Nebraska

TWO WEEKS REMAIN FOR MAKING LAWS

Legislators Will Enter Final Rush Today, with Several Big Problems Ahead.

THREE DOUGLAS COUNTY BILLS

(From a Staff Correspondent.)

LINCOLN, March 28,- (Special.) Two weeks more of the legislature remain and the people of the state will have to stand it, but knowing the the public will breathe more freely and will bear up with fortitude under the last expiring spasms. -

Thursday, April 8 is the day set for the be commanded to stand still. It will be 1889 the head of the home died from in-Saturday night anyway before the cur- firmities contracted during the war. tain will drop and the end may not come until Monday.

House Kills Bills.

The house took the bovine by the horns the latter part of last, week and killed eighty of its own bills by one fell swipe. The senate has not been compelled to do this yet, as it has less than forty bills to dispose of Bills killed by the house number two on agriculture, four on banks and banking, two on cities and towns, three on constitutional amer turée on education, one on employes, two on fees and salaries, two on insurance, twenty-nine covering judicial matters, three on labor, one on live stock, two on privileges and elections, six dealing with evenue, eleven pertaining to roads, one covering telegraph matters and six under the head of miscellaneous matters.

Bills in Limelight. Three bills before the legislature, all introduced by members of the Douglas ounty delegation in the senate and by two members of the delegation, Howell and Saunders, will be in the limeight

First is the annexation bill, which is in

senate, and there it is at the present Ralph Goldberg, time, awaiting a vote. It is said that it will have a hard time getting through, if Thousands of Tons at all, which will mean another confer-

Insurance Bill, Also.

The other bill is the Howell anti-discrimination insurance bill. It is being watched closely, and for a long time has laid in hiding, waiting for a chance to come out. There is strong opposition to the bill, but it has the backing of some of the ablest men in the state, the insurance commissioner included, and if passed will give home companies some chance to compete with out-of-the-state componies, which so far have been able to
keep away home competition because of
their ability to meet any rates made sucMercier to Herbert Hoover, as follows:

Mercier to Herbert Hoover, as follows: cessfully. The idea of the bill is to force law, or lack of law, which reaches the

WESTERN NEBRASKA LAND OWNERS FORM ASSOCIATION

SCOTT'S BLUFF, Neb., March 28,-(Spein the North Platte valley, met at Scott's ance of my great esteem." Bluff and organized an association called branka: Wilburn Barbour of Scott's Biuff, was elected president; Fritz Knort of Mitchell, vice president, and F. S. Mc-Caffree of Scott's Bluff, as secretarytreasurer. The directors are J. W. Parton, Morrill: Lyman Latham, Minatare; A. A. Smith, Mitchell; Robert Lee, Melbeta: A. W. Atkins, Bridgeport, and J. T. Logan of Morrill.

The purpose of the organization is to the canals, and in securing right legislato protect its members against adverse the seventeen ditches of the west end of Holland. the state, which irrigate about 300,000 scres in Scotts Bluff and Morrill councent of all the irrigated interests in Ne-

Two Slates at Scott's Bluff. SCOTT'S BLUFF, Nob., March 28,-(Special.)-The city candidates are now all the field. The municipal party, a newly organized political body, has put up ex-Senator L. L. Raymond for mayor W. S. Cline for treasurer and A. L. Selzer for city engineer. For councilmen, First ward. Charles Deulen, D. G. Schurr; Second ward, R. D. Owens; Third ward, W. E. Ashbaugh; Fourth ward, E. E. Maxon. Other candidates are by petition. Fred Alexander for Val Kirkham for clerk, and for councilmen in the First ward, E. von Forell

Plattsmouth Residence Burned. PLATTSMOUTH, Neb., March 28 .- (Special. -- A large frame house occupied by August Roesler and family in the south portion of this city, was burned Saturhave started from a defective fine while \$5.500 and on the furniture \$1,500. There figures reach to December 15. was an insurance on the furniture and household goods of \$800.

Beat Thing or Billious Attack. account of my confinement in the printing office I have for years been a chronic sufferer from indigestion and liver trouble. A few weeks ago I had an attack that was so severe that I was not able to go to the case for two days. Fall- in most households to economize closely, ing to get any relief from any other treat-ment I took three of Chamberlain's Tablets, and the next day I felt like a new writes H. C. Bailey, editor Careerywhere.-Advertisement.

Nebraska

Niece of John Brown

ARAPAHOE, Neb., March 28.-(Special. -Mrs. Jane P. Blauvelt, aged 89 years and a pioneer resident of Nebraska, died at her home near Edison Thursday morning. Funeral services were held from the late home yesterday forenoon, conducted by Rev. W. W. Hull of Edgar, a

former neighbor and friend. Deceased was born February 11, 1836, cars of age. She was a niece of John Brown, the noted /abolitionist, and the sole surviving member of her family is a brother living at Bradford, Pa., bearing the same name.

The mother of eleven children, Mrs. lawmakers are on the home stretch Blauvelt leaves to perpetuate her name forty grandchildren, forty-two greatgrandchildren and two great-greatgrandchildren, nearly all of whom reside in Nebrasks. Her husband and one son served in the war of the rebellion. The just official gasp, though the same old son was killed in battle, but the husband tactics will be followed out probably returned to spend many useful years in n stopping the clock just before midnight civil life, and in 1871 took up a homeand working on with the seeming belief, stead in Saline county, near Tobias. The that like Joshua, the sun and moon may family moved to Edison in 1895 and in

> The surviving children are: John A. Blauvelt, Endicott: A. P. Blauvelt, Danville, Va.; S. L. Blauvelt, Thedford,; Mrs. Janie Bamer, Tobias; Mrs. Eva Wilson, Ridgway, Colo.; Mrs. Rosie Larned, Arapahoe, and W. H. Blauvelt, Edison.

HUMBOLDT DEBATERS WIN IN TABLE ROCK CONTEST

HUMBOLDT, Neb., March 3. - (Special Telegram.)-Humboldt won the debate with Table Rock last night on government ownership of railroads. The speakers were: Affirmative, Willard Thomas, Brooks Harding and Chris Hecht of Hunboldt; negative, Gien Mettler, Thomas Howe and Lester Beggs of Table Rock. The judges were: Prof. Wells of Nebraska Wesleyan university; Superintendent Moore of University Place, and Attorney J. C. James of Falls City.

SOUTH OMAHA DEBATERS WIN FROM NORTH BEND

NORTH BEND, Neb., March 28,-(Spehere last night, the unanimous decision challenge to our troops. Then comes the Omaha Water Board being for South Omaha. North Bend's etc, went to the house, which tacked on son. Myra Howe, James Lee; South an amendment which sent it back to the Omaha, Frank Faux, Frank Broadwell,

Of Condensed Milk Sent Into Belgium

(Correspondent of the Associated Press-LONDON, March 20.-The commission for relief in Belgian has sent over 5,00 tons of condensed milk into Belgian and no form of foodstuffs supplied to the Belgian people has brough forth such warm expressions of gratitude as the supplies for the baby canteens.

"Dear Monsier le President: The comuniform rates of fire insurance througout mission which you conduct with as much the state instead of any kind of a rate, devotion as discretion has just forwarded which can be made under the present me, for those in need, the considerable supply of 3,210 cases of condensed milk, Your consignment arrived in the heart of winter at a time when deprivation makes itself felt more acutely than ever. Kindly accept, and transmit to your fellow workers as well as all those who assist up through your intermediary, the expression of my deep gratitude, and believe ctal.)-Delegates from irrigation systems dear Monsieur le president, in the assur-

'Associated Irrigation," of western Ne- Broken Warriors Are Exchanged to Go Home

(Correspondence of the Associated Press.) parture from England were kept secret, they have fallen in battle. tion affecting irrigation in Nebraska and and only a handful of spectators saw In the institute's yearbook, just pub them as they left the Victoria station, lished, following a list of German memlegislation in the interest of specific lo-calities. This makes a co-operation of hours later from Folkestone for Flushing, seried this notice:

The ditches cost about \$7,000,000, or leg missing. Every man had to be Roanne, member of the institute since and represent an outlay of about 30 per carried on a stretcher, and British sur- 1907. Honor to his memory." geons had carefully certified that none of them would ever be able to fight COLLECTS LETTERS FROM

From London to Folkestone they traveled in a special Red Cross aver lance train, which was strictly guarded and had every blind drawn. The patients were in charge of five doctors and twenty-five Red Cross orderlies and nurses, under command of Lord Onslow.

MANY GERMAN STUDENTS

ENGAGED IN FIGHTING BERLIN, March 25 .- Complete statistics mayor, G. L. Shumway, Tom Wilson and of the German and Austro-Hüngarian reason, to send to Dr. Witkop copies of universities and technical institutes show that out of a total of 95,446 students 49,730 and Dr. Warrick, and Peter O'Shea for are in the war. In Germany 56 per centtreasurer. There are no other contests, of the university students and nearly 63 per cent of those at the technical institutes are in the war; and already 1,081 of them have fallen. From the German universities and technical schools 1,583 professors have gone into the war and thirty-five have been killed. The perday afternoon. The fire is supposed to centage of Austro-Hungarian students under arms is not so high as that of Gerthe family was away from home. The man students, somewhat less than 50 per loss of the building was estimated at cent having some to the front. These

TWO THOUSAND BUTCHERS

PUT OUT OF BUSINESS LONDON, March 35-Two thousand butcher shops have been closed in England since the beginning of the war. The increased prices of meat and the effort utcher very hard.

Probably more meat than ever before lina News, Chapin, S. C. Objainable ev- is being imported into the British Isles. but a large proportion of it goes imresident Ban Johnson, according to the ment for supplying the soldiers at housiness of the average and about the Federal leasue being on table.

Nebraska

DISTRICT CLERK'S LONG TERM Dead at Eighty-Nine Effort Being Made to Give This

Officer and Register Two Extra Years.

COMES OVER 4-YEAR TERM BILL

(From a Staff Correspondent.) LINCOLN, March 28 .- (Special.) -- Some pretty smooth work is being done on at Chester, Mass., and was thus past 89 House Roll No. 243, the Sievers county officers' bill, which has passed the house and is now in the hands of the senate. As it passed the house, it provides for

equalizing the terms of county officers se that in 1918 all county officers may be elected for a four-year term at the same time. To do this it was necessary to period of two years in order to bring hem up even with the other offices in 1915. In this form it passed the house and has now gone to the senate.

A strong lobby is at work on the bill to change its provisions so that the two officers now holding until 1916-the clerk of the court and register of deeds-may have their terms extended until 1918 without

the trouble of an election. Work being done is so quietly done that is almost impossible to catch anybody Jesus from the cross and bury it. in the act of lobbying, but it is known that certain persons vitally interested in the extension of the official terms of these two offices are working quietly to ame from the house, and in the rush of the closing hours believe it may be put

Dodges Bullets and Captures the Flag

Correspondence of the Associated Press.) LONDON, March 20 .- A tattered German flag, the first trophy of the kind to be put on public display here, has been sent to the recruiting headquarters of the London rifle brigade by Corporal T. H.

"For several weeks." writes the corporal, "this flog waved in front of the barbed wire of the German trenches. Our regiments in the trenches opposite sent bullets it. The flag was riddled conference committee. Another meeting cial.)-The high school debate between and the rough pole from which it flew of the committee will be held Monday North Bend and South Omaha took place was splintered, but the flag remained, a

"One morning, an hour before dayelectric lighting bill. This passed the sen- team was composed of Russell Robin- light, I went out to inspect the German sniping pits, and found myself far away from that hated flag. Creeping cautiously forward, I came to it, and in the face of a fuelllade from the trench, smatched it up and turned back. There was 280 yards between me and the English trench, but I crawled and wriggled the whole distance and managed to dodge

Straw Flour for

(Correspondence of the Associated Press.) BERLIN, March 20,-The new straw bread, an invention of Dr. Hans Frienenthal from which much is expected, is thus described by the Lakstanzeiger. "With the flavor of the finest rye bread,

this straw bread is remarkably rich in "From the same straw-flour may be

prepared soups and broths of a delictous flavor, which even as epicure will not "Here we have another proof of the greatness of German enterprise. At the very moment when England proposes to

provided himself with a new foodstuff." GERMAN INSTITUTE PAYS HONOR TO FRENCHMEN

deprive us of all imports, the German

BERLIN, March 18 .- In contrast to the action of the French Academy of Science LONDON, Feb. 28.-The first consign- in striking from its rolls at the outbreak ment of disabled German prisoners to of the war the names of all German be exchanged for English wounded, in- members, Germany's corresponding body cluded two officers and ninety-two men. the Imperial German Institute of Berlin To spare the feelings of the broken war- not only has retained its French mem look after the common interests of all riors, the arrangements for their debers, but has paid them high honor when

"In the ranks of our opponents fell, as The men were gathered from all parts captain of territorials, Dr. Joseph De of England. Most of them had an arm chelette, conservator of the museum in

STUDENTS AT THE FRONT

Correspondence of the Associated Press.) FRANKFORT, March 25.-For the pur pose of supplementing the routine tory of the "world war"-when the time shall come for it to be written-with a colorful account of details, Dr. Witkop, professor of history at the University of Preiburg, is making a collection of letters from university students in the field. Relatives of such soldiers in all parts of Germany are being requested, for this ommunications from the trenches, excerpts of which will later be reproduced Prof. Wilkop believes that these war let ters will form an apic supplement to the rich lyric poetry of the conflict, the more valuable because of their spontaneity, color and objectiveness.

Princess Heads Committee. (Correspondence of the Associated Press.) PARIS, March 3.-The youthful Princess Marie-Jose of Belgium has been chosen honorary president of a committee which will erect a monument in Paris "to the heroic Belgian children of 1914-15.

is the fire-alarm of a danger-ous stomach. GOLD MEDAL Haarlem Oil (Capsules)—from Holland—is the sure and safe friend for a weak stomach. Price 25c, 50c & \$1.00. All Druggists Money refunded if they do not belp you. Genuine Haarlem Oil Mfg. Co., American Office. 134 Water St., New York City.

MORAL COWARDS IN GALA DAY AT OMAHA UNI OMAHA ARE PLENTY

Bishop Williams Calls on Former Professors to Again Come Forward and Acknowledge Christ.

PALM 'SUNDAY AT TRINITY

acknowledge their Christian belief Cathedral Sunday morning.

"There are many in Omaba today school in general will stage a play. who have denied their Lord and are As in the past the occasion is to be they were living out in the state and performance will take in more of the make the offices of clerk of the court and in other smaller places were true to class stunts, while the evening will be register of deeds elected in 1916 for a their vows, active in the church, reg- set aside for the main affair. ular at communion.

"There are hundreds of young men here tions of this city.

These Overcame Cowardice.

have the senate change the bill as it. Him secretly because of fear of the Jews waiting and the maids of honor. and Nicodemus came to Him by night, were arietocrate and both were members

of the Sanbedrim.

"Their fear to acknowledge Christ openly made them moral cowards. The most pitiable object in the world is the man who is not true to his convictions.

"On the other hand the coming of these two men to take away the body of Christ was the most courageous act in the history of the world. The whole world was against Christ at that time. Even his disciples had fied. These two men had everything to lose from showing adherence to him. Yet they came, the one to give the body burial in his own private tomb and the other bringing valuable spices for embalming it. Both overcame their cowardice and were far better men for it.

Calls to Omahaus.

"May the many in Omaha who are yielding to the evil seductions of life in this or any other great city and for getting the vows they made and the duty they owe and the belief they have down in their hearts make a wise change as did Joseph and Nicodemus."

Confirmation of a class at Trinity which

Latterally of Unahau Netles.

Spring vacation will be held from Thursday to Tuesday, commencing this week and continue until Thursday aftermean examinations will commence Monday and continue until Thursday aftermean examinations will commence Monday and continue until Thursday aftermean examinations will commence Monday and continue until Thursday aftermean examinations will commence Monday and continue until Thursday aftermean examinations will commence Monday and continue until Thursday aftermean continue until Thursday aftermean examinations will commence Monday and continue until Thursday aftermean examinations will commence Monday and continue until Thursday aftermean examinations will commence Monday and continue until Thursday aftermean examinations will commence Monday and continue until Thursday evening at the hone of Emerson Goodrich.

Misl-term examinations will commence Monday and continue until Thursday aftermean examinations will commence the belied them his of the his deduction was the found. The belief and the hole of the founday evening at the hone of Emerson Goodrich. "Their fear to acknowledge Christ

Confirmation of a class at Trinity which was to have taken place yesterday was postponed.

and there was special music for Palm Advertisement.

At 4 o'clock in the afternoon a special musical service was given, as follows: Soups and Broth Congregational Hymn-Ride on Ride on in Majenty Creed Lord's Prayer Collects

Anthem-Beside the Cross Remaining

Congregational Hymn—All Glory, Land and Honor Anthem—Fling Wide the Gates...Stain Congregational Hymn—Behold, the Lamb of God....

with money read the Real Estate ads in The Bee. Advertise your

property for a quick sale.

Stricken Blind

Ernest Bailey, a paperhanger living at Nineteenth and Howard streets, was worth streets last night while walking to

is believed that the blindness will only be temporary.

Event Will Be Held May 14, with

Play in Evening and Crowning of the May Queen,

WILL BE A SCHOOL HOLIDAY

Active preparations are under way by the students of the University of Omaha for holding "Gale day," the largest social affair of the year, to be held May 14. Moral cowards who are afraid to The executive committee recently elected by the student body has mapped out a round of festival pleasures that will take were denounced by Bishop A. L. in the entire student activity of the Williams in a sermon at Trinity school. As arranged, each of the societies, organizations and classes of the university will put on some stunt, while the

denying Him daily in their lives but made a school boliday. Two performances who, before they moved here, while are to be held, one in the afternoon and

Aside from the play in the evening, per haps the greatest thing of note will be who have been drawn away from the most popular co-ed of the school is voted church into which they were baptized by for this honor by the student body and the allurements, the unhealthful coducstudents.

A throne is set up for the queen on the The bishop took as his text that verse school campus, where, sitended by numwhich tells of Joseph of Aramithea and crous ladies-in-waiting and amid many Nicodemus coming to take the body of regal ceremonies, she is crowned May day queen. There usually is a great deal "Both of these men had been followers of rivalry between the co-eds for this poof Jesus," said the bishop, "but each was sition, the vote on a number of former ashamed or afraid to acknowledge Him occasions being very close. It is left to before the world. Joseph worshipped the May queen to choose her ladies-in-

A representative student executive com under cover of the darkness. Both men mittee is bandling the affair, with Victor Jorgensen as chairman.

Spring vacation will be held from Thursday to Tuesday, commencing this

Are You Constipated? Why suffer, take a dose of Dr. King's New Life Pills tonight; you will feel The church was decorated with palms fine temorrow. Only Sc. All druggists .-

Rent room quick with a Bee Want Ad.

War Does Not Stop Marriages in Berlin

BERLIN, March 20 .- The Berliners, notwithstanding the war, are still marrying and gving in marriage at almost their usual rate. In December the number of marriage licenses issued was 1,421, which was only 112 less than for December, 1913. The number of bables born in December as about the same as for the previous

On the other hand the deaths numbered 306 more than in December, 1913, which was probably due to the mortality in the numerous military hospitals located here. Traffic in the street cars shows only s moderate reduction. At the savings banks While on Street a still more satisfactory showing is made. Deposits amounted to \$1,420,000, which exceeded those of December, 1913, by some \$30,000. The activity of the police in watching over the people appears to stricken blind at Seventeenth and Leaven- have been less marked than in the previous year; for there was no police supervision at all over the thirty-two public Police Surgeon C. B. Folts could ascribe meetings held in Berlin in December, no cause for his sudden misfortune. It whereas the police attended eight of the forty-two meetings held in December

A Message To Women

Those of Middle Age Especially.

When you have found no remedy for the horrors that oppress you during change of life, when through the long hours of the day it seems as though your back would break, when your head aches constantly, you are nervous, de-pressed and suffer from those dreadful bearing down pains, don't forget that Lydia E. Pinkham's Vegetable Compound is the safest and surest remedy, and has carried hundreds of women safely through this critical period.

Read what these three women say:

From Mrs. Hornung, Buffalo, N. Y.

BUFFALO, N. Y.—"I am writing to let you know how much your medicine has done for me. I failed terribly during the last winter and summer and every one remarked about my appearance. I suffered from a female trouble and always had pains in my back, no appetite and at times was very weak.

"I was visiting at a friend's house one day and she thought I needed Lydia E. Pinkham's Vegetable Compound. I took it and have gained eight pounds, have a good appetite and am feeling better every day. Everybody is asking me what I am doing and I recommend Lydia E. Pinkham's Vegetable Compound. You may publish this letter if you wish and I hope others who have the same complaint will see it and get health from your medicine as I did."—Mrs. A. Horsuno, 91 Stanton St., Buffalo, N. Y.

Made Me Well and Strong.

Macedon, N.Y.—"I was all run down and very thin in flesh, nervous, no appetite, could not sleep and was weak, and felt badly all the time. The doctors said I had poor blood and what I had was turning to water. I took different medicines which did not help me, but Lydia E. Pinkham's Vegetable Compound made me well and strong, and I am recommending it to my friends."—Mrs. FRED CHACE, R. No. 2, Macedon, N.Y.

The Change of Life. Beltsville, Md.—"By the use of Lydia E. Pinkham's Vegetable Compound I have successfully passed through a most trying time, the Change of Life. I suffered with a weakness, and had to stay in bed three days at a time. Lydia E. Pinkham's Vegetable Compound restored me to perfect health, and I am praising it for the benefit of other women who suffer as I did."—Mrs. W. S. Duvall, Route No. 1, Beltsville, Md.

For 30 years Lydia E. Pinkham's Vegetable Compound has been the standard remedy for female ills. No one sick with woman's ailments does justice to herself if she does not try this famous medicine made from roots and herbs, it has restored so many suffering women to health.

Write to LYBIA E.PINKHAM MEDICINE CO.
(CONFIDENTIAL) LYNN, MASS., for advice.
Your letter will be opened, read and answered
by a woman and held in strict confidence.

World Motor Bike Free



A picture of the bicycle will be in The Bee every day.

Out them all out and ask your friends to save the pictures in their paper for you, too. See how many pictures you can get and bring them to The Bee office, Saturday, April 10.

The bicycle will be given Free to the boy or girl that sends us the most pictures before a p. m., Saturday, April 10.

Subscribers can help the children in the contest by asking for picture certificates when they pay their subscription. We give a certificate good for 100 pictures for every dollar paid.

Don't Wait until the end of the to collect bicycle pictures and certificates.

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, Buffalo, N. Y.

Advertising that Gets the Orders

In a certain city is a manufacturer who makes a highpriced automobile which has attained a great vogue among people of high purchasing power through what advertisers call "atmospheric' advertising in national mediums. By "atmospheric" advertising is meant the kind of publicity that confines itself to color and impressionistic s k e t e h e s and which gives no technical information about the car. And yet I notice that whenever this manufacturer wants to dispose of a bunch of made-over models (just as good as the day they left the factory), he uses the newspapers quite vigorously until they are sold. What greater tribute could he pay. to the propelling, pulling power of newspaper advertising.

The city in which this automobile is made has a population of nearly five hundred thousand. It happens that the percentage of possible purchasers of high-priced cars is smaller than in any city of its size in the United States. It is one of those "West Side" and "East Side" cities, presenting a division that is unfortunate for any city-a divison that operates as a barrier against many forms of municipal progress.

On the west side of this dividing line are less than two-fifths of the total population, and yet this population contains the most of those who might be regarded as possible purchasers of a high-priced automobile. On the other side are the steel mills and other industries in which are employed a great army of peorly paid wage earners.

From which it will be seen that so far as the possible ownership_of high-priced cars is concerned, the city is not a large one. And yet this manufacturer who spends a hundred thousand dollars a year for "atmospheric" advertising does not hesitate to spend money in this town for newspaper advertising when he wants to make a quick turn-over in

goods. Now, the query that naturally presents itself is this:

Why not apply this plan of advertising to every city where this manufacturer has a distribution? The usual objection to newspaper advertising by manufacturers of high-priced commodities is that the percentage of possible purchasers reached is too small to justify the expense. The logic is all wrong for many reasons, one of the reasons being that the profit on an automobile will justify the expenditure of a large sum to reach fewer possible purchasers. The same principle applies to all advertising matter. The manufacturer of automobiles, pianos and talking machines can afford to distribute a much more elaborate booklet than can the manufacturer of a breakfast food. The manufacturer of a ten or fifteen-cent commodity must content himself with two-page and four-page leaflets instead of booklets, and even these must be reduced to the minimum of cost. All this is intended to

clearly emphasize, the fact that the manufacturer referred to at the beginning of this "Talk" is using a logical plan of advertising in his

own city, but he does not seem to comprehend that this plan should be extended to all other points of distribution. "Atmospheric," colorful, full-page advertisements, full of the outdoor appeal, or the utility appeal, in national weeklies and monthlies backed up by intensive, reason-why advertising in the newspapers of every city in which he has distribution, is the only logical, effective, sensible plan for advertising such a commodity. The newspaper is the connecting link between the national publicity and the consumer. General publicity is good, but it does not get the order. It makes a commodity widely known, and if the copy is right, ereates a favorable mental attitude sometimes a desire to possess the article advertised-but it is the newspaper that gives the opportunity to present from day to day all phases of the argument-technical and utilitarian-which eventuates in actual sales-and this matter of actual sales is the ultimate goal of a manufacturer.

TRUMAN A. DeWEESE.