

Nebraska DR. BESSEY'S FUNERAL HELD

Distinguished Nebraska Scientist Given Final Tribute by Friends at Lincoln.

BURIAL IN WYUKA CEMETERY (From a Staff Correspondent.) LINCOLN, Neb., Feb. 28.—(Special.)—The funeral of Dr. Charles E. Bessey of the state university took place this afternoon at Memorial hall on the state campus grounds.

The funeral services the body lay in state for an hour, where hundreds paid their respects to the man who had done so much for Nebraska's big school.

The honorary pallbearers were men who are or have been closely identified with the university and were headed by Chancellor Avery.

NEWS NOTES OF CHADRON AND OF DAWES COUNTY CHADRON, Neb., Feb. 28.—(Special.)—The Railroad Young Men's Christian association is giving the young men of Chadron an excellent opportunity to become first class telegraph operators at a nominal cost.

A specialist, F. E. Williams, who cooperates with the United States Department of Agriculture and the Nebraska College of Agriculture, is here to assist the Dawes County Farm Management association, and especially its demonstration, C. S. Hawkins, in making a farm survey of each section of Dawes county.

The bodies of Mrs. William McIntyre and her baby, who died during birth, were taken in one coffin to Cleveland, O., for interment.

LINCOLN PUT UPON LIST OF PRODUCE POSTOFFICES (From a Staff Correspondent.) LINCOLN, Neb., Feb. 28.—(Special.)—Postmaster Francis E. Brown is in receipt of information from the first assistant postmaster general, Washington, D. C., stating that it has been decided to add Lincoln to the list of offices at which lists are published of the names and addresses of producers who desire to sell country produce direct to the consumer by means of the parcel post.

Chadron Declaratory Contest. CHADRON, Neb., Feb. 28.—(Special.)—At the high school declaratory contest last night there was an unusually large audience.

Charged with Attacking Woman. UPLAND, Neb., Feb. 28.—(Special.)—H. J. Rintermann of Upland swore out a complaint against J. C. Hartman, a prominent retired business man of Upland, formerly of Bladen, charging him with having made an assault upon his wife, Amelia Rintermann. The case is to be tried before the county judge in Bloomington.

Proper Treatment for Biliousness. For a long time Miss Lulu Skilton, Cherokee, N. Y., was bilious and had sick headache and dizzy spells.

Nebraska Sounds Warning Against the Recall

(From a Staff Correspondent.) LINCOLN, Feb. 28.—(Special.)—Sounding a warning against the pitfalls of the recall, T. J. Mahoney of Omaha spoke before the Lancaster Bar association at the Lindell hotel last night. He said: With judges on the bench, subject to a recall of the people, every popular sentiment or prejudice to which the masses are heir would have to be approved or the judge would lose his job.

Treasurers Must Remit Every Month (From a Staff Correspondent.) LINCOLN, Feb. 28.—(Special.)—County treasurers from now on will have to make remittances to the state treasurer every month, according to an opinion handed down by Attorney General Reed and a ruling by State Treasurer Hill.

SENATE'S RECOMMENDATIONS ON BILLS IN COMMITTEE (From a Staff Correspondent.) LINCOLN, Feb. 28.—(Special.)—The following bills were recommended to pass by the senate in committee of the whole before adjournment Saturday afternoon:

WEST POINT, Neb., Feb. 28.—(Special.)—The jurors chosen for the spring term of the district court of Cumming county are as follows: E. F. Breutkreutz, August Westerhold, Charles Givens, George Reeson, Frank Scheibe, G. W. Fessler, Matt Hansen, Gottlieb Schlicht, Frank Risse, Oscar Nelson, Joseph Kellinghaus, G. H. Schutte, Charles Reimers, Grover Nitz, Guy Nelson, Phillip Graff, Joseph Herringer, John T. Batmann, Otto Schutte, Tom Adams, Nils Johnson, C. J. Weberg, C. F. Schwedhelm and P. Sindelar.

THROWING SNOW BALLS COSTS WHALEN A DOLLAR George Whalen of the Elk hotel, charged with snowballing pedestrians, was fined \$1 and costs in police court Saturday morning.

Culls from the Wire Sarah Bernhardt is making normal progress towards recovery. The famous French actress has been in a Bordeaux hospital for nearly a week, getting over the effects of the amputation of a leg.

Proper Treatment for Biliousness. For a long time Miss Lulu Skilton, Cherokee, N. Y., was bilious and had sick headache and dizzy spells.

Nebraska DEMO JOBS ARE IN DANGER

Hotel Inspector and Fire Commissioner Have No Funds Provided for Them. (From a Staff Correspondent.) LINCOLN, Feb. 28.—(Special.)—Chairman Norton is chief conspirator in a deal to knock two tried and true democrats out of their jobs. This has been done by a reversal of the appropriation bill, which shows that if Colonel Philip Ackerman, state hotel inspector and Judge Winfield Scott Ridgell, state fire commissioner, desire to hold their jobs they must work for nothing.

BASE BALL FUND FOR THE YEAR NORFOLK, Neb., Feb. 28.—(Special.)—The Norfolk State league baseball management last night mailed a check for \$500 to President Miles as forfeit money for the 1915 season.

W. E. GROUT NOW WITH BURGESS-NASH COMPANY W. E. Grout has been appointed by Burgess-Nash company as buyer and manager for their men's and boys' clothing departments.

SHOPPERS MAY TRAVEL ON NEW MILEAGE PLAN The Shoppers' Mileage association has instituted a new plan for encouraging cash purchases at Omaha stores.

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Funeral of Mrs. Dufrene to Be Held This Afternoon

The funeral of Mrs. Elizabeth Dufrene is to be held this afternoon at 2 o'clock at the First Congregational church. Mrs. Dufrene was a woman who did not believe in floral offerings at funerals and therefore before she died requested that none be made for her.

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Temporary Location C. W. Hull Company

Main Office and All Departments—Retail and Wholesale—Removed to Omaha National Bank Building—SUITE 316, 3D FLOOR, EAST END MAIN CORRIDOR.

Take Elevator Come Right In We Were Ready for "Business As Usual" Early Monday Morning, March 1st. No Change in Telephone, Same Number, Please Call Douglas 429 for Department or Party Wanted. Our popular delivery service is at your disposal. Everything in the Fuel and Building Line ready for prompt delivery—no delays, no excuses. Headquarters for "Torrid" Franklin County Coal—all sizes, \$6.50 per "Hull" ton, 2001 pounds.

C. W. Hull Company

Suite 316 Omaha National Bank Building---3rd Floor Telephone Douglas 429 Announcement of Permanent Location Retail Departments Later—Watch For It

"Talks on Newspaper Advertising"

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

Advertising Is Not for the Timid Man Last Sunday morning I heard a sermon from the pastor of our church that sowed seeds of Doubt. It didn't sow any seeds of Doubt in my mind because my notions of Christianity have now become settled convictions and no Preacher could disturb them. But as I listened to that sermon I wondered what impression it was making on the plastic mind of my boy who sat next to me. Having received his religious instruction and inspiration from his mother, he never had any doubts about the Bible. His faith was serene and sure. He did not know that the authenticity of the Scriptures had ever been assailed by scholarly men. He supposed that if there was anything universally accepted as the truth it was the Gospel as recorded by inspired writers. But here was our much loved and erudite pastor defending the Gospel from the "higher criticism". It was the first intimation the boy ever had that the integrity of the Scriptures had ever been called in question. And he was not sure that the preacher did a good job of answering the critics. It was not conclusive. It was not affirmative. Instead of standing on the solid assumption that the whole world acknowledged the historical accuracy of the Bible the Preacher wasted his time trying to defend it. I think the sermon sowed seeds of Doubt in the boy's mind. This Preacher reminded me of the timid advertiser—the advertiser who takes a "flyer" now and then in advertising, but doesn't believe in it. He does not understand the psychology of Advertising. There is nothing affirmative or optimistic in his advertising. He looks upon advertising as an expense, not an investment. If a solicitor comes in to talk Advertising he "takes some space" to get rid of him, or to please a local customer or a friend. He does not look upon the advertising solicitor as a man who is trying to help him make money. He regards him as a "holdup artist." "I've got to show a little civic enterprise by helping the local newspaper, you know." Such a man looks upon Advertising as a "gamble." One would think that such a man would learn a lesson from the successful advertisers in his own town. He has but to look around him to discover that the successful merchants are the big advertisers. He could also observe that the best known products which have the largest sale are made by manufacturers who are large national advertisers. This ought to be conclusive. After discovering all this he would also learn, if he made a study of the advertising, that the successful merchant uses the same methodical methods of advertising which he applies to every department of his business. His advertising is not written by the elevator boy, it is a part of the settled, definite policy of the firm. A certain sum is set aside for advertising, representing a certain percentage of the net earnings. This is regarded as a part of the expense of distribution. It costs a certain amount to move the goods and Advertising is certainly the principal item in this cost. Imagine a merchant laying in a big stock of up-to-date under-muslins or cloaks one year and entirely neglecting these departments the next year. If advertising helps to move goods in June it will help to move goods in September. If advertising is a paying investment for Jacobs & Company it will be a paying investment for Jones & Miller. The fact is Advertising is not for the timid man. It is the timid man who calls Advertising a "gamble." He has never made Advertising an integral factor in daily merchandising. A consistent advertising plan that extends over the entire year, based on an appropriation that represents a percentage of the previous year's business, soon becomes an important factor in distribution and gradually builds up from year to year a "good-will asset" and at the same time gives a daily message of store news and merchandising information that is of the greatest value to customers. But the merchant must go at it boldly with the same seriousness that he would apply to the purchase of stock or to any other transaction in merchandising. His daily message must be positive, affirmative and optimistic and written in such a way as to leave no room for doubt as to his sincerity or his ability to make good every statement in the advertising. TRUMAN A. DeWEESE,