PUBLICITY

(NEWSPAPER ADVERTISING)

When properly directed brings fame and fortune to thousands of enterprises which would otherwise be unknown to the world. The ability and experience required to successfully conduct a campaign of publicity comes only after years of labor and thought given to the work. Once it is attained the knowledge of that fact brings business as nothing else can. Reputation is not established firmly except through years of careful, methodical work along lines that produce valuable results.

Ability and experience necessary to plan a thoroughly successful campaign of publicity would be heavily handicapped if not associated with the facilities for the prompt execution of the work contemplated. Few general advertising agents are in possession of all the requirements that form an harmonious whole, consequently those who are fully equipped are in constant demand. Their business grows with a thrift wholly unknown to competitors who are handicapped through lack of facilities.

Among those who have been eminently successful, and who have climbed the ladder step by step through more than a quarter of a century is the Agency of NELSON CHESMAN & Co., St. Louis, Mo., with branches at Chicago and New York. The possession of the ability to plan successfully, backed with the industry, financial strength, and other accessories necessary to carry forward the work to perfect success, has given them a prominent position which is fully merited. The extensive dealing with the publishers of all classes of papers in the United States and Canada, and with leading journals throughout the world makes their name a household word, and their financial reputation secures to their customers all possible advantages in the direction of economical prices.

Through the rapid expansion of business they have outgrown the space in the buildings at 1117 and 1119 Pine Street, St. Louis, which they have owned for some years, and they have recently leased temporary quarters nearly opposite on Pine Street, pending the erection of a twelve-story, steel-frame, fire-proof structure, with all modern conveniences, for the accommodation of their business. It is their aim to so construct the new edifice that it will afford them perfectly appointed offices and enable them to lease especially desirable quarters to others in the same line of trade, and to city publishers and printers, thereby making it a Publicity Building in fact as well as in name—the first modern building erected in St. Louis especially for this class of tenants.

NELSON CHESMAN,
Pres't Nelson Chesman & Co.

Nelson Chesman, President Nelson Chesman & Co., whose picture is here presented is about sixty years of age, a native of New Hampshire. Began newspaper work in 1861, in the counting room of the Boston Post, and has been in the advertising agency business since 1868. Mr. Chesman compiled the American Newspaper Directory for the years 1869 to 1874, inclusive, and has been actively engaged in the Agency work since the latter date. Still active and aggressive in business he takes a keen interest in the great Agency of which he is the president, and anticipates with pleasure the time when it will occupy a building constructed specially for its accommodation.

CONRAD BUDKE,
Vice-President and Treasurer, Nelson Chesman & Co.

Conrad Budke Vice President and Treasurer, Nelson Chesman & Co., is pre-eminently a self-made man who has risen from the ranks to occupy the modest-acting position in any large concern, and particularly an advertising agency, that of handling the finances. Possessed of a genial disposition, and a very magnetic personality he wins friends quickly and holds them through his sterling qualities.

Mr. Budke began his life work at thirteen years of age, and during the thirty years of his business life has never known any other business. He is thoroughly conversant with every feature of newspaper advertising agency business, and his advice is sought by leading advertisers over the country who have knowledge of his ability and experience.

RICHARD PENDERGAST,
Sec'y Nelson Chesman & Co.

Richard Pendergast Secretary, Nelson Chesman & Co. entered the Agency's employ as a small boy and has grown up to sturdy manhood, advancing step by step as he developed the ability to assume greater responsibilities. His position is that of general manager of the office force, in all departments, and it requires him to give attention to the vast amount of detail work reported to him by the department managers. In addition to this he reads a large number of letters daily, and dictates replies to such as require more than ordinary consideration. His thorough familiarity with every feature of the Agency's business, and great executive ability results in there being "something doing" in every minute of his long business day.

ARTHUR A. WILLSON,
Manager of Chicago Branch, Nelson Chesman & Co.

Arthur A. Willson, Manager Chicago Branch Office, has been with the Agency over ten years, and in that time has made for himself an enviable position. Assuming the management of this important branch after three years experience he has built up a large business. As Mr. Willson is financially interested in the Agency, he is ever on the alert to advance its interests, in a community where competition has to be met at every turn. He enjoys the respect and confidence of his customers to a degree quite unusual in his line and they assist him, whenever opportunity offers, to secure new customers, consequently his list of patrons grows from year to year and has now reached proportions exceeding in the aggregate amount that of many quite well-known Agencies.

In addition to the persons mentioned above are many who have been in the employ of Nelson Chesman & Co. for years, and who's loyalty to the Agency they represent is demonstrated by their unusual efforts to build up the business with which they take great pride in being associated.

LOCAL ASPECT OF STRIKE

Some Delay in Perishable Goods and Lack of Messengers.

MEN HERE ARE STILL AT WORK, HOWEVER

Pacific Express Company Free from Handicap in Omaha While Tied Up in Many Other Cities.

The strike among the employes of the Pacific Express company, although not affecting the territory adjacent to Omaha is being felt to a little extent. As is known the Pacific Express company is controlled by the Gould interest. The Wabash and the Missouri Pacific trains came in from Kansas City and St. Louis Friday without messengers on them and a force of men was immediately sent to take their places. The messengers were placed on the several trains to these points, but when the trains returned yesterday they were again minus the messengers.

Orders have been received by the local officials not to accept any perishable goods for shipment and to send all money by mail to its destination, using government money orders.

The board of directors at its meeting held Friday in St. Louis refused to grant the demands of the men. Erastus Young, general auditor of the Union Pacific, attended this meeting, besides President James Eggleston of the Pacific Express company, C. G. Warner of the Missouri Pacific, E. B. Pryor of the Wabash and S. R. Schuyler of the Missouri Pacific.

Messengers have been making from $50 to $90 per month, porters have been paid from $45 to $55 and the drivers from $50 to $65 per month. These employes demand an increase of 16 per cent.

The order not to accept perishable goods caused some little trouble Friday in the shipment of cream, but the order was rescinded late in the day and now the Nebraska lines are carrying whatever is offered. The Nebraska-Iowa Creamery company was affected, but is getting its cream all right now.

Some Cream Belated.

"Murray cream did not get in Friday," said C. L. Porter, who has charge of the routes, "and neither did Elkhorn. Papillion we brought here in our wagons. The express company had ordered its agents to refuse perishable goods for fear there would be nobody on its trains to receive them. So we did not get our cream loaded at these places. But we had time to make an arrangement for the Waterloo consignment and Mr. Patterson fixed it up so we got that cream. Everything is all right now."

The Fairmount Creamery company has had no difficulty in Nebraska, but has missed one day on the Wabash and was cut off from its Iowa and Missouri supply Saturday, according to the management, the cream arrived over that line without trouble.

Employes of the express company in this city say that they have practically no organization and that no action has been taken toward a strike. Some of them say they have no reason for striking.

Superintendent George D. Patterson of the Pacific Express company is out of town, having started Friday evening on a round of his district, which comprises Nebraska and Colorado. In regard to the strike situation Herbert F. Estes, local route agent, said: "We have had no trouble here and expect none. The men have stood by the company nobly. About October 1 we called them together and asked them whether they would stay with the company or strike and they stayed. We granted the men at that time a 10 per cent raise and are considering the putting of an extra man on the runs.

"Our line is open for all kinds of business from Council Bluffs to Portland, Ore., and we hope to have the St. Louis end straightened out soon. It looks good, because the general manager has not asked us how many men we could spare him."

SUES FOR ALLEGED FRAUD

Parties File Action Against Omaha Loan and Trust Company in District Court.

Papers were filed by Bryce K. Arthur and Agnes B. Arthur in the district court today, asking for a writ of attachment against the Omaha Loan & Trust company.

The petition alleges fraud. It is stated that July 8, 1896, the plaintiffs executed and delivered to the defendant a note for $1,030, payable July 8, 1901, and a mortgage on certain real estate in Nance county, Nebraska. It is alleged without the knowledge of the plaintiffs the defendant, July 20, 1896, assigned said note and mortgage to Mary R. Hiller, and that not having knowledge or notice of said assignment and transfer, the plaintiffs, July 1, 1902, paid the defendant the sum of $1,030, the same to be applied on the above note and mortgage.

It is further alleged that the defendant failed to apply this sum on the note and mortgage, "but fraudulently retained said amount and appropriated the same to its own use."

For these reasons judgment in the sum of $1,030 with 7 per cent interest is asked by the plaintiffs and to secure the payment of this sum an attachment is resorted to.

SIGN NO CONTRACT OR BONDS

County Commissioners Make Van Court Wait Because of No Advertisement.

Pursuant to call the county commissioners met in special session yesterday and took up the matter of bids for the repair work on the county roads. The contract for this work had previously been awarded E. D. Van Court. Other contractors objected to this on the ground that the bids had not been advertised. The commissioners therefore refused to draw up a contract with Mr. Van Court or to approve his bond. At their session the commissioners rejected all bids and will advertise for bids, which must be handed to the commissioners before their regular meeting next Saturday.

Insane Italian Locked Up.

Joe Chillino, an Italian, otherwise known as the "niggery man," who was sent to Lincoln some time ago on the charge of insanity, is back in the city. Officers Sanstrom and Mansfield discovered him in the "bad lands" last night leading a goat and carrying a bundle of books. When questioned as to what he was doing he replied that he was selling goods. He had been trying to sell the goat to several inmates of the resorts during the evening, but found the market very slow and lower. The police are now investigating with a view of discovering, if possible, how he secured the animal and books.

Movements of Ocean Vessels Oct. 16.

At New York—Arrived: Auguste Victoria, from Hamburg, Southampton and Cherbourg. Sailed: Celtic, for Liverpool.

At Liverpool—Arrived: Germania, from New York via Queenstown. Sailed: Arabic, for New York via Queenstown; Victorian, for New York.

At Queenstown—Arrived: Mayflower, from Boston for Liverpool and proceeded.

At Moville—Sailed: Astoria, for New York; Bavarian, for Montreal.

At London—Arrived: Anubis, from San Francisco for Hamburg.

At Havre—Arrived: La Touraine, from New York.

At Hamburg—Arrived: Pennsylvania, from New York.

At Antwerp—Sailed: Memphisian, for San Francisco.

At Naples—Sailed: Prince Oscar, for New York.

APATHY THE ONLY DANGER

Republicans Certain to Win if They Will Attend to the Voting.

"Apathy among republicans is the only thing that can beat us in Douglas county and in the Fourth judicial district this campaign," said W. A. Redick, nominee for judge of the district court to the First Ward Republican club last night. "I have noticed the apathy with apprehension and I fear the republicans are relying too much on a reunited party and suffering from over-confidence. While it true that the party presents a solid front, yet we cannot elect our men if the voters stay at home. The first day's registration shows a gratifying ratio of republicans to democrats but it does not show half the number of republicans that it should. Every man should get out and register and remember to vote."

The meeting was well attended in Lincoln hall at the corner of Sixth and Pierce streets. It was the first meeting of the First ward club since the convention and the evidence went to back up the statement of E. J. Cornish that the republicans of the ward, without exception, would vote for and work for the ticket straight through. Mr. Cornish gave up part of his remarks to words in favor of the judicial ticket. He said he had not found a single republican lawyer in the society who supported the so-called "non-partisan" patchwork. Statements by the democratic press that some of the republican candidates for the bench are incompetent are notoriously untrue, Mr. Cornish declared, and he scored the candidates who, after trying for republican nominations, accepted nominations at the hands of an opposing party. In this guise, the speaker said, they attempt to injure the organization that has made them. He urged effective work this fall to strengthen the party for the future.

Police Judge Berka, candidate for re-election, said things never looked brighter for republicans in Douglas county. M. J. Kennard, nominee for county commissioner, promised to use the same care in spending county money as he would his own. A. J. Sutton, nominee for the district bench, had just returned from a campaign trip through Burt county with fellow candidates and he said success there is assured. He declared that the number of populists who are coming back into the republican fold is amazing.

Others who spoke were James Allan, for sheriff; E. F. Brailey for coroner, Charles Unitt for county clerk, A. L. Troup for district judge, E. K. Long for justice of the peace and Jack Kenworthy for constable.

DR. WALTON DRAWS BIG CROWD

Best Sized Congregation of Week Attend Meeting at First Presbyterian Church.

The largest congregation of the week attended the meeting at the First Presbyterian church last night, when Dr. Walton preached and J. H. MacConnell, Prof. and Mrs. J. J. Lowe of Philadelphia sang. The special number rendered by Prof. and Mrs. Lowe was a duet, "Only a Veil Between." Their singing was a matter of great enterlainment for all, as was also the singing of Mr. MacConnell. Mr. MacConnell has made his services as a leader felt from the first of the meetings.

Dr. Walton preached from the story of the woman of Sychar. It was a powerful appeal to Christian people to set about doing their duties "of soul winning." He received the utmost attention and apparently left the best impression made during the meetings. An after meeting was held in which great interest was manifested.

These meetings continue throughout next week. For Sunday Prof. and Mrs. Lowe will sing in the morning at the Lowe Avenue Presbyterian church. Dr. Walton preaches at the Castellar Presbyterian church at 10:30 a. m. He preaches at the Young Woman's Christian association women's meeting at the First church at 4:30 p. m. The subject at this meeting will be "Woman's Mission." He preaches again at the union service at the First church at 7:30 p. m. Mr. MacConnell will sing at the men's meeting at 10 o'clock and the preaching service at 10:30 a. m. at the Westminster church and at the Young Men's Christian association men's meeting at the Kountze Memorial at 4 p. m. Prof. and Mrs. Lowe and Mr. MacConnell all will be present at the union service at the First church in the evening.

NEGRO SHOOTS CONSTABLE

Pennsylvania Officer Killed While Trying to Make Arrest and Assailant is Shot.

M'KEESPORT, Pa., Oct. 17.—As the result of an attempt by three officers to arrest negroes at Glassport tonight Constable William Shields of Glassport and shot through the heart and almost instantly killed and Peter Melvin, one of the negroes, was shot dead by Peter Kelley.

For some time several negroes have been creating trouble and were always ready to pick up a quarrel. Today they attempted to shoot William Shields and Officer Joseph Morris, who swore in Patrick Kelley as a special officer. The three men then started for the scene of the trouble. They found one of the men in company with another negro named Patrick Melvin. The officers started forward, calling on the negroes to surrender. Morris caught Melvin by the arm and upon Melvin attempting resistance Constable Shields started forward to help Morris. Melvin pulled a revolver from his pocket and fired. Shields fell to the ground with a bullet in his heart and Melvin, wrenching himself loose, escaped. Kelly encountered Melvin entering a store near by and attempted to place him under arrest. Both men opened fire, each emptying their revolvers and Melvin staggered and fell. He was taken to a nearby store, where he died within a few minutes. Two doctors of McKeesport had been called to attend the wounded men but by the time he arrived both Shields and Melvin had died. It is thought that the third negro escaped on a freight train and officers started out to capture him. Chief of Police E. S. McGow was also notified and with a detective is searching for the negro. Shields was 44 years old and leaves a widow and three children.

DAVENPORT PIONEER IS DEAD

Led the New Orleans Grays to Mexico and Sat in the Iowa Legislature.

DAVENPORT, Ia., Oct. 17.—A. C. Fulton, one of the pioneers of Davenport, died today, aged 82 years. He was born in Chester county, Pennsylvania, and in his youth went to New Orleans and engaged in the shipping business. In 1845 he organized the New Orleans Grays, a company of 200 of the best young men in New Orleans, and led them against Santa Ana, the Mexican dictator. He went to Davenport in 1847 and was connected with nearly all the movements that brought railroads and business enterprises to the young city of that day.

During the civil war he earned the personal thanks of Simon Cameron, secretary of war, for the mass of detailed information about the city of New Orleans which he supplied the War department. He was a member of the Iowa legislature in antebellum days.

NOMINEES FOR SCHOOL BOARD

Pearse-Burgess Slate Goes Through, with Only One Exception.

LIGHT VOTE CAST IN EVERY WARD

Few Women Exercise the Privilege of Voting and the Affair is Marked Only by Combines Activity.

Republican School Board Candidates.

J. H. VANCE.....Eighth Ward
H. L. KREIDER.....Seventh Ward
THEODORE H. JOHNSON....Sixth Ward
J. W. MAYNARD.....Ninth Ward
JOHN L. M'CAGUE.....Eighth Ward

E. A. Willis of the First ward was the only one of the Pearse-Burgess slate candidates who failed to land a nomination for member of the Board of Education in the republican primaries Friday. John L. McCague of the Eighth ward was the man who broke over the deadline. The successful candidates, their wards and standings are indicated above. The number of votes by wards and the totals for each may be seen in the tabulation below. The slate managers had the political machinery of the school board well organized and also had money to spend.

Everything considered, a light vote was polled. The women did not exercise their privilege of the franchise as freely as was expected they would. For instance, in the First ward where a total of 134 votes were cast, but sixteen women voted and in the eighth ward where the total was 212 only twenty-two women took advantage of their suffrage.

Pearse and Burgess Busy.

Intense interest and strenuous activity were exercised in the primaries, chiefly by Superintendent Pearse and Secretary Burgess and their satellites, who were out in full force, distributing loads of green ballots,—"sample ballots"—doing what they could to perpetuate a "nonpolitical" Board of Education. The usual routine of ward workers for this combine was busy from the opening of the polls at noon until their closing at 7 o'clock, plugging for the "non-political" machine's slate. Much chagrin and disappointment was felt by the combine over the defeat of Willis. The results by wards was:

WARDS.	Enright.	Boyles.	Christie.	Johnson.	Kreider.	Maynard.	McCague.	Vance.	Willis.
First	45	47	83	78	71	75	38	68	102
Second	71	71	77	50	45	29	67	29	60
Third	77	79	76	31	28	18	78	26	24
Fourth	86	88	82	104	187	110	132	122	89
Fifth	128	130	163	117	109	106	120	160	86
Sixth	162	165	193	225	150	200	172	239	170
Seventh	43	47	61	141	167	126	60	129	122
Eighth	84	117	88	104	109	96	101	152	93
Ninth	81	50	56	129	134	121	82	124	92
Total	747	794	867	979	1000	911	852	1050	818

CENTRAL LABOR UNION MEETS

Bows to the American Federation of Labor Under Protest Pending Appeal.

Through a written communication, which was read at the meeting of the Central Labor union, held Friday, the American Federation of Labor instructed the local body to reseat the delegates from the Musicians local union No. 70 immediately. The delegates were unseated by the central organization because they refused to violate a signed agreement to play at Manawa and Courtland Beach when those resorts had been declared unfair. The federation called attention, in its instructions to the local organization, to a section of the constitution which declares that no central body affiliated with the federation shall have the power to cause a local union to declare a strike. After a continued debate a motion to reseat the delegates under protest, pending an appeal to the national organization, was carried.

A warm political discussion followed when a motion was made to allow two representatives of the Dickinson and Yeiser club to speak. The motion was voted down. A resolution favoring the endorsement of Dickinson and Yeiser as candidates for the office of district judge was then offered and finally prevailed by a vote of 34 to 13. L. J. Quinby, one of the representatives of the club, who had been turned down, was allowed to address the body under a plea that he had formerly been a member of the organization, and still holds a union card.

Paul Gahle, as delegate from the Beer Bottlers' International union; A. J. Glenn, as successor of former Delegate Lamb, from the International Association of Machinists, local No. 21; Robert Rubert, as successor of former Delegate Woodward, from the Carpenters' local No. 427; Carl Elofson of the Tailors' union; D. Miller of the Carriage and Wagon Makers, local No. 148, and John Cushing of the Bartenders, Frank Marshall of the Retail Clerks and Charles Schamp of the Beef Butchers, the latter three from the South Omaha Trades and Labor council, were all seated as delegates.

The proclamation issued by the American Federation of Labor favoring the eight-hour and anti-injunction bills, which will be introduced at the forthcoming session of congress, was read and accepted.

A request was read from the United Brotherhood of Leather Workers, local No. 12, asking for the endorsement of F. M. Morgan for the position of bailiff of the district court. A motion to endorse was carried.

One of the delegates raised the question as to why political candidates are allowed to distribute cards asking for support on the streets when the privilege of handing out cards and circulars had been denied to organized labor. He said that he intended having the next candidate who handed him a card arrested to make a test case.

A request, which was received through Senator Millard from E. C. Armstrong of Ord, Neb., for information as to how organized labor had benefited laboring men, was referred to the educational committee in conjunction with the secretary. The information is desired for use in a high school debate.

San Francisco Labor council asked for information concerning the local central body for the purpose of arriving at the sentiment in Omaha concerning the proposed amendment to the constitution of the American Federation of Labor regarding representation.

STREET LIGHTS AND WALKS

Omaha View Improvers Express Demands for Some City Necessities.

The Omaha View Improvement club met Friday night with a large attendance and President Callahan in the chair. The sidewalks on Ohio street near Thirty-third were reported in an extremely bad condition and where any improvements had been made at all they were practically useless because of the adjacent sections of sidewalk being almost impassible. The club resolved to get after nonresident property owners to compel them or their agents to make sidewalk improvements along their property.

It was reported that the gasoline lamps along Ohio street from the railroad to Thirty-second street are not lighted half the time. Lights are badly needed at Thirtieth and Lake, Thirty-fourth and Corby, Thirty-fourth and Maple, Thirty-third and Burdette, Thirty, Fifth and Lake and at Thirty-fourth and Miami streets.

The matter of the alleged diversion of the funds for the Saddle Creek main sewer to the construction of private sewers by the city council was again brought up and discussed.

The invitation of the Omaha Federation of Improvement clubs to attend the mass meeting of improvement clubs to be held Friday evening was accepted. The club and its friends will meet in the headquarters of the club at Thirty-second and Corby streets at 7:30 p. m. and proceed in a body to the mass meeting.

The action of the city council in dodging on the proposition to submit the electric light purchase question was severely commented upon. Some of the members favored a mass indignation meeting and passing resolutions expressing public sentiment on the matter.

PRIESTS' RIGHT TO BEQUESTS

New York Court Holds that the Vests Before Services Are Performed.

ROCHESTER, N. Y., Oct. 17.—A most sweeping ruling made by an American court concerning a matter of Roman Catholic belief since it was held in this state years ago that a priest cannot be compelled to testify to the secrets of the confessional, was handed down today by Surrogate George A. Benton.

The case is that of John S. Keenan, administrator of the estate of Rev. James P. Kiernan. Keenan put in a claim for $500 willed to Father Kiernan for masses by Daniel Kane. Mr. Kane died in 1897 and Father Kiernan May 13, 1900.

Judge Benton says: "It is not natural to suppose that he testator making a bequest for such a purpose would so distrust his legatee as to insist that the service should be performed before the money was paid."

The substance is that the performance of the masses by the priest in a case is a duty laid upon the conscience of the clergyman alone and that the legacy vests in the priest and passes to his legal representative who is in a position to claim its payment.

The case has no exact paralell in the history of United States courts.

MANAGER OF MINE IS LOST

Horse Found, but One Hundred Men Have Not Discovered the Rider.

BIG STONE GAP, Va., Oct. 17.—E. L. Wentz of Philadelphia, 28 years of age, general manager of the Virginia Coal and Iron company's interest in coal lands in southern Virginia, left Big Stone Gap on horseback for Kelleyview, twenty-five miles east of here, Wednesday and has not been heard of since. All circumstances point to the conclusion that he has been murdered in the mountainous regions.

A hundred men are now scouring this section of the country. The horse ridden by Mr. Wentz was found Wednesday afternoon and tied to the saddle was a coat worn by the missing man.

RIVER CONVENTION TO MEET

People Interested in the Upper Mississippi Will Assemble at Davenport Wednesday.

DAVENPORT, Ia., Oct. 17.—The program for the first day of the Upper Mississippi River Improvement convention, to be held here next Wednesday and Thursday, was issued today. Addresses will be delivered by Governor Van Sant and Senator Clapp of Minnesota, Congressmen Wade of Iowa, Barthold of Missouri and Prince of Illinois.

YELLOW FEVER IS WORSE

More New Cases Reported at Laredo Than at Any Time Since Outbreak.

LAREDO, Tex., Oct. 17.—The official yellow fever bulletin issued is: New cases, 21; deaths, 1; total cases to date, 256; total deaths to date, 18.

Fifty destitute families today asked the mayor for aid. Everything possible will be done to help them. At Minerva there have thus far been five deaths and eighty cases.