WESLEYAN UNIVERSITY.

Held Thursday Evening.

The girls gymnasium exhibition last

Wednesday evening was well attended,

the building being packed to the doors.

forning and again in the afternoon,

dressed the students at chapel.

cultural Economics."

alumni and trustees.

from the Smaller Colleges."

Federal Employes

The prevalence of that form of lunch-

concite finally led to an investigation by

the uninitiated, and the source of the

seemingly unlimited supply of apples was

found to be the food and drugs laboratory.

laboratory have been investigating to see

governing the packing and labeling of

ers and shippers. Apples have also been

collected to determine if they are wormy

or rotten and the result has been a super-

abundance of the fruit in the laboratory.

rious federal offices therefore have had

little occasion to patronize fruit stands

Great success attended the bazar and

musical festival held by the Deutsche

Musik Verein the week of March I, about

\$3,000 being cleared. The money will be

used in improving the clubhouse at Sev-

enteenth and Cass streets. The commit-

tee wishes to thank the public through

the newspapers for the liberal patronage

Rheumatic Pains Relieved.

lief may be had at so small a cost? Mrs.

Elmer Hatch, Peru, Ind., writes: "I

have been subject to attacks of rheuma-

tism for years. Chamberlain's Liniment

always relieves me immediately, and I

take pleasure in recommending it to oth-

ers." 25 and 50-cent bottles. All dealers.

Key to the Situation-Bee Advertising.

-Advertisement

Why suffer from rheumatism when re-

VEREIN BIG SUCCESS

BAZAR OF THE MUSIK

Dr. A. Brown and other officials of the

Secretary Heinzman of the national

Dean Birney of the Boston School of

Theology was a visitor Friday and ad-

Gardner read a timely paper on "Agri-

Next Thursday evening at the Lincoln

#### BRIEF CITY NEWS

Fidelity Storage & Van Co. Doug. 1516 Have Boot Print It-Now Beacon Press Life Ins.? Yes. Penn Mutual. Gould. Electric Supplies - Burgess-Granden Co Police Baid Saloon-The police raided to saloon at 422 South Thirteenth street last night and found two men there drinking beer. Phil Shanahan was booked

as the keeper. Fire Does \$400 Damage-Fire starting from a defetcive flue resulted in damage estimated at \$400 at the home of Mrs. Ida Hacker, 706 South Eighteenth street, this

morning Street Cleaners at Work-Five street cleaning gangs and two flushing machines, under the direction of Dean Noyes, have been set to work by Street ommissioner J. J. Ryder to make the usual spring cleanup of the city.

Johnny Baker Stops Mere-Johnny Baker, formerly with the Buffalo Bill Wild West show, is in Omaha on his way to Pine Ridge to secure some Indians for the Sells, Floto-Buffalo Bill combined shows, which open March 28 at Albuquerque, N. M.

Police Bunt for Puppy-The 6 months old blooded Airdale puppy belonging to W. H. McCord, 2210 Cass street, has disappeared, and the police have been asked to find it. Assistant Chief of Detectives the animal.

according to the conductor, Peter Zarwas, a laborer employed by the Missouri Pacific Railroad company, fell at Eleventh and Douglas streets and suffered a broken collar bone.

Illustrated Lecture-Hon, Frederick Bennett Wright, a distinguished American traveler, will deliver an illustrated lecture on "Going to Church Around the at the First Congregational Nineteenth and Davenport streets, Sunday evening, March 15, Mr. Rouse will speak on and to "The Famfly" at the morning service.

Local Men Attend Show-E. E. Wise president of the Omaha Retail Grocers and of the Lost Cost of Living show, together with J. E. Kirk, F. H. Hansen, R. P. Winkleman and L. W. Buckley, manager of the show, left Omaha Thursday fo Lincoln to attend the Lincoln Mercantile show, which was held at the Auditoriun in Lincoln.

Complaint Referred to Anheuser-Be cause tenants of some of his property in sisted upon stopping up the plumbin with such things as old onlons, bits o potato, etc., Rabbi Lieb Grossman, former pastor of the synagogue at Eighteenth and Chicago streets came to police headquarters to ask the officers to eject them. Captain Dempsey reserved Rabbi Grossman to Prosecutor Fred Anheuser.

First Presbyterian Church - With quadrupled attendance the First Presbyterian church tonight reaches the halfway point in its campaign for Sunday eaching church attendance, Miss Genson will sing this evening for the offertory "O. Eyes that Are Weary," and the quartet sings, "The Lord is My Light." Rev. Dr. Jenks will preach upon "Peace

Injured Man Unconscious-John Sullivan, 60714 North Seventeenth atreet, laborer, who received a fractured skull Wednesday evening when he was struck by a heavy piece of iron pipe in the hands of his roomingty, Ferd Clark, is reported to be in a serious condition at St. Joseph's hospital. Since the affair Sullivan has

# Woman Attacked By Man Offering to

Trusting herself to a stranger who raised her voice.

went to the North Sixteenth street ad- Minden March 22; Giltner, March 29, and dress and found that in the meantime her Inland. April 12, with Prosser and husband had moved without apprising her Juniata following. of the change of address. The man declared he knew Mooney and offered to Crone, who is now in New York, last assist her. She accepted, and the man Saturday giving the necessary guarantee led her down to Ninth street, where he for the publication of the Broncho, the attempted to assault her.

When she came into the police station overnight.

Persistent Advertising to the road to Business Success.

## If Meals Hit Back and Stomach Sours

"Pape's Diapepsin" ends Indigestion, Gas, Dyspepsia and Stomach Misery in five minutes.

If what you just ate is souring on your stomach or lies like a lump of refusing to digest, or you beich and eructate sour, undigested gas food, or have a feeling of dissiness, heartburn, fullness, nauses, bad taste in mouth and stomach headache, you can get blossed relief in five minutes.

Ask your pharmacist to show you the formula, plainly printed on these fiftycent same of Pape's Diapepsin, then you will understand why dyspeptic troubles tute. of all kinds must go, and why they relieve sour, out-of-order stomachs or indigestion in five minutes. "Papa's Diais harmless; tastes like candy, though each dose will digest and prepare for assimilation into the blood all the food you eat; besides, it makes you go to the Wayne public schools, will be one of what will please you most, is that you will feel that your stomach and inteatines are clean and fresh, and you will not peed to resort to laxatives or liver

sills for biliquaness or constipation. This city will have many "Pape's Diapepsin" cranks, as some people will call them, but you will be enthusiastic about this splendid stomach preparation, too, if you ever take it for indigestion, gases, heartburn, sourness, dyspepsis, or any

stomach misery. Get some now, this minute, and rid Dainty refreshments were served. yourself of stomach trouble and indigestion in five minutes.-Advertisement, Science club was held Tuesday evening.

Cost of College Year in Large Eastern Universities.

SEVEN HUNDRED A LIBERAL SUM

Musical, Oratorical, Social and Religious Activities Enliven the Routine of School

Work.

Is \$700 enough to carry a student through a college year in the large universities of the east? The New York Sun prints some answers to the question, beginning with President Lowell of Harvard, who says:

"Should a young man be able to go through college on \$700 a year? Certainly he should, at least at Harvard. A great many students do so. The unavoidable expenses are tuition, \$150; board, \$150, and room, \$54, making a total of \$354. Allowing something for books, stationary, and possible laboratory fees, it may roughly be said that the unavoidable expenses amount to \$400 a year.

"This leaves \$300, which is a comfortable margin to pay for such other necessary expenses as clothing, washing, and Petersen with plain clothes' man the like, as well as for a reasonable and Petersen with Plain Clothes Man desirable amount of recreation. Not only should a young man be able to go through Injured Alighting from Car - While Harvard on \$700 a year, but at the same attempting to get off a Council Bluffs time he should be able to take part in the street car while it was yet in motion, various philanthropic, social and athletic activities, which are so important a part of the college life.

"As proof of this it may be stated that several of the highest-rank scholars and several undergraduate leaders are spending less than \$700 a year;

President Hibben of Princeton, shows that during 1912-13 the college records prove that the actual college expenses ranged from \$100 to \$900 a year, proving that the student himself can arrange his expenses to suit his income:

"I am sure that a young man could go through college most comfortably on \$700 a year. From our treasurer's office I have obtained the following information concerning the students of the university for the year 1912-13 for actual college exaid to the treasurer:

Amount Per Year.										Number of Students.											
Less	than	\$10	0.	**			41	ď.		**	4		ě.	×.		à.		ě.	ě,	ø	8
From	\$100	to	\$2	00			À					i e	٠,	œ		9)	6.00	10	10	'n.	-45
From	\$300	to	\$3	00		- 10	10		٠.	.,	*							×	ė		
From	\$300	to	\$4	00				4	4	*	ĸ,	6	44	(A)		â.		ä			-90
1 17 mores	5.400	to	80	œ			1/2		64	80	co.		22			M.	÷.	4			4.31
From	\$500	to	\$6	60.							Ø,	10		×	4	*	• •	*	• •	*	507
From	\$600	to	\$8	89			٠.			5.	×	**	ij	ø		(a)	ė,	2	.,	*	422
1825 No. 1935	25000	to	20	on	61		ь.	28	66	п	M		5		22	10		2		4	ě

"I cannot definitely state what the personal expenses may be above the amount of the actual college bills, but I think it is fair to infer that they would be in proportion to the amount of the college bill

Itself." Seven hundred gives a Dartmouth man a generous surplus for social and athletic activities, according to President Stryker. Five hundred is liberal for necessary exto start in with the remaining \$300 and take their chances on this covering all other items.

HASTINGS COLLEGE.

Activities of Old and New Student Organizations.

Rev. W. H. Crothers, who represents sembly, paid the college an unexpected life and incidents. visit on Sunday, March 1. Owing to the fact that he had been unable to send word of his coming, no special meeting had been arranged. He held informal conferences with the young men and also with the young women, discussing various forms of Christian service as a life

Aid Her in Distress The Hastings college Young Men's Phillips, Bel Canto quartet, College Male Christian association will send a repre- always been an enthusiast for the college. sentative delegation to the state college Young Men's Christian association conpromised to help her to locate her hus- ference. The election of officers by the sition in the college office, was a guest band, Mrs. Florence Mooney, 16 years of local association and the selection of the of Mrs. Clemmons Sunday. She is enage, and wife of a plumber who until cabinet for the ensuing year gives the route from Chicago to Wagner, Neb. recently lived at 810 North Sixteenth college men a new start in their various near which place her husband has a street, was assaulted by the man as she lines of religious activity. The associa- ranch, where they will spend the sumpassed an alley on Ninth street between tion has made a record during the last mer. Douglas and Dodge. Policemen Rooney year in Hastings college that gives it a The Felix club indulged in a social the newspapers for and Delhanty heard her screams and place in the history of the college as well Tuesday evening at the college, during given the affair. came to the rescue, but were too late to as state work. W. Rosenlof, C. Binter which time they prepared a stunt which capture the man, who fled when the girl and P. Pottorf represented the gospel was given in chapel Thursday morning team at Heartwell last Sunday, and defi- a parody on the German department At headquarters Mrs. Mooney said two nite arrangements have been made to which was quite amusing. Miss LaPrath weeks ago she went to visit relatives in continue team work at that place and an-Lincoln, and returned last night. She other team of six men is scheduled for

Word was received from President college annual. With Glenn Kennedy as editor-in-chief and Carl Pratt as manthe marks of the stranger's fingers were aging editor, a full staff has been still visible about her throat and face, chosen and definite work is now under She was cared for by the police matron headway. Specifications already sub- Millan; local, J. S. Carter and Ida Stewmitted assure a much more elaborate publication than the college has ever had, Key to the Situtiaon-Bee Advertising, and owing to the big home-coming to be celebrated in June more material and a given in the chapel Thursday evening.

nuch more extensive circulation is exected. The students of the college are drawing p a constitution and bylaws for the Hastings College Students' association. As planned this organization will have ontrol of all student activities. It will se divided into four departments, athletic, oratory and debate, student publications and public functions. Officers will be elected soon and a complete constitution offered to the student body for

acceptance. Roland Scott, who represented Hastings ollege in the state oratorical contest held at University Place, delivered his oration during the chapel period Friday norning. The subject of his oration is "Modern Legislation."

Wayne State Normal Notes.

Paul Mines, who completed the junior year at the Normal, left Thursday for Peoria, Iil., where he will take a special ourse in the Bradley Polytechnic insti- Mass," by Gounod, will be given.

J. A. Piper of Lincoln spent Sunday in Wayne, the guest of his daughter, Miss Elaie Ford Piper, of the Latin department.

Superintendent O. R. Bowen of West Point, recently elected superintendent of table with a healthy appetite; but, the special instructors in the summer session of the Normal this year.

Prof. Coleman has announced Wednes day. March 35, as the date when his chorus will give a program in the chapel. "The Bose Maiden" by Cowen is the cantata to be presented by the class at that time.

President and Mrs. Conn entertained the Minerva club at their home Tuesday. Prof. H. H. Hickman lectured on civics and health and Dr. J. T. House on values. A regular session of the Physical

SCHOOL AND COLLEGE WORK at which time the following program was ing a short cantata to be given at a joint rendered: Review of Scientific American, meeting of the Young Men's Christian RAISE CREIGHTON STANDARD a wonderful ability in striking the very rendered: Review of Scientific American, meeting of the Young Men's Christian Minnie V. Bergman: the electric in- association and Young Women's Chriscandescent light, Joseph Paschang: the tian association at Easter. electric are light, Sidney M. Johnson;

biography of Edison, Winiffed Angel. On April I the wrecking of the old col-Pan-Wesleyan Banquet Will lege structure will be commenced and the rection of a new administration building begun on the original site. President Conn has secured from the Board of Education of the city schools the old ward school building, which will be used for Young Men's Christian association staff classes at the Normal while the new spoke at convocation last Wednesday building is in process of erection.

PERU STATE NORMAL

of Graduates Re-elected to

Good Positions. President D. W. Hayes is in Omaha this week arranging for the printing of the new course of study. He will leave there in time to attend the busket ball urnament in Lincoln.

Prof. Paul Grummann of the university ectured before the Fortnightly Art club last Tuesday night, and again before the students in chapel on Wednesday. While here he inspected the art of the chapel and library, as well as the domestic and manual training departments of the

The Fortnightly club has on exhibit some of the best pictures-copies of Valuable Property original-that Peru has had the pleasure of seeing. A great deal of interest has been manifested by the students. Prof. F. M. Gregg of the psychology de-

partment gave his illustrated lecture on "Hygienic Living" before the theory class at the northeast corner of Twenty-fourth last Thursday morning. Prof. W. N. Delzell of the commercial

The Tennis club has been organized for Twenty-fourth street Crosstown and Farthe season. Mr. Gary of Beaver City is nam street car lines. It has been es- sion. Heretofore it has been only four the president; Opal Meyer of Peru is vice timated by some real estate men in years' high school work. president; Miss Leone Switzer from Iowa, Omaha that the property should bring secretary, and Miss Hunzeker, treasurer. nearly \$1,000 per foot. An unadjusted Principal J. A. Christiansen of Tilden has been re-elected at an increase of \$135 reason for the sheriff's sale. William C. for the year. Superintendent Joy E. Mor- Noonen of New York owns the property. gan of Guide Rock has been re-elected at On account of his mental condition he has an increase of \$15 per month. Mr. Lynn had a guardian for years. The brick Gifford has been elected to the principal- building now standing on this lot was ship of the Dunbar schools. Moritz and built twenty-five years ago. Miss Amy Baker have been retained at Payne & Slater company have been Cook at \$5 increases. Miss Myrtle Scott agents for the building for years. They has been re-elected at Tilden at \$70 a have kept the property in excellent shape.

Miss Abba Bowen of the German depart- for \$40 a month twelve years ago, when ment of the school was called to Omaha Payne & Slater took the agency for the last week owing to the serious sickness of property, are now renting as high as \$150. her sister.

Prof. Heard is making an extensive investigation of the plant diseases of this ommunity. His department has just received a new Babcock tester.

FREMONT COLLEGE.

Brief Mention of Leading Events

of the Week. Friday night at the Star hall was given an Irish lecture-recital by John W. Philfruit, and visitors were invariably offered penses, and " a good many would be glad lips, assisted by Mary Buttorff, Mrs. a chance to join the munching brigade. quartet and Schuman Ladies' quartet. The finest of the Irish music, both ancient and modern, was rendered. A feature of the program was the singing of some traditional Ulster airs and some songs of the Irish harpers dating as far back as the thirteenth century. These songs of the Irish people appeal to the if the new Sulzer act, the federal law heart more than the songs of any other the Board of Education of the general as- nation because they are built on home apples, is being observed by apple grow-

The violin department gave a splendid program during the chapel hour Friday morning. Those participating were Prof. J. W. Swihart, Clarence Stone, Misses The folks who are attached to the va-Rose Cerny and Martha Kappleman.

J. D. Widhelm a former graduate of the college, was a visitor at chapel Friday morning and gave a very interesting talk to the students: Mr. Widhelm has The Hastings college Young Men's Phillips, Bel Canto quartet, College Male Mrs. L. B. Simmons, formerly Miss Mc Gee, who for several years held a po-

sang a pretty German ballad and Miss Mueller gave a reading.

DOANE COLLEGE.

Wishert Elected Editor-in-Chief of the Owl.

The annual election of the Board of Editors of the Doane Owl took place this The following were week. Editor-in-chief, J. S. Wishart; associate editors, H. C. Hosford, R. S. Hudson, Helen Buck; literary, Helen Miller; alumni, A. H. Platt; athletic, T. W. Mc art; exchange, W. W. Wertz.

A recital by the students of the cor servatory department of expression was Miss Mabel Hall, '09, has recently been appointed extension secretary of the city Young Women's Christian association at

Brooklyn, N. Y. Rev. V. F. Clark, field secretary, re urned this week from an extended trip in the east in the interests of the college. He plans to spend the next month in a trip through Nebraska, his work being mainly with prospective students for the next year.

The senior class was entertained at dinner Friday evening at the home of Prof. and Mrs. H. H. Hosford. Miss Ida Stewart is the newly elected

nanuger of the Girls' Tennis association. E. Harold Geer, '07, is organist at the First Congregational church of Fall River, Mass. During the winter he has been giving a series of lectures on musical appreciation in Fall River and als at Newport, R. I. The college Choral club, under the di

rection of Prof. R. L. Dick, will begin work next week on the cor concert. The oratorio, "The Solemi A double quartet, composed of the regular men's and girls' quartets, is prepar

### When Women Suffer

No remedy gives greater relief than Anti-kamnia (A-K) Tablets in all conditions generally known as "Women's
Aches and Ills," One trial will artist One trial will satisfy any woman that she has at last found the remedy she has so long been look-

Indigestion — Dyspepsia Are you distressed after eating? Do you have nausea when riding in the cars or on the train or boat? Take A-K Tab-

ets and get instant relief. Genuine A-K Tablets bear the K. P. S.-A. K Saloe for Eczema.

Professional Schools Raise Their Entrance Requirements.

LAW, MEDICINE AND DENTISTRY

Action of Faculty Will Bring University Into Higher Rank Among Educational Institutions of United States.

Reginning next September the require nents for admission to the law, medical and dental departments of Craighton university will be raised.

At the meeting of the Symposium last In the law department all candidates Thursday evening County Superintendent for the degree of LLB, must have completed four years of high school work, Although special students will be per-Friday evening occurred the installation mitted to enter the classes, it will not exercises of the Wesleyan chapter of Phi be possible for them, even by extra. Kappa Phl, a national scholarship frawork, to attain the above degree. At ternity. Prof. Pammel of the department present candidates are admitted of Botany at Ames (la.) college delivered conditions. Several additions have been an address on "Research Contributions made in the law course. The work of the model house will be supplemented by a course on parliamentary law, obligahotel will occur the fourth annual Pantory to freshmen. The course will be Wesleyan banquet, an occasion which is completed in the first semester and will largely attended by students, faculty, be followed by public speaking in the second semester, also required of freshmen. A new course on brief-making and the use of law books will also be required of juniors.

at Sheriff's Sale At the dental college the same requirements as those in the law school will prevail. Admittance to this department has formerly been by twenty-four credits. The dental college now measand Farnam, is to be sold at sheriff's ures up to the requirements of the national association and of the regents of department lectured in Brownville last valuable piece of property on account of the University of New York. sale on Tuesday, March 24. This is a its location at the intersection of the

At the medical college one year's college work will be required for admis-

Aiready plans are under way for the homecoming for the alumni of the medical and pharmacy departments during claim against it of some \$34,000 is the the last week in April. Both the dental and medical colleges hold their annual clinics that week and the commencement exercises of the professional schools take place on April 3). A mammoth spread is planned for April 29, at which time all the outgoing seniors will be admitted to the Pan-Alumni organisation

#### BAVARIAN PEASANTS GIVE Store rooms in the building that rented FINE CONCERTS IN ART

The concerts, of Friday and last evening, given by the Oberammergauer Sing- Jobless Men Deliver spiel troupe of Bavarian peasants, under the auspices of the German Musik-Verein Feast on Apples at the hall, Seventeenth and Case streets, were of such unusual merit from every were of such unusual merit from every point of view that the Germans of Apples have been a prominent form of Omaha, as well as the music lovers of between-meal refreshment at the federal other nationalities who were fortunate nough to attend them are hoping for anbuilding during the last few days. At other such engagement a year hence. almost any hour employes in the building could be seen eating the popular winter

The Passion Plays at Oberammergau have, as it is well known, created for an exceptional nature. It remained for the group of singers and players of the demonstrate an attitude and position in the opposition, or union faction. The the realm of music as distinctive and latter was modest in its demands, agreeexceptional as that of the Passion Play-

era. tion, and perfection in naturalness and sweeping demand for the release of the in these the Oberammergauers, in their | journey. two concerts, gave such incontrovertible proof as to place them in the front rank of concert givers.

programs were so varied and wellbalanced as never to produce even a suspicion of satisty, or weariness, on the part of the listener.

The instrumental trice, consisting of Schossgeige (a violin of peculiar construction) concert-zither and contragultar, were given with exceptional command of expression, rhythm and tonal

beauty. ever, that the element of artistry was superint adent of the National 'nature-singers," without special, if any, training, every artistic element was so decidedly in evidence as to conceal that boundary line between nature and art which is generally supposed to be so strongly defined, although more or less transitional.

To the basso, Heini Marchetti, a shade of pre-eminence, perhaps may be accorded, if only for versatility. His voice belongs to the same color scheme as does that of Huberdeau, though there were moments when Journet's noble timbre was brought to memory. Warmth; case, and

centre of each tone were his in a marked

Simerl Edimann, the tenor, sang with an ease, simplicity and beauty of tone as ravishing as it was exceptional. Hanni Grassi, the soprano, lent to a roice of great power a quaintness of style and personality as unique as it was

attractive. List Knilling and Ferdi Nagel alternating with Toni Bohmann gave to the Schuhplattlertanz a vigor and grace of marked quality, besides contributing in fullest measure their quota to the vocal ensemble, for it must be remembered that these children of nature pay tribute to both Euterpre and Terpsichore in their quaint way.

## TWENTY MEN LOSE POSITIONS

Omaha Employes of U.S. Express Co. Had No Warning.

MANY OF THEM MARRIED MEN

Dissolution Proposal Has Not Been Officially Intimated to Men Who Work for the Corporation Here.

At the Omaha offices of the United States Express company the report of the proposed dissolution and the liquidation came as a surprise to General Agent Fitzwilliam. The first information that he had of any action looking to this end was gathered when he read the morning papers, telling of the action taken by the directors at their meeting Friday.

In and out of Omaha the United States Express company operates over the Rock Island road. In the city the company gives employment to an average of twenty people, most of whom are married men. Should a dissolution come this number, together with the members of

the families, would be affected. The superintendent of the United States Express company for this section of territory has his offices in Kansas City. and General Agent Fitzwilliam is of the opinion that even he knew nothing of the proposed action of the company directors. It is not the policy of the company to take its employes into the business conferences and consequently what action has been contemplated and subsequently taken has been known only to those high n authority.

# Two Ultimatums to Sacramento Citizens

SACRAMENTO, Cal., March 15 .- Two altimatums from the army of the unemployed camped on the Yolo county aids of the Sacramento river were delivered today to the Sacramento citizens' those simple peasants an atmosphere mittee. Both demanded food and the of religious fervor and devotion of quite privilege of continuing their journey eastward.

One of the ultimatums was from "Gen-Oberammergauer Singspiel troupe to eral" Kelley's main army; the other from ing to travel to the Nevada state line on foot if supplied with food. From the Perfection in pitch; perfection in die- Kelley headquarters, however, came a simplicity of phrasing form the three army's leaders, a special train to the essentials most desirable in music, and Nevada line and sufficient food for the

Asked If he were not aware that Governor Oddie of Nevada had asserted that the army would not be allowed to enter There are only eight of them, yet that state, the spokesman for "General"

"Yes, but we will take care of that

#### ourselves when the time comes." SWEARS OFFERED MONEY TO TESTIFY AGAINST FRANK

ATLANTA, Ga., March 15 .- The charge that she was offered \$1,000 if she would It was in their vocal numbers, how- give testimony inimical to Leo M. Frank, most predominant. In face of the fact company, under sentence of death for the that these people are what is termed murder of Mary Phagan, 16-year-old employe, was made here today in an affidavit by Mrs. Mattie Miller.

Four other affidavits also were made public by counsel for the defense who are collecting information to be used in connection with an extraordinary motion for a new trial for the convicted man.

Bucklen's Arnica Salve. For a cut, bruise, sore and skin trouble s box should be in every household. All fruggists. 25c.-Advertisement

Key to the Situation-Bee Advertising

No test can tell you how long a roof will last—but this Certain-teed label can and does.

# Certain-teed

Cushity Roofing Guaran-tood

REEP THE ROOFING BUSI-NESS IN YOUR OWN HOME TOWN,

By George M. Brown, President, General Roofing Myg. Company

You are sometimes offered mail order roofings for your buildings at prices so attractive that you can't see how you could possibly an't see how you could possibly lose.

Sometimes the words "bank-rupt!" "busted!" etc., are used to give a reason for such prices. Stop to consider that firms who build roofing right and who deal squarely with their customers don't go "bankrupt" or "busted."

In buying mail order roofing you are taking a chance on a product you don't know and buying from someone whom you never saw. It's a tax upon your family when you give your roof-ing curious to mail order houses. Is our three big mills we have worked out scientifically the way of producing the best roofing.

And we have worked out the way of selling this roofing to put the least possible tax upon the user who buys it by giving him the most for his money and the least possible tax upon the dealer by giving him a product that is well known, well advertised and easily soid.

Certain-teed Roofing has never

by giving him a product that is wall known, well advertised and easily sold.

Certain-teed Roofing has never been and never will be sold through mail order bousses. It is sold through your roofing dealer whom you know.

Certain-teed Roofing has never been sold by "bankrupt" or "busted" methods. Our methods have been "progressive" and the result has been "prosperity."

Every dealer from whom you buy Certain-teed Roofing makes a fair, modest profit on his sale to you. But most important of all, you get more for your money than you have ever been able to get before.

Don't buy bargain roofing at "busted" and "bankrupt" pricess. Keep the roofing husiness in your own hume town. Buy of your local dealer Certain-teed Roofing, the roofing which both you and your dealer know will give the best and most permanent protection to your buildings.

The three biggest roofing mills in the world are behind our 15-year guarantee. This guarantee protects you when you buy the best protection for your buildings.

Whether it's a big building or a small one, whether for business, industry or residence-roof it with

# Certain-teed

There are roofings priced lower than Certain-teed. Your saving, however, Certain-teed. Your saving, ho is but a few dollars at the most. Certain-teed is always least expensive in the end. Sold by dealers at a reason-

General Roofing Mfg. Company

World's largest manufacturers of Boofing and Building Papers E. St. Louis, Ill. Tork, Pa. Marseilles, Ill. New York City Boston Chicago Kansas City Minneapolis San Francisco Seattle London, Eng. Hamburg, Ger.

CARPENTER PAPER CO. Omaha—Distributors Certain-teed Roofing— **Building Paper** 

ADVERTISING-

makes the wheels of business go round smoothly and protects them against blowouts.

# "Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, (Box 82, Buffalo, N. Y.)

## How Advertising Creates "Value"

That constant, persistent advertising creates value has been demonstrated over and over again in the history of advertising. If advertising actually creates value in a commodity then newspaper advertising must be an important factor in creating this value because of its direct and intimate relation to the home of the consumer.

The question naturally arises, What is Value? We don't have to go to the Professor of Psychology to learn the origin and nature of that quality which we call Value. The chances are his answer would not be the correct one. An intelligent manufacturer, merchant or salesman can give you a better answer. The value of a thing is what you get for it. This is a fact that will kick to death all the pretty theories about Value. Theoretically the value of a product may be one dollar and forty cents; practically

the value of the commodity may be five dollars. You might come out of college with all sorts of notions about the meaning of the word "value," but ten years' experience in merchandising will give you a different viewpoint and you will finally conclude that the value of an article is what you get for it in the market. The value of the material and the labor that go into the safety razor may be ninety cents. If the razor sells for five dollars the value of the razor is five dollars. Now, advertising creates

an important part of this value. In the case of the safety razor, indeed, it is well within the facts to say that advertising creates at least four dollars of its value. If the factory should be wiped out by fire the trademark asset or value created by years of advertising still remains. It is not possible to destroy it by the death of the owner, or by fire, or any other form of disaster. Advertising has not only put Value into the commodity, but has created what we call a "good will asset" which cannot be destroyed so long as the quality of the goods is maintained. The same reasoning ap-

plies to any commodity which has been widely advertised by the manufacturer and which is sold through dealers, whether it is food, clothing, a household utensil, a musical instrument, a carpet-sweeper or any other labor-saving device. If you have any doubt about advertising putting Value into a commodity a little experience in merchandising will soon relieve you of that doubt. In many instances a well advertised article is practically sold before it goes on the dealers' shelves. The dealer takes no risk in stocking up with it. He knows that the goods will move sooner or later. Even though his personal relations with the manufacturer may be unfriendly he cannot afford to be in business and not carry a well advertised commodity. He is in business to please his customers and not to gratify any personal animosities.

New, imagine if you can the reception he would give to the representative of a manufacturer of unadvertised goods if he did not like the manufacturer.

Merchandising experience shows that you can never overstock a dealer with unadvertised goods but once. Buying advertised commodities means a fresher stock and a quick "turn-over," and this means a larger volume of sales and hence the merchant can sell on a smaller margin at less cost to the consumer because the goods move quickly and he takes no chances on stale or unsalable stock. A good illustration of the Value that advertising puts into goods is furnished by the fact that in making an annual inventory the merchant can put down advertised goods as "cash." He knows that the newspaper advertising will pull them off his shelves in due time and hence in making up a statement showing the condition of his business he can easily afford to put them down as cash.

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