NEWS OF INTEREST FROM IOWA

COUNCIL BLUFFS

Office 15 Scott Street. Both 'Phones 43.

MINOR MENTION.

Davis, drugs.
Stockert sells carpets.
Ed Rogers, Tony Faust beer.
Burnt wood supplies. Alexander's.
For Sale cheap, vacant lot, 509 S. 5th St.
Lewis Cutler, funeral director. 'Phone 97.
Woodring Undertaking company. Tel. 339.
For rent, unfurnished rooms, 231 Main St.
Something doing in the pyrography line this week at Alexander's art store.

J. G. Bone will leave today for a several weeks' sojourn at Excelsior Springs, Mo.

ENROLL IN WESTERN IOWA COLLEGE, A "SCHOOL OF INDUSTRY."

Mrs. S. M. Turner of 1005 Avenue A was removed to the Edmundson hospital yesterday to undergo an operation.

We save your clothes. Get wise and call up 314, both 'phones. The change will do you good. Bluff City Laundry.

J. W. Kelley of Chicago will speak at the Pentecostal mission, 1009 West Broadway, this evening. Friday evening and Sunday evening.

William S. Fisher and Ella Neary, both of this city, were married by Rev. Henry DeLong yesterday afternoon at the mission on Avenue F.

The city council will meet as a committee of the whole this afternoon to take up the matter of the acceptance of the plat of Cutler's park addition.

J. E. Mowery was arrested yesterday on a warrant from the court of Justice Greene on the charge of deserting his wife. His hearing was set for March 18.

You can get better coal for less money from William Welch, 16 North Main. The reason why is because he sells for cash. Both phones 128. Yard 'phone, Bell 977.

G. M. Butler of Crescent and Miss Nancy Dingman of this city were married yesterday, the ceremony being performed in the parlors of the Neumayer hotel by Justice S. A. Greene.

Adolph Haman of Minden, Ia., was placed in St. Bernard's hospital yesterday and an information charging him with being insane was filed. The commissioners will investigate this case today.

Mrs. Hattie Vader, 2414 Sixth avenue, died yesterday morning at the Edmundson Memorial hospital, aged 38 years. The funeral will be held this afternoon at 2:30 from Cutler's undertaking rooms and burial will be in Fairview cemetery.

The Knights and Ladies of Security will hold an open meeting Friday night, to which the members may invite their friends. Mrs. Gasson will give a talk on China and exhibit some of the curios which she brought home with her from the orient.

Tickets for the annual banquet of the Commercial club, at which Secretary of War Taft will be the guest of honor, were issued yesterday by Secretary Reed. Within a short time 110 tickets were taken, leaving only 135 to be disposed of. Members of the club are limited strictly to one ticket each.

Allie L. Spooner, a well-known actress and wife of Mr. Edward Wack of this city, arrived here last evening from Los Angeles, having spent her vacation on her father's ranch in Texas. Mr. and Mrs. Wack will resume their professional engagements after a short visit here with friends and relatives.

The annual convention of the Iowa Association of Local Fire Insurance Agents will be held in this city on June 11 and not June 18 as previously announced. A committee consisting of John I. Lutz, Frank Binder and Frank R. Riker has been appointed to take charge of the local arrangements for the meeting.

Congressman W. I. Smith, who left for Des Moines last evening, will be joined there today by Mrs. Smith, and from there they will start this evening for Washington. Mr. Smith stated yesterday that he did not expect to be able to return here for the Commercial club banquet, at which Secretary Taft will be the guest of honor. Mrs. Smith expects to remain in Washington for the remainder of the session.

Judge Macy has sent word that he will be here Monday to hear the motions for new trials in the cases of Marion Hedgepeth, Roy Stevens and August Carlson, who were convicted at this term. Judge Wheeler will also be in court Monday to hear the motion for a new trial in the case of W. P. Jackson, the alleged accomplice of Hedgepeth. It is expected that if the motions for new trials are denied sentence will be passed upon the four men.

Upholstering.

George W. Klein, 19 South Main street. Phones: Ind., 710 Black; Bell, 542.

N. Y. Plumbing Co. Tel 250. Night, L698.

Drink Budweiser.

King of all bottled beers. L. Rosenfeld Co., distributors. Both 'phones 322.

Real Estate Transfers.

These transfers were reported to The Bee March 11 by the Pottawattamie County Abstract company of Council Bluffs:

Lewis N. Snyder and wife to Friedrich Fritz, sw¼ of 34-75-40, w d	$13,280
Frank W. Pouder and wife to William F. Bostram, sw¼ of 24-75-39, w d	11,200
Charles E. Bolton et al to Nellie G. Color, s½ sw¼ of 6-74-39, q c d	9,065
Charles E. Bolton et al to Ida McKee, s½ se¼ of 15-74-39, q c d	6,100
Warren Hough and wife to M. A. Hough, lots 1, 2, 3 and 4, block 90, and w 60 feet of lots 8, 9 and 10, block 102, Crescent, w d	3,780
W. S. Cooper and wife to Henry and Martha J. McNelly, lot 4, Auditor's sub of government lot 3 in sw¼ of 12-75-44, w d	1,600
W. H. Freeman and wife to F. C. Strittmatter, lot 6, block 9, out plat town of Oakland, Ia., w d	850
J. J. Sharp and wife to Henrietta Green, lots 14 and 15 in McGee's sub to Council Bluffs, w d	250
Sarah B. B. Bohrer and husband to George Stilen, lot 6, block 38, Beer's sub to Council Bluffs, w d	250
L. A. Casper and wife to F. J. Day, lot 26, block 33, in Ferry add to Council Bluffs w d	100
Susan Pike and husband to W. S. Pike, lot 18, block 22, in Railroad add to Council Bluffs, w d	50
Eleven transfers, aggregating	$47,045

We have the latest and best patterns of German, Belgian and American wall papers—a large new spring stock just in. We are the only up-to-date wall paper house in southwestern Iowa. H. Borwick, 211 South Main. Wall paper contracts figured as low as possible. Let us figure.

Pianos at greatly reduced prices during the clearing sale at Bouricius' Piano House.

Dies as Result of Injuries.

William B. Easley, the aged farmer who was injured last Saturday by falling from a windmill on his farm near this city and striking the piston rod of the pump, which pierced his side, died Tuesday night at the Edmundson memorial hospital. Deceased was 57 years of age and is survived by his wife and two sons.

The body was taken to the home of one of the sons in Omaha.

CHANGE OF VENUE FOR BURNS

Famous Mining Suit to Be Tried Next Time at Glenwood.

LOCAL PREJUDICE CHARGED

Court, After Hearing Testimony, Decides Ends of Justice Will Be Furthered by Sending the Case Elsewhere.

The next trial of the famous suit of James Doyle against James F. Burns, former president of the Portland Gold Mining company, will be held in the district court of Mills county, Iowa. Judge Thornell in district court of Council Bluffs yesterday afternoon, after a hearing on the application of James F. Burns for a change of venue to some other county, granted the application and after a consultation with the attorneys on both sides the case was ordered transferred to Mills county.

In granting the change of venue Judge Thornell said that there was no question but that the case had been discussed in the newspapers and on the streets and in his judgment sentiment favorable to the plaintiff, James Doyle, had been aroused. He said there had been more or less talk relative to the cost of the case upon the county and this talk had doubtless reached the jury. Members of the jury had admitted to him, the court said, that they had attended the theater in Omaha on the invitation of a stranger who doubtless was acting in behalf of one of the parties to the suit and there had, in his opinion, been an undoubted attempt on both sides to influence sentiment.

Referring to the demonstration and applause at the close of John N. Baldwin's address to the jury on behalf of the plaintiff, for which the court said he had been criticised by counsel for the defendant, Judge Thornell said he was helpless, as the officers had left the court room on some business. This demonstration had been particularly referred to by Mr. Burns in his examination earlier in the day.

"There is no question but there has been feeling in the past and would be in the future and it is doubtful if matters would be mended even if the jury was locked up. It is in the interests of good government that the case be remanded to some other county," declared Judge Thornell in conclusion.

Basis of the Motion.

James Burns in his examination declared that the newspapers printed biased reports that tended to prejudice the people against him. When asked if the papers were biased at the last trial when he secured a verdict in his favor, he said they were not so bad as previously, but the bias was there just the same.

When asked what he had meant then by saying he had received a fair trial the last time, Mr. Burns said he did not mean anything more than that he was treated fairly by the judge, and that the verdict was in his favor. Mr. Burns laid special stress upon the cheering of the people in the court room at the close of John N. Baldwin's address to the jury, which he declared showed the sentiment of the people against him.

Counsel for Doyle made an effort to show by Burns that he was given a fair trial the last time and that as he had not been here since he could not be aware of any change in sentiment, and that there had in fact been none.

James Doyle arrived in the city yesterday but did not take any part in the hearing before Judge Thornell.

Burns and Doyle and their respective counsel left last evening for Des Moines to attend the hearing before the supreme court on the appeal of Burns from the ruling of Judge Thornell in granting Doyle a new trial.

The motion filed by counsel for Doyle for the re-establishment and confirmation of the default and judgment for $717,625 secured November 1, 1898, by Doyle, was not touched upon at the hearing yesterday, but probably will be argued later.

20% discount this week on pyrography outfits. C. E. Alexander, 333 B'way.

PYROGRAPHY SPECIALS.

Have you seen the great assortment of novelties we are showing for burnt wood work? See our window display and you will want to buy. 20% discount this week on pyrography outfits and a free lesson with each set.

ALEXANDER'S ART STORE,
333 Broadway.

Good Roads Conference.

The newly appointed good roads committee of the Commercial club yesterday sent out invitations to the trustees and road supervisors of Garner, Lewis, Rockford, Crescent and Kane townships to attend a meeting to be held Monday, March 23, in the rooms of the Commercial club.

The meeting is for the purpose of conferring on road work, and if the plan meets with favor a district good roads association will be organized. The townships, the trustees and road supervisors of which have been invited to attend the meeting, comprise the district over which Colonel W. F. Baker, who is chairman of the committee, has supervision as a member of the Board of Supervisors.

The meeting will be entirely informal, and the visiting township officers will be guests of the committee at dinner in the middle of the day at the Neumayer hotel.

The net proceeds of the last street fair and carnival, amounting to $2,000, are to be devoted to the betterment of the main roads leading into the city, and the committee will have the disposition of this money. How to expend this money in order to secure the best results will be one of the matters to be discussed at the conference with the township road officers.

The good roads committee is composed of Colonel W. F. Baker, chairman; H. W. Binder, C. W. McDonald, H. H. Van Brunt, Charles A. Beno, T. N. Peterson, Victor E. Bender, Spencer Smith, and F. R. Davis.

Just arrived, car load of go-carts; your inspection invited. Petersen & Schoening company.

Claus Moeller Commits Suicide.

Claus Moeller, a retired farmer about 60 years of age, committed suicide by hanging himself in the barn at his home in Walnut, this county, yesterday forenoon. Moeller's dead body was found by his wife when she went to call him in for dinner. The body was hanging from a rope which was attached to a beam in the roof.

Moeller was apparently in perfect health and no cause can be assigned for the deed, although it is presumed that he became suddenly mentally deranged. Moeller's brother committed suicide in a similar manner and under the same conditions several years ago on his farm south of Walnut.

Moeller arose at the usual hour yesterday morning, ate breakfast without betraying anything out of the ordinary in his condition, and then went about his work about the place as usual. He is survived by his wife and a son living at home.

Coroner Treynor was notified and after learning from Justice of the Peace E. C. Thompson the circumstances surrounding the case decided that an inquest was unnecessary.

POSTOFFICE ROBBER SENTENCED

Pleads Guilty and is Given Two Years in Prison.

The federal grand jury yesterday returned an indictment against William R. Sterling, who, with two companions, was charged with breaking into and robbing the branch postoffice at the Highland Park station in Des Moines on November 29 of last year. Sterling at once entered a plea of guilty and Judge McPherson sentenced him to two years' imprisonment in the federal prison at Leavenworth and a $100 fine.

Sterling, who claims to be but 19 years of age, but is said by the United States officers to be older, was paroled about a year ago by Governor Cummins from the reformatory at Eldora. His two companions in the robbery were James Hook, who was sentenced to two years' imprisonment at the last term at Creston, and Elmer Johnson, a colored lad, whose trial is set for the May term in Des Moines.

The jury also returned an indictment against G. A. Ervin on the charge of breaking into the postoffice at Weston, Pottawattamie county. Ervin pleaded guilty in the district court to breaking and entering the building in which the postoffice is located and was sentenced to the penitentiary at Fort Madison. Nothing will be done in his case by the United States officers until he is released from the state penitentiary.

Judge McPherson announced yesterday that he probably would give all of today to hearing of arguments in the Cut-Off land cases. The petit jurors reported yesterday morning for service, but there will be no trials until Friday.

N. T. Guernsey of Des Moines, attorney for the Des Moines Street Railway company, secured a temporary injunction against Des Moines parties, restraining them from proceeding with certain litigation against the company in the state court. Action backed by the Civic Federation to oust the street railway company from practically all of the streets it occupies on the grounds that such occupancy was without legal right, was brought in the United States court in Des Moines and decided in favor of the street railway company. An appeal was taken to the United States supreme court and the case is awaiting a hearing there now.

Mr. Guernsey appeared in court with a showing that action was being commenced or about to be commenced in the state court on the same issues, and the company desired to have an injunction issued until the matter is determined in the supreme court of the United States. Upon the showing, Judge McPherson granted the restraining order and the matter was set for hearing on the first day of the May term of federal court in Des Moines.

Save your carpets and keep your house warm with deadening felt—soft heavy paper. C. Hafer Lumber company, Council Bluffs, Ia.

Dates for Republican Rallies.

A republican rally will be held this evening at the old Delong mission building on East Broadway. Spencer Smith will preside and among the speakers will be Robert B. Wallace, candidate for mayor; C. F. Kimball, candidate for city solicitor; John Olson, candidate for councilman-at-large and Carl Morgan, candidate for councilman from the First ward.

Friday evening there will be a republican rally at the Delong building on Avenue F near Tenth street. There will be the same speakers with the addition of C. A. Tibbits, candidate for councilman from the Second ward.

A. F. Hollis of the Second precinct of the Second ward has been selected as chairman of the newly organized republican city central committee.

Chairman Hollis of the city central committee and Chairman Elmer Smith of the county central committee have been authorized to secure suitable rooms for campaign headquarters.

These are the dates for registration for the city election: Thursday, March 19; Friday, March 20 and Saturday March 28.

It will pay you to take a look at Bouricius' fine pianos, sold now at astonishingly low prices during their Annual Clearing Sale. 335 Broadway.

New Incorporations.

Articles of incorporation of John G. Woodward & Co. were filed for record yesterday. The incorporators are John G. Woodward of this city and Harry Cartan of Omaha, the business heretofore having been conducted under a co-partnership. The capital stock is placed at $200,000 and the business of the corporation will be managed by four directors, who are John G. Woodward, Harry Cartan, G. E. Williams and Carlton H. Woodward. The company is engaged in the manufacture of candy.

Articles of incorporation of the Presbyterian church of Macedonia, Ia., have been filed. The church was organized in 1871. The trustees named are Henry F. Wilson and John Lewis, sr., for one year; W. E. Smith and W. C. Miller for two years; O. G. Miller and Samuel Fisher for three years.

An amendment to the articles of incorporation of the Iowa Lumber and Box company, changing the name of the corporation to that of the Crater Lake Lumber company, was filed for record yesterday. The amendment was signed by C. Hafer, president, and Frank Blank, secretary.

Bouricius sells pianos very cheap at his cash annual clearing sale, 335 Broadway.

Marriage Licenses.

Licenses to wed were issued yesterday to the following:

Name and Residence.	Age.
John C. Sorenson, Council Bluffs	28
Alleane Goodwin, Council Bluffs	24
Louis Noring, Omaha	62
Dora Attovite, Omaha	57
E. Neunemann, Knox, Ia	28
Grace Birkby, Knox, Ia	26
Straut W. Schurtz, Champaign, Ill	40
Lucinda J. Barnes, Reno, Nev	29
G. M. Butler, Crescent, Ia	23
Nancy Dingman, Council Bluffs	22
George W. Monnick, Hooper, Neb	25
Lydia C. Anderson, Hooper, Neb	28
Harry Swanson, Council Bluffs	23
Helma Swanson, Council Bluffs	22
William S. Fisher, Council Bluffs	41
Ella Neary, Council Bluffs	24
Victor McCart, McClelland, Ia	26
Maggie E. Laurm, Oskaloosa, Ia	24

Stephen O'Neil Dead.

Stephen O'Neil, who was found unconscious on the street near his home at 267 Franklin avenue about three weeks ago, died yesterday morning without having regained consciousness. His trouble was diagnosed by the attending physician as uremic coma. Deceased was 55 years of age and is survived by his wife, four daughters and five sons. The children are Mrs. J. L. Bates of Salt Lake City, Mrs. M. Haller of Topeka, Kan., Sadie and Nellie O'Neil, living at home; Charles O'Neil of Buffalo, Wyo.; John O'Neil of Valley Falls, Kan.; W. J., O. B. and J. J. O'Neil of this city.

Use Bee Want Ads to boost your business.

PAY TRIBUTE TO ALDRICH

Public Funeral Exercises Held in State Historical Building.

HABITUAL CRIMINAL ACT VALID

Berwick Man Arrested on Charge of Horsestealing on the Day He Had Arranged for His Wedding—Elephant Has Toothache.

(From a Staff Correspondent.)

DES MOINES, March 12.—(Special.)—Iowa paid appropriate honor to the memory of Hon. Charles Aldrich today. The body of Mr. Aldrich was brought to the city this morning and was viewed by many at the Historical building during the forenoon. Services were held in the afternoon. Prominent men from all parts of the state were present. The funeral was held this afternoon, beginning at 1:30 in the State Historical building, which was erected and equipped because of his untiring efforts. Rev. A. L. Frisbie opened the services with prayer and this was followed by a number of short addresses. Hon. Lafe Young spoke of Mr. Aldrich as a journalist. Hon. Warren Dungan of Chariton spoke of his work in the legislature. Colonel Crossley of Webster City spoke of his service in the civil war as a soldier. Hon. John A. McCall spoke of him as a man of letters. Judge Horace E. Deemer of the supreme court, one of the trustees of the Historical department, spoke of his work in the Historical department. Governor A. B. Cummins spoke of the worth of his life to the state as a citizen.

Honorary pallbearers were: Ex-Governor William Larrabee, Lieutenant Governor Warren Garst, Secretary of State W. C. Hayward, Auditor of State B. F. Carroll, Treasurer of State W. W. Morrow, Attorney General H. W. Byers, State Superintendent John F. Riggs, Judge S. M. Weaver, State Librarian Brigham, Hon. Isaac Brandt, Hon. L. F. Andrews and John M. Brainard of Boone. The active pallbearers were: Captain V. P. Twombly, formerly state treasurer; Major S. H. M. Byers, Colonel George L. Godfrey, Lieutenant J. P. Patrick, Colonel Charles A. Clark and General J. B. Weaver.

All of the employes of the state house attended the service in a body. The body was taken to Webster City tonight for interment tomorrow.

Must Pull Elephant's Tooth.

Veterinarians are being gathered to pull the tooth of Big Tom, the elephant at Ingersoll park in this city. Big Tom weighs 8,000 pounds and has a tooth as big as a tea cup and it aches. It is so badly decayed that it can't be filled and so it has to be pulled, but how to do it is a problem of no small proportions.

No Trouble Saturday.

The Seventh congressional district convention to select two delegates to the national republican convention will be held at the Commercial club hall in this city Saturday afternoon at 2:30. It is believed now that there will be no trouble over delegates, due to the selection of delegates by supervisorial districts by the standpatters Tuesday. The progressives will control the canvention and probably will select Howard Clark and a Story county man for the two delegates.

Law is Constitutional.

The supreme court in the decisions given today holds that the habitual criminal act is constitutional. The law provides that on the third conviction for a penitentiary offense, a criminal can be given a twenty-five-year sentence. The case was that of the state against Vernon Dowden, alias Thomas Wood, appealed from the Fayette county district court. He was charged with stealing a mare. In the defense his attorneys charged that the law was unconstitutional because the punishment was cruel and inhuman. The supreme court holds that that is the province of the legislature entirely, and that the courts cannot invade the rights of the legislature, which is competent to judge whether or not the punishment is proper. An attempt was also made to prove that the law was ex post facto in that convictions which took place before the act were passed would be counted. The court refused to pass upon this, because it was not raised in the district court trial, but intimates that the courts of many states have held habitual criminal acts not to be ex post facto, and that if this issue were raised before this court, it would be held to be constitutional.

Stole on Wedding Day.

Just before he was to start to Kansas City with his bride-to-be, Charles Eliot of Berwick, was arrested for horse stealing at South Fifth and Jefferson streets this afternoon.

Eliot is accused of stealing a horse worth $200 from a Berwick farmer and selling it to the Garrison barns buyers for $125.

When arrested he was in the company of Miss Alice Spencer. Several days ago he bought a marriage license and the two expected to be wedded in Kansas City tonight.

Detective Jackson searched Eliot, and found $103 on his person. He and Miss Spencer had made all arrangements for their wedding trip, and were preparing to leave the house when Detective Jackson put in his appearance.

Annual Triangular Debate.

The annual triangular debate between Drake, Grinnell and Ames will be held Friday evening of this week, each one of the schools entertaining one of the debates.

In Des Moines, Drake and Grinnell will meet, the Drake team having the affirmative side of the question, and Grinnell the negative. The Drake team is composed of Paris, Porter and Ruby.

At Ames, Drake and Ames will meet, the Drake team taking the negative side of the question there, and Ames the affirmative. The Drake team to meet Ames at Ames is the same as the team which met them in Des Moines last year—Brammer, Peterson and Stearns. Ames and Grinnell will meet at Grinnell, Grinnell supporting the affirmative and Ames the negative. The fifteenth amendment, with certain provisions, is the subject of discussion.

Never were such bargains in pianos offered as are shown at Bouricius during their twenty-second annual clearing sale of high grade regular stock pianos.

Charges Against Druggists.

FORT DODGE, Ia., March 12.—(Special Telegram.)—The Anti-Saloon league of this city today finished the collection of evidence against the ten druggists of this city on the charge of selling liquor illegally. The case will be tried the coming term of court, which meets the last week in March. All but three druggists in the city are made defendants to the action. Detectives have been collecting evidence for the last two months.

Allison is Indorsed.

CHARLES CITY, Ia., March 12.—(Special Telegram.)—The republican county convention was controlled by the Allison forces. On a test Allison resolutions carried, 75 to 22. The resolutions commended the vigorous administration of Roosevelt, the faithful services of Congressman Haugen, declared for Taft for president, lauded the great services of William B. Allison in behalf of the state and nation, and expressed confidence in his eminent ability and fidelity and demanded his return to the senate. George E. May was endorsed for district delegate and allowed to select the delegates, William Smyth, J. E. Case, W. S. Shepherdson, Gordon Stephens, A. L. Dodd, H. N. Ervay, Claud E. Summers, G. W. Winterink, C. H. Gutcher, C. W. Rhinesmith and Justin Lamberson.

School Election at Fort Dodge.

FORT DODGE, March 12.—(Special.)—A total vote of 189 was polled at the school election Monday, at which time the question of voting a $11,000 tax to cover part of the cost of the high school building now being rebuilt after last summer's disastrous fire, was taken up. President Butler, Treasurer Peshau and Director C. F. Duncomb were re-elected without opposition to succeed themselves as members of the school board.

Girl Drowns While Boating.

MARSHALLTOWN, Ia., March 12.—(Special Telegram.)—Bulah Bandfield, aged 15, waitress at the Iowa Soldier's home, was drowned in Iowa river late this afternoon while boat riding. She fell out, attempting to get an oar which fell into the water.

Fulmer Goes to Wesleyan.

BEATRICE, Neb., March 12.—(Special Telegram.)—C. A. Fulmer, for five years superintendent of the public schools of this city, has tendered his resignation and it has been accepted by the Board of Education. Mr. Fulmer has accepted the position of dean of the college of liberal arts at the Wesleyan university at Lincoln.

Orino Laxative Fruit Syrup is a new remedy, an improvement on the laxatives of former years, as it does not gripe or nauseate and is pleasant to take. It is guaranteed. For sale by all druggists.

Iowa News Notes.

CRESTON—Miss Ida Larson and Alfred L. Smith, both well-known residents of this place, were married last night in the presence of a company of invited guests by Rev. Wirth of the Evangelical church.

CRESTON—The residence of W. J. Simpson, a Fontanelle merchant, was badly damaged by fire yesterday and only the most determined efforts of the town bucket brigade saved it from total loss. It was partially insured.

CRESTON—The private bank of John Hogan of Massena, which was sold to Creston, Atlantic and Cumberland parties, was bought back last week by the original owner, who is now in charge, with Mr. Ray Wilson as cashier.

CRESTON—A piece of vandalism was committed here last night. Some one entered the home garden of A. L. Martin and cut down every young fruit tree and berry bush in the patch. It looked as if a short corn knife or similar instrument had been used.

TABOR—Mrs. John Barbour, wife of one of Tabor's leading merchants and college trustees, died yesterday afternoon at their home after a brief illness with rheumatism that went to the heart. Besides the husband, one grown son and three daughters survive.

CRESTON—An action has been filed by United States District Attorney M. L. Temple in the district court for the western district of Iowa against the Northwestern Railway company for alleged violation of the federal safety appliance law, claiming that a carload of grain was sent over the line February 5 with a defective coupling.

TABOR—S. M. Thomas died at 3 o'clock this morning after lying in a stupor for about two weeks from a blood clot on the brain. He leaves a widow and two grown sons. The elder one will continue to carry on the business left by his father. Tabor has lost both of its merchant jewelers within less than a month, A. T. West dying suddenly February 13.

ONAWA—The republican convention of Monona county was well attended Tuesday afternoon. The Allison forces were in complete control and elected a straight Allison delegation, although no resolutions were passed. W. C. Newton was chairman and J. E. Carmody secretary. The delegates are: J. A. Pritchard, A. W. Burgess, C. E. Underhill, John S. Ordway, T. B. Lutz, R. W. Cassady, Robert Root, W. H. Edgar and E. L. Hogue. Monona county is still standpat.

MARSHALLTOWN—By a resolution introduced in the city council today, F. J. Young, councilman from the Fifth ward, seeks to prohibit the attendance of young people under the age of 18 years at dance halls and roller skating rinks, unless attended by a parent or guardian. Young declared in putting forth his ordinance that it was intended for the public good, and to safeguard young people. It was passed to its first reading with but one dissenting vote.

FORT DODGE—The democrats of the Tenth district held a convention in this city Tuesday that was all for Bryan. Harmony marked the entire program. No committees were named nor resolutions adopted. Nearly every speaker declared that the future of the party in Iowa was never so bright as now, attributing the fine outlook for success to the factional spirit now rife in the republican party.

IOWA CITY—At a meeting of the Board of Curators of the State Historical society the following were elected to membership: Hon. Charles A. Clark of Cedar Rapids, a member of the Board of Regents; J. H. Kelley of Des Moines, a member of the state legislature from Polk county; William C. McArthur of Des Moines, clerk of the United States district court; Mrs. Bernhardine Wachtsmuth of Burlington, and W. I. Pratt and W. D. Cannon of Iowa City.

MARSHALLTOWN—Resolutions pledging the county's support for Bryan were adopted at the caucuses of the democrats held in this city today. Thirty delegates to the count convention, which meets next Saturday, were chosen. Among them was Councilman F. J. Young of the Fifth ward, who was a delegate to the county republican convention from his ward. Young today declared that he would not serve the democratic convention.

The A B C and X Y Z of

ADVERTISING

A SERIES OF TEN TALKS ON ADVERTISING written by Seymour Eaton of Philadelphia for the readers of THE OMAHA BEE

NO. 6

Department store advertising may be divided into three classes: bad, very bad, and damned bad.

Bargain advertising is in the first class. It does sell goods; but if well done it could easily make three blades of grass grow where one grows now.

You and I know beautifully dignified and exclusive stores that charge $10 for what cost them $4.98 and other plain every-day workingmen's shops which charge $4.98 for what they advertise as actually worth $10. The one store cheats by overcharging and the other lies but gives good values for the money.

Customers are not all fools. It is safe to say that not more than ten per cent of them are fools. But the bargain advertiser doesn't know this. He thinks that everybody gulps the whole proposition in one swallow.

The "worth-$20-now-$12.50" bargain offer has been done to death. The people buy the $12.50 article because $12.50 is as much as they want to pay; because they have seen the goods; because they have intelligence enough to know that they are getting good value for the price; but for every one who buys there are two others shoo-ed off by the roll-up, tumble-up, throw-up-your-money hurrah.

An honest bargain properly announced is always good advertising. If I controlled a newspaper page I should use one-third of it, down the side, for legitimate bargains. I should put the word "Bargains" or "Today's Bargains" at the top with the description of the articles I should give selling prices only and say nothing in figures about values or cost prices; use that space for describing the goods. I should make the descriptions as brief as possible; leave everything to the imagination of the customer except the selling price; and now and then I should omit that; let the customer come to the store to find out. Then I should make these bargains look like charity by very contrast; by using the remainder of the page to advertise my regular-priced, always-in-stock clothing and dress goods and carpet and furniture and all that sort of thing; and I should make this department so full of life and spirit and enthusiasm for the goods as to make my counters irresistible.

The store that preaches is in the second class. Preaching isn't advertising. It may be entertaining and instructive; it may analyze to a nicety the ethical policy of the store; it may impress the weak-minded with the fact that this store is a great public benefactor, a powerful influence for good in the community, a sort of merchandise university which ought to be endowed by the State. But preaching doesn't sell goods; it doesn't even draw a crowd.

The formal, refrigerator, my-brass-plate-is-sufficient advertising is in the third class. It has all the dignity and drawing power of a corpse. Mark you, I am not criticizing the idea. The idea is fine. To be chosen people clothed in purple and fine linen; to bask in the sunshine of wealth, or of aristocracy, or of fame; to eat where it eats, to drink what it drinks, to wear what it wears, to buy where it buys, to talk what it talks, to dress your poodle dog with what it dresses its poodle dog; to be somebody exclusive, even one or two removed or second hand; that is greatness, and people pay big money for greatness, even for the varnish or veneer. It is the advertising that is bad. It might easily quadruple the trade and yet keep within the boundaries of the elect. Exclusive people don't think. You don't need to put salt on their tails. They follow a leader like a lot of sheep. Your business as an advertiser is to capture the leader; the bellweather of the set. The rest is easy. The others will pay for the privilege of standing in line.

Embalm and bury the brass-plate advertising. Use the space to talk to your customers. Some of them read advertisements. If a poor plebian should happen to read about your goods and wonder into your shop by mistake let him do the worrying.

Seymour Eaton

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