# NEWS OF INTEREST FROM IOWA

### COUNCIL BLUFFS.

Office 15 Scott Street. Both 'Phones 43.

Davis, drugs. Borwick, wallpaper.

Stockert sells carpets. Lewis Cutier, funeral director. 'Phone 21. Woodring Undertaking company. Tel. 339. FAUST BEER AT ROGERS BUFFET, Cut flowers. Herman Bros., florists, 10 Pearl street.

Fire and ternade insurance. F. J. Schnorr & Son, 518 B'dway. Art noveltles for valentine gifts. Alex-anders, 333 B dway.

Morehouse & Co. were unloading new machinery for their bindery department yesterday.

Knights and Ladies of Security will give a prize masquerade ball at Maccabee hall Friday, February 12. All are invited. The regular monthly business meeting of the Associated Charities will be held Mon-day afternoon at the home of Mrs. M. F. Rohrer on Vine street.

DON'T WASTE YOUR TIME LOOKING FOR SNAPS IN BOYS SHOES. WE HAVE A LOT AT \$1.50 THAT IS A SNAP. DUNCAN SHOE CO.

Ray. Henry DeLong will conduct religious services at the county poor farm at Mc-Clelland this morning, in the evening he will occupy the pulpit of the McClelland Methodist church. A. N. Shriver and Lizzie Noonan, both of Sioux City, were married in Council Bluffs yesterday, the ceremony being performed by Rev. Henry DeLong at his office in the county court house.

Our competitors look and wonder and do not know what to think of it, as it is a known fact to them that we sell our goods as cheap as they can buy them, but that is satisfactory to our customers because our jeweiry is of the highest grade. O. Mauthe, 23 W. Broadway.

Harry Curits, general secretary of the Young Men's Christian association of Council Bluffs, will go to Atlantic today to deliver two addresses on association work. From Atlantic Mr. Curits will go to Des Moines to attend a meeting of the state Young Men's Christian association. He does not expect to return until the latter part of the week.

The high school cadets, under the command of Captain Martin, took a five-mile like into the country beyond the Iowa School for the Deaf. Camp was pitched near the Five Mile house and the afternoon spent in #till. A commissariat wagon accompanied the boys. The return march was taken up at 5 o'clock and the entire command reached home without mishap.

Command reached home without mishap.

W. H. Jones, president of the County
Association of Rural Mail Carriers, apnounced yesterday that the C. Hafer Lumber company had taken the initiative in the
movement among the business men of the
city for the betterment of the roads leading into Council Bluffs by donating road
drags for use on the Crestent City road.
The farmers are becoming daily more interested in the movement, Mr. James said,
and he reported yesterday that Fred Keilog of Lewis township had worked ten
miles of road in his township and across
the county line with a road drag.

Mrs. Annie Myra Holder, aged 86 years.

Mrs. Annie Myra Holder, aged 86 years, died yesterday morning at the home of her son. Cyrus Holder, on McPherson avenue. Her death, while due to the infirmities of old age, was hastened by the death of her two little granddaughters, who died within two days of one another and were buried Thursday. Mrs. Holder was a native of Worcester, England and is survived by three daughters and four sons, who with the exception of one son reside in this city. Her husband, the late William C. Holder, died eleven years ago. Arrangements for the funeral have not been completed.

WILDING HEARING POSTPONED

Delay. C. A. Wilding, who was acquitted by a raigned before United States Commissioner N. A. Crawford yesterday morning.

Owing to the absence from the city Postoffice Inspector J. S. Swenson, Wilding's preliminary hearing, after he had pleaded not guilty, was continued until next Tuesday morning. Wilding's bond was placed at \$800, in default of which he was sent back to the county jall.

Information on which the warrant for Wilding's arrest was issued was filed by Postoffice Inspector Swenson. It charges that Wilding mailed, or caused to be mailed to Elmer W. Swanson, who conducts a grocery store at 701 North Tenth street, a threatening letter demanding \$400. The letter, similar in character to that received by McKeown, was signed "Night Riders." In the letter threats were made that if Swanson did not deposit the money at a certain place the "Night Riders" would burn down his store, steal his horses and destroy his harness. This letter was received by Swanson while Wilding was behind the bars of the county jail awaiting action of the grand jury in the case in which he was charged with attempting to extort money from Mc

to the following: Name and Residence. Carl Severns, Beatrice, Neb....... Beatrice Frelick, Beatrice, Neb. A. N. Shriver, Sloux City, Ia.... Lizzie Noonan, Sloux City, Ia.

Marriage Licenses.

Licenses to wed were issued yesterday

"STOMACH CLOCK"

Spoonful Said to Excite Ravenous Appetite and Digest Any Meal Eaten-Out Out and Save.

Dr. Spaar, the noted stomach specialist, says that any healthy person can tell the time of day by their stomach. He ex-plains by saying that it is a sub-consious plains by saying that it is a sub-consious feeling due to the activity of the healthy nerves of the stomach calling for food. He says dyspeptics or people with any stomach disease cannot tell time by an hour or two. The symptoms are heavy feeling and distress after eating, ficking appetite, heartburn, heart papitation, headache, duliness, languor, weakness and nervousness. No better treatment can be found than this, relieving quickly and supplying plenty of digestive fluids: Get two ounces of syrup of ginger, two ounces essence of pepsin and one ounce compound essence cardiol. Mix, shake thoroughly and take one or two tablespoonfuls after each meal. A spoonful before eating will induce a good appetite. Very fine for old people and children with weak, sickly stomachs, and can be used freely without creating any drug habit. there Monday for Judge Green. Two civil



GERMAN DOCTORS

POOD FOR Weak and naryous men wise find their power to work and youthful vigor gone as a result of war-work or mental exertion should take GRAYS NERVE FOOD PILLS. They will make you sat and sleep and be a man again.

CITY ANSWERS NASH SUIT Challenges Right of Plaintiff Com-

pany to Bring the Action.

ASKED TO SHOW PROPERTY VALUE

right to proceed with the issue of the bonds as contemplated, and asks the court to dismiss the complaint and to dissolve the temporary writ of injunction.

In its answer the city in the first place contends that much of the property owned without the benefits of the present water works, or of the plant which the city proposes to construct and that therefore it cannot be taxed to pay for a water works plant. The city asks that the Nash company be required to prove the value of its property in Council Bluffs.

erty in Council Bluffs is valued at \$17,201 .alleges the indebtedness of the municipality to be \$290,000, instead of \$312,000, as claimed constitutional limit.

Hearing on Terminal Tax.

vesterday from Des Moines to spend Suntaxation bill introduced in the state senate slble for it. by him, will take place Monday, February 15, before the senate committee on ways and means, to which it was referred.

While Senator Saunders is hopeful that the measure, which means much for Council Bluffs and other similarly situ ated cities in the state, will pass, he said yesterday that it undoubtedly would meet with strenuous opposition. This opposition, Colonel Saunders said, would come largely from the country districts, which would under the new system of assessment as proposed by the bill, receive a somewhat smaller apportionment of railroad taxes than they now do. Members of the legislature from some of the districts, however after investigating the matter thoroughly they favor the new planks as they realize that the present system does an injustice the three state colleges. The senate re-

to cities. Proceedings Held to Be Regular. The answer not only admits the intention of the city council to issue the \$600,000 wa-Absence of Postal Inspector Causes | terworks bonds, but claims that all proceedings to date relative to these bonds have been legal and in strict compliance court jury Friday night on the with the statutes. The meeting of the charge of attempting to extort money from city council, at which the resolution order-Charles McKeown, a wealthy farmer of ing the submission of the bond proposition Crescent township, and was immediately re-arrested by the federal authorities, was ar-clared to have been a regular meeting. The plaintiff company alleged that this

meeting was irregular. Regarding the allegation of the plaintiff submission of the bond proposition at a special election was insufficient and dethe answer sets up that the city fective. court has no jurisdiction or authority to mittee divided on the measure, 18 to 10.

this question. Other charges made by the Nash company in its bill of complaint, such as rioting at the polls, voters being deprived of the opportunity to vote, illegal voting of women, collusive character of the test suit brought in the name of L. H. Jensen in the district court, are all and each specifically denied in the answer.

N. Y. Plumbing Co. Tel. 50. Night, F-1702. Real Estate Transfers.

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

G. Sprague, part sw\(\frac{1}{2}\)-ne\(\frac{1}{2}\) of 13-

G. Sprague, part swig-neig of 1375-44, q. c. d.
Jessie W. Hannan, et al., to German
Savings Bank, south 25 feet of lot
6 in block 10 in Minden, q. c. d.
John Sexton and wife to Zenas Graybill, 2y acres off south end of solyswig of 10-76-42, q. c. d.
W. E. Dugger and wife to J. W. Bell
and J. P. Mulqueen. Lot 23 in
block 25 in Central Sund in Council
Bluffs. w. d.
John W. Hempstead and wife to Jennie E. Schrader, wig-swig of 2074-38, w. d.

Total, six transfers .....

Matters in District Court. George League, charged with the embezlement of \$60 from his former employers, court. League's trial was had before Judge Green, who is holding court for Judge afternoon. The verdict of acquittal was returned at 10:30 o'clock last night. Judge Thornell went to his home in Sidney Friday evening and will hold court

cases are on the assignment for trial before the next criminal case. Wealthy Man Dies Alone.

SIOUX FALLS, S. D., Feb. 7 .- (Special.)-To die alone in his bachelor home was the fate of Andrew Nett, an old resident of Marshall county, where he had been engaged in farming for many years. He had arranged with the wife of a neighbor to do ward newspapers and second-class mathis baking, and when he failed to call for a ter. This will be the first gathering of batch of bread which had been prepared newspaper men in Iowa to be addressed for him sons of the neighbor were sent to his home to see what had become of him department. This address will be de-They found his dead body lying on the livered by H. A. Strohm, who, with Third floor. The coroner made an investigation Assistant Postmaster General Lawshe, and decided that the old man had died as was at the National Editorial association the result of a hemorrhage of the lungs. So far as known he had no relatives in this part of the country, or anywhere in the program are Harvey Ingham of the Reg-United States for that matter. He was the wner of considerable property.

Leffert's BYVISHELE Lenses Greatest Comfort Known to Weavers of Glasses Excellent LEFFERT'S Consultant

Former Warden of Penitentiary Planning for Revenge.

VARY ON PRISON MANAGEMENT

House Agrees with Senate to Seni One Committee to Visit All the State Institutions and Report.

Denial that Proposed Bond Issue
Would Exceed the Constitutional Limit of City's
Indebtedness.

DES MOINES, Feb. 7.—(Special.)—N. N.
Jones, ex-warden of the state prison at State Board of Control, succeeding John Cownie. The situation suggests that before the close of the legislative session the Indebtedness of Oracle Company of Omaha to restrain the issuance of the \$20,000 water works bonds has been filed. The allegations of wanted to get into the resolution for the FORT DODGE—Edward Port, a miner, FORT DODGE—Edward Port, a miner, FORT DODGE—Edward Port, a miner, FORT DODGE—Edward Port, a miner,

agement of certain institutions. Someone began to talk about hidden scandals, etc. Then it was remembered that ex-Warden Jones was sheriff of Cass county when he was appointed warden years ago. It was the side of the right-of-way, where he was found this morning, almost dead from loss of blood. Amputation of his arm, which was broken and mangled, was performed very quickly, and it is now thought that his life can be saved.

694, instead of \$4,212,815, as stated in the the place must be filled before the present petition of the plaintiff company, and also legislature quits. Cownie is not a politiby the Nash company. It denies that the Madison, so it is said, has been only issuance of the water works bonds would nominally against the new warden, and cause the debt of the city to exceed the really against the Board of Control, for Senator C. G. Saunders, who returned just to bring about a modernization of day at his home in this city, brought word was selected, and thus far the experiment that the hearing on the railroad terminal has been very gratifying to those respon-

he became indignant over the matter and vowed vengeance on the board. But it was alleged that while he was very good as things went under the old system, he did not try very hard to do anything to better the condition of the men. Now, it is asserted, there has been improvement all round, the food is better, the chapel extended the free and his befolk of the schools are popular, the Sunday school is thriving, and the men are encouraged to a better life.

Visiting Committees Again.

Visiting Committees Again, The house accepted the senate plan for one visiting committee and changed made it obligatory that they shall visit

fused to take up the resolution today. The house passed the bill by Lee to require that the secretary of state shall send out as quickly as they become laws all bills that have the publication clause, one to each county clerk, so the courts may know what the legislature is doing. The house also passed the bill Koontz to authorize increase of the tax levy for fire purposes to 3 mills; also a bill by Ripley to provide for settlement of estates of absentees.

A Legal Fence.

A new idea as to what is a legal fence has bobbed up in the house and the company that the petition asking for the agricultural committee has sanctioned it. This is embodied in the Berry bill, which provides that a legal fence in Iowa shall be a woven wire fence and no other. It will make of all legal fences that which council judicially found that the petition will keep out hogs and the chickens and had sufficient signatures, and that the the little pigs. The agricultural comreview the city council's determination of No special manufacture is designated in

Fing and Banner Banquet. The members of the legislature are generally arranging to attend the Tippecance banquet next Tuesday evening, when the flag and banner will be presented to the best republican counties. The banner comes back from Monona and goes to Emmet county and the flag is given over by Polk and goes to Winne-

Hears Laboring Men. The two judiciary committees yesterday heard the railroad men and the representatives of the labor orders on the bills relating to employers' liability. The house committee sent the bill to a subcommittee consisting of Lee, Hackler and Crozier. The senate judiciary committee endorsed the Clarkson bill, which changes the rule as to the assumption of risk and makes it clear that the fact of an employe remaining at work after a defect in machinery is known does not bar him from holding the employer liable for injuries.

LABORER 15 FOUND DEAD

Workman at Stoux City Gas Plant Believed to Have Been Murdered. SIOUX CITY, la., Feb. 7 .- (Special Telegram.)-H. W. Allensworth, 2014 Washington street, a helper at the Sloux City Gas and Electric Light company's plant, died at the Samaritan hospital this morning. With a cut on his head he was was given to the jury about 4:40 yesterday arrested this afternoon in connection with the case.

> Upper Iowa Editors Meet. WEBSTER CITY, Ia., Feb. 7 .- (Spe cial.)-The thirty-seventh annual meeting of the Upper Des Moines Editorial association will be held in Algona Thursday and Friday, February 11 and 12. It is expected that it will be largely attended, as it will be one of the most interesting sessions of newspaper men ever held hereabouts. The Postoffice department at Wushington has consented to send a special representative to speak upon the attitude of the department toupon this subject by an official of the meeting last summer in St. Paul. Among the Iowa newspaper men on the later and Leader, John F. Dalton of Man-

son, Al M. Adams of Humboldt, E. E. Taylor of Traer and James E. Downing of Fort Dodge.

Dies at Age of 102. CEDAR FALLS, Ia., Feb. 7 .- (Special.)-102 years. She was a widow of an intinerant Methodist preacher who died many years ally large. Funeral services will be held Saturday in the Methodist Episcopal church of An Active Salesman-A Bee Want Ad.

this city and interment will be made on the lot in Fairview cemetery by the Epworth

CEDAR FALLS-The Cedar Falls High school won unanimously last night in the debate with Grundy Center.

CRESTON-W. J. Wilkinson, the Bedford operator, has been appointed station agent at Fontanelle and takes charge at once of his new duties. He has been at Bedford as operator for seven years.

CRESTON—The little child of Jesse West of Laurel is critically ill from the effects of drinking concentrated lye. The babe's mouth and throat were terribly burned and it was only by prompt measures that the child's life was saved.

bonds has been filed. The allegations of the plaintif company are denied in detail visiting committees a mysterious clause in the answer, which asserts the city's providing for investigation into the man-

was appointed warden years ago. It was also recalled that a good sized breeze has been stirred up at the prison by a doctor who wanted to be prison physician under the warden and got left. Now it is disclosed that Jones has been picked as the man who is to go on the Board of Control whon the work of reorganizing along different lines is commenced.

It is John Cownie's place that is wanted on the board, as his term expires next, and the place must be filled before the present legislature quits. Cownie is not a politician, but is the most independent man on dearth. The fight against Sanders at Fort Madison, so it is said, has been only nominally against the new warden, and really against the Board of Control, for

nominally against the new warden, and really against the Board of Control, for the innovations have all been at least sanctioned by the board. In fact it was just to bring about a modernization of methods at the prison that a new warden was selected, and thus far the experiment has been very gratifying to those responsible for it.

When Warden Jones was not reappointed he became indignant over the matter and

DIXIE IS A NATIONAL AIR have declared to Senator Saunders that the number of members to five, but also Lincoln Quoted as Saying it Was Captured Along with Other Appropriated Property.

> WASHINGTON, Feb. 7 .- "Dixle" is a national air and not the property of the south alone, according to a declaration took these to make it appear like a robbery today by Joseph Nimmo, jr., one of the few surviving friends of Abraham Lincoin. Mr. Nimmo's statement was caused by a report published here that Presi- for the crime. dent Schneider of the Chicago Board of Education had forbidden the singing of "Dixie" at the Lincoln centennial.

"That 'Dixie' is treasonable I am prepared to deny from my personal experiences," said Mr. Nimmo. "Early one morning in April, 1865, the

news reached Washington that Richmond had been evacuated. There was a rush to the White House, led by the band. I accompanied the crowd, Soon Mr. Lincoln appeared at the window over the front entrance. He replied to the demand for a speech. I well remember his closing words, which were as follows: 'There is a song or tune which I used to hear with great pleasure before the

war, but our friends across the river have appropriated it to their use during the last four years. It is the tune called 'Dixie,' but I think we have captured it; at any rate I conferred with the attorney general this morning and he expressed the opinion that 'Dixle' may fairly be regarded as captured property. So I shall be glad to hear 'Dixie by the band.' "Ever since then 'Dixie' has been regarded as a national air, beloved by the people of the north and of the south. The tune of 'Dixle' was composed by Dan Emmett, a northern man, who wrote the words and the music. For years, before the war it was sung at the north and at the south and it will remain for all time a truly national song, made so by the

good-natured humor of Abraham Lin-Lincoln." BRYAN HURT IN AUTO WRECK Thrown from Machine Against Treatle Work and Painfully Bruised.

TAMPA, Fla., Feb. 7 .- While returning from Sutherland college, where he delivered his lecture, "The Prince of Peace," last evening, William J. Bryan came near losing his life.

A big automobile in which he was riding threw a tire on a bridge near Tarpon Springs and plunged into the trestlework. throwing the occupants out. Mr. Bryan was found a little before midnight near the on the side pext to that which struck the Frank & Campbell of this city, was ac- gas works. It is thought he was at- woodwork and was jammed against a rail quitted yesterday by a jury in the district tacked by someone who was looking for and suffered considerable injury. At first another man. He leaves a wife. He was it was thought his leg was broken, but lying on the coke pile near his wheel- when he arrived at Tampa an examination Thornell until after Monday and the case barrow when found. Frank Walkins was revealed the fact that the leg was only badly bruised.

Mr. Bryan is scheduled to appear at St Louis soon and at Springfield, O., on February 12, Lincoln's birthday, where he makes the principal address, and it may be that he will have to cancel these dates. He is confined to his rooms at the Tampa Bay hotel and suffers considerable pain.

Fair Board After Funds. HORON, S. D., Feb. 7 .- (Special.)-Prest-

dent J. W. Campbell of the state fair board, together with Secretary McIlvaine and members of the board held a brief meeting here Thursday and departed for Pierre, where they will meet joint committees from both branches of the legislature to confer relative to the appropriations for state fair purposes. The amount asked for by the board is \$50,000, all of which is to be expended in buildings on the association grounds here. It is proposed to erect a mineral and mining building at a cost of \$2,500; a machinery hall with motive power, \$10,000; dairy and aviary building. \$2,500; woman's building, \$6,000.

Already space has been asked for that will tax to their utmost the cattle and horse departments and Superintendent Hill believes that the exhibits in these departments will be more than double that of last year. Secretary McIlvaine reports having secured a number of special attractions Mrs. Nancy Harris, familiarly known as for next fall's fair and the spirit of liber-"Grandma Harris", died last night, aged allty shown by railroads is taken as an index that the attendance will be exception-

BRUTAL MURDER IN OTTUMWA

Miss Clara Rosen Beaten to Death on Way Home from Church.

JEALOUSY SUPPOSED

Woman Was to Have Been Married Next Week to Wyoming Mine Owner and Police Looking for Former Sultor.

DES MOINES, Feb. 7.-Clara Rosen oloist in the Lutheran church at Ottumwa was murdered in an unusually atrocious manner Friday night. Her badly mutilated body was found today and wirespread search was made for her slayer.

Miss Rosen, who was a beautiful woman aged 28, was to have been married next week to Sanford Carlson of Ironton, Wyo., a mine owner. The police say this love offair was the cause of her death. They say a disappointed suitor murdered his former aweetheart in order to prevent her marrying his hated rival.

Miss Rosen was waylaid as she was returning home from choir practice at the church. Her assailant dragged her to a lonely spot on a vacant lot, where an excavation had been, crushed her skull with a sharp stone. Her death screams failed to summon aid, as nobody was passing at the time. She struggled desperately with the murderer in an effort to save her life. The story of her frenzied attempts to wrest herself from the slayer's grasp is written in the sand near the place where her body was found. The condition of the ground and the body indicate that the singer fought the man from the time he grasped her in the street until she sank unconscious beneath his blows.

Woman's Skull Crushed. Miss Rosen's skull was crushed in two places and a score of cruel blows had bruised and torn her body.

When Miss Rosen did not return home last night her people became alarmed Searching parties were sent out. They hunted all night, thinking that the girl, per haps, had wandered away while temporarily demented. Not until today did any of the searchers approach the scene of the crime, although they passed and repassed it many times during the night. Then they found the body and the sensational evidence of a baffling orime.

The whole city was amazed at the tragedy and many men shared the day in search for the murderer.

Two Suspects Arrested. Two suspects have been arrested, one a Oskaloosa, giving his name as James Martin of St. Louis, and he said he was teamster. When searched he had blood on his clothing. He admitted he had just come from Ottumwa.

At Albia, a man giving the name of William Travers, was arrested on suspicion He declares he was looking for work, and left Chicago Tuesday. Officials of the city, county and state are

putting forth unusual efforts to arrest the criminal. Governor Carroll is considering offering a large reward for his apprehension. The mayor of Ottumwa has offered a reward of \$600 and the citizens of the city have made up \$400 more. Miss Rosen's diamond brooch and purse

are missing. The police say the slayer They declare, however, the motive was far different from robbery, and that one of the girl's former admirers will be arrested

Carlson Formerly of Ottumwa. Sanford Carlson of Wyoming, to whom Miss Rosen was to have been married, formerly was in business in Ottumwa. He is the son of Mr. and Mrs. Carlson, 904 Haynes street. He visited at the home of Miss Rosen's parents last summer when the betrothal took place. The parents state that their daughter was to have been married to Mr. Carlson in March. She received letters from Mr. Carison almost daily. He was to have arrived in Ottumwa

Hoarse coughs and stuffy colds that may develop into pneumonia over night are quickly cured by Foley's Honey and Tar, and it soothes inflamed membranes, heals the lungs, and expels the cold from the system. Sold by all druggists.

Pass Along The Good Word

That Dr. Pierce's Golden Medical Discovery is to-day and has, for over 40 years, been the standard Blood-purifyer, Stomach Strengthener and Liver Invigorator sold by druggists. It's not a secret nostrum but a medicine of known composition - a medicine so good that the best physicans prescribe it knowing that its ingredients, which are printed on its outside wrappers and attested under oath, are the best known to medical science for the diseases for which it is advised.

The great success of Dr. Pierce's
Golden Medical Discovery in curing weak stomachs, wasted bodies, weak lungs, and obstinate and lingering coughs, is based on the recognition of the fundamental truth that "Golden Medical Discovery" supplies Nature with body-building, tissue-repairing, muscle-making materials, in condensed and concentrated form. With this help Nature supplies the necessary strength to the stomach to digest food, build up the body and thereby throw off lingering obstinate coughs. The "Discovery" re-establishes the digestive and nutritive organs in sound health, purifies and enriches the blood, and nourishes the nerves—in short establishes sound vigorous health.

If your dealer offers something "just as good," it is probably better FOR HIM-it pays better. But you are thinking of the cure not his greater profit, so there's nothing "just as good" for you. Say so.

Dr. Pierce's Common Sense Medical Adviser, In Plain English; or, Medicine Simplified, 1008 pages, over 700 illustrations, newly revised up-to-date Edition, paper-bound, sent for 21 one-cent stamps, to cover cost of mailing snip. Cloth-bound, 31 stamps. Address Dr. R. V. Pierce, Buffalo, N. Y.

# CALIFORNIA

Santa Barbara

THE POTTER

AMERICAN PLAN

Has Rates Double Rates Single Its Own \$7.00 \$4.00 Squab Ranch, \$5.00 Live Stock Farm, \$9.00 \$6.00 Poultry Ranches, Vegetable \$10.00 Gardens, Private Country Club, \$11.00 Race Track and Polo Grounds, Private Livery, Wireless Telegraph, Art Gallery and Picturesque Golf Links,

Good Table, Good Living, Cheerful Service, Rates Graduated to All, Reasonable Requirements, Accommodations for One Thousand Guesta, Artesian Well and Refrigerating Plant,

> Conservatories, Green Houses, A Whole Mile of Geraniums. Open All the Year Round, 30,000 Fine Rosebushes, Children's Grove, Zoo, 60,000 Pigeons

and Would be Pleased to Send You Booklet

MILO M. POTTER, Manager

## How to Test a Newspaper Advertisement

Is it Pertinent?

Test No. 4

Of a series of Ten tests

which an advertiser

should apply to every

advertisement before he

The complete set

mailed upon addressing

John Lee Mahin

125 Monroe St.

Chicago

publishes it.

A publisher of a country newspaper had tried his hardest to interest a piano and organ store in the use of space in his paper and was at his wits end, when a farmer subscription solicitor, hearing of his quandary, suggested some excellent "pertinent copy."

Instead of talking about how pianos and organs were made, or who made them, he headed his advertisement "Why do the Boys Leave the Farm?" He then went on to explain that to keep the

boys on the farm, the home life should be made attractive with a piano or an organ, which the adver-tiser was ready to furnish.

A newspaper advertisement should deal with an article from the purchaser's standpoint. "How is it made" is not so important to him as "What will it do for me ?" It is often well to cater to pretended motives,

or subtly suggest the real ones. Many a piano is bought for a larger purpose than to develop the musical talent of a family. The purchase actually marks their social advancement

some of the recognized luxuries. Suggestion, recognized as a most potent factor in personal salesmanship is no less effectively util-

from the breadwinning state to the possession of

ized on the printed page. A father who felt that the possession of a dis-mond would foster the love of display and extrava-gance in his daughter, would refuse to buy her one

of the jewels. Yet he would quickly change his decision if won over by the suggestion that in no other way could he make so concrete or permanent an expression of the sentiment he entertained for her.

It is oftentimes a tortuous mental route that leads to the purse strings of the public.

In planning a newspaper message, therefore, it is well to examine it from this point of view, "Is this copy adapted to the results I wish to secure?