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BRYAN'S ONLY HOPE AGAINST LAND BILL IS THE REFERENDUM

Failing to Dissuade Legislature from Enacting Measure, Secretary Looks to People.

LEAVES FOR WASHINGTON

Westerners Tell Nebraska They Enjoyed Visit So Much.

SECRETARY RETURNS IN KIND

Expresses President's Objection to Proposed Law.

ASSEMBLY VOTES ON MEASURE

Wilson Fears Question of Construction Will Be Raised Involving Matter in Lawsuit, Says Commoner.

SACRAMENTO, Cal., May 4.—Defeated finally in his diplomatic effort to dissuade the California legislature from enacting an alien land law affecting the Japanese, Secretary of State Bryan declared Saturday afternoon that he looked to the people of the state to express a final judgment through the referendum before the act shall go into effect.

Mr. Bryan's statement was made before an open joint meeting of the senate and assembly, immediately before his departure for Washington. The assembly, which was even then in the midst of its debate on the land bill passed late Friday night by the senate, passed for half an hour to hear him and then took up its work of the senate's look.

The bill passed the assembly late last night. Governor Johnson has promised to wait a reasonable time before signing it.

Apparently the only contingency that can avert the carrying out of the bill's provisions within approximately ninety days is the threatened referendum petition, which would require 20,000 signatures before the law could be temporarily nullified, pending an election. The matter could not be submitted to the people until the fall of 1914, a delay of nineteen months, in case the proposed referendum petition gains enough signers.

Exposition Board Against Bill.

Early in the session representatives of the board of directors of the Panama-Pacific exposition at San Francisco gave notice to the legislature that the board would foster a movement to invoke the referendum against any anti-alien land bill that might be passed. Recently the exposition company has been joined by several commercial and trade bodies in the larger cities, who fear Japan will levy reprisals upon California by abrogating present business relationships.

At the open joint session of the two houses, attended by the governor, Secretary Bryan gave renewed assurances of the friendly interest and co-operative attitude of the national administration toward the peculiar problems of California, transmitting the president's latest criticism of the alien land act passed last night by the state senate and rehearsing again those objections already made public.

In reply, Senator Gates, speaking for the state, said:

"This legislature appreciates the honor that has been done to this state by the visit of the secretary of state. On the part of the legislature I wish to express our profound appreciation and gratitude for the interest taken by the national government in a problem confronting the state of California and to assure the president that even if we may differ with him we do it with the profound respect for his opinions and those of the secretary of state, and if we feel impelled to depart from that advice we do it with respect for that advice.

Voices Wilson's Protest.
Secretary Bryan in his address, voiced the president's opinion that the words "eligible to citizenship" substituted in the California attorney general's draft of the alien land measure for the words "ineligible to citizenship," are equally discriminatory and therefore equally objectionable to Japan.

If a law must pass, he urged that it be limited in its operation to two years in order that meanwhile diplomacy might so improve the international situation that re-enactment by the next legislature would be unnecessary.

This suggestion, which had not referred the president, he made for the consideration of those who have yet to act upon the subject.

Secretary Bryan said in part: "As I am departing this afternoon for Washington, I deem it proper that I should say a final word to you. My coming at the president's request, on the mission that brought me, was unusual and yet in the president's opinion not only right in principle, but wise in policy. It was in keeping with his own course in appearing in person to deliver a message to congress. I need not recount the experiences through which we have passed. The legislature, insofar as it has acted, has found it inconsistent with its view of its responsibilities to follow the president's advice in the wording of the law which it regards as its duty to enact. While I shall not attempt to form a judgment as to the action of the assembly on this subject, I have so fully appreciated the president's attitude that I do not deem a longer stay necessary. On the contrary I feel that I can be more useful at Washington than the president has before him the bill as it reaches the governor if it shall finally pass the assembly.

"I cannot, however, take my departure without giving expression to appreciation of the spirit, in which, as a representative of the president, I have been received and of the courtesies that have been shown me at all times. The amity that has characterized our intercourse in keeping, I think, with the course that should be pursued by those who, acting under a sense of responsibility about matters in which they are jointly concerned, are unable to agree upon the means to be employed for reaching the end in view.

"The president has impressed on me at all times that I should emphasize the

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Chase for New Job to Boss Elections Becomes Warmer

(From a Staff Correspondent.)

LINCOLN, May 3.—(Special.)—The scramble for appointment to the newly created \$3,000 job of election commissioner for Douglas county is getting fiercer—so fierce in fact that Governor Morehead is looking for a place to light that will not make more enemies than friends out of the fracas. It is known that the Dahlman bunch is backing Lee Bridges, while Lee Herdman has been filing indictments of the Hitecock and anti-Dahlman crowd. The friends of Leo Hoffman have been urging him as being between the warring factions and now a new candidate is projected in Herbert S. Daniels, who expected to land a big place at Washington, but to assuage his disappointment is willing to take this small crumb from the state pie counter. Daniels is touted as Herdman's second choice if he can't have it himself. Incidentally "Three E." Ridgeway of rubber band notoriety, who has been republican or democrat as required to keep on the payroll and has lately been assistant clerk to H. C. Richmond of the house of representatives, is also a candidate boosting for himself without waiting for any one else to boost.

Juvenile Powers Handle 1,480 Cases

Fourteen hundred and eighty cases were handled by Omaha juvenile authorities in the year ending March 22, according to a summary prepared in the office of Probation Officer Mogy Bornstein. Seven hundred and sixty one cases came before Judge Howard Kennedy in court and 719 cases were taken care of out of court. The report follows:

Boys sent to industrial school at Kearney 25
Girls sent to industrial school at Kearney 15
Girls sent to industrial school at Millard 2
Children placed in institution for feeble minded 2
Children placed in state school for dependent children 9
Children placed in private homes and schools 79
Children placed in child saving institution 14
Children placed at St. James orphanage 7
Children placed in various hospitals for treatment 12
Children placed in Riverview home, temporarily (counting duplicates) 460
Children placed in homes 100
Number of new cases in court 585
Number of old cases in court 176
Total number of cases handled out of court 761
Total number of neglected children 217
Total number of dependent children 42
Total number of delinquent children 426
Number of visitations made 776

Women File Suits Asking \$25,000 for Failure to Marry

Two suits for alleged breach of promise to marry the plaintiffs were filed in district court yesterday. Mrs. Frankiska Schmidt, a widow, asked \$15,000 damages of Joseph J. Duffek, and Miss Sophia Payne, demanded \$10,000 from William H. Outhouse.

Both women alleged that they permitted the defendants to monopolize their time and friendship to a greater extent than they would have considered desirable had they not expected weddings would follow.

Outhouse's alleged courtship of Miss Payne was conducted in Florence and Benson, according to her petition. She maintains that he asked her to marry him in the fall of 1911 and at other times the following winter.

Duffek's proposals of marriage were made in 1912. Mrs. Schmidt asserts. She is 30 years of age.

Live Wire on Street Cause of Man's Death

James Oman, on his way to his home on Erie avenue, Council Bluffs, early last night grasped a live wire which had fallen at East Broadway and Elliot street and was instantly killed. His right hand was almost destroyed.

The wire fell when lightning struck an electric light pole and broke the cross arm. It is not known when Oman was notified that the wire was down about 8:40 o'clock and two linemen found the body.

Oman was about 46 years of age. He had been an employe of the Wickham company of contractors in Council Bluffs for many years. It is thought that he attempted to push the wire, which had fallen across his path, out of his way. Twenty-three hundred volts passed through his body.

Explosion of Tire Causes Accident

W. R. Nichols, proprietor of the Clifton Hill pharmacy at Forty-fifth and Grant streets; Mrs. Nichols, Miss Avis Nichols, Miss Vera Hudson and Mrs. M. L. Morton were painfully bruised Friday afternoon when the auto in which they were riding upset as a rear tire blew out. All of the party were pinned beneath the machine and were rescued by Mr. Morton, who finally managed to free himself.

The machine was not damaged and after a new tire had been put on the injured ones were taken to their homes.

PALIMPSEST CLUB WILL BE HOST TO REV. FRANK CRANE

The next dinner of the Palimpsest club will be held Wednesday, May 8, with Rev. Frank Crane as the special guest of honor. Dr. Crane's acceptance of the invitation has been communicated to President John L. Webster, through Ralph W. Breckenridge, who is in New York. On the following evening Dr. Crane will deliver the address at the graduating exercises of the University of Nebraska medical school.

SUFFRAGE TALK TO CHARTER MAKERS

Advocates of Votes for Women Demand Equal Suffrage Provision for City's Good.

SMOKE SPOILS CLEAN CLOTHES

Soot Which Soils Washings and Curtains Provides Example of Woman's Interest in Government.

Mild as well as militant suffragettes appeared before the city charter commission last night, discussing every phase of the equal suffrage movement except English methods. Men and women in terse and pointed speeches asked the commission to put an equal franchise clause in the new charter. Three equal suffrage societies and the labor unions were represented by the speakers.

Mrs. Ida I. Atkinson was program manager for the suffragettes. Speakers were Miss Abba Bowen, Mrs. Draper Smith, Mrs. Harriet Heller, Frederick T. Rouse, Miss Anna L. Peterson, H. F. Sarman and Mrs. Atkinson.

Miss Bowen, head of the department of languages of the Omaha High school, declared that wherever women had voted she has exercised her privilege wisely; that municipal suffrage for women precedes a higher class of voting and more votes, and that municipal government is strengthened and bettered where women vote.

Mrs. Draper Smith displayed a chart with the city hall depicted as the center of municipal interest and radiating from it all departments of municipal government. Then she explained how women are interested in all departments—building inspection, health, food inspection, public works, water supply, prices of all commodities, street cleaning, medical inspection in schools, smoke inspection.

"Women can't put washing on the line," she said, referring to the smoke nuisance, "because the smoke ruins it. And the smoke spoils the window curtains. This is just an example of how women are interested in municipal affairs."

Mrs. Heller, superintendent of the Child Saving institute, said most women have even their religion in their wives' names and that all that was necessary was to give women a chance to express their wisdom by means of the ballot.

Women Better Citizens.

Rev. Frederick T. Rouse, pastor of the First Congregational church, said giving women the ballot would decrease the influence of the foreign element, less than one-third of the immigrants to this country being women. Only about 5 per cent of prisoners in jails are women, he said, and this, he contended, is proof that women are better citizens.

Rev. Mr. Rouse declared the influence of the "floating vote" would be reduced by giving the ballot to women; that the men, who succeeded in getting it, would be of a higher class and the vicious element, "which is always almost unanimously arrayed against woman suffrage," would lose its influence.

"The problem of vice is a joint problem," Rev. Mr. Rouse said. "It is a joint sin and calls for a joint solution."

Miss Peterson, head of the department of English of the high school, said the question of equal suffrage was largely a matter of conservation—conservation of the energies of women.

"We concede woman's proper place is in the home," said Miss Peterson. "There her place is paramount, but the widening horizon of modern life has made her interests manifold and her help in the domestic side of city government is needed. Granted that women ought to mind their own business—and that's what we want to do—city government is a part of it."

Labor for Suffrage.
H. F. Sarman of the Central Labor union reported that the labor unions had endorsed woman suffrage almost unanimously. The majority of the members of labor organizations in his opinion favor equal suffrage.

Senator Reagan and C. L. Shamp of the committee plied Sarman with questions. Reagan wanted to know whether Sarman's opinion it would be better to include an

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PAROCHIAL CHILDREN TO MEET ON MEMORIAL DAY

More than 1,500 school children, representing the parochial schools of Omaha, South Omaha, Benson, Florence and Dundee, will meet at the Omaha Auditorium on the morning of Memorial day and hold patriotic exercises.

The program will consist of songs and a speech by Bishop Thien of Lincoln. The event will be a preliminary to the Grand Army of the Republic exercises of the afternoon at the same place.

The committee in charge of the morning exercises is: T. P. Redmond, Leo Hoffman, M. R. Murphy, J. A. C. Kennedy, E. W. Simeral and T. B. Coleman.

PATROL CHAUFFEUR KNEW HAYTIAN EXECUTIVE

Harry Buford, patrol chauffeur at police headquarters is interested in news of the death of General Tancrede Auguste, the president of Hayti who died yesterday at Port Au Prince.

Several years ago Buford was in Hayti with the Apperson Motor company acting as a demonstrator for their machines. The president was much interested in motor cars then and Buford had the pleasure of driving him around the island.

"He was a very genial sort of a fellow," said Buford last night. "All of the natives seemed to worship him."

COMMITTS SUICIDE BY DROWNING IN WHITE RIVER

CRAWFORD, Neb., May 4.—(Special Telegram.)—P. C. Brunskill, aged 40 years, committed suicide here today by drowning himself in the White river. He came to the Gate City hotel yesterday. He first attempted suicide by opening the veins in his wrists but failed. He then had his wounds dressed by Dr. Hartwell and went to an express office and sent all of his jewelry and money to his sister, Mrs. John Langley, at Port Huron, Mich.

At His Old Tricks Again



From the Indianapolis News.

SHE FOUGHT THROUGH WAR

Served Three Years in the Union Army in Disguise of a Man.

IDENTITY OF SEX REVEALED

Doctor Who Attended Her After She Had Been Injured by Auto Year Ago Gives Secret Away.

QUINCY, Ill., May 3.—The identity of the sex of Albert D. Cashier, civil war veteran and an inmate of the soldiers and sailors' home here, was revealed today by Colonel J. O. Anderson, superintendent of the home, to be feminine.

That the woman, whose real name probably never will be known, because recently she became demented, served three years in the union army during the civil war, is shown by records. She was mustered out of the service in 1865 and a few years later was placed on the government pension roll.

Man Knew Secret.
She entered the soldiers' home two years ago, and at that time her sex was known only to Colonel Anderson, but he promised not to reveal her secret. This promise has been fulfilled inasmuch as the woman two weeks ago was adjudged insane and in a few days will be committed to the state hospital. She was born in Ireland, December 25, 1844, but the place of her birth is not known. It is thought by Colonel Anderson and officials of the home board that she ran away from home and came to the United States dressed in boy's clothes, a stow-away on a British vessel. She enlisted in company G, Ninety-fifth Illinois infantry. The regiment to which she belonged was stationed in the south during the last three years of the war and she was actively engaged in several important battles, among them the siege against Hood's forces in Tennessee, in which more than half of company G was killed.

Hurt by Accident.
The revelation of the identity of her sex was made two years ago in Livingston county, Illinois, where she was employed as a chauffeur. One day the chauffeur crawled under the car, which started suddenly, and the wheels of the car passed over, breaking her right leg. When she was taken to a hospital it was discovered that she was a woman.

MALONEY NEVER FAILS TO REPORT IN TWELVE YEARS

Steve Maloney, chief of detectives, reached his forty-seventh birthday Saturday, and was unable to remember a single day of his life clouded by illness. During his twelve years' service with the Omaha police he never has failed to report for duty. Since April 12, 1912, he has served as chief of detectives and has an enviable record in securing confessions from criminals.

Maloney was born on a farm twenty-eight miles from Chicago, and before coming to Omaha served on the Chicago police force. While on duty, he has saved the lives of four people, three from drowning and one from fire.

HOUSE AT RUSHVILLE IS BURNED; STOVE EXPLODES

RUSHVILLE, Neb., May 4.—(Special.)—Fire destroyed the home of Fred Guyer yesterday morning. Guyer lit an oil stove and went outside. When he opened the door the place was in flames. The stove had exploded and saturated everything within reach with blinding oil. The building was ruined before the hose company could do anything. Everything Guyer had went up in flames, and he carried to Missouri. The Guyers were married in Mich and came from Valentine here. The building belonged to J. F. Furman and there was no insurance upon it.

Rushville is without saloons. Applications for licenses were filed by Jones, Cabana and Frieberg, and were withdrawn owing to the grand jury bringing in several indictments for selling liquor to minors. Licenses recently were forfeited at the village election by a majority of two, but the wet candidates for trustees were elected.

Relief Committee Strikes a Balance; \$200,000 Paid Out

The tornado relief committee added up its expenditures last night and found that it had distributed in relief and rehabilitation work \$200,000. The committee has paid out about \$10,000 in relieving the needs of victims of the storm and \$80,000 in assisting property owners to rebuild their dwellings.

The amounts allowed for rebuilding average \$30 to each individual, the total being divided among 200 persons. Last week money for this purpose was paid to 125 persons. Relief work continues in large volume, an average of sixty requisitions a day being issued during the week.

George T. Morton, who has been in charge of investigation work for the Commercial club, has been succeeded by P. J. Tebbins. The operating committee will meet Monday to pass on bills incurred in relief work. Payment of many bills has been held up by the large amount of bookkeeping involved in complying with the requirements of the commission in charge of the state relief fund.

WYMORE WINS DEBATE FROM HUMBOLDT

WYMORE, Neb., May 4.—(Special.)—Wymore high school won the final debate for championship of the Southeastern Nebraska district from Humboldt Friday night. Wymore 'debaters', arguing the negative side of the commission form of government question, were Warren Neumann, John O'Brien, Cloyd Ellis, Humboldt debaters were Messrs. Garret and Wayman, senior law, State university, and Mr. Brannon, Lincoln. The decision was 2 to 1. This makes the fifth consecutive year in which Wymore high school has won the district championship in debate.

The annual reception of juniors and seniors of the high school to have been held last night was postponed for an indefinite period at the request of school officials. The reason it has been said, for this action is that in the opinion of school officials the juniors had planned to make the affair too expensive. The affair, if carried out as planned, would have cost each junior in the neighborhood of \$1.25. There are sixteen in the class.

Blue Springs and Liberty played base ball at the latter place yesterday afternoon. The score was 11 to 0 in favor of Liberty.

The Burlington rain gauge registered 2.20 inches for the twenty-four hours ending at noon to-day. Rain fell all night, letting up this forenoon. It is raining hard again this afternoon.

JAPAN MAY APPEAL TO HAGUE

Webb Bill in Present Form is Not Satisfactory.

WASHINGTON, May 2.—It was learned here today that the Webb bill in its present form is not satisfactory to the Japanese government. Although there is possibility of amendment in the lower branch of the legislature or in conference the conviction obtains that nothing remains to be done from the Japanese point of view at present, but to await the return to Washington of Secretary Bryan. Then it will be in order to take the matter up diplomatically, probably the first step being to ascertain whether the administration can be counted on to begin a legal test of the constitutionality of the new act.

If the question between the United States and Japan should not be settled within the next three months it was intimated today that Japan might make a formal request for the submission of the issue to arbitration at The Hague tribunal.

MAYOR OF VALENTINE CONCEALS SMALLPOX STORY

VALENTINE, Neb., May 3.—To the Editor of The Bee: In this morning's Bee you state that there are forty-two cases of smallpox in Valentine. Please have this corrected and state that there is not a single case of smallpox or other contagious disease in this city, nor have there been for years and there is but a case in this country that we know of.

M. V. NICHOLSON, Mayor.

STYLES FIXED FOR THE FALL

Manufacturers Approve Report of Committee on Fashions.

VARIETY WILL PREDOMINATE

Mandarin Sleeves, Cutaway and Blouse Effects and Combination Suits Are Some of the Things Decided On.

TOLEDO, O., May 4.—Before adjournment yesterday the convention of 100 members of the National Cloak, Suit and Skirt Manufacturers' association, approved the report of the style committee, fixing styles for fall. The report follows: "Coat suits for fall will embody a greater variety of features than they have in several seasons past. These features will consist of high buttoning, cutaway and blouse effects, mandarin sleeves, drapings, vests or waist coats, fur hand collars, Russian effects, wide belts and sashes, sleeves shirred at the wrists and the combination in a suit of one material for the coat and another for the skirt.

"The principal feature of the suit coat will be the cutaway effect, the back of the coat being cut markedly longer than the front. The slope of the cutaway in the element which determines the length of the back, which will vary to an unusual degree. Skirt coats measuring from finger tip to hem of the knee length will predominate.

"In addition to the tailored skirt, the slightly draped skirt will be prominent, particularly in the dressier suits. The high waist line, a slash at the skirt bottom, plaiting and shirring at the belt, and a narrowing effect toward the hem of the skirt will be in high favor. Coats are to be forty-eight and fifty inches long with emphasis on high buttoning collars and a tendency toward sloping back seams. The cut will be irregular at the bottom, longer in the back than at the front. In dressy and novelty coats shorter lengths will be shown. The combination of pile fabrics, the use of wide belt effects below the waist line and a fanciful coat, mandarin sleeves and draped effects will be favored treatments."

NOTES FROM WEST POINT AND CUMING COUNTY

WEST POINT, Neb., May 4.—(Special.)—A petition has been circulated in the village of Heemer, in this county, asking the authorities to call a special election to vote on the question of issuing bonds for \$20,000 for the erection of a new school building in the village. The petition was quickly signed by the necessary number.

Rev. Mary A. Helmer, pastor of the Congregational church at Wisner, has tendered her resignation of the pastorate to become effective at the close of her second year's work. She feels it necessary to return to her former home in Maine to care for an aged and feeble mother. During the term of her church activities in this county she has become very popular.

The body of Mrs. C. E. Winter, formerly Miss Guskie Hutchinson, a former resident of West Point, passed through the city on Thursday to Omaha from Casper, Wyo., where her death occurred on Tuesday last. The cause of her demise was a severe attack of grippe. She was a sister of Mrs. J. L. Baker of Omaha, formerly of West Point.

The Weather

Temperature at Omaha Yesterday.	Hour.	Deg.
5 a. m.	50	50
6 a. m.	50	50
7 a. m.	50	50
8 a. m.	50	50
9 a. m.	50	50
10 a. m.	50	50
11 a. m.	50	50
12 noon	50	50
1 p. m.	50	50
2 p. m.	50	50
3 p. m.	50	50
4 p. m.	50	50
5 p. m.	50	50
6 p. m.	50	50
7 p. m.	50	50

Comparative Local Record.
1912, 1911, 1910.
Highest yesterday 45 50 54 57
Lowest yesterday 48 47 45 37
Mean temperature 47 38 50 48
Precipitation .135 .09 7 .09

BLOODY BATTLE IS FOUGHT IN ALBANIA

Turkish Forces Reported Routed by Essad Pasha, the Defender of Scutari.

FLEE IN ALL DIRECTIONS
Servians Open Road to Durango for Troops of Victorious General.

PART OF ARMY ENTERS CITY
Italy and Austria Have No Agreement as to Course.

RUSSIA IS NOT PERTURBED
Czar's Government Does Not Regard Intervention by Vienna as Cause for War—Will Ask Declaration.

PARIS, May 4.—A Cetline dispatch says that according to the latest news from Alessio, a sanguinary battle was fought on Friday before Durango between a Turkish army under Djavid Pasha and troops under Essad Pasha, the defender of Scutari. Djavid Pasha was routed, his forces fleeing in all directions.

The Servians opened the road to Durango to Essad Pasha and part of his troops entered the town in triumph. He is reported to be master of the situation in Central Albania.

No Agreements Evident.
ROME, May 4.—No special agreements exist between Austria and Italy regarding Albania. Both countries are sincerely desirous that the union of the powers be preserved in connection with the Balkan troubles and are aiming only to insure the autonomy and liberty of Albania. There have been reports that Italy and Austria were seeking either the partition of Albania or its division into two zones under their respective influence.

If the Montenegrins persist in refusing to evacuate Scutari and the ambassadorial conference is unable to find a collective means for coercing Montenegro, Austria will undertake to drive them out, as Austria is the power most directly interested.

Will Guard Against Outbreaks.
VIENNA, May 4.—While it is officially declared that the international situation practically is without change, alarm has been aroused by the proclamation of a mixed state of siege, at Bona and Herzegovina. This is regarded as an indication that Austria is preparing for military operations to restore order throughout Albania.

As the people of Bona and Herzegovina sympathize with the Montenegrins it has been deemed advisable to take precautionary measures to prevent Slav outbreaks.

NOTES FROM BEATRICE AND GAGE COUNTY

BEATRICE, Neb., May 4.—(Special.)—Fire of unknown origin destroyed the large barn of W. H. Otto on North Fifth street, tonight about 12 o'clock. Mr. Otto's touring car, some household goods, hay and grain were consumed. The loss is placed at \$2,500, with only a small amount of insurance.

John Lewis, a pioneer resident of the Pickrel vicinity, died Friday night, aged 72 years. He had been a resident of Gage county for about forty years.

Mrs. Rebecca Essem, who resides on North Thirteenth street, this city, recently harvested a crop of forty lemons from a tree which she is cultivating.

Announcement was made yesterday that the law firm of Cobble & Barnes would dissolve June 1. Mr. Barnes is a graduate of the Nebraska State university, and is a son of Judge Barnes of the supreme court.

Hulle D. Banks of De Witt and Miss Bernice Mahlo of this city were married this morning at 5:30 o'clock by Rev. C. F. Stevens. The couple will make their home at De Witt, where the groom is employed with the telephone company.

"113-Year-Young" Bank a Steady Advertiser.

Down in Wall Street, in the very heart of the country's great financial district in New York, and within a stone's throw of the office of the late J. Pierpont Morgan, is a bank that has been doing business for 113 years. It was originally established as an "office of discount and deposit."

In the years that followed it developed into an independent commercial bank.

Today, although one of the best known banks in the metropolis, it is a regular daily newspaper advertiser, and a most successful one, for it candidly says that it is eager to increase its number of active accounts of merchants and manufacturers.

This bank's advertisements are concise and dignified, wholly in keeping with the lofty character of the business.

There are many banking institutions throughout the United States that could very profitably follow the advertising methods of this New York bank.

It is really neither unethical nor undignified for a banking house to tell its advertising story freely to an interested public. Such a course puts it on a friendly basis