

IN THE FIELD OF ELECTRICITY

Future Possibilities and Conveniences of Current Power.

DEVELOPMENTS OF THE NEW CENTURY

Power of Steam and Electricity Tested at Baltimore—Phonograph for Trolley Cars—Progress in Other Lines.

In a paper on the anticipated triumph of electricity during the next fifty years, C. Martin, in Success for February, declares that the farmer, the chemist, the miner and the householder will be among the chief beneficiaries...

Of course, we shall see by electricity. The telescope is a beautiful apparatus, but antiquated in many respects. It is not unlikely that the electric heater and electric fan will be rivalled by mechanism creating the sensations of heat and warmth more subtly...

Appled Electricity. Electrical progress in the nineteenth century may be summed up by the Western Electrician in one short sentence. Electricity has been put to work...

The electrical scientist has not been superseded; the value of his services is realized now as never before, but the electrical engineer, who followed the scientist and applies the results of the arduous labors of the savant to the improvement of existing conditions, has become a mighty factor in the advancement of the world.

Electrical Notes. One of the best practical illustrations of the value of wireless telegraphy was given in the experience of the English admiralty in a four mile race between two ships by means of wireless apparatus...

Street Car Phones. The most unique idea yet patented, says the Washington Post, is a device by which every trolley car will be provided with a telephone, in connection with the main offices of the company.

The distance between them being merely a little less than that between the telephone wires at their points of support. The upper hook has a spiral spring connected to it which allows of considerable adjustment of the distance between it and the lower one...

Battle of the Giants. The successful test of the "third-rail" system on the belt line of the Baltimore & Ohio railroad at Baltimore recently, was an event that has a wider interest than pertains to mere traction development.

Blowing after eating, indigestion, flatulence or water brash, may be quickly corrected through the use of Frick's Ash Blending and Purifying Process.

MITCHELL'S FATE IN DOUBT

South Dakota Capital Removal Bill is in the hands of the Senate Committee. PIERRE, S. D., March 4.—(Special Telegram.)—At the opening of today's session of the house a large crowd of spectators was present, expecting a fight on the capital removal measure...

Another feature of the test, which was interesting mostly to electrical engineers, was the fact that in this performance of the third-rail system a current of only 500 amperes was used, while with the overhead system a current of 1,200 to 1,500 was required.

Gas or Steam to Turn Dynamoes. Prof. Krome, in making a comparison between the cost of electric power produced by steam and gas, has calculated the expense of the steam engine, with or without compensation, including the interest, etc., and the service. To this he adds the cost of an electric installation for 100 horse-power...

Preparing Sugar by Electrolysis. The electric current is every day growing more important in industry as new applications for it are found. Not so very many years ago about the only practical use made of electricity was in lighting...

In the Senate. The senate passed the senate bill to prescribe penalties for adulterating intoxicating liquors, appropriating \$100,000 to Fred Evans in full for all claims against the state for construction of Soldier's Home.

The capital removal bill went down to the senate and was given its first and second readings and the senate committee reported favorably on the bill of J. H. McLeod of Hermosa for the expense of keeping troops, fixing the amount at \$500, which he has agreed to accept.

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The removal crowd asked that it go to the committee on elections and privileges, and the opposition that it go to state affairs, and on the vote it went to the state affairs committee by a vote of 25 to 18. The settlement, it is swinging back and today it looks as if the measure is killed.

An attempt to recall the capital removal resolution from the state affairs committee was defeated by 25 to 19, and further action was shut off by adjournment.

GIRL SHOT BUT WILL LIVE

Though She Has Bullet in Her Brain Her Recovery is Probable. DEADWOOD, S. D., March 4.—(Special Telegram.)—The little daughter of Martin J. Albert of Spearfish, who was shot in the head by a revolver in the hands of her little brother, has been removed from the hospital in this city and is doing well, although the bullet penetrated her brain. The case is considered a remarkable one.

IOWA ACCEPTS PRISONERS

Nebraska Converts to Be Handed For at the Anamosa and Fort Madison Penitentiaries. DES MOINES, March 4.—(Special Telegram.)—The State Board of Control decided today to accept the 200 Nebraska prisoners at the two Iowa penitentiaries. The warden at Anamosa reported he could take nearly 200 and it is known the penitentiary at Fort Madison can take a hundred if necessary. The governor of Nebraska has been notified accordingly.

FREE TRAIN IS WRECKED

Leaves Hills Near Clinton and Twenty-Three Cars Are Smashed. CLINTON, Ia., March 4.—(Special Telegram.)—From the standpoint of damage and delay of trains one of the worst wrecks ever on the Northwestern took place one mile west of Clinton this morning, when a freight train was wrecked, twenty-three cars being derailed and piled up in great confusion. The cars were mostly loaded with grain. Many were smashed and the track was torn up by rods. Two small bridges were destroyed.

The wreck was caused by a broken wheel, which derailed the train just as it had reached the bottom of a steep grade, going at the rate of thirty-five miles an hour. The train consisted of 25 cars, some of which were derailed and piled up in great confusion. The cars were mostly loaded with grain. Many were smashed and the track was torn up by rods. Two small bridges were destroyed.

Sheriff McLeod Resigns.

SCHUYLER, Neb., March 4.—(Special Telegram.)—Sheriff August McLeod has his resignation before the Board of County Commissioners. The resignation is said to be his taking his resignation in connection with the case of Sumner Finnegan, a ninety-day tenant of the jail, uptown for a round of the saloons one night last week.

Belgian Hare Show.

An exhibition of Belgian hares opens in the Schuyler roof garden today and lasts through Thursday of this week. It is under the auspices of the Nebraska Belgian Hare club. Some 40 hares are already entered and it is said that the principal breeders will be represented, including many from outside of the state.

BLIZZARD MAKES ITS VISIT

Strikes Northwest Nebraska—Cattle Ill Prepared to Withstand Cold Weather. CHADRON, Neb., March 4.—(Special Telegram.)—A snow storm, accompanied by high north winds, rages over the northwest today. A few such days as this will play havoc among the cattle of this section. The grass on the ranges is very short and the cattle are in bad condition to stand much cold weather.

The winter has been remarkably free from storms so far, and the ranges have at no time been covered as to prevent the cattle from getting at the grass. The streams are but slightly frozen and the stock can easily get plenty of water. Most of the ranchers have enough feed for a few bad days of storm and so far have not had to use it.

SOLDIERS HOME FROM CUBA

One of the Tenth United States Infantry Companies Arrives at Fort Crook. FORT CROOK, Neb., March 4.—(Special Telegram.)—One of the companies of the Tenth infantry, with Colonel Ewers, Major Hoyt, Captains Kirby and Shollenberger, Lieutenants Walton and Humber and Dr. Wheat, also the headquarters band, with forty-eight men, under Band Leader Grow, arrived at 3:30 this morning from Cuba. This and the other companies of the Tenth have been doing service in the island for more than two years and the sudden change from a warm climate to the piercing wind of this north is quite a shock to the men.

PLATTSMOUTH TIME IS MONEY

Cass County Has to Pay for Clock in Court House Twice. PLATTSMOUTH, Neb., March 4.—(Special Telegram.)—Judge Jensen arrived from Nebraska City and convened the March term of district court this afternoon. The case of the State against Eli Jones and the case of the State against Elmer Barry were dismissed. On the mandate from the supreme court in the Seth Thomas Clock company against Cass county a judgment was entered for the plaintiff, compelling the defendant to pay for the clock in the court house tower a second time. The county commissioners thereupon ordered that the amount of \$1,000 be paid at once, which makes the clock cost the county \$3,000. This case has been in the courts for more than six years.

Only Ten Cases in Lincoln.

LINCOLN, March 4.—(Special Telegram.)—An Omaha evening newspaper has asserted that there are 300 smallpox cases in this city, when as a fact there are only ten cases and three of these will be discharged from quarantine tomorrow.

Child Saving Institute.

LINCOLN, March 4.—(Special Telegram.)—The Child Saving Institute of Omaha filed its articles of incorporation with the secretary of state today. The object of the company is to care for and shelter homeless children. Among the incorporators are: Guy C. Barton, George F. Bidwell, E. A. Cudaby, J. F. Carpenter, C. W. Lyman and H. J. Penfold.

DEMAND PAY FOR RISK

Three Men Refuse to Bury Smallpox Victim Until Remunerated by County. YORK, Neb., March 4.—(Special Telegram.)—Dr. E. B. Henshaw of this place experienced difficulty yesterday at Henderson in securing assistance in the burial of A. C. Russell, who died from smallpox.

TO HAVE INTERSTATE FAIR

Exhibits and Races at Beatrice to Be Open to the World. BEATRICE, Neb., March 4.—(Special Telegram.)—At the last meeting of the Gage County Agriculture society it was decided to hold an interstate fair and race meeting here on August 20 to 23, inclusive. All the premiums were largely increased and the classes were enlarged. Correspondents and competition opened to the world, which is intended to make the fair equal to the state fair. Negotiations are pending with the owners of some of the best attractions.

INTENSE REVIVAL AT BROKEN BOW.

People Travel Thirty Miles to Listen to Preacher. BROKEN BOW, Neb., March 4.—(Special Telegram.)—One of the greatest religious awakenings ever in this town is now in progress, and the large Methodist church has been filled to its doors. Rev. G. L. Barker of New Jersey is conducting the meetings, and many have been converted. The meeting for men only yesterday was the largest ever in the city. People come thirty miles to the meetings and the interest grows at each service.

Advertising Comment.

Advertising is simply asking somebody for something you want. If you are onto your job you don't ask once and stop; you keep on asking. After you have had as much experience with advertising as some people you will discover that the innermost secret of success regarding it lies in just one word—persistence.

That will win every time, win almost anything in fact. I was amused the other day when reading an article illustrative of this point. A girl had two lovers and her affections were about equally divided.

One fellow came to see her every Sunday night and as regularly as he came he asked her to marry him. She could not make up her mind, however. The other fellow came Tuesday night, Thursday night and Saturday night, and he never left her without an invitation to become his wife.

No use telling the rest of it; everybody knows what happened. She married him of course. The principle holds true in love; it holds true in business. In fact, I do not recall any place where it will fail.

Two often the advertiser gets the idea (before getting any experience) that spending money for advertising is about the same as speculating in wheat and hogs. That is a gambler's way, with the chances all in favor of the publisher getting his money and the advertiser getting left.

While this may be true sometimes, the great fact which will not down remains as steadfast and immovable as the eternal hills, that upon something of merit and a hustler back of it, who knows how to begin his advertising right, how to keep it going right, but who has never discovered a right way to stop it, and if you want to bet on a sure thing, you put all the money you

Advertising Comment.

choose on his coming out ahead, and you will win every time. At no time during the last five years have the prospects for a large business in all lines of goods as they are now. It is simply a case of having a crop ready to garner, and it rests with the harvester whether he will go out and bring in the sheaves, or whether he will simply sit around and say he is afraid if he does so it may rain and if it rains he may get wet.

It takes courage to do any kind of business; takes faith, too. If your goods are right and you will advertise them right you will sell all you can spare this season. Perhaps you are afraid you may not do business if you do advertise. Well, you may be fully assured that you won't do business if you don't advertise.

I am an advocate of good-sized space in advertising simply because it is economy for the advertiser. A two-inch ad worth three times as much to the advertiser as a one-inch. Lots of people are influenced by the size of an ad, and in doing business we must as far as possible cater to the ideas or notions or whims, or whatever you may wish to call it, of the people whom you seek to do business with.

There is one thing I hope to accomplish through this department, and that is to induce advertisers to save some of the good money they are now "throwing at the birds" and put it where it will get business for them. I trust I am built on broader lines than the claiming that this is the only paper there is would seem to indicate. I make no such claim.

But that is as good as there is, that it is far ahead of the most of them, and that as a business-getter it does not find it necessary to take a back seat for any of them, is a great and solemn truth, which should be told.

Were I to cover up this important fact I would be doing a very great injustice to a whole lot of good people whom I very much desire to assist in their efforts to build up a profitable, paying business.

In other words, help them push forward to success. Without advertising of the right kind such a thing is impossible. Everything is yours when you advertise right.

Advertising for this paper is taken on the basis of making it pay you. If we were in the mercantile business we would hardly expect you for a suit of clothes or a barrel of flour we did not deliver. You have a right to expect value received, no matter what you pay your money for.

We propose to see that you get it when you advertise with us. Then why speculate on papers you don't know anything about, when you can have a sure thing here.

Buying "halloo juice" and "blue sky" may be very fascinating because of its uncertainty, but it's seldom profitable. If our method of doing business seems about right, and you want results from your advertising, let us hear from you and you will soon hear from our readers.

When you pay us a dollar for advertising it's not necessary to bid in the fearful fare-well which is usually attached to things you never expect to see again.

You can regard it simply as "bread cast upon the waters," and in numberless cases now on record it did not even need the proverbial "many days" to come back. We do not ask you to have any faith in our paper.

We have that ourselves. Our position is somewhat like that of the doctor whose patient said she had no faith in his little pills. "It is not necessary you should have," replied the M. D., "just take the pills." So we say, just put your ad in the paper. We will do the rest.

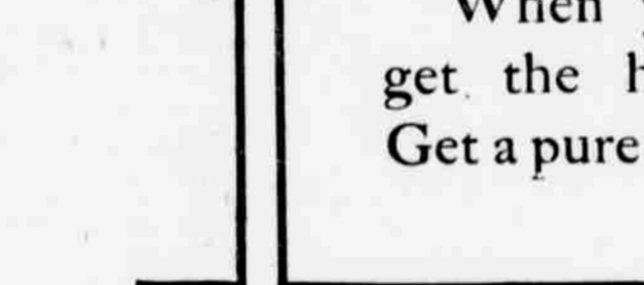
Have the Home Beer Pure. Whatever you drink outside, let your home beer be Schlitz. That is pure beer. No bacilli in it --- nothing to make you bilious.

Beer is a saccharine product, and germs multiply rapidly in it. The slightest taint of impurity quickly ruins its healthfulness. We go to the utmost extremes to prevent that. Cleanliness is a science where Schlitz beer is brewed.

We even cool the beer in plate glass rooms, in nothing but filtered air. Then we filter the beer. Then we sterilize every bottle. And Schlitz beer is aged. The beer that makes you bilious is green beer.

When you order beer for your home, get the healthfulness without the harm. Get a pure beer - get an old beer - get Schlitz.

Phone 918, Schlitz, 719 South 9th St., Omaha.



THE BEER THAT MADE MILWAUKEE FAMOUS

track was cleared so trains could pass. Both lines were completely blocked from 1 to 11 o'clock this forenoon. Some of the Milwaukee trains, westbound, run over the Burlington tracks, via Sublim, six miles bound over the Burlington, Cedar Rapids & Northern tracks to Cedar Rapids.

MEMPHIS, Neb., March 4.—(Special Telegram.)—The lodge of the Ancient Order of United Workmen was instituted here Friday night by Grand Master Workman Shultz of Beatrice. A large number of visiting members was present and the installation was followed by a banquet.

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