and killed last night at 7:55 by a Burlington stock train, south-bound, at the

ntersection of what would be Twenty-

fourth and W streets. A similar acci-

dent occurred at practically the same

was on his way home when the train his

him. His left arm and left leg were

severed from his body and he was dead

when the trainmen reached bim. The

train was bound for Creston, Is., and

was in charge of Engineer A. Brodski,

Fireman I. H. Lang and Conductor E

Glowacski was a widower, having lost

St. Patrick's Day.

Mabel Martin Entertains.

Magie City Gossip. The city council will meet tomorrafternoon at a o'clock at the city hall.

Lew Rushing for a Taxi, So. 959.

The local Eagle lodge is preparing a big dance to be given on the night March 17.

The Merrymakers will give a dance the Moose home. Twenty-fifth and streets, next Wednesday evening.

attendance each week beyond the mark made the year before.

celebration of what he says will be

the last heavy snowstorm of the winter Manager Atkins of the Besse theater is planning another of his "banner weeks" in motion pictures and vaudeville.

Hundreds of men employed by the city were at work yesterday all day furrowing up the huge drifts of snow that jammed the streets and the sidewalks and hauling

t away in wagons to nearby ravines.

Mrs. Cartheren Eigh is recovering tap-idly at her home at 368 South Eighteenth

Larkin took charge of the body.

Glowacski fived at 200 Y street, and

point a year ago.

Nebraska

DODGE BOOSTS INTERURBAN

Douglas Senator Says One Railway

Commissioner Has Blocked

the Wheels.

MEASURE NOT YET APPROVED

(From a Staff Correspondent.)

failure of Nebraska to make progress

in interburban railway development is

laid at the door of a member

upon these things, and has been the

millstone about the neek of the railway

commission, which has prevented it from

giving needed encouragement to men of

capital, who have desired to build inter-

This was practically the opinion of

and bonds have brought on many a con-

troversy between himself and his two

One of the most important points in

the bill is an amendment to the pres-

ent stock and bonds act, which makes

it imperative upon the railway commis-

sion to approve of any bond issue not in

the excess of \$100,000 per construction

mile, provided the sum to be realized is

not less than 70 per cent of the face

The bill will come up again in com-

The fight for the bill was led by Messrs.

Andersen and Taylor, while the opposition

was arrayed under the leadership of

Richmond and Reisner. The friends of the

bill won out by a large majority when a

metion by Mr. Sass to postpone indefi-

nitely was lost, 65 to 17. Those voting to

indefinitely postpone were:

littee of the whole in the senate.

value of the bonds. This would leace

colleagues on the commission.

purposes.

rban lines in this state.

LINCOLN, March 7.-(Special.)-The

Nebraska

DEFINITE PLAN FOR WATER POWER BILLS

One Measure on File Permits Development of Energy by Counties and Cities.

OTHER PUSHES CONSTRUCTION

(From a Staff Correspondent.) LINCOLN, March 7,-(Special.)-Water power legislation, which has so far been held in the background at this session. now shows some prospect of taking shape under a comprehensive plan. Three bills dealing with this subject were reported out for the general file today by the preparation and will be brought out within the next day or so

Action of Committee,

The committee, of which Mr. Tibbets is chairman, has indefinitely postponed R. 375, providing for a closed season velopment.

One of the bills reported out for pas- plying Germany. sage is H. R. 330, authorizing the formation of water power districts by counties and cities acting singly or all together and the development of hydra-electric energy to ordinary small consumers.

Water Power Survey. committee also recommended for

passage H. R. 374, which makes an ap- Thomas B. Cuming. Mr. Parks leaves propriation of \$10,000 for a water power one sister. survey during the next two years under furnished by the state.

Another bill, H. R. 475, placing a time een great-grandchildren. llimit on all grants of water power privileges to private corporations and carrying miscellaneous other restrictions. is being put in shape by the committee to be brought out and considered along with the other measures of the series.

Cants tegns habens corpus proceedings insane, and Sheriff Bartunek took her to to main cossession. Mrs. Gantz left this Norfolk Saturday afternoon for Sioux City with the boy.

MOTHERS' PENSION BILL

(From a Staff Correspondent.) LINCOLN, March 5 .- (Special.)-These bills were passed in the house today; 11. R. 28. Jeary-Exempts property of Grand Army of the Republic posts from H. R. 419, Lancaster Delegation—Gives

Lincoln alty commissioners authority to order paying of North Tenth street to the yieldness on petition of 3) per cent of H. R. 526. Hunter-Provides penalty for H. R. 526. Hunter-Provides penalty for

PRESENT DAMAGE SUIT

(From a Staff Correspondent.) I INCOLN, March 7,-(Special.)-An other liquor bill was passed over the transom by the lower branch of the legislature Saturday. It was house roll No 117, by Hynek, providing that no damage suit against a saloon keeper could be filed in any county except the one where the defendant resides or where the cause of damage arose. The judiciary committee reported in favor of indefinitely postponing the bill and the report was adopted.

PERU MEN FINED FOR SELLING DISEASED MEAT

(From a Staff Correspondent.) LINCOLN, March 7 .- (Special)-Jos Kolar and John Mayer of Peru, Neb. were fined by the county judge of Nemaha county at Peru on Thursday for selling diseased meat.

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

Certificates to Firemen. 7.-(Special.)-The March cenate committee of the whole this morning recommended for passage H. R. 53, which provides for the issuance of certificates to volunteer firemen, exempting them after five years service from jury duty, militia duty in times of peace and poll taxes.



the wonderful new Trade Mark

A surprised and delighted user 'phoned

"SPOTATONE is absolutely the greatest cleaner for Garments, Gloves, Laces, etc., that I ever heard of, read of, or used. Yesterday I cleaned, beautifully. some silks, gloves, laces, and other wearing apparel, that I had despaired of ever being able to get cleaned. Send ne half a dozen boxes."

SPOTATONE does not affect colors or injure the finest fabrics. Send 22c roday for a box. The results will sur-nice and delight you, too, and save you GENTRAL CHEMICAL COMPANY Dept. 456. Omaha, Neb.

Nebraska

Cass County Man Home from Germany

WEEPING WATER, Neb., March 7.

Special.)-Jacob Domingo, who returned s few days ago from Alsen, Germany, where he had been visiting for nine menths, has some interesting things to tell of conditions in the war countries, The vicinity that we was in, was near the border line between Germany and Denmark and was not directly in the war zone; though the effects of the war were keenly felt even there. In passing through the country, on a railroad train, war so near, were it not for the seldiers seen everywhere. It seems that one would scarcely realize that there was everyone is a soldier. Many of those seen are wounded and the hospitals even house committee on irrigation, water in that part of the land are crowded power and drainage. One other bill is in with the wounded. As to economic, conditions, Mr. Domingo reports that the farm work is being carried on to about the same extent as usual, the boys and old men doing the work, but it is doubtful if the new crops will mature in time to save the country from dire need. Many of two years or until April 1, 1917, on all varieties of grain and provisions are ow water power filings. The object of very scurce now and prices exorbitant. this bill was to preserve valuable power Rye, wheat and barely all command a sites from private exploitation pending price of not less than \$2 a bushel, while a survey of all the principal projects in cats with which the animals are fed Nebraska to determine their feasibility mostly, would command almost any and probable cost. The committee, how- price. Mr. Domingo returned by way of ever, decided that this might retard de- Denmark and he states that that country has almost sold itself poor, in sup-

Notes from West Point. WEST POINT, Neb., March 7.-(Spe under public ownership, the current to be est settlers of this vicinity, died at the sold at wholesale rates to municipalities Home for the Aged in this city. He was rigid. and groups of consumers and at retail over 80 years of age and had been a restdent of Cuming and Dodge counties for over fifty years . He was related by marriage to former Territorial Governor

The following persons have the supervision of the State Irrigation granted licenses to wed during the last beard and the conservation commission, week: Louis Menke and Miss Lilie Alma Assurances have been received that the King, Rudelph Bathke and Miss Anna United States reclamation bureau will Raahe; William F. Bucholz and Miss assist in this work and will spend an Gussie Altemeister, and to Herman amount of money upon it equal to that Kilchemann and Miss Augusta Tietjen. Mrs. Frederick Harms, the aged H. R. 583, requiring water power com- mother of Rev. William Harms, pastor panies to give bond for the construction of the German Lutheran church in Neof their plants within a specified time, ligh township, is dead at the home of her feeted cattle would come in if the emis the third bill reported out by the com- son, at the age of 20 years. She was a mittee. The provision for an annual tax native of Germany. She leaves five chilon the gross earnings has been cut out dren, thirty-six grandchildren and eight-

> Lincoln County Will Have Fair. NORTH PLATTE, Neb., March 7.—(Special.)-The Lincoln county fair will open August 30, and will last four days. Afterward an exhibit of products will be taken

Congressman Dan Stephens has ap-

First National bank, as chairman of the petition to raise the embargo now on IS PASSED IN HOUSE primary election soon to be held for the so as to permit the free shipment of cat-

County Clerk Ed F. Vrzak filed 143 in-

Tecumseh Re-electa Teachers. TECUMSEH, Neb., March 7.-(Special.) re-elected the present teaching force with

ent, V. L. Strickland; teachers, A. L. determine their stand in the matter. nullicious destruction of telephone or telegraph properts.
S. F. 12. Beal. Mothers' pension bill. \$10
per month for each dependent child.

Wellow Madelles Strickland: teachers, A. L.
Dewey, L. C. Williams, the Misses Sarah
Canfield, Frances Chatburn, Bertha SYSTEM MAY CONTINUE Myra Jump. Mabel Campbell, Bess Mon- when it comes to a vote. Larsen is encoming year.

Forger Pleads Guilty, NORTH PLATTE, Nob., March 7.-J.

A. Leonard was arraigned before the county judge Friday, on a charge of uttering a forged check. He pleaded guilty to the charge and was bound over to the district court under a \$1,000 bond for sentence. Leonard cashed a check for \$30 at a local clothing store, claiming at the time that he was J. H. McCoulonge, a former roommate, whose bank book he displayed as identification. Leonard was arrested early in the week in Omaha and brought here for trial,

Snowstorm Delays Wedding. The storm of Thursday caused the marriage of George Bartlett of Ellis and Miss Ocie McClure of this city, to he postponed for a day. The young couple were to have been married Thurs-

day at 4 o'clock in this city, but because of the storm they did not reach Beatrice until Friday evening, where they were married by Rev. B. F. Gaither. They will make their bome on a farm near Lincoln.

Line to Tabor Tied Up. TABOR, Neb., March 7.—(Special.)—Taor has been without train service since Thursday, March 4, when one trip was made with extreme difficulty, the noon train not arriving till night and then only the locomotive and baggage car, as it was found expedient to leave the day coach en route. In the meantime, Tabor has one mail a day by the sled route.

Avoca Man Injured. AVOCA, Neb., March 7.-(Special.)-Henry Wohlers, a farmer living two miles outhwest of town, suffered serious internal injuries here yesterday when his team ran away, dragging him for some distance. Mr. Wohlers is vice president of the Bank of Avoca. He will recover

How Mr. Davis Got Rid of a Bad Cough.

Some time ago I had a very bad ough," writes Lewis T. Davis, Blackwater, Del. "My brother, McCabe Davis, gave me a small bottle of Chamberlain's Cough Remedy. After taking this bought half a dozen bottles of it, but nicest cathartic to do this is a le-cent boonly used one of them, as the cough left of Cascarets. Take one or two Cascarets and I have not been troubled since." Obtainable everywhere-Advertisement

Live Stock Sanitary Board to Decide Tomorrow on Length of Quarantine.

AFFAIRS AT SOUTH OMAHA

ANTI-MERGERS WOULD PARLEY

Whether the drastic quarantine against he foot and mouth disease will be coninued indefinitely in Nebraska or lifted when the present order runs out on assisted in picking up the remains March 10 will be settled today when the dead man. Deputy Coroner B. the State Live Stock Sanitary board meets at Lincoln.

The present order has been on for a his wife four years ago. He lived with month and a petition of 5,000 names is his two sons, Frank, aged 17, and John, said to have been presented to the gov- aged is, in South Omaha. Until two weeks ernor asking that it be lifted. On the ago, when he was laid off, he was emquarantine be kept on Nebraska for an rangements will be announced later. indefinite period, or until all possible danger of the spread of the epizootic has growers who are said to be backed by as in the past. The membership will let the state take a rest. large financial institutions.

estern stock growers.

May Be Compromise.

A proposition in the nature of a com- high school auditorium. The principal romise will probably be offered leaving speaker of the evening will be J. A. C. he whole matter to co-operative action Kennedy of Omaha. The musical probetween the state sanitary boards of Ne- gram will be under the direction of Prof. braska and lowa.

Lieutenant Governor Harding of Iowa complete. and State Veterinarian J. I. Gibson of Con Sheehan at Sheehan and company Iowa will be present at the meeting in plumbing shop. Twenty-second and K Lincoln. State Veterinarian Gibson of streets: Thomas Keane, ir., Seventeenth lowa says there are eighty counties in and Missouri avenue or Thomas J. Fitzlows pronounced free area by both state gerald, at the local postoffice, have the and federal authorities at the present lickets in charge. cial.)-Thomas H. Parks, one of the old- time. He criticises as folly the adoption of any quarantine measures unnecessarily

The present Nebraska embargo he thinks is especially severe on feeder stock of the local churches to have his Faster and pure bred stock which can not be moved acress the state line. The local stockmen who have handled the western lowa feeders for years are suffering possibly the loss of 250 cars a day. sibly the less of 250 cars a day. Some of these men say that the present quarantique order is rigid only insofar as it keeps the feeder cattle from western owa out and does not affect the fat a attle for immediate slaughter. They argue that with stuff coming into Nebraska there has been spread of the foot and mouth disease and they believe that with the proper precautions on the part of the authorities of both states no in- John Raiston of this city. bargo were lifted insofar as western lowa cattle are affected.

Letter from lows. Bankers of western lows are interested reising the embargo and have sent the ollowing letter to E. E. Buckingham, general manager of the South Omaha stock yards. The letter written by P. W. Hall, secretary of the lowa Bankers' as-

with the other measures of the series.

Mother Wins Court

Fight for Her Boy

(From a Staff Correspondent.)

LINCOLN, March 7.—(Special Telesiant)—After a fight in district court here insting more than a week, Mrs. Nora Gantz of Sioux City secured possession of her boy, Lester Teter, by a former marriage, and the right to the child.

The boy had been living with the parculate of the case at midnight, decided that she cannot not his effect of the same and she as the constraint of the right to the child.

The boy had been living with the parculate of the case at midnight, decided that she cannot not his effect of the same had she carnot force and mouth disease have been rigidly enforced in Iowa. The disease has been forced in Iowa. The disease has been forced in Iowa. The disease have been rigidly enforced in Iowa had mouth disease have been rigidly enforced in Iowa had nouth disease have been rigidly enforced in Iowa. The disease have been rigidly enforced in Iowa had nouth disease have been rigidly enforced in Iowa had nouth disease have been rigidly enforced in Iowa had nouth disease have been rigidly enforced in Iowa had nouth disease have been rigidly enforced sociation, says:

Shippers Sign Petitions,

During the last week stock shippers to the local market from Nebraska points pointed D. W. Killeen, president of the are said to have cagerly signed the purpose of electing a postmaster, last the from western Iowa and South Dafiling to be made not later than March Rota under the federal supervision. Retallatory measures on the part of Colorado and Kansas against Nebraska are struments in the first four days of March, feared if the present drastic quarantine

is kept on, it is asserted. Bankers in Omaha and elsewhere in Nebraska refused to be quoted on the The Tecumseh Board of Education has proposed lifting of the Nebraeka quarone exception, as follows: Superintend- the meeting at Lincoln would probably antine, yesterday. They explained that Want ads for The Bee may be left at The Bee's branch office, 2218 N St. Rates, 2c a word for one time, 14c a word each day for three days and le a word each day for a week. Prompt and courteous

Larsen Says Bill Will Win. Representative John Larsen of South Welve, Madeline Stivers. Helen Jess. Omaha, in an interview last night, ex-Wright, Ella Sandusky, Mamle pressed the opinion that the Omaha con-Hunt, Edith Steward, Mabel Chapin, solidation bill will carry in the bouse, fort. Nine of the teachers are to receive thusiastically in favor of the bill. He a raise of \$5 per month in salary for the has been beseiged by the officeholders to change his stand and it is understood

that County Commissioner John Lynch was asked to use his influence to switch Larsen. It is said that Commissioner Lynch absolutely refused to consider the proposition.

The leading antis are now trying to make what terms they can before the legislature acts on the measure. A proposition to submit the matter to a vote of all the cities, including Omaha, would be acceptable to them now, it is said, if the additional provise could be made that the measure would not become effective until 1916. This would extend the terms of the present officeholders and also permit the allowance of many public contracts.

Local business men are now openly boosting for the measure and the common taxpayers are anxiously awaiting for the passage of the bill. The antis are still hoping that the packing interests will assist them. well known tax representative of the South Omaha packers, is said to have told men favoring the bill that the packers may get in the game yet. Selby has made numerous appeals for packer help, it is said. The latest is that he has a letter from a Chicako packer who is said to have expressed some doubt whether he should let the bill become a

Inw. Charter Amendment Selby is also the author of a cute little amendment to the South Omaha city charter, which will abolish the city assessor and the city board of equalization in South Omaha, at least so far as the large corporations are concerned, it is understood. Generally speaking the people and busi-

ess men of the city are insisting that the bill be pushed without any amendments. so as to insure participation in the Greater Omaha election Some of the antis are fighting for de

y against the emergency clause. Andrew Glowacski, 46 years of age, packing house employe, was run down

FOR A BAD COLD

the liver and cleanse the howels, and the tonight and your cold may be gone by

Nebraska

ROYSE ISSUES A STATEMENT

Banking Board Official Gives His Views on Economy Policies of Certain Legislators.

A Lewis. They stopped the train and HOFFMEISTER STARTS THING

LINCOLN, March 7 .- (Special.) - Representative Hoffmeister of Chase county gets excited very frequently, when he takes the floor in advocacy of a bill or other hand a petition asking that the ployed by Armour & Co. Funeral ar- ers is wrong. Like others in the house, In an attempt to defeat what he considnot necessary to mention, he has a horror of anything that is going to cost the Division No. 3 of the Ancient Order of taxpayers money, and it is suspected that ceased has been circulated in the western Hibernians will be in charge of the cele- he would advocate the entire abolishpart of the state among the heavy stock bration of St. Patrick's Day this year, ment of appropriations for a year and

The meeting tomorrow will be a most whence they will march to St. Agnes' bill for salaries was up, an attempt was mportant one, it is said, and the results church to attend mass in a body, headed made to get across an amendment to will largely depend upon the stand taken by the Ancient Order of Hibernians' fife the bill increasing the number of bank the Nebraska bankers and the large and drum corps. A special sermon will examiners, provided in the bill to the be preached on this occasion. The eve- same number as at present, the bill ning entertainment will be held at the having cut down the number.

> Dan Hurley. The program is not yet ber provided in the bill was enough Consequently the bill went through with

the number cut down.

of economy to cut down the number. of the house in an effort to get across logislation that is needed to carry out the pet ideas of certain individuals.

Royse's Statement. Secretary Royse issues the following

statement in explanation. "I notice a statement made by one of the members of the house finance, ways ers.-Advertisement. Office space for rent in Bee office, 2318 N street, Terms reasonable, Well known location. South 27. and means committee, concerning myself and the banking department, of which I am secretary.

Joseph, the 8-months -cid son of Mr. and Mrs. Ed Brosnihan, is seriously ill with bronchitis and appendicitis. my real thoughts in the matter. As to reducing the force of bank examiners, or the help in my office. I have said in each instance that it would prove detrimental to the efficiency of the banking depart—to 6 in favor of York. The Moose ladies will give a card party at the Moose hall at Twenty-fifth and M streets next Tuesday afternoon. Mr. and Mrs. William Barclay will en-tertain the King's Daughters of the First Presbyterfan church next Friday after-noon at their home, 2112 F street. The Ladies' Aid society of the First Presbyterian church will hold a meeting next Thursday afternoon, March II, at the home of Mrs, Houseman, 2409 A street. At the First Methodist church a contest is being carried on by Superintendent Guy Kiddoo of the school to increase the

Seeks to Be Conservative. 'I have always endeavored to be quite

Vital Caveye, 26 years of age, died yes-terday morning at St. Joseph's hospital in Omaha. The funeral will be held Mon-day morning at 8:30 o'clock, from his late residence, 4/23 T street, to St. Mary's church. Interment will be made in St. Mary's cometery.

Preaching services will be held this morning at il o'clock at the First Christian church, Twenty-third and I streets.

Paster G. A. Albur will preach. The Sunday school will meet at 9:45 a. m. and the Junior Endeavor at 2 p. m. Christian Endeavor will be held at 6:29 p. m.

The local held at 6:29 p. m. The local high school basket ball team out to the Council Bluffs High school cam last Thursday evening on the Bluffs home, or some other convenient place. team last Thursday evening on the Bluffs Young Men's Christian association floor by the score of 24 to 20. The Northeast Improvement club will hold its next meeting Friday evening. March 12. The subject of conecting the Hoctor boulevard with Sixteenth street by a roadway will be discussed.

cint.)-The Northwestern Nebraska Medical association will hold its annual meet ing here, March 15. The association's members include all the medical men in the northern two-thirds of the state and has a total membership of about 125. The business of the postoffice here has reached such a capacity that the office has been made one of the second-

(From a Start Correspondent.)

meet at their ball in the morning from

Number Provided Enough Hoffmeister announced that he had talked with the secretary of the banking board and Mr. Royse had told him that he did not want as many this time as he had had and that the num-

Now Secretary Royse comes forward with a statement, in which he says that Mr. Hoffmeister was mistaken. On ac This is not the first time that brash statements have been made on the floor

"I regret that this member got the wrong impression, as it is so contrary to ment. As stated before, the increuse in the number of banks has been phenomenal in the last two years, and I have only asked for the same number of examiners that I have had during the last four years and the same amount of help in the office that has been there for the last

conservative in my demands from the state in regard to help as examiners and in the office, asking for just such help as I thought the business of the departs ment would justify. We most assuredly need the help, both as examiners and in the office, and to deprive us of that

for doing so. They must have time at make up their reports, write their recom mendations, and to verify the accounts of the banks they have examined during the week, with their several correspondents. When an examiner leaves a bank he has examined, his work for that examination is not finished by any means.

Valentine News Notes.

VALENTINE, Neb., March 7 .- (Spe-

Nebraska

fars. Four persons are employed cor

ASKS FIVE THOUSAND:

CHARGES PROMISE BREACH

BROKEN BOW, Neb., March 5-(Spe ini :- Cecile Chaudoin, a 19-year-old girl lying at Mason City, this county, has, through her attorney, N. T. Gadd brought action for breach of gromisand asks for \$5,000 as a balm for her wounded rections. Miss Chaudoin alleges that she was engaged to Dr. Havd and had gone so far as to prepare her wedding clothes, when he decerted he. She of the state railway commission, who also alleges that the doctor was influenced has, in the opinion of Senator Dodge, in his action by his mother, who was blocked progress by his peculiar ideas case wit come before Judge Hostetler at the April term of district court.

The other day when the appropriation Giants Defeat Dallas Team, Six to Three

Senator Dodge In his argument this mornling in the senste, when in behalf of DALLAS, Tex., March 7.-The New S. F. 180, he spoke of the great future York National league team's second the state would have it castern capital string of players defeated the local Texas could come in and have assurance that league team teday, 6 to 3. The day was it would have an even chance to make R.H.E. good on its investment. New York ... Dallas Batteries -6 13 1 It was understood by all present that Dallas 3 to 2 Batteries Huenke, Smith, Kermayer the argument in the matter referred to and Marshall; Mullen, Dunn, Brady and Commissioner Hall, whose ideas on stocks

HOUSTON CLUB BEATS ST. LOUIS BRINDLES

HOUSTON, Tex., March 7 .- The Houscount of the increase in the number of ton club of the Texas league defeated banks, there is more work than ever a mixed team of regulars and colts of before and it will not be in the interests the St. Louis Americans here today, 2 to McCabe's wildness was costly. Score: R.H.E.

St. Louis. 1 9 2 Batteries: Houston, Glenn and Querrie and Edmondson and Scott: St. Louis, McCabe, Wellman, Perryman and Ruel, a leeway of 30 per cent for premotion It Will Relieve Backache

it penetrates. 25c. For sale by all deal-The Rec Wants Ads are the best Busi-

ness Boosters.

Apply Slean's Liniment to your back

Pain gone almost instantly. Don't rub;

Cotner Beats York.

Certain-teed reofings are known and made good all over the world.

For sale by dealers everywhere

General Roofing Mfg. Company

World's largest manufacturers of Book and Building Papers Tork City Boston Chicago Pi Indelphia Atlanta Cleveland D

Meters, Broome, Chambers (Thursten), Daibey, Greenwalt, Hunter, Hutton, Kauffman, Meredith, Meysenburg, Mose-ley, Parkinson, Parriott, Reisner, Rich-mond, Pieschek, Sass and Steinmeyer.

Get competent help through The Bee,



CARPENTER PAPER CO. CERTAIN-TEED ROOFING

"Talks on Newspaper Advertising"

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

The Pulling Power of Personality

Some one has asked the question, "What is the real pulling power in publicity?" What element in "copy" grips and holds the attention of the reader until a definite and lasting impression is made?

"Copy" is the soul of Advertising. A whole lot of persons' are engaged in making money out of the business of advertising. The man who induces the advertiser to advertise must have something. Whether the publisher or the advertiser pays his commission is of little consequence. Every man who makes money has to have some one coax him into it. The men who have grown rich out of stock in the Cobalt mines did not go into it voluntarily. They were talked into it. You know very well you ought to carry life insurance. The wisdom of making some provision for loved ones in the event of death is no longer open to argument. But, just

the same, you must pay some one to come around and "talk" you into it. The man who talks you into it must have a commission for telling you what you already know. He leads you up to the point of decision. But in the final analysis

it is "copy" that does the trick. All this machinery of publicity with accumulated "overhead" charges and incidental commission will bring nothing to the advertiser if the "copy" does not attract the interest and attention of readers. If the "copy" does not make consumers for the product the comprehensive publicity plans are a dismal failure. In fact "copy" is all there is to Advertising. And all there is to "copy" is personality-which, in this instance, is merely another word for salesmanship, Personality is the pulling power in all successful advertising. The merchant who can project his own personality into his advertising brings about a certain intimate contact between himself and his customers. He establishes an

intimacy that begets confidence.

The world has been making sausage a long time. No one knows who invented saucage, but it remained for a farmer out in Wisconsin by the name of Jones to invent a new way of selling it. He made some sausage out of the sweet, juicy, tender lean meat of little pigs for local consumers. After his neighbors got a taste of it of course he couldn't make enough of it. No one is going to eat ordinary sausage made from tough and husky rooters when he can get sausage made from the succulent meat of litle pigs. And if his neighbors liked it, why shouldn't he make it on a larger scale?

And so along came the dust proof package of "little pig" sausage which is such a familiar sight in groceries and meat shops. And the advertising that Jones puts out is nothing more than the kind of talk that Jones would give to a neighbor or to a person who has never tasted "little pig" sausage before. It is the

kind of "copy" that wafts the delicious aroma of fried sausage from the kitchen to your nostrils.

What is it that makes you listen for the alarm bell as you read an advertisement of the Big Ben clock? You expect to be waked every minute-in fact you want to be waked up by Big Ben-not by an ordinary alarm clock. The ordinary alarm clock suggests a shiver and a shock on a cold, frosty morning before daylight. You don't welcome its intrusion into your bedroom. You are tempted to throw it out of the window the first time it gets busy. As you read the Big Ben advertising from day to day, however, you are conscious of a growing affection for that clock. You begin to want him for a room-mate. The man who wrote that advertising could sell you a Big Ben alarm clock in a few moments if he met you face to face.

Personality is the dynamics of advertising. It is individuality plus salesmanship. It is that which moves the goods from the dealer's

shelves. TRUMAN A. DeWEESE,