Beauty-

in 1910?

Remember that "beauti-

What does it look like to-

Before you buy a car be-

Think what it will look

like three years from now.

One car (name above) has

held to modest, attractive

body lines for several sea-

sons so that people are still

admiring the older models.

does "look good."

See for yourself.

It is not radical but it

This is one of a series of

The complete sortes

talks on how to buy an auto

containing a wealth of valu-

able information may be had

in booklet form by asking-

Marion Automobile Co.

2101-2103 Farnam Street.

Omaha, Neb.

C. W. McDonald, Mgr.

SERVICE REPORTED STREET

PHILADELPHIA

13"and FILBERT. Sts.

2 MINUTES From PENNSYL-VANIA, and PHILADELPHIA E READING TERMINALS. —

**NEAR TO EVERYWHERE** 

250 Beautiful Outude

Rooms with Bath and

Popular Gato, Frill and Restourant.

JAMES C WALSH

Flowing Ice Water

\$2.00 and up

cause of its "beauty"-

ful" car you admired back

Accused Murderer Fighting for His Life in District Court.

#### PHOTOGRAPHS ARE SUBMITTED

Together with Drawings of Resert Where Young Nickell Was Killed Being Presented to Jury Hearing Case.

Spectators completely filled District Judge English's court room, the largest in the county building, when the trial of Tony Ciarletta for first degree murder as a result of the shooting of Henry E. Nickell was resumed. The crowd filled aisles, doorways and every available vantage point

Photographs of Magel McVey's resort. 414 North Fourteenth street, the scene of the murder, and a drawing made by County Engineer Loyls Adams were exhibited to the jury, E. T. Davis and Anthony Anderson, two of the visitors at the resort, who were present at the time of the murder, and Miss McVey and a number of girl inmates have been called as witnesses

Davis and Anderson and Miss McVey gave the same accounts which they related to the coroner's jury. This was as Cellows:

Williams, the leader of the trio, with Rosamond and Ciarletta, went to the resort early in the evening and sat down at tables after ordering beer. Williams went. to the kitchen, cut the telephone cord and held up Miss McVey. At this signal his companions produced revolvers and ordered those present to hold up their hands. Nickell took a step toward Ciarletta with a remark that indicated be thought the demand a joke, and Ciarletta shot him through the heart.

The robbery was then completed, Davis being forced to pass a hat and pick up jewelry thrown on the floor by the frightened members of the crowd. The robbers then escaped. : cluster.

### Ceiling Falls on Foster at Ordeal LATHROP TALKING OVER

Police Judge Charles Foster, who recently joined the Royal Arcanum, was selected on initiation night as one of the victims to undergo the ordeal. Judge d'oster was blindfolded and led into the lodge rooms, where he was told to stop

at a certain point. After a number of questions were put home, which he answered in an unwavering voice, he was asked, "Are you fearless?" "I am," answered the judge. At this moment the portion of the celling immediately over the magistrate's head, which had been in a somewhat of others interested in this work, fractured condition, descended upon his head, showering him with plaster and And to this day the judge is not fully convinced that the falling ceiling was not part of the ceremony.

#### C. J. HUFLUND DIES HERE AT THE AGE OF 79 YEARS

Charles J. Huflund died Monday night at the home of his son C. E. Huflund, 2820 Poppleton avenue, at the age of 79 years. He is survived by two daughters and two sons. They are Mrs. F. A. High of Omaha, wife of the district superin- lying on the front doorstep, where any ten- filled. While there he noted that there tendent of the Anti-Saloon league for Omaha; Mrs. W. S. Briggs of Omaha, greeted by a wide expanse of sharp white ern people going there to buy fruit lands tired. A year's foot comfort guaranteed C. E. Huffund of Omaha and O. E. Huf- teeth. The dog was shot at noon. lund of Hawarden, Ia. Short services were held this afternoon at the home and the body is to be taken to Andover, Ill., for interment.

Mr. Huflund was a native of Sweden. He came to Nebraska twenty-seven years ago, and for a number of years was the hief stockholder of the Bank of Beemer, where he made his home. Later he went to Chicago for some years, then to Sloux City, until five years ago, he came to live in Omuha.

#### FORT FINDS CONDITIONS EXCELLENT IN THE EAST

Passenger Traffic Manager Fort of the Union Pacific is back from the east, having left there just in time to escape the blizzard that has been sweeping over that section of the country. He passed through a portion of the blizzard while enroute through Ohio and speaks of it as a storm many times worse than any he ever saw in the west.

While in the east Mr. Fort met a large number of business men and everywhere was told that trade in most lines is picking up. Manufacturing establishments that were idle during last fall and winter have resumed operations and are now busy filling orders.

#### NAVY ENLISTMENTS HERE GREATER DURING FEBRUARY

Enlistments in the United States pavy from the recruiting station in Omaha show a marked increase for the first two months of 1914, the number of men enlisted during the first two months of 1914 being fifty-five, as compared with a total of forty-two for the same period in 1913. January set a high mark for the recruiting station here, when thirty-six men were enlisted, and February followed with nineteen more men for the sea fighting force. The navy is now nearly recruited to full fighting strength, and in some branches only those applicants who show special ability in certain lines are accepted for culistment.

#### RUPTURES BLOOD VESSEL WHILE COUGHING AND DIES

Michael Sexton, 40 years old. Thirtyminth and R streets, South Omaha, died suddenly Monday evening in a coughingspell, during which he ruptured a blood vessel in his head; He was recovering from an attack of la grippe and was sitting at the supper table when overcome in an effort to clear his throat. Surviving him besides the wife are two young children.

#### CITY ATTORNEY PREPARING BRIEF ON VIADUCT CASE

City Attorney John A. Rine is preparing a brief in the Dodge street viaduct case, which will probably come up before the supreme court at the April term. in this case the Missouri Pacific railroad seeks to evade the construction of a viaduct of sufficient strength to earry street cars, and the road also protests against the length of the viaduct as required in the city's specifications.

A Consumptive Cough. Stop it and get relief for weak lungs. coughs and colds with Dr. King's New Discovery. De and \$1.00. All druggists .-Advertisement.

#### TONY CIARLETTA IS ON TRIAL NEW SUPERINTENDENT OF THE T. E. "DORY" SANDERS DEAD Whelan Offers to BRANDEIS STORES HERE

EDWARD A. SINGER

Edward A. Singer, for more than four-

dels stores to become manager of the

store and secretary of the Burgeas-Nash

Mr. Singer is tooking for a suitable resi-

ence here, and as soon as he finds a

New York and is in conference with

numerous men of Omaha who are inter-

ested in city beautification. Lathrop is

director of the department of exhibits of

the American City Bureau of New York.

He desires to place a city planning ex-

hibit in Omaha as a part of an educa-

tional campaign along that line here. He

met at noon at the Commercial club

the Omaha Civic league and a number

SHOOT DOG WHICH INSISTED

ON PROTECTING OLD HOME

company.

Prominent South Omaha Stockman Answers the Last Call.

AMONG FIRST IN THE BUSINESS

Arrived Here in 1884 and Engaged tn Commision Bustness in the Packing Town, Later As-

sociating with Others.

T. E. "Dory" Sanders, one of the best the state, died at the family home, 1301 South Thirty-fifth street, Monday night. His health had not been good for some time. He was so years of age and was council without comment born at Mount Vernon, la.

Mr. Sanders was among the first cattle buyers at South Omaha when the stock yards opened up there in 1884, He started in by making trips through the country and picking herds and then shipwhich later became incorporated under mour & Co., and remained with them unteen years superintendent of one of the til he retired some time ago."

Mr. Sanders has innumerable friends largest department stores in Chicago, arrived in Omaha Monday and at once en- among stockmen of the west and was gone to her home. tered upon his new duties as superin- familiarly known as "Dory." Surviving him besides the wife are four children, MOTOR CAR AND TAR KETTLE tendent of the Brandeis stores. Mr. Singer succeeds T. P. Redmond, who re- Frank, Katherine, George and Theodore, cently resigned his position at the Bran-

#### Bibles for the Blind Are Now to Be Had

home, Mrs. Singer and their son will come from Chicago to take up their resi-Bibles printed with raised letters, so dence in Omaha. Mr. Singer is a western hat blind people can read them by the man, and has been most favorably imtouch method, are now offered free by pressed with what he has seen of Omaha. the Omaha depository of the American Bible society to blind people who are unable to afford the purchase of such literature.. This announcement was made BEAUTY PLANS FOR OMAHA maintained in the Kleser book store in der truck and other fire apparatus. The the Young Men's Christian association blaze was put out by one of the firemen-John E. Lathrop, an expert on the subect of city planning, is in Omaha from

building. G. A. Perkins is the local representative of the society, and he has issue! "Tiz" for Aching, volumes during the last year, of which over 5,000 were given away free, the others being sold at actual cost. The Bibles for blind persons are the latest feature in the propaganda of the society.

#### with President George T. Morton of F A. NASH RETURNS FROM VACATION IN FLORIDA

F. A. Nash, general western agent of the Milwaukee Railroad company, accompanied by Mrs. Nash and their family have returned from a month spent in Stump Gard, 222 North Thirteenth Florida where they enjoyed the mild street, was ordered Tuesday morning to weather and a short trip over to Cuba. either pay a \$25 fine for keeping a vicious Mr. Nash, while absent, speet most of dog and tie up the animal or have the the time at Miami, Fig., banking in the animal shot. Gard decided on the latter, sunshine and watching the younger set although the animal in question had been play golf on the links there. He returns a pet in the household for a period of in fine health and feels that his outing twelve years. Recently the family moved in the south has done him much good. Heto a new address, but the dog would in- reports a great many northern people in and to locate there.

## Haul Garbage for Much Less Money

A communication from James Whelan, city dead animal collector, read before the city commission, in which he proposes to haul garbage at a lower figure than now paid by the city commission was referred to the committee of the whole for discussion.

Whelan suggests that bids be received known stockmen at South Omaha and in for removal of garbage and that the contract be let to the lowest bidder. Police Commissioner A. C. Kugel sulv

#### mitted Whelan's communication to like MISS ANNA NIXON TESTIFIES

STONE DID NOT VISIT HER

Miss Anna R. Nixon, giverced wife of ring them in. Later he became asso- Charles D. McLaughlin, a witness for ciated with ex-Governor Savage and was the defense in the trial of James S. Stone a member of the commission firm of Sav- on a charge of perjury before District age. Waggoner & Sanders and remained Judge Begley, testified that Stone had with it until he accepted a position as never visited her at her home prior to cattle buyer for the first packing house her husband's divorce suit, and that soe at the yards, G. H. Hammond & Co., and met Stone for the first time last March. Miss Nixon said her residence now i the name of the Omaha Packing com- at the State Hospital for Tubercular Papany. He then joined the forces of Ar- tients at Hastings, and that her health at the time Stone is alleged to have visited her was poor. Stone is charged with

## MAKE RUNS FOR FIREMEN

having faisely sworn that he never had

Fire in the garage of Dt. E. R. Tarry, 207 North, Fourteenth avenue, did considerable damage to the structure, as well as hadly burned the doctor's five-passenger touring car, Monday evening. Dr. Tarry and his family were away from home at the time and declare they have

no idea how the blaze started. A kettle of burning tar in the alley to the rear of the City Steam laundry at Twelfth and Douglas streets was the occasion of a run Tuesday morning comfrom the local headquarters, which are posed of chemical engines, hook and lad-

## Sore, Tired Feet

Good-bye sore feet, burning feet, swollen feet, sweaty feet, smelling feet, tired



Use "TIZ" and foryour foot sist upon returning to the old home and Florida this winter, the hotels being well feel. Get a 25 cent box of "TIZ" now at any druggist or department store. Don't ant coming to see the house would be is quite an immigration to Florida, north- that never swell, never hurt, never get suffer. Have good feet, glad feet, feet

or money refunded.

# Advertising Expense?

By George M. Brown President General Roofing Mfg. Co.

Who pays for advertising expense on widely advertised goods? Somebody has to pay for it—but

First, we will tell you who does not pay for it: the manufacturer does not; it does not come out of his quality nor out of his profit.

The jobber in advertised goods does not pay

it, and the consumer of advertised goods does not

The manufacturer-the General, for instance says to himself, "I can reduce my manufacturing cost greatly by producing in larger quantities-but how do I dare produce in larger quantities when there is no market ready to take this larger volume of production off my hands? I must, find or make a broader market to take this increased production-How? By advertising.

So he puts out a strong advertising campaign, increased business done.

it must be added into his cost.

Many dealers and some jobbers still feel somewhat the same way toward this burden of advertising-only they are inclined to think that the expense is borne by them-that it comes out of their profits-that if advertising expense were eliminated they could have just that much larger mar-

It looks plausible. But it isn't true.

So it would seem at first glance that the great burden of advertising is all absorbed in the greater volume of business which it creates.

What about the manufacturer who does not advertise, whose market is comparatively small, whose production is comparatively small, whose overhead and selling costs are high? He must meet or beat the price of the widely advertised product. And how can be do it without taking it out of his profit or out of his quality? He pays his share. What about the jobber who sells the unadver-

tised line? He pays his share.

He also stands his share of the advertising appro-

And the consumer who buys the well advertised product secures the advantages which accrue to manufacturer, jobber and dealer, and all this without the payment of an extra penny.

# Who Bears the Burden of

The dealer in advertised goods does not pay for pay for it.

widening his selling radius, finding a broader market already waiting for his goods and creating demand among consumers not yet ready. This increased market not only greatly reduces his cost of selling his goods, but enables him to operate his mills to full capacity, greatly reducing his manufacturing cost Thus he is able to put a lower selling price to the consumer on his goods, giving himself and his jobbers and his dealer the same per-centage of profit per unit sold, as formerly—and a much greater volume of profit (for manufac turer, jobber and dealer) on account of the greatly

And the consumer gets more for his money than he has ever been able to get before.

Many people still think that because widespread national advertising is so expensive it must be added to the selling price of all advertised goods. Therefore, they think that they-the consumersshare in the expense of widespread advertising. Perhaps it is quite natural that they should think so-for the advertising expense is there—and as it surely can't come out of the manufacturers' profit

But this is not the entire answer.

What about the dealer in the unadvertised line?

### **Photographs** for half-tone reproductions

All newspaper photographs are taken for half-tone reproduction. A newspaper photographer must know how to take photographs, from which good half-tones can be made. The failure of most engravings is due to poor engraving copy. If you want to get a good cut, start right by having the photograph made for this purpose.

Our expert photographer is at your service at very reasonable charges.

Bee Photo Ceparta ant Phone Ty 1000



Made strong and well in a few days-without a surgical operation or loss of time. Our work is guaranteed. Call or write for particulars. Drs. Wray & Math-



RUPTURE

506 Esu

# GIGANTIC BANKRUPT S OF SAMPLE COAT CO. Begins Wednesday, March 4th at 8:30 and Continues Until Saturday Night DAYS OF TREMENDOUS B

This will be by far the greatest buying opportunity in the history of Omaha merchandising Every garment in the stock must be sold before Saturday night and our prices will surely do it. We bought this stock from the trustee in bankruptcy at about 30 cents on the dollar and we are going to close it out in 4 days at

# 25c to 50c on the Dollar



About 25 fine COATS in Broadcloths, Brocades, Velvets, Fine Mixtures and Plushes. Choice ......

About a dozen very fine Coats in Opera models. S. C. & S. Co.'s prices up to \$65.00. Choice .....

**ALL FIXTURES FOR SALE** at LESS THAN HALF COST 319

fine Mixtures, Boucles, Chinchillas, Plushes, etc., S. C. & S. Co.'s Prices up to \$22.50 Large lot DRESSES in Dancing frocks, Party dresses Afternoon silks and fine serges, S. C. & S. Co.'s prices up to \$20, Large lot SUITS, in Serges, Mixtures and Stripes, S. C. & S. Co.'s prices up to \$20, choice.

One lot SKIRTS in Serges and Mixtures S. C. - S. Co.'s prices up to \$3.98. Choice .....

Large lot SKIRTS in Serges and Mixtures. S. C. & S. Co.'s prices up to 5.98. Choice ......

**BON'T MISTAKE THE STORE** 

About 60 COATS in las, Mixtures, Diagon-als, Ural Lambs, Many of these are light enough for spring wear. S. C. & S. Co.'s prices up to \$30, DRESSES-Choice of all the finest dresses in the store, including fine Party Dresses and After-

noon Silk Dresses. S. C.

& S. Co.'s prices up to

829.50 ......

\$5.00 FUR SETS..... \$1.98 \$7.50 FUR SETS..... \$12.50 FUR SETS..... 4.95 \$20.00 FUR SETS..... 6.95 \$25.00 FUR SETS...... 9.95

Better Furs at Less Than Half Price

Pony Coats at \$17.50 and \$22.50