Danwn for The Bee by Fowell.

Session in Lincoln.

THIRD LARGEST IN WORLD

Probably Will Be Eliminated and

Changes of Pastors Will Be

Made in Several Churches.

LINCOLN, Sept. 15.—(Special.)—The

in Grace Methodist church this morning

are only two. The Nebraska, North Ne-

braska and West Nebraska conferences

third largest in the world. The old Ne-

brasks 109, making a total membership of

429 ministers. These three conferences

have 124 ministers who are supplies, pas-

tors of churches who are young men not

Consoitdation Comes Today.

and transact business as one conference

it will be necessary for Bishop Bristol to

called the old Nebraska conference for

Tuesday morning at 9 o'clock; the North

plan of the bishop to reduce the number

(Continued on Page Two.)

WEBSTER CITY, Ia., Sept. 15 -- (Spe

cial.)-The Universalist state convention

President, H. B. Cropper, Waterloo. Vice president, Rev. L. B. Galer, Mount

Secretary, H. L. Stoughton, Osage, Treasurer, S. J. Oldfield, Mitchellville.

The convention here was the first for

years that has not been held jointly with

the Unitarians. The matter as to whether

the custom of joint conventions should

be resumed next year took up much dis-

cussion and the matter was finally re-

ferred to a special committee with power

to act. Dr. D. R. Van Tassel of Stoux

EXPERT WILL INVESTIGATE

City brought greetings from the Unitarian

WASHINGTON, Sept. 15 -(Special Tgl-

egram.)-An expert from the North Platte

experimental station is to visit Chase

county for the purpose of reporting upon

the possibility of artesian wells for ir-

rigation purposes. H. C. Diesen is to

make the investigation which has been

arranged for by Senator Norris. This

E. C. HENDERSON, UNION

by Coroner Crosby.

WELLS FOR IRRIGATION

in session in this city elected the fol-

lowing officers for the ensuing year;

Elect Officers

Iowa Universalists

session.

Before these three conferences meet

as yet members of the conference.

District Superintendents

471 ANNUAL ENCAMPMENT

HUNDRED THOUSAND TO BRING AMERICANS HOME FROM MEXICO

Senate Agrees to Joint Resolution Proposed by the House Without Division.

BRISTOW CRITICISES Says Effect of President Wilson's

Request Is Bad. CONDITIONS ARE MUCH WORSE

Letters Say Lot of Refugees Is Now

Much Harder. ALARMIST REPORT IS DENIED

lumor that Americans on Way

from Torreon Are in Hands of Bandita Doubted at Washington and Mexico City.

WASHINGTON, Sept. today unanimously agreed to the house joint resolution appropriating immediately \$100,000 for the relief and transportation of American citizens from Mexico, Senator Bristow of Kansas, however, did not grant his consent to the passage of the resolution until he had criticised the administration policy.

"I have had letters from several friends in Mexico and talked with others, who have left Mexico since the president issued his warning for Americans to get ico much harder than it was before." Reports of Danger Exaggerated.

One hundred Americans, fugitives on today and the State department had no information of them. Officials here were inclined to believe the Americans were in no grave danger. Agents of the constitutionalist movement maintained the would be protected by the constitutionalist forces against any roving maraudice pointed out that the Americans passed tion of Attorneys General. Parras on September 11. That town 's in the hands of the constitutionalist troops, having been taken last May. An American consular agent recently took twelve days with a fast automobile to tillo. The fugitives, hampered by women greas. and children and more primitive means of transportation, are expected to require

The territory through which the Americans are traveling is controlled entirely by the constitutionalists and their agents have been given to understand the United States looks to them for protection of the fugitives.

Minister of Interior Resigns. MEXICO CITY, Sept. 15 .- Dr. Aure-

liano Urrutia, Mexican minister of the interior, has left the cabinet. His resigpation was accepted at midnight by Provisional President Huerta. Dr. Urrutia is under charges preferred

by Senator Manuel Calero, former Mexican ambassador at Washington, for arresting him in defiance of his immunity as senator.

Dr. Urrutla gave as the reason for his resignation from the ministry of the interior that the post required qualifications which he did not have. He is a surgeon and has never before had experience in politics. His anti-foreign sentiments have not been disguised during his term of office, and it is said that the foreign diplomats here were opposed to his retention in the cabinet. Dr. Urrutia was the author of the so-called Huerta ultimatum to the United States, which was promptly repudiated by Frederico Gamboa, the foreign minister.

Refugees Pass Parras.

Up to noon today no further news had reached here of the party of 100 American refugees from Torreon, who are on their way to Saitillo through the rebel The American embassy is inclined to the belief that reports of their detention by rebels were without founds- ing his return?" (Continued on Page Two.)

The Weather

For Omaha, Council Bluffs and Vicinity -Fair; slightly cooler. Temperature at Omaha Yesterday.



Comparative Luca: Record. 1910, 1911 1911 191

owest today Precipitation Temperature and precipitation departures from the normal: tures from the normal:

Normal temperature 66
Deficiency for the day 2
Total excess since March 1 64
Normal precipitation 12 inch
Deficiency for the day 12 inch
Total rainfall since March 1 16 15 inches
Deficiency since March 1 7.4 inches
Deficiency for cor. period, 1912 246 inches
Deficiency for cor. period, 1911 14 17 inches
Dodge City, part cloudy 70 76 60
Reports from Stational Reports from Stations at 7 P. M. Station and Temp. High- Rain-State of Weather. 7 p. m. est. fall. heyenne, rain Des Moines, rain . Lander, cloudy cloudy ..

T indicates trace of precipitation.
L. A. WELSH, Local Forecaster.

our City, cloudy ...

Congressman Cole Says He Told Mulhall to Leave His Office

WASHINGTON, Sept. 15.-Former Repesentative Raiph D. Cole of the Eighth Ohlo district told the house lobby committee today that Martin M. Mulhall's testimony and correspondence regarding his conduct as a member of the house were so full of half truths and false statements that he would confine his own tes timony to a general denial. He denied flatly that Mulhall helped him to get his nomination to congress.

"I never received a contribution from the National Association of Manufacturers," declared Cole. "Mulhall once came to my office and started to tell me that I had to stop my fight on Speaker Cannon. He never got any further than that ordered Mulhall out of the room and I told him if he ever returned I would throw him out of the window. From that day to this, I've nover seen Mulhall. That is the way I served the National Association of Manufacturers. It's the first time and the last time I ever talked with any one from that associa-

tion about legislation." Cole said at the time he ordered Mulhall out of his office, C. R. Painter of Bowling Green, O., a friend, was there 15.-Without and heard it all. He produced an afreference to a committee, the senate fidavit from Painter corroborating his own testimony.

> Congressman Burke Decides to Retire from Politics

PIERRE, S. D., Sept. 15 .- (Special Telegram.)-Congressman Burke today gave out the following statement: "My phyout of Mexico," said Senator Bristow, sical condition the last year has caused "and they all say that the warning has me to consider the advisability of retiring chest. Nearly every bone in his body been very unfortunate. They tell me that from public life and I have contemplated was broken. it has made the lot of Americans in Mex- | for some time not being a candidate for re-election. I have now decided not to be a candidate for the reason stated, and for the same reason will not be a candithe Mexican desert between Torreon and date for any other office. I am deeply Saltillo, harassed by bandit bands, ac- grateful to the people of South Dakota cording to unconfirmed reports, were not for their long continued confidence and family name was Lilizanstrom. He mentioned in the early official dispatches particularly to those personal friends who adopted the name Max Lillie three years have for so many years made my political ago, when he became a professional success possible. I shall continue to re- aviator. He was licensed as an exprt side in Pierre."

decided to make the fight for the repub- careful flyers in the country. He had Americans were in no danger at all and lican nomination for congress in the Sec- made 3,500 flights without a serious ac ond district to succeed Burke. Mr. John- cident and for several years conducted son has been four years attorney general a school for aviation in Chicago. Last Consolidated Conference Will Begin ing bands. Officials of the consular serv. and is secretary of the National Associa- year he won several prizes at the avia-

SIOUX CITY, Ia., Sept. 15.-Following of the Aero Club of America. the announcement of Congressman Charles H. Burke today that he would not seek re-election, Judge Frank Mc-Nulty of Aberdeen announced he would make the run between Torreon and Sal- seek the republican nomination for con-

Three Trainmen Held Criminally to Blame

NEW HAVEN, Conn., Sept. 15 .- August B. Miller, engineer of the White Mountain express; Bruce C. Adams, conductor, and Charles H. Murray, flagman, are heid criminally responsible for the fatal and complaint in a \$5,000 action for libel wreck on the New Haven road at North Haven September 2 by Coroner Mix, who handed down his findings today.

Star Witness Against Sulzer is Missing

NEW YORK, Sept. 15.-Frederick L. Yonkers, regarded as a star witness against Governor Sulger at his forthcoming trial on impeachment charges, has disappeared, according to announcement today by the assembly board of impeachment managers.

"Information in the possession of the board is to the effect that Colwell is absenting himself from the jurisdiction of the board at the direct instigation of the governor and for the purpose of avoiding testifying against the governor at his trial," reads a lengthy statement issued on behalf of the board by Aaron

J. Levy, its chairman. "Colwell can shed much light on these Wall street transactions. This is well known to Governor Sulzer. Where is Colwell? Will Sulzer aid in accomplish-

Testimony adduced by the Frawley investigating committee of the legislature at hearings here was to the effect that road stock last fall with eight checks chautaqua circuit and objects strenuously of Sulzer for \$000 and currency amount- a vaudeville team. He objects strenuing to \$7,125.

seach has been made for Colwell re- the theatrical profession. cently without success.

THREE PERSONS MURDERED AT MEMPHIS, TENNESSEE ridiculous?"

MEMPHIS, Tenn., Sept. 15.-Charged with murdering his wife's father, mother and 16-year-old brother early today, D. E. Baxter, E years old, a telephone

Baxter and his wife had been separated several months. Early today, it is al- do not stop to investigate, and they cerleged, Baxter went to the home of his tainly should make an investigation bewife's father, Henry Smith, where Mrz. Baxter had been staying, and opened fire on the family with a shougun. Mrs. Baxter succeeded in cluding her husband.

ed BIG GIFT FOR INDIGENT AND WORTHY STUDENTS AT YALE

JERSEY CITY, N. J., Sept. 15 .- The trustees of the estate of Mrs. Ella J. Mc-Pherson, widow of John R. McPherson, who was United States senator from New Jersey for many years, wound up its affairs and have turned into the treasury of Yale university \$218,000 in securities

the investigation of the West Virginia coal mine strike was declared closed today. A report will be made in about three weeks

AVIATOR IS KILLED IN FLIGHT AT 5

Wing of Plane Collapses an Palyer Falls to Death in Sight of Thousands.

EVERY BONE IN BODY BROKEN Crushed by Heavy Engine Landing on Head and Chest.

WITNESS OF TRAGEDY as She Sees Her Husband Hurled to Ground.

WIND OVERTURNS THE MACHINE

Accident at District Fair at Cham paign, Ill,-Victim Licensed as an Expert Asirman by Aero Club of America.

GALESBURG, Ill., Sept. 15 .- Max Lille, aviator, was killed in a flight at Galesburg district fair today. Lillie's biplane was overturned by a gust of wind when several hundred feet in the fair and the aviator was hurled to the ground. He died within a few seconds after spectators had reached him. The accident occurred before several thousand persons.

The accident was due to the collapse of a wing as Lillie was making at urn. Frequent flights of the machine had weakened the wing and it broke off as though it were made of paper.

Mrs. Lillie was in the grandstand watching her husband's flight. She fainted when she saw him fall. The aviator was crushed by the heavy

engine, which landed on his head and Born in Sweden.

CHICAGO, Sept. 15.-Max Lillie was born in Stockholm, Sweden, thirty-one years ago and came to this country in 1903. For several years he was in the contracting business in St. Louis. His aviator by the Aero Club of America Attorney General Royal C. Johnson has and was regarded as one of the most tion meet held here under the auspices

Norman E. Mack Brings Libel Suit Against Hennessey

ALBANY, N. Y., Sept. 15.-Norman E. Mack, former chairman of democratic for New Haven Wreck appear today before John A. Hennessy, with Bishop Bristol presiding. Until this year there were four Methodist confer-Governor Sulzer's special investigator, to answer charges of having failed to account for moneys contributed to him in the gubernatorial campaign of 1910 Instead, Mr. Mack, through his secretary, served Mr. Hennessy with summons Following the publication of Mr. Hennessy's charges, Mr. Mack announced his willingness to appear before the investigator at any time and place he might designate. Mr. Hennessy then fixed the hearing at Albany this morning. After waiting with stenographers for

half an hour, Mr. Hennessy announced that as neither Mack or Arthur A. Mc-Lean of Newburgh, treasurer of the democratine committee, had appeared the session stood adjourned.

Mr. Bryan Nettled at Public Criticism

(From a Staff Correspondent.) WASHINGTON, Sept. 15 .- (Special)-While at Phoenixville, Pa., Secretary Bryan is said to have disclosed that he is with its 429 members, will hold its first much nettled by the ridicule heaped upon him in connection with his chautauqua lecturing. He took occasion there to deny most emphatically that he is a mountebank, a vaudevillian, a peanut secretary of state or that he has made a to eight, making the district larger. The travesty on diplomacy, and resents the prominence given the fact that he gets the first \$250 taken in at each stand. Secretary Bryan said that he is a muchmaligned individual. He takes the stand Colwell had purchased 200 shares of rail. that he is "an added attraction" on the sent by contributors to Governor Suiz- to being considered or pictured as an er's campaign fund, the personal check acrobat, a Swiss yodeler or a member of ously to being cartooned on a stage be-Mr. Levy added that a country wide tween two perfectly capable members of

"How is it," the secretary demanded from his interviewer, "that some newspaper men so color their descriptive work as to make their stories untruthful and

But the editorial attacks by the newspapers of England and the continent have bothered the secretary more than he is willing to acknowledge.

lineman, is being sought by the police of making a travesty of diplomacy" he asked in a petulant manner.

fore making wild statements. The statements that I am neglecting my duties at Washington so that I may continue this octure tour are absolutely untrue.

The National Capital

Monday, September 15, 1913.

The Senate. Passed without reference to committee, he house appropriation of \$100,000 to get Americans out of Mexico. Senator Thomas made a belated tariff

Testimony closed in West Virginia of Yale university \$218,000 in securities and deeds to property estimated to be worth at least \$100,000. This bequest is to be used for the benefit of the worthy and indigent students.

Testimony closed in West Virginia strife investigation.

Senators Thornton and Bankhead introduced bills to appropriate \$5,000,000 for good roads in co-operation with states.

Senator O'Gorman introduced a bill to place in front of the capitol a copy of the J. Q. A. Ward statue of Washington at the New York subtreasury.

The House. Currency bill taken up under the five minute rule, for amendment. Lobby committee heard former Rence sentative Cole of Onlo. METHODISTS MEET TODAY Union Veterans Are Pouring Into Chattanooga

Again Above the Clouds

CHATTANOOGA, Tenn., Sept. 15 .- More than 14,000 union veterans were here today for the opening of the forty-seventh annual encampment of the Grand Army of the Republic. Several thousand representatives of ailled organizations are also meeting simultaneously with the annual

Nebraska Methodist conference will meet Today was designated as "Lookout Mountain day." Despite a light continnational and state committees, failed to with Bishop Bristol presiding. Until this uous rain, bundreds visited the famous 26 South Thirteenth street, may lose his battle field along the side and on the life because he tessed "Pearly" Bugg, a ences in the state of Nebraska; now there

opened were Minnesota, are now one. The new conference is the Charles A. Taylor, and Utah, Commander Reuben Ochler.

braska conference has 189 pastoral charges; the North Nebraska 133 and the Odd Fellows' Grand West Nebraska 105, making in all 427 Lodge Opens Session send a knife and attacked Pierson, who is allesed to have been the perpetrator of the pastoral charges. The old Nebraska conference has 184 members, the North Ne brasks conference 136 and West Ne-

MINNEAPOLIS, Sept. 15.-With address of welcome by Governor Eberhardt and Mayor Wallace G. Nye, and a brief response by General A. R. Stocker of Miamisburg, O., the eighty-ninth annual soveriegn grand lodge, Independent Order of Odd Fellows, formally was opened here today. Delegates are present from not only every part of the United States, but also Canada, Europe, Philippine hold a separate session for each. He has Islands and Hawall.

In addition to the Odd Fellows order representatives of all Rebekah lodges, Nebraska for Tuesday afternoon at 1:30 the women's auxiliary of the order, are and the West Nebraska at 3:30. On

Wednesday morning the new conference, Wealthy Chinaman Ordered Deported There will be some very important changes made at this conference. There are now eleven districts and it is the

COLUMBUS, O., Sept. 15 .- Upon the grond that evidence offered by the defense to show that the defendant was born in America was not credible, United States District Judge Sater today ordered that Ng You Neuy, wealthy Chinese merchant of Zanesville, be deported Neuy's counsel made a stubborn fight throughout the case. Judge Sater ordered that Neuy, who a reputed to be worth several hundred thousand dollars, by taken to San Francisco and placed aboard an American transport bound for

GRANDFATHERS WILL PLAY GOLF AT CHICAGO

CHICAGO, Sept. 15.-A tournament unique in golf will be played Wednesday when grandfathers of the Homewood Country club will view for honors. The event was once postponed through the in fluence of prospective grandfathers. Unless visitors of the stork make other members eligible, thirty-four players will enter. Each has been invited to bring a guest, who also must be a grand father. Each contestant will be allowed

at the tee. A bronze statue of a child teeing a ball. designed by the daughter of a member of the club who is a grandfather, will be awarded the winner

WINTER PRICE OF MILK AT ELGIN IS HIGHER

means of irrigation is said to be in suc-ELGIN, III. Sept 15 -Winter contracts cessful use in that part of the country. for milk, opened throughout the Eigin district today by the big dealers, offer an increase of 10 cents a hundred on the PACIFIC BRAKEMAN, KILLED flat rate over last year's price. This E. C. Henderson, Union Pacific brakeman, 122 South Eleventh street, acthe average price offered is \$1.55 a hunoldentally met with instant douth Monday afternoon at Elkhorn while switching some cars. The body was brought to Omaha where it was taken in charge He is survived by a widow and two \$1.93% for the winter months.

MAY DIE AS RESULT OF JOKE

Messenger Clerk Enrages Porter, Who Stabs Him with Knife.

HAD BEEN SLEEPING IN CHAIR Pearly Bugg Was Taking Nap When Herbert Pierson Plays Trick, Putting Cayenne Pepper

Under Negro's Nose. Herbert Pierson, known also 'Samanthy," the day clerk at the Reliable Messenger and Express company, negro porter by putting red pepper un-Among departmental headquarters der his nose as he was sleeping. Pierson Commander is in St. Joseph's hospital with a number of knife wounds about his face and body, which Dr. R. B. Harris believes may cause death. They were inflicted by tion and became so enraged that he drew a knife and attacked Pierson, who is al- Schmidt in the Tombs.

> trick. Pierson was in charge of the office ment possible," said Mr. Koeible. early yesterday in the absence of another clerk, when the negro came in and went to sleep in one of the chairs. from his stomach pit to the base of the to do is to stand up like a man and pay heart, several inches deep, beside a three- the penalty. inch out across the breast and another was in a serious condition.

Dr. Harris brought him to police head- till that time." quarters for first-aid treatment and later sent him to the hospital. The injured man is only about 23 years

of age and has been a messenger boy here for several years. He is known as 'Samanthy" to hundreds of business and professional men for whom he has run

"Pearly" Bugg was arrested and is being held at the city jail.

Japan Sends Warships to Chinese Coast

TOKIO, Sept. 15.-The Japanese government today dispatched two cruisers and several torpedo boat destroyers to the Chinese coast. Japan's demands in connection with the recent fighting at Nanking have been accepted in principle by China, but pending their actual settlement and the re-establishment of order the Japanese government feels that the presence of increased naval force in Chinese waters is justified.

PRESIDENT LYNCH TO PAY VISIT TO OMAHA TODAY

(From a Staff Correspondent.) LINCOLN, Neb., Sept. 15 .- (Special Telegram.)-J. M. Lynch, international president of the Typographical union; J. W. nalf a stroke for each grandchild and a Hays, secreteary-treasurer, and Walter full stroke for each grandchild produced McKee, trustee of the Printers' home at Colorado Springs, were in Lincoln today and were the guests of the Lincoln printera. An automobile ride and a reception were tendered them in the afternoon, and a dinner at the Lindell hotel in the eveaning. They will leave for Omaha at 9:28 o'clock in the morning over the Rock

DULUTH SAILOR IS HEIR TO BIG ESTATE

DULUTH, Minn., Sept. 15.-Charles Rowe, a sailor who has been sought as year's flat rate offer for the winter a missing heir during many of the thirty months. October-March, is \$1.75. For years he has worked on the great lakes' milk that will test 2.5 or over freighters, learned today that a fortune of \$50,000 awaits him in London, Ont. dred. Producers in Figin signed up The fortune, known as the Rispi nestate, freely for the price offered. In other lo- was left him by a relative, John Rispin, callties, however, it was declared that at one time a ratior. Rows saw in an the farmers were "holding off." The old London newspaper an advertisement farmers demand an average price of of the administrators. He leaves today to claim the legacy.

GIRL WHOSE BODY FOUND IN HUDSON SLAIN BY PRIEST

Mystery Surrounding Finding Twelve Days Ago of Parts of Dismembered Corpse Solved.

ADMISSION MADE, POLICE SAY Rev. Hans Schmidt of St. Joseph's of New York Confesses.

KILLS WOMAN AS SHE SLEEPS Had Wedded Anna Aumuller Without Witnesses.

FIVE TRIPS WITH SIX PARTS

Dropped Burden from Ferry Boat In Midstream-Tries to Cut Throat with Safety Razor Blade-Pillow Is Clue.

NEW YORK, Sept. 15 .- In the hope of branding as an imposter and pseudo priest the Rev. Hans Schmidt, the alleged self-confessed slayer of Anna Aumuller, victim of New York's river murder mystery, church authorities began today a sweeping investigation of Schmidt's record and his pretensions to ordination.

'We hope, of course, to be able to prove that this unspeakable monster was an imposter and that he has been using forged papers," declared Monsignor Lavelle, vicar general of the arch dioceso of New York. "That is something which we are trying to clear up now. He came to this diocese with credentials which were apparently in every way authentic and genuine, but we know practically nothing of him. His crime is too horrid to conceive. We can only hope that he may prove to have been a pseudo priest." In his cell in the Tombs, with his cont as a pillow, Schmidt slept soundly through the night and arose this morning to partake of a hearty breakfast. He had little to add to his alleged confession of last night in which he is said to have told the police that he killed his victim as she lay in bed, cut up her body in the bath tub of the apartment where he had established her, wrapped it in five bundles and dropped the bundles in the Hudson

Makes Two Confessions. To the Rev. L. J. Evers, the Tombs' haplain, Schmidt was said to have made the following declaration:

"I was directed to kill her by St. Elisabeth, who is my patron, as a sacrifice, to be consummated as was the sacrifice of Abraham in blood."

To the police Schmidt is alleged to have

"I killed her because I loved her." The police believe, however, that he killed her because she was soon to be a mother. They believe that the girl accepted as genuine the marriage ceremony slayer last February and in which she was both priest and bridegroom.

Defense Will Be Insantiy. Schmidt's defense at his trial-if he

makes a real defense-probably will be Bugg when he awakened in strangula- insanity. Alphonse Koelble, his lawyer, so announced after a long talk with "I shall move to have Father Schmidt's

case brought to trial at the earliest mo-"If I then think he is insane I shall ask to have a commission appointed to determine his mental status. If I think he is The clerk received a seven-inch gash sane, I will tell him that the only thing

"When I saw him today," he said: 'I that severed the external jugular vein don't need your services. Let's not talk Several other stab wounds about the face about that now. Let's wait till God and and arms caused great loss of blood, and Abraham have spoken. God and Abraham by the time Dr. Harris arrived, Pierson will communicate with you and tell you when to come to me. Don't do anything

> Mr. Koelble said his clientw as fully aware that he faced the electric chair. Pillow Gives Him Away.

In the apartment, among other things, the police found a marriage license issued in New York last February and bearing the names of the pricat and the murdered woman. This license had been used. According to Schmidt's confession, he went through a marriage ceremony with the girl. In this ceremony Schmidt was both priest and bridegroom. There were no witnesses.

A gully-colored pillow of unusual pattern led to Schmidt's apprehension. This pillow, stained with blood and solled with the flith of the river, was wrapped around a portion of the torso. The detectives traced the pillow to its manufacturer; the manufacturer traced it to the dealer; the dealer traced it to Schmidt. And the police, tracing Schmidt and the girl, knew all about both of them hours before they arrested him. Schmidt was arrested by Inspector

(Continued on Page Two.)

The Message

of Advertising

Every day this newspaper, and others of like reputation and standing, carry to their readers little messages about hundreds of human wants and necessaries of life. These messages, in the form of advertising, are planned to answer all of our needs and to make easy and economical all of our purchases, great or small.

Therefore we profit to the degree that we pay attention to advertising and the messages it brings. It is said that fifteen minutes

s day spent in reading "five feet of books" will give one a liberal education. It is just as true, and probably more practical to say that the same amount of time spent daily with our advertisers will net you just as valuable and beneficial results.