

BRIEF CITY NEWS

Fidelity Storage & Van Co. Doug. 514. Have Moot Print It—New Beacon Press. Lighting Fixtures—Surgess-Granden Co. Monthly Income for Life—Gould, Bea building.

Get Our Prices on lawn mowers. Jas. Morton & Son Co. Goodrich Guaranteed Garden Hose, half-inch Whirlpool, five ply, 1 1/2 foot at Jas. Morton & Son Co. Buy now.

When you know gas lighting you prefer it. Omaha Gas company, 1500 Howard street. Douglas 62.

An Education in a Day Free by seeing the four parts of Photo Drama of Creation. Scientific, Religious, Harmonious. American theater, 3 and 8 p. m. daily.

Where Are the People Going?—To see the Photo Drama of Creation, American theater. Free. 3 and 8 p. m. daily. Shown in four parts. Today part 3.

Scionom Sells Lot—S. E. Solomon has sold the south fifty-five feet of a lot at Thirtieth and Douglas streets to Jennie M. Shaffer for \$15,000. The lot contains a large frame building.

Hayden Buysers in the East—T. J. Flynn, manager of the ladies' suit department of Hayden Bros., and Pat Johnson of the lace department are in New York on a buying trip.

New Plumbing Rules—City commissioners have passed a new plumbing ordinance, embodying several rules, regulations and new conditions, to be enforced by city inspectors.

Held for Investigation—Bell Innam and J. S. Kirkpatrick, arrested at 2239 Howard streets by Detectives Dunn and Kennedy, are being detained at police headquarters pending investigation.

Tutor Much Better—Homer Tudor, 343 South Twenty-fourth street, the young bridegroom who shot himself while riding in a taxi the other evening, is reported much better at the hospital in which he is being cared for.

Now an Apartment House—The Pullman building on South Tenth street, since having been abandoned by the Burlington office, which moved into the headquarters on Farnam street, has been converted into an apartment house.

New Traffic Cop—A traffic officer has now been stationed at the Fifteenth and Farnam streets intersection. The crossing is now being held down by Officer Hudson, who was formerly at the Twenty-fourth and Cumings street intersection.

Porter Sells His Store—E. R. Porter has sold his property at Forty-ninth and Dodge streets to F. S. Mellinger. This includes the grocery store building and the drug store building on lots 13 and 14 of block 117, Dundee Place. The consideration was \$15,000.

Ordinance for Slaughtering Horses—The city council, at a special session, passed an ordinance regulating the slaughtering of animals for food. The ordinance covers methods used by the slaughter houses. No ordinance existed heretofore governing this industry.

Fire Captain Robbed—Captain Novak of the South Omaha fire department reports to the Omaha police that his home was visited by thieves Thursday night who carried away three watches and his baby's bank, containing \$5, also a quantity of clothing.

Savage Dismisses Case—The personal injury case brought by Thomas Savage against the Cudahy Packing company in Judge Munger's court, was dismissed by the plaintiff, who discovered that he had not sufficient evidence to win his case and Judge Munger permitted him to dismiss it.

Mohler Goes to Minneapolis—President Mohler of the Union Pacific has gone to Minneapolis and other Minnesota points on a short business trip. Of the company officials, this leaves only Elmer H. Wood, freight traffic manager, the only one sitting on the lid. The others are scattered all the way between the Atlantic and Pacific coasts.

Fanning Gets a Continuance—C. E. Fanning, charged with renting property to tenants who are undesirable from the law's standpoint, secured a continuance hearing in police court until May 8. During the coming week he will file suit

against H. Wymore, who at present possesses a lease on the property, the Sycamore hotel, and who refuses to relinquish the same owing to a misunderstanding in the time limit of the lease.

Janitor at City Jail—A. B. Gibson has been appointed janitor at the city jail by Mayor James C. Dahman.

New Coppers on the Job—Fourteen new coppers were given their initial orders by Chief of Police Henry Dunn and Captain Michael Dempsey. The new men, who are a husky looking crew, enter upon their duties at once, when they will accompany older officers on their rounds as a breaking in process.

Music

Recital by Miss Davis.

Much interesting piano music was dispensed last evening by Miss Alice Virginia Davis, who appeared in a recital at the First Baptist church. The list of compositions on the printed program promised much in the way of novelty and interest. And let it be said to the credit of Miss Davis, these promises were fully and pleasantly realized in the course of the evening.

The set of variations by Beethoven, which opened the program, were accorded a serious and unaffected performance, and the group of number by Chopin, which followed, revealed technical efficiency, a broad and resonant tone and a nice sense of balance and adjustment.

A third group brought to hearing a succession of varied modern compositions, which pleased by virtue of their colorful and pianistic effects. The "Nocturne" by Grieg, Sinding's "Marche Grottesque" and "Impatience" by Moszkowski, besides a characteristic group by Debussy, all made a strong appeal to the audience, whose applause was so insistent that Miss Davis added an encore, choosing for that purpose Henselt's so-called "Bird-Study."

In the performance of Liszt's E flat major concerto, with which the program closed, Miss Davis had the able assistance of Mr. Cecil W. Berryman, who accompanied on a second piano, the two players attaining a praiseworthy ensemble and interpreting the work with brilliance and vigor. On the whole, Miss Davis' playing reveals many laudable and individual features. She has a dependable technique and develops a tone of surprising volume. She has a goodly sum of temperament and has schooled herself to keep the same well under control. In response to a recall at the evening's close Miss Davis added MacDowell's "To a Wild Rose" as an encore. The audience was generous with applause and floral offerings.

J. P. D.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Washington Affairs

The senate refused to reconsider the vote by which it approved the conference report on the agricultural extension bill. The measure now goes to the president.

The senate woman suffrage committee voted to recommend favorably to the senate the Shafroth constitutional amendment, requiring a state to vote on woman suffrage when 8 per cent of the voters petitioned for such a vote.

As part of a comparative scheme for practical standardization of federal buildings the country over, the public buildings commission in a report presented to congress recommends that the creation of a federal bureau to absorb the supervising architects' office of the trade. The proposed bureau would include a board of estimates and property.

All efforts to obtain immediate ratification by the senate of the treaty with Colombia providing for the payment of \$2,000,000 by the United States to end the ten-year dispute over the secession of Panama and which gives the country's warships the free use of the Panama canal, practically has been abandoned by the administration pending the settlement of the difficulties with Mexico.

That the net income and operating revenues of eastern railroads are "smaller than those with their assured prosperity and the welfare of the community" was announced as a conclusion by Louis B. Brandeis, counsel for the Interstate Commerce commission, in the 5 per cent advance rate case. He maintained, however, that to make a horizontal advance in all freight rates as proposed by the railroads was illegal and beyond the powers of the commission.

DECIDES FARE CASE SOON

Sears Takes Seven-for-Quarter Matter Under Advisement.

MAY HINGE UPON JURISDICTION

R. B. Howell, as "Friend of Court," Cites Contentment Made by Company in Former Litigation to Reduce Fares.

Arguments in the injunction suit by which the street railway company is seeking to prevent enforcement of the seven-fares-for-a-quarter ordinance enacted by Omaha voters under the initiative and referendum were finished late yesterday and the case was taken under advisement by District Judge Sears.

The judge announced that decision probably would be rendered within a week.

According to attorneys who argued the case, it probably will turn upon two issues, both of which were raised in a suit in which the street railway company attempted to prevent the submission of the issue to the voters and both of which were decided in favor of the city by Judge Sears.

Commissioner's Jurisdiction. The first important issue is the claim of the traction company that the State Railway commission has exclusive jurisdiction over Omaha street railways and the second the charge that a sufficient number of qualified voters did not sign the initiative petitions. The company alleges a qualified voter must be a registered voter. Since there were few voters registered under the new election commission, the sloner law at the time the petitions were circulated, the seven-fares-for-a-quarter ordinance will be defeated if the courts in this suit hold with the company's lawyers.

Howell "Friend of Court." As to the allegation concerning the State Railway commission, R. Beecher Howell, injecting himself into the fray in the guise of a "friend of the court," volunteered some information which he said by lawyers not to pertain to a great extent to the issue, but which is calculated to put the street railway company "in bad." He gave the court the following information:

"That it is the purpose of this litigation, however futile it may ultimately prove, to discourage efforts to reduce street railway fares in the city of Omaha, and thus defer as long as possible the benefits that might arise from such reduction to the people of the city of Omaha."

Cites Former Answer. Also Mr. Howell says that in an attempt made in court in 1909 to reduce fares in Omaha the company answered:

"The Omaha & Council Bluffs Street Railway company for further answer and by way of plea of abatement, avers that the State Railway commission, does not have jurisdiction over this said complainant and does not have jurisdiction over this defendant by reason of any of the matters and things set down in the said complaint and does not have jurisdiction to grant the relief prayed for."

Attack on Carnegie Made by Judge Ryan Before Irish Club

Judge O'Neill Ryan of St. Louis, speaking to the Irish Goodfellowship club at Arlington hall last night, declared that Andrew Carnegie has been attempting systematically to corrupt American ideals and to inculcate into the minds of American people the English sense of citizenship.

"We want home rule for Ireland. We are all earnest in our endeavor to better our fatherland, but I believe I speak the opinion of you all when I say that if freedom for Ireland was bought at the price of Anglicizing Americans we would say let Ireland remain as it is," said Judge Ryan.

"Above all things we protest against a defensive and offensive alliance between Great Britain and America. And that is the thing that is sought and has been sought for years. Carnegie, who

has been the chief factor in this attempt to Anglicize America, is, I believe, still a British subject.

"We are loyal first to America and as loyal Americans, true patriots, we must ardently work against any alliance with Great Britain."

Judge Ryan came to Arlington hall with his old friend, Mike Hogan. Prior to his coming the members of the club, with President Ed Waters in the chair, were called on for several speeches and songs. Among those who spoke were P. C. Healey, John Coffey, James O'Hara and Jerry Curtain.

LOVELACE ON IMMIGRATION WORK FOR THE BURLINGTON

R. W. Lovelace, for a number of years connected with the United States land office at Broken Bow, Neb., has been appointed assistant immigration agent for the Burlington road, with headquarters in Omaha. He has arrived with his family and entered upon the discharge of his duties. Mr. Lovelace comes to the Omaha headquarters as an assistant to R. R. Howard, who succeeded D. Clem Deaver, deceased.

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Mrs. "Skipper Bill" Schipke Teaches Burglar Lesson

One more little old measy burglar so far down in the social scale of his profession as to stoop to the dismantling of the foudral hall of our town's best known and beloved third sacker, has no place in the few things feared by Mrs. "Skipper Bill" Schipke, spouse of the aforementioned b. k. and b. third sacker. Not so you tell it, just by looking.

Mrs. Schipke returned to her home at 350 South Nineteenth street from a convenient movie last night to find the burglar with a pair of Bill's shoes under his arm and pocketing the contents of Skipper Bill Junior's bank.

"Why you darned old Jack Haskell," she snorted. She didn't yell, because she couldn't make Bill hear, anyway—he's in St. Joe with the rest of our city—so she just picked up Bill's pop gun and let fly at the nocturnal visitor's ear, even as Bill whips 'em over to first from the third base line.

Burglar waited not upon the order of his going. He dropped the shoes and peeped for the door, sliding in the most approved Schipkean manner and tagging

the bag of freedom just as a second bullet tagged, where he had been the instant before.

When Policeman Frank Damato got there Mrs. Skipper Bill was sitting in a chair fanning herself with the pistol and repeating over and over again, to herself: "Why, it's measy son-of-a-gun!"

"Fainting Bertha" Faints; Women Only Come to the Rescue

Whether it was force of habit, desire to rehabilitate waning notoriety, or the unexpected return of evicted demons that prompted "Fainting Bertha" Liebke to keel over and do a Brodie on the floor of a crowded North Twenty-fourth street car at Ames avenue last evening is a matter open to conjecture.

Suffice it to say that when she recovered, other passengers found it unnecessary to follow suit for the reason that nothing was missing.

Bertha was riding unnoticed on the car when she suddenly toppled over.

"Get some water! Loosen her corset!" shouted those farthest away.

"Loosen 'em yourself! That's 'Fainting Bertha'! replied several of those nearest.

Finally several women came to Bertha's assistance and for one time at least in history Omaha's rubberneck male population, or that portion thereof that delights to see women get on street cars, failed to get their eyes full.

They were eagerly watching Bertha's long, supple fingers.

Youngster Elected Captain. Roger Peckinpaugh has been elected captain of the New Yorks, but the job will carry few responsibilities, as Frank Chance will continue to do most of the directing on his own account.

SKIN TROUBLES FROM SCROFULA

Among the many manifestations of scrofula are eruptions on the face and body. These are both annoying and disfiguring. How often the complexion would be perfect if they were not present!

Other manifestations are bunches, inflamed eyelids, sore ears, wasting of the muscles, and general debility.

Ask your druggist for Hood's Sarsaparilla. This great medicine completely eradicates scrofula and builds up the whole system. Get it today.

The Closing Out of This \$25,000 Hardware Stock Commences Saturday! THIS IS the introduction to a HARDWARE FUREOR! Not a mere cut price on one, two, or a half dozen items, but a GENUINE CLOSING OUT PRICE ON ANYTHING in this stock. Roughly figured, we have over 7,500 DIFFERENT items in this store and they're ALL got to go. In quoting items we do not know WHERE to start; best we can do is to mention different items each day. But the list below will give you an idea of what CLOSING OUT PRICES mean. Better anticipate your hardware wants for SIX MONTHS ahead and buy them NOW at BURNETT'S.

ALARM CLOCKS, Burnett's Sleepmeter, \$2.50 kind at	POCKET KNIVES, pearl handled, \$1.50 kind now at
\$1.85	\$1.00
PAINTS, Heath & Milligan's "Best Prepared," \$2.00 kind at, gallon	O'CEGAR POLISH SOAP, the regular \$1.50 kind at
\$1.85	\$1.30
GILLETTE SAFETY RAZORS, the regular \$5.00 kind, now at	FOOD CHOPPERS, Ruswin Cleanable, \$1.50 kind at
\$3.95	\$1.15
GILLETTE BLADES, the regular \$1.00 kind now at, per dozen	PERCOLATORS, Aluminum, 2-qt. size, \$2.00 value, now
75c	\$1.50

All goods CASH or C. O. D. No goods charged at closing out prices. Any article delivered free. Mail orders filled intelligently. Phone calls promptly attended to. Call Douglas 421.

Here are a few specimens of the Closing Out Prices---chosen at random from over 7,500 items that make up this stock

BLACK SCREEN WIRE, all widths, full rolls, per hundred square feet, at	\$1.35	GALVANIZED SCREEN WIRE, full rolls, per hundred square feet	\$2.50	HAND SAWS, "D" 8 Disston, 26-inch, \$1.75 kind, now	\$1.35
Above screen wire cut any length at, per square foot	1 1/2c	Above screen wire cut any length at, square foot	2 1/2c	STARRETT TOOLS, usual discount 10%, discount now	20%
COPPER SCREEN WIRE, all widths, full rolls, at, per hundred square feet	\$5.50	RUBBER HOSE, 1/2-inch, 5 ply, 10c value, at, foot	8 1/2c	JACK PLANES, Stanley, No. 5, \$1.85 kind, now	\$1.65
Above screen wire cut any length at, per square foot	6c	RUBBER HOSE, 3/4-inch, 5 ply, 12 1/2c kind, per foot	9 1/2c	FLASH LIGHTS, with battery, \$1 kinds, now	69c
PEARL SCREEN WIRE, extra heavy, all widths, full rolls, per hundred square feet	\$5.25	FOUNTAIN LAWN SPRAYS, regular 75c kind, now	47c	ROLLER SKATES, ball bearing, \$2 kind, now	\$1.40
Above screen cut any length, per square foot	5 1/2c	LAWN MOWERS, 14-inch Liberty, \$3.50 kind, now	\$2.98	AUTO WHEEL COASTER WAGONS, \$4.50 kind, now	\$3.85

Burnett Hardware Co. 1612 Harney Street, Omaha.

"Talks on Newspaper Advertising" BY TRUMAN A. DeWEESE, BUFFALO, N. Y.

Up-To-The-Minute Advertising

If I were asked to name two things that distinguish the newspaper from all other advertising mediums I would confine myself to two phases of newspaper publicity—Timeliness of Appeal and Concentration.

Other mediums cover the country thinly and have a long life. But the newspaper makes a quick, decisive impression and multiplies itself many times with the largest possible audience in a given area. It is the only medium in which you can concentrate your advertising in certain well defined areas where you have distribution.

Advertising "copy" should be written with these facts constantly in mind. It should be written for the common man or woman of average intelligence. Lincoln said: "God must have loved the common people or he would

not have made so many of them." This is your audience. Copy should be along "human interest" lines. It should contain no redundancies or tautologies—no striving after unusual rhetoric. Its sentences should be short, crisp and snappy. It should have terseness and lucidity and should be a stranger to the conjunction "and." Newspaper copy should be newsy and gossipy rather than literary—and yet slang and ungrammatical sentences should be avoided. Each sentence should be full of salesmanship, but never without dignity or seriousness.

Flippant and frivolous expressions do not inspire confidence. If a merchant is not serious in his advertising the public soon acquires the habit of regarding him as a joker. The public will not take him seriously. He soon gets a reputation for frivolous utterances and the time will come when a woman will read his advertisement and will remark to her neighbor, "I don't believe

it." He will reap the same fate as the public man who acquires a reputation as a humorist. No humorist in Congress ever left an impression upon the legislation of his time. A Minister of the Gospel who spends his time telling funny stories out of the pulpit and who has a reputation for frivolous joking and jesting will never have any real influence in the pulpit.

More important than these considerations, however, is the up-to-the-minute feature of newspaper advertising. The newspaper is the only medium in which you can do up-to-the-minute advertising. It comes out every day or every weekday in the year. In the newspaper the advertiser can take advantage of changing seasons, sentiments and styles. He can advertise rubbers on a rainy day and furs on a cold day. He can take timely advantage of public interest in stirring questions, local or national. He can strike at the psychological moment. He doesn't have to prepare

copy sixty or ninety days before the advertisement appears. Great firms and business policies sometimes undergo radical changes in sixty days.

In the newspaper the advertiser can adapt his space to his financial ability. If business is coming in lively he can go in heavily with larger space. He can get quick, immediate returns or he can do educational advertising to create a permanent "good-will asset" for his house. He can clean out in short order a line that is overstocked. He can appeal to one class today and to another class tomorrow. The newspaper is "on the firing line." It is dealing in live issues. There are days when the news channels are clogged with commonplace events. At other times the popular interest in some great stirring issue or episode is intense. The advertiser can take advantage of all this in the newspaper. In the newspaper the advertiser can do it NOW.

TRUMAN A. DeWEESE.

IS YOUR AUTO LIVING "FROM HAND TO MOUTH?"

Buying gasoline in small quantities is inconvenient, often annoying, and always expensive. Our tank wagon service will deliver

RED CROWN GASOLINE

direct into storage. You save time and trouble and get fuel of dependable quality.

Red Crown is a straight distilled refinery product—not a mixture. It is absolutely uniform in quality.

Standard Oil Company (Nebraska) Omaha

