specialty both novel and diversified, in the vaudeville line at Besse theater.

much interest.

Miss Helen Tyner entertained at a dinmer Thursday evening, in honor of Miss
will come out of the committee on cities
and towns with a majority vote and that

Miss Helen Tyner entertained at a dinmer Thursday evening, in honor of Miss
Patience Kelly. Covers were laid for
ten. Miss Kelly will leave for Newton,
Ia., Monday evening, her future home. Members of the X. L. club were delighted with the picasant evening prepared for them last Tuesday by the hostess, Miss Pauline Kaufhold and Miss Marie Neary, at the home of Miss Kaufhold. Mrs. James Neary and Miss Agnes Brennan were also present.

PERSONAL PARAGRAPHS.

Herman Kessler has returned from J. L. McCarty, who has been in New York for some time on a buying trip for the Brandels Stores Garment section, has returned.

W. F. Holmes, formerly of Omaha, now of Hastings, is visiting at the homes of Mr. and Mrs. W. A. McKey and Mr. and Mrs. M. J. Porter.

John Callahan, Inmate of County Poor Farm, Once Belonged to the James and Younger Raiders.

John Callahan, formerly known 'Omaha Jack." who for years has been an inmate at the Douglas county poor farm, is one of the few survivors of the James-Younger gang. He was well ac-quainted with Frank James, who died Thursday at Excelsior Springs, Me.

"Omaha Jack." now between 70 and 80 ears old, is crippled as the result of a sullet wound. He carries a cane, and is a mild and amigble old man. He served a penitentiary sentence of twenty years in Missouri as a result of having been convicted of robbery. The Northfield, Minn., bank robbery

which, according to Callahan's recollection, took place in the early '70s, is particularly remembered by him, although bls memory of many of his exploits is uncertain. He got \$6,500 as his share of the loot from the bank, he asserts.

It was during the latter years of the existence of the James-Younger gang that Callahan was a member of it. first met Jesse James at Dallas, Tex. just when Callahan is not certain, and according to his story was later sumnoned to go to St. Joseph, Mo. From there, he said, the gang went to North field.

Jesse James was a heroic man, did not know the sensation of fear, according to Callahan, who asserts, however, that his brother, Frank, was not more courageous than the average. Jesse had nothing on Cole Younger in the mat ter of courage, however, said Callahan In the bank robbery, Callahan, John Younger and Johnny Young looted the bank, while Jesse James and Cole

Younger guarded the door. Callahan was asked if he would recom-

"Not in these days," replied the old man, "the Mexican who shot Detective Ring was as brave as any of us, but he had no chance to get away."

MANY TICKET OFFICES FOR THE SUFFRAGE MOVIE SHOW

Suffragists will be stationed at drug tores all over the city the early part of the week, selling tickets for the suffrage movie, "Your Girl and Mine," which is to be shown at the American theater for four days, beginning Thurs day. Tickets may be secured at these pharmacies: Sherman & McConnell, Six-

MEMBER OF AN OUTLAW GANG Fernam; Unitt-Docekal, Seventeenth and Farnam; Kulha, Twenty-ninth and Woolworth; Marsh, Twenty-fourth and Lake Huff. Parke avenue and Leavenworth street; Meyers, Park avenue and Leavenworth street; Dundee Pharmacy, J. H. Schmidt, Twenty-fourt: and Cuming: Bemis Park, Thirty-third and Cuming, IN NORTHFIELD BANK ROBBERY and Barnes, Fortieth and Dodge, Mrs. S. A. Capen is in charge of these com-

Omega **Sore Throat** Cold in Chest

First rub the chest or throat with nel with the Oil and put it around the neck or throat, and cover with a piece of dry flannel. This simple treatment usually gives relief. Trial bottle 10c.

PAY BY CHECK

A CHECKING

With us provides I, A safe way to carry

II. A sure way to pay money. III. An easy way to account for money. May we enroll you as a depositor?

PACKERS NATIONAL BANK

REMBRANDT STUDIO ARTISTIC PORTRAITS

90th and Farnam. ne D. 2548. Boom S, Haldrige Bidg.

A few desirable offices in Omaha's **Best Located** FIREPROOF BUILDING

-Thoroughly modern--Well lighted-

-Easily accessible

SEVERAL Now PLEASANT For

SUITES

NEW SANITARY PLUMBING LAWYERS **INSURANCE** REAL ESTATE

THE BEE BUILDING

"The building that is always new"

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, Buffalo, N. Y.

The Art of Presentation

This is a high-sounding title. We have to stand for a great deal of high-sounding rhetoric flapdoodle in the name of Advertising. But, after all, the principles that underlie successful advertising are very simple. The "art of presentation" in Advertising is the application of literature to salesmanship. Advertising is too often mere "literature." This is because Advertising has drawn copy-writers largely from the ranks of the "literary fellows." The average salesman cannot write a good advertisement, and the average literary fellow cannot write a good advertisement because he is not a salesman.

It is one thing to give information about a salable commodity, and quite another thing to create a desire for it. It is one thing to create a desire for an article, and quite another thing to create a demand for it. I might write an advertisement, phrased in faultless diction, describing the Victrola and keep on writing advertisements without ever inoculating a human being with a desire to possess one. The reader would say to himself "that Victrola must be a wonderful invention"but the idea of possessing the instrument is to the reader a remote possibility -something for the other person. That is because the man who wrote the advertisement is not a salesman. Now, suppose we put a lit-

tle salesmanship into the advertisement, taking advantage of the popular craze for dancing. Let us show how easy it is to reproduce the new dance music in all its rhythimic beauty in the home. Through picture and clever phrasing it gradually inoculates the young lady of the household with a desire to possess a Victrola. It conveys a new idea of the Victrola and creates in the young lady's mind a new want. The desire that has been created in her brain becomes a demand - and this demand eventuates in a purchase.

Now, this line of appeal will not do for all house-

holds. You cannot confine the appeal to those who have gone crazy over the "Fox Trot," for, after all, they are only a small percentage of the population. How about the man who loves the good, old Southern negro melodies -who never heard "My Old Kentucky Home" without the tears coming to his eyes. And then there is the home pervaded by a deeply religious atmosphere where one of the good old hymns brings a hush of reverential silence like a benediction of beauty from the spirit world. You cannot reach that household by picturing the delights of the Tango.

I have before me the advertisement of an Association of Florida Fruit Growers who have banded themselves together to give the public a guarantee of quality through a trade-mark. The purpose of the Association is to educate the consuming public to look for this trade-mark when buying oranges or other citrus fruits. But one has to scrutinize this advertisement very carefully before he finds the trade-mark, and when he finds it there is nothing in it that suggests

the fruit to the popular intelligence. The word "citrus" does not mean anything to the great body of consumers. The trade-mark ought to be suggestive of the wholesome, healthful luscionsness of oranges and grapefruit. It ought to "make the mouth water," and so long as the purpose of the advertising is to fixthis trade-mark in the popular mind it should be the most prominent thing in the advertisement.

This is the "art of presentation" which lies at the basis of all successful advertising and which employs all the arts of the clever salesman. In the printed advertisement it must do in a few moments in thousands of homes what the salesman of cleverness and impressive personality may do with one possible purchaser. This "art of presentation" is more important in newspaper advertising because it is the newspaper advertising which must create the demand for a product. Magazine advertising may give information about a product, but the newspaper must move the goods.

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