

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 lawmakers are on the home stretch the public will breathe more freely and will bear up with fortitude under the last expiring spasms.

House Kills Bills.

The house today has vetoed by the yeas and nays the bills which have been passed by the senate, and has killed eight of its own bills by one vote.

Bills in Lineback.

Three bills before the legislature, all introduced by members of the Douglas county delegation in the senate and by two members of the delegation, Howell and Saunders, will be in the limelight this week.

Insurance Bill Also.

The other bill is the Howell anti-discrimination insurance bill. It is being watched closely, and for a long time has had in hiding, waiting for a chance to come out.

WESTERN NEBRASKA LAND OWNERS FORM ASSOCIATION

SCOTT'S BLUFF, Neb., March 28.—(Special.)—Delegates from irrigation systems in the North Platte valley, met at Scott's Bluff and organized an association called "Associated Irrigation" of western Nebraska.

Broken Warriors Are Exchanged to Go Home

(Correspondence of the Associated Press.) LONDON, Feb. 28.—The first contingent of disabled German prisoners to be exchanged for English wounded, included two officers and ninety-two men.

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Nebraska Niece of John Brown Dead at Eighty-Nine

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, 1825, at Chester, Mass., and was thus past 90 years of age. She was a niece of John Brown, the noted abolitionist, and the sole surviving member of her family in a brother living at Bradford, Pa., bearing the same name.

HUMBOLDT DEBATERS WIN IN TABLE ROCK CONTEST

(HUMBOLDT, Neb., March 28.—(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 Hecker of Humboldt; negative, Glen Mettler, Thomas Howe and Lester Hogs of Table Rock.

SOUTH OMAHA DEBATERS WIN FROM NORTH BEND

(NORTH BEND, Neb., March 28.—(Special.)—The high school debate between North Bend and South Omaha took place here last night, the unanimous decision being for South Omaha. North Bend's team was composed of Russell Robinson, Myra Howe, James Lee, South Omaha, Frank Faux, Frank Broadwell, Ralph Goldberg.

Thousands of Tons Of Condensed Milk Sent Into Belgium

(Correspondence of the Associated Press.) LONDON, March 28.—The commission for relief in Belgium has sent into Belgium 7,000 tons of condensed milk supplied to the Belgian people has brought forth such warm expressions of gratitude as the supplies for the baby canteens.

Straw Flour for Soups and Broth

(Correspondence of the Associated Press.) BERLIN, March 28.—The new straw bread, an invention of Dr. Hans Frenkel, from which much is expected, is thus described by the Lektanspiegel. "With the flavor of the finest rye bread, this straw bread is remarkably rich in nutritive elements. Two pounds of the straw-flour contains 700 calories, 12 per cent of albumen, and 15 per cent of nitrogenous matter, besides a splendid proportion of mineral salts.

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Nebraska DISTRICT CLERK'S LONG TERM 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 House Bill No. 218, the Stevens 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 so 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 make the office of clerk of the court and register of deeds elected in 1916 for a period of two years in order to bring them up even with the other officers in 1918. 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.

Dodges Bullets and Captures the Flag

(Correspondence of the Associated Press.) LONDON, March 28.—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. Jenkin.

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MORAL COWARDS IN OMAHA ARE PLENTY

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

PALM SUNDAY AT TRINITY

Moral cowards who are afraid to acknowledge their Christian belief were denounced by Bishop A. L. Williams in a sermon at Trinity Cathedral Sunday morning.

"There are many in Omaha today who have denied their Lord and are denying Him daily in their lives but who, before they moved here, while they were living out in the state and in other smaller places were true to their vows, active in the church, regular at communion.

"There are hundreds of young men here who have been drawn away from the church into which they were baptized by the allurements, the unhealthful conditions of this city.

These Overcame Cowardice.

The bishop took as his text that verse which tells of Joseph of Arimathea and Nicodemus coming to take the body of Jesus from the cross and bury it. "Both of these men had been followers of Jesus," said the bishop, "but each was ashamed or afraid to acknowledge Him before the world. Joseph worshipped Him secretly because of fear of the Jews and Nicodemus came to Him by night, under cover of the darkness. Both men were aristocrats and both were members of the Sanhedrin.

The 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 fled. 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 Omahans.

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

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

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GALA DAY AT OMAHA UNI 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 "gala day," the largest social affair of the year, to be held May 14. The executive committee recently elected by the student body has mapped out a round of festive pleasures that will take in the entire student activity of the school.

As arranged, each of the societies, organizations and classes of the university will put on some stunt, while the school in general will stage a play.

As in the past the occasion is to be made a school holiday. Two performances are to be held, one in the afternoon and the other in the evening. The afternoon performance will take in more of the class stunts, while the evening will be set aside for the main affair.

Aside from the play in the evening, perhaps the greatest thing of note will be the crowning of the May Queen. The most popular co-ed of the school is voted for this honor by the student body and the crowning is made the most of by the students.

A throne is set up for the queen on the school campus, where, attended by numerous ladies-in-waiting and amid many royal ceremonies, she is crowned May day queen. There usually is a great deal of rivalry between the co-eds for this position, the vote on a number of former occasions being very close. It is left to the May queen to choose her ladies-in-waiting and the maids of honor.

A representative student executive committee is handling the affair, with Victor Jorgensen as chairman.

University of Omaha Notes.

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

Mid-term examinations will commence Monday and continue until Thursday afternoon.

The Phi Sigma Phi society was entertained Saturday evening at the home of Elizabeth Goodrich.

Mrs. Foote spoke to the student body Wednesday noon during the chapel period on the subject of "The Gateway."

The March number of the Gateway, the student monthly publication, was given Friday. From student activities it contains a number of short stories on lively topics.

Miss Dodge, a student secretary worker for the Young Women's Christian association, addressed the university Young Women's Christian association Friday afternoon at the regular meeting.

The church was decorated with palms and there was special music for Palm Sunday.

At 6 o'clock in the afternoon a special musical service was given, as follows: Silent Processional, Stainer; Congregational Hymn—Hail on, Hail on, on in Majesty, Stainer; Creed, Lord's Prayer, Collects; Anthem—Beside the Cross Remaining; Congregational Hymn—All Glory, Laud and Honor; Anthem—Piling Wide the Gates, Stainer; Congregational Hymn—Behold, the Lamb of God; The Lesson; Gospel (A Motet for Solo, Chorus and Organ); Silent Recessional, Stanley.

Investors with money read the Real Estate ads in The Bee. Advertise your property for a quick sale.

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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, depressed 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 faltered 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. HORNUNG, 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 LYDIA 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. Cut 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 4 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 month but begin now 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 high-priced 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 sketches 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.

Advertising that Gets the Orders

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 division that operates as a barrier against many forms of municipal progress.

Why not apply this plan of advertising to every city where this manufacturer where 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.

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, creates 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.