EVENTS IN OMAHA SUBURBS

Missionary Societies in Number of Places Actively at Work,

BENSON WOODMEN GIVE PLAY

Repairs on the Historic Court House at Bellevne Are Hapidly Nearing Completion-Many . Social Gatherings.

Mrs. A. A. Maxwell left on Wednesday or a visit in Oakland, Neb.

Mr. and Mrs. E. G. Anderson are visiting with relatives in Oukland, Neb. Leland Evans left for his home in Pitts burg after a visit at the Peterson home. Mrs. Herman Wulff left last week for visit with her relatives in Kennard, Neb. Miss A. Nelson has returned from a pro-fessional visit in Weeping Water, Neb. Rasmus Knudson returned home last Tuesday from a visit in Marquette, Neb.

Mrs. A. Johnston of Denver was a guest at dinner last Monday at the Raber home. Mrs. F. B. Ollwer entertained at lunch Thursday in honor of Miss Maud Oliver. H. W. Smith returned last Friday from Montana, where he had gone on a business

Walter Kelly of Beatrice now resides in Benson and is employed at Jeffer's grocery Mr. and Mrs. Raiph Streitz left for their home in Lincoln after a visit at the Ager

Gilligen left last Wednesday for mbla, Mo., after a visit at the Oliver President Sunderland of Grand Island made a short visit at the Searson home last

Mrs. S. B. Smith spent last Friday in Henson, visiting her daughter, Mrs. G. W. Mr. and Mrs. Carl Spring moved last week to Irvington, where they will farm

Ray Clark of Missouri Valley spent the in Benson. Mrs. W. W. Gamble is visiting at the Morrison and D. S. Williams' home for

A. J. Wyantt has returned from O'Neill, there he was called by the sickness of Alfred Plunkett of Hazel DeR. Ill., spent

a short time here visiting his sister, Mrs. William Moran. S. K. Longacre, who has been visiting his son here left for his home in Dodge, Neb., last Tuesday.

L. C. Larry left Thursday for his home Belle Fourche, S.D., after a visit at the The Presbyterian Ladies' Aid society will meet at the church next Wednesday after-noon and serve a lunch.

Miss Minnie Kellogg returned home last Monday from a two days visit with rela-tives in Missouri Valley. The Methodist Ladies' Aid society will meet at the home of Mrs. F. E. Young next Wednesday afternoon.

Misses Cora Kurtz of Omaha and Carrie Seaback of Missouri Valley visited at the Phelps home on last Sunday.

Miss Hilda Boone of Neola, Ia., spent last Saturday and Sunday at the home of her friend, Miss Madeline Horton. Miss Lulu Pryor spent the week-end, last week, visiting with relatives in South Omaha, returning on Monday.

Miss Emily Fricke of Chalco, Neb., was an honor guest at lunch last Wednesday at the home of Mrs. M. Mason.

Mrs. A. Mettler, who has been a guest t the I. N. Goodin home left last Friday or her home in Helena, Mont. Albert Mack, who has been a guest at the home of Charles Bloomquist, left for his home in Fremont on Friday.

Burness Barnes left Wednesday for his home in Alberta, Can., after a visit with his aunt. Mrs. C. S. McMicheal. Miss Hilds Turner left last Tuesday for her home in Emerson, Neb., after visiting with her sister, Mrs. F. Baister.

A number of the Benson women went to ligrence last week to take in "The Dec-trick Skule" given at that place. Mrs. W. F. Rice entertained the Wednes-day Card club at her home last week, when an enjoyable time was had.

Mrs. J. J. Mowatt lett for her home in Waterloo, Neb., last Tuesday, after a visit at the home of Mrs. George Hill. Miss Maud Spicer of Minneapolis, Minn., will be a guest for some time at the home of her aunt, Mrs. James A. Walsh. Jacob Gehring won honors last week at he Nebraska Young Men's Christian asso-dation meeting hold at Hastings, Neb.

Mr. and Mrs. Fred Rasmussen entertained at their home last Tuesday evening for a large number of their friends and relatives.

Mrs. H. G. Holmes went to Omaha last Wednesday evening to attend the Wright-Hoye wedding at the home of the bride's

Mrs G. A. Berquist was surprised by about eighteen of her friends last Tues-day afternoon in honor of her birthday an-Jacob Gehring won honors last week at the Nebraska Young Men's Christian as-sociation athletic meeting held at Hast-

Mr. and Mrs. James Ferguson of South Dakota are at the home of the latter's father, A. M. Totman, being called here by

Mr. and Mrs. Henry Chapman of Las Sharon, Ia., have been guests at

CHAMBERLAIN'S **COUGH REMEDY**

GIVES UNIVERSAL SATISFAC-TION.

Post Remedy in the Market For Colds, Croup and Whooping Gough---It Always Cures And Is Pleasant and Safe to Take.

T never had a medicine in my store thas edy to-day on the market for coughs, olds and whooping cough. One of my lady house without it, that since they have been using it they have had no need of a doctor." In case of a severe attack of crosp a physician will usually call twice, and perhaps half a doson times in a severa and long protracted case of whooping cough, while in pneumonia it is often necessary that he calls once or twice a day for a week or two.
All of this trouble and expense may be aved by the judicious use of Chamberlain's Cough Remedy, for it is a certain cure for eroup, and when given as soon as the child becomes hours, or even after the country. croup, and when given as soon as the child becomes house, or even after the croupy cough appears it will prevent the attack. Presumonia can also be prevented. This fact has been fully preven, as during the almost facty years in which this remedy has been in general use, no case of a cold or strack of the grip has ever resulted in preumenia when this remedy was used, so far as we have been able to learn. It will be seen that a little forethought and by doing the right thing at the right time, all danger and expense may be avoided. Bear in mind that every bottle of this remedy is werranted and if mot as staled it will not cost you a cent.

the E. E. Butler home, during the last ington and Longfellow at the school Fri-

Mrs. George Hill entertained at dinner Sunday in honor of her mother. Mrs. Mewatt of Waterloo, Neb, Covers were laid for six guests. Mr. and Mrs. W. L. Morran entertained at dinner last Sunday for Mr. and Mrs. Iva Kelly, Mr. and Mrs. Peter Raum and fam-lles of Omaha.

Mr. and Mrs. A. L. McClelland enter-ained at dinner at their home on Monday and Tuesday evenings, when covers were and Tuesday even. Mesdames Hough and Beattle, Wilber and Green, all of Omaha, have been guests at dinner at the home of Mrs. T. H. Hull during the last week.

Mr. and Mrs. H. Knudson entertained on Sunday for Misses Raamussen, Christiansen, Norma and Mary Knudson and Messrs. Rich, Jensen and Peterson.

Mr. and Mrs. V. B. Smith were surprised last Wednesday evening at their home by a number of their friends in honor of their ixth wedding anniversary. Mrs. Hough, 'Mrs. Beattle, Mrs. Wilber and Mrs. Greene all of Omaha, have been guests at dinner at the home of Mrs. T. H. Hull during the last week.

A pleasant surprise was given for Maur-ce McMicheal at his home last Friday by number of his young friends, when a easant evening was spent. Miss Charlotte Melchoir entertained th

 club at her home last Tuesday ing, when twelve members were pres-Light lunch was served. Mr. and Mrs. Henry Chapman of Las Vegas, N. M., and Mr. T. C. Butler of New Sharron, Ia., have been guests at the E. E. Butler home during the last week. The Golden Rod Kensington club gay

rs. G. Fox a pleasant surprise at her me on last Thursday afternoon, when a unber were present and a good time had. A special missionary service will be held at the Lutheran church this evening, when solos will be sung by Ed Newman and an address by J. Gehrig will be given. Mr. and Mrs. E. H. Oleson entertained about twenty friends at dinner at their home last Friday evening in honor of their guests, Mr. and Mrs. Fred Pearson of Fre-

The Benson Commercial club held a special meeting at the town hall last Monday evening, when resolutions on the gas question were passed to be sent to representatives at Lincoln.

Mesdames E. J. Whistler, E. Stevens, F. M. Congdon, R. E. Bosworth and E. Chorpe were guests last Tuesday afternoon to a pleasant afternoon lunch at the homof Mrs. O. N. Staley. The Modern Woodmen gave a home talent The Modern Woodmen gave a none talent program at the Auditorium last Thursday evening. A number of the young people of Benson, assisted by a few from Omaha, ren-dered a very entertaining program of music and readings.

Miss Helen Howard entertained the "12" club at her home last Thursday afternoon, which was in the feature of a kensington. Those present were the Misses Hodgin, Cole, Whidden, Mason, Hemphill and Martheny of Omaha.

Mrs. W. R. Wetherell was the guest of her mother on Fifth and Pierce street

Mr. and Mrs. I. Howland will leave the first of the week for their home on the farm near Kearney. Mrs. Michael, formerly of East Ambler, has been very ill at her new home near Florence the last week.

John Emory and wife spent Washington's birthday as guests at the parental home of Rev. and Mrs. R. M. Henderson. The home of Mr. and Mrs. J. Jeppsen of South Thirty-eighth street was brightened this week by the addition of a son.

Dr. William Gorst assisted Rev. W. R. Wetherell in baptizing twenty ap-plicants for membership in West Side mission, South Omaha, on Monday. Mr. and Mrs. Thed Smith have returned from Bertrand, Neb., where they have spent the winter taking care of Mrs. Fur-man, mother of Mrs. Smith, who has been an invalid.

Mrs. George Biakely and daughter, Miss Ruth, drove in from their country home, West Center street, Saturday and were the guests of their old friend, Mrs. R. M. Henderson.

Mrs. L. Ormsby of West Side, who was taken to the Methodist hospital last Fri-day for treatment for pleural pneumonia, is still holding her own, although very weak and her condition is still very seri-

with her sister, Mrs. F. Baister.

Mr. and Mrs. W. C. Kaley of East Militemplating the erection of an annex to ary avenue left last week for visits in the church to meet the demand of the rapid increase of the Sunday school and also as a brace on the east side against West Lawn public school gave "Uncle Tom's Cabin" Friday evening at Woodmen hall to a large and appreciative audience.

The school has been drilling for this all The object in view is to purchase Mr. Bonewitz is entirely remodeling of his residences on Forty-eighth and of his residences on Forty-eighth and Pa-cific streets which was recently vacated by Mr. Hoover and Mrs. Boyer. Mr. Hoover

have removed to their farm in Mrs. Frank Whitelock of South Omaha entertained her uncle and aunt. Mr. and Mrs. J. E. Aughe, for dinner Tuesday evening, when they all attended the

Lincoln-Washington program given by Pioneer Historical society at the h school auditorium. J. E. Aughe and wife were the guests of

their son. Frank, for dinner Monday, and visited their daughters, Mrs. F. M. Whit-ney of Ashland and Mrs. E. C. Dawson of Council Bluffs, between trains. They then took in the banquet at the Rome hotel given by the pioneers of Douglas county. 'The Ladies' Aid society held a profitable

all-day meeting at the new home of Mrs. J. Steele, Thursday, in West Side. Nine aprons were completed and sold at once. An elegant dinner was served by the host-ess and her assistants. There were twenty in attendance and receipts for the day were Mesdames Steele and Frazelle tained the society with some fine plane mu-sic. The next meeting will be held at the parsonage of Rev. and Mrs. W. R. Weth-erell., on Fifty-first and Mason streets, Thursday, March 11.

Florence.

Harry Brown was a Florence visitor M. S. Gordon has moved to his old home on State street.

Mrs. W. A. Yoder is combatting an at-J. B. Brisbin returned from a lengthy business trip Friday J. H. Harvey's baby had a relapse and s now dangerously ill.

Frank Duvey, assistant county clerk was Florence visitor Wednesday. R. A. Golding will remove from the Coiscouse to his old place on March 1. The Royal Neighbors of America will meet in Wall's hall Monday night.

Mrs. Fannie Richards has sold to George Kufner lot 8, block 88, the consideration be-Judge and Mrs. B. S. Baker spent Sunday as the guests of Mr. and Mrs. A. B. Hunt at Minne-Luss.

Mrs. Eva Taylor has been visiting parents, Mr. and Mrs. Frank Leach, for Thor. Jorgenson, who has been running Pries lake, has opened a real estate office

n Main street. The Court of Honor celebrated Washing ton's birthday with a large colonial dance in Pascale's hall.

Miss Florence Olmstead was a guest at Frank Brown, who has been suffering with an abscess on the mastold bone, is now

rapidly improving. Miss Helen Nichols spent Saturday with ter aunt, Mrs. Albert Nichols, on West Farnam street. Omaha.

Mrs. Walter Weber, who has been visit-ing Mrs. Jacob Weber, jr., left for her home in Wayne Saturday. The improvement club will meet with the county commissioners and street car people it the city hall Tuesday evening. The Florence Social Whirl will be estained Friday night by Miss E Brenneman with a hard times party.

Mr. Charles Front of Omeha Wednesday as the guest of Mr. I Griffith at the Mandy Lee poultry

Jake Unior, who was taken to the Wi-Memorial hospital for an operation on his throat last week is rapidly recovering and expects to leave the hospital shortly. Mrs. Florine, proprietor of the hand laundry on Fifth street has rented the Rose building on Main street and will put in an electric motor and machinery. M. B. Thomson, who was sick with the grip last Saturday and Sunday, was forced to get out of bed Sunday and stand watch at the jail until Monday night. He

now getting better fast. Mrs. Fred Nichols, Mrs. J. L. Honstor and Miss Alile Houston were guests of Mrs. Charles Partridge, on South Thirty-second avenue, Omaha, Friday afternoon at the meeting of the Literary club. The Florence school children will give at Illustrated musical entertainment at Pas-cale's hall Friday night. Mrs. Leverett will lecture on "Great Musiciana." using a stereopticon to illustrate her remarks, while the children will render the songs of the

omposers shown. Alma Boettger, daughter of Mr and Mrs. William Boettger, daugnter of Mrs. William Boettger, who live north of Florence, was married Wednesday to Arthur Krausbeck of Fort Calhoun by Rev. Mr. Hilkeman. Otto and Rose Boettger were the only attendants. After a short eastern trip the couple will be at home in Fort Calhoun after March 10. Harold Reynolds, who left last Saturday Harold Reynolds, who left last Saturday for Milwaukee to attend the funeral of his uncle. Edwin Reynolds, inventor and designer of the engines at the water plant, returned Thursday. Mr. Reynolds spent one day in looking over motor boats and learning the latest details of their construction, and is now better satisfied than ever with his boat.

The Ladies' Aid society of the Presbyterian church will repeat "The Deestrick Skule." with the same cast of characters, including William Holmes, who made such a hit as Johnny Jones, on Friday evening, March 12 at Pascale's hall. Owing to the great number of people who had purchased tickets, but were unable to get in the hall, the ladies had to either refund the money or repeat the entertainment. It is already assured they will have as large a crowd as at the last one, when 523 crowded into the hall. the hall.

Bellevue.

Mr. Edward Stepp was Ill all this week. Mrs. Stephen W. Phelps has been ill the ast few days. Miss Mabel Spanton has recovered from

Elmer Trussell will build a six-room cot-

Miss Gertrude Davis has returned from visit at her home in Nebraska City. Henry T. Clarke came here from Omaha uesday to visit friends in Bellevue. Miss Goldle Fowler has returned from visit with her parents in Cedar Bluffs. Miss Sarah Kilpatrick spent the last of he week visiting her parents in Madison. Miss Susie Cook, who has been ill for ilmost four months, is slowly improving. Mr. Albert Faulhaber has returned from several days' visit with his relatives in

Miss Jessie Ohman returned Monday from Pilger, Neb., where she had been sisting at her home. Bellevue teachers are preparing for the County Teachers' association meeting which will be held in Gretna Saturday, March 8. Miss Minnie Mooreland, formerly teacher n the new school house, has been suc-ceeded by Miss Rose Anderson of South

J. M. Yates suffered a severe attack of appendicitis while in Lincoln. He had an operation performed and is now rapidly

According to present plans, six or eight new buildings will be erected in the near future and will make a substantial addition to the village. Mr. Frank Varka has sold his four-acre

plot located across the road from the A. W. Jones residence to a prospective builder of a home, for \$2,700. Mise Faulhaber, an instructor in the primary department of the public schools, spent the last of the week with her rela-tives and friends in Lincoln.

a week's visit with their cousins, Misses Leona and Cora McDonald, have returned to their Council Bluffs home. countrymen the last few days.

building all along its length. Mr. Lewis Childs is erecting a new house on the site of the building lately destroyed by fire. Miss Mary Patton was a visitor in Belle-ue the first of the week. Since leaving he village two years ago she has resided in Lebanon, Mo. and Omaha. She will soon move to Waithill, Neb., with her

Mr. Charlie Patrick will take charge of the interurban depot in Bellevue March 4. when Mr. Miller, now in charge, rhoves away. Mr. Miller intends to manage a farm this summer, probably in the vicinity Many Bellevue people attended

masquerade ball given in Fort Crook Mon-day evening as a celebration of Washing-ton's birthday anniversary. The first prize was won by a Bellevue girl, who masked a drum major. F. Dalton Rice has been for some days a

guest of his cousin, Mr. G. Rice. For some time now Dalton Rice has been employed by a Fremont bank. He will leave here for Washington, where he will take a better in bank work.

Roy M. Towl, now doing engineering work, has just finished the survey of the line of the Nebraska Traction and Power company from Raiston to Papillion. The line will average along with the interurban line in matter of cuts and fills. Mr. Towl says the company will start the work in the centy spring.

Dundee. D. L. Johnson has been in Grand Island

Mr. Harold Bragg is confined to the house a severe attack of grippe. R. C. Peters and son. Richard, left Wednesday for a trip to Texas. Mrs. T. K. Hunter is the guest for several weeks of Mrs. J. F. Maxwell, The Week-End Card club will meet Saturday evening with Mrs. S. R. Rush. Mrs. S. R. Rush entertained the Bridge Mr. Ezra Lehmer of Sharon Springs, N. is the guest of his aunt, Mrs. T. N.

The Saturday afternoon Bridge club met yesterday with Mrs. O. P. Goodman, at 50%

Mrs. Chas. Price and Mrs. James Over-street of Hannibal, Mo., are the guests of Mrs. S. R. Rush. Dr. and Mrs. H. B. Lemere were the guests at dinner Monday evening of Mr and Mrs. Joseph Polcar.

The Alternate Card club will meet Wednesday of this week with Mrs. J. Foyer, at 4912 Chicago street.

me at 4866 Chicago street are moving the Hanscom park district. W. S. Curtis and son, Randall, were delegates last week to the Young Women's Christian association convention at Has-

at the Dundee grocery store Saturday af society of the Dundee Presbyterian Mrs. S. R. Rush and Mrs. E. E. Kim-erly were the Dundee guests at a lunch-on given on Friday by Mrs. J. B. Langley

at her home in Omaha.

Mrs. D. L. Johnson entertained the Round Dozen club at her home on Wednesday. The guests of the day were: Mrs. Charles Hoffke, Mrs. W. B. T. Belt, Mrs. Francis Olney and Mrs. H. C. Bragg.

The Missionary society of the Dundee Presbyterian church met Friday with Mrs. W. P. Warner. The officers of the organization are: Mrs. J. L. Lampe, president; Mrs. J. F. Perguson, vice-president; Mrs. A. C. Crossman, secretary; Mrs. D. L. Johnson, treasurer; Mrs. E. H. Westerfield, chairman of the Young People's Society of chairman of the Young People's Society of Christian Endeavor, and Mrs. T. N. Crosby,

A crowd of sixteen young people of Florence formed a theater party to see "The Smart Set" at the Krug Thursday night.

A new glove factory is negotiating for a site for its factory in Florence, and from the talk of the promoters will employ a dozen or more people.

Mr. and Mrs. W. B. Jacobson, who have been visiting with relatives in St. Louis and vicinity for the last two weeks, are expected home today.

Miss Carr's class and Miss Weight's class at the Florence school combined and gave an entestainment in honor of Wash-

DINNER OF THE AMEN CORNER

Brethren of Political Association Entertain at Waldorf-Astoria.

MARCH 4 DECLARED DAY OF REST

President Roosevelt Elected Honorary Member of Hogus Ananias Club -Mock Ceremony of Inauguration.

NEW YORK, Feb. 28.-The Brethren of 500 strong, last night at the annual dinner o the association held at the Walderf-Asteria With their characteristic disregard of con vention, the diners made sport of the presi dent and president-elect of Governo Hughes and Senator Root, and of every public man who by inference or actuality ould be considered eligible to the famous political coterie that once made its head quarters in the historical corridor of the now defunct Fifth Avenue hotel. Among the guests were Senator Root, Postmaster General-to-be Frank H. Hitchcock, Thomas L. Hisgen, recent presidential candidate on the Independence party ticket; former Gov ernor Benjamin B. Odell, Thomas F. Ryan Norman E. Mack, Charles F. Murphy, Tip

After the passage of resolutions declaring March 4 a day of rest and calling upon all patriotic citizens to observe it with bowed heads as an occasion for thanksgiving, the brethren called to order a meeting of the Ananias club, at which President Roosevelt was elected to honorary membership. This was followed by the chairman of the Sage Epicteteus, who was made to declare that "he who seeketh all the applause may lose an ear drum."

"The law department" of the "Amer Corner" having discovered by the old English constitution, "any person may be indicted for anything at any time,' en summoned before it a secret service agent "to testify generally on behalf of the government."

Among the other "stunts" of the even ing were the holding of a mock ceremons inauguration and the reading of a report of the committee on improving the condi tion of country life, in which it was de clared that honesty is the best policy and that a tax on whiskers should be im posed.

The diners then disbanded to the singing of the new national air, "Carve Da

'Possum, Children." Medical Snake is Dead.

The second specimen ever captured of the fer-de-lance, or lachesis, the South American venomous snake, whose poison has proven useful in the treatment of acute nervous disorders that it is listed in the homeopathic materia medica, died today at the Bronx Zoological park, where it had been on exhibition since last April when Prof. E. W. Runyon, who captured it in Brazil, turned it over to the institu-

tion. Since the reptile was brought to this country six extractions of venom from Young Woman's Christian Association its fangs had been made, about half a teaspoonful being taken from the creature Misses Frances and Mattle Spare, after at each operation. For medical use this venom is diluted by the addition of one trillion parts of sugar of milk to one part of the venom, so that the supply now on The few Greek citizens who call Bellevue of the venom, so that the supply now on their home have been a haven of refuge hand will be ample to meet any possible demand for years to come. The only other lachesis ever captured was secured The Boulevard shows evidence of new | in South America by Dr. Constance Hering, a German, who discovered the

efficacy of the venom.

Prospects of an early disposition of the case of Jan Janoff Pcuren, the refugee held here today by United States Commis siever Hitchcock. The Russian government was recently given until April 1 to present further syldence before the commissioner Today the counsel submitted depositions taken by the judicial inquirer in Riga province. Russia, which counsel believe will establish their contention that the offenses which Pouren is alleged to have committed -murder and arson-were perpetrated with Counsel for Pouren objected to the admission of the depositions and Commissioner Hitchcock after hearing argument, ing public makes frequent comptaint, will

reserved decision. Corey on Steel Trade. William E. Corey president of the understood, however, that some of the independents are anxious for a conference ous effort to get new business continues to be made by all the steel companies. The consumers are still holding back their

orders in the hope of further concessions. Rev. Joseph H. Fesperman, Salisbury, I tion pin. N. C., who is the author of several books writes: "For several years I was afflicted with kidney trouble and last winter I was suddenly stricken with a severe pain in night. I commenced taking Foley's Kidney Remedy, and the pain gradually abated and finally ceased and my urine

Foley's Kidney Remedy." Why the Old Man Kicked. Senator Balley says that not long ago a general merchant in a town in northeast Texas was waiting upon an aged farmer in his store when the old man pointed at a quartet of ice cream freezers.

"What are they?" he asked.
"Ice cream freezers." explained the merchant. "Want one? They're only \$2."
"Ice cream freezers." mused the old man.
"They freeze milk, don't they? Will they freeze anything else?" said the storekeeper.

'Freeze anything liquid," said the storekeeper, laughing.

The old man paid for one of the freezers and drove away.

Three days later he returned. His heard home of Mrs. A. P. Tukey at 2.30 o'clock. was bristling with indignation and he eyed. There will be a paper by Mrs. Nosh Perry the merchant flercely. the merchant response a robber," he said. The merchant

"You're a robber," he said. The merchant gasped.
"You told me that thing would freeze water," went on the old man indignantly, "and I took it home to freeze some water and make me some ice, and my nephew said you had to put ice in it before it would freeze anything. Girmme my 2."
The merchant weakly handed him two silver dollars and the old man strode out and hasn't bought anything else at the store since.—Washington Star.

Bigger, Better, Buster-That's what advertising in The Bes does

How to Test a Newspaper Advertisement

distinguishing characteristic.

confident in their affirmations.

conditions.

Is it Authoritative?

> and unless advertising is awarded the reader's confidence, the advertiser is wasting his money. Yet too wanton an exhibition of confidence is dangerous. The advertiser must keep in close touch with the pulse of the public and know how much the people will stand in this line. While everybody unconsciously acknowledges leadership to others in many ways in their daily contact with their fellow men, no one is happy in

The men who lead the masses all possess one

No matter how illogical are their arguments

An authoritative tone must be assumed and

It is impossible for an advertiser to inspire

or how fallacious are their conclusions, they are

maintained by the advertiser at all times and in all

confidence in others without possessing it himself,

the consciousness of being forced. The results of newspaper advertising depend upon voluntary actions on the part of free people, and threats, scares, or pessimistic utterances will

never make friends or customers. Public service corporations should educate

the public to the many advantages they offer. They could overcome much current prejudice against monopolies and add greatly to their popularity by asking the people for their patronage in a pleasing manner, without in any way sacrificing their confident or authoritative standing.

Optimism is a wonderful confidence-inspiring tonic. The optimist, who is tempered by self-control, makes the best advertiser.

An advertiser who in pessimistic tones continually decries competition, and insinuates that the people themselves cannot be trusted, destroys confidence and will not command a large success.

Let your advertising be authoritative -- not the self assertiveness of the bully - but express a well regulated, optimistic, spirit of confidence.

Woman's Club Will Begin Agitation Against Billboards.

Test No. 7

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.

ATTENTION TO STREET CARS, TOO

Furnishing Committee About Thrau h wi h Purchasing-

Clubs Favor Pension.

The civies committee of the Woman's club interesting itself in billboards and it is portant place on the committee's program before the club, March 29. The program will take the form of a round table "Greater Needs of Omaha" to be the sub ject. Owing to illness and departure from the city among its members, the commit tee's work has been seriously interrupted chairman, and during the last week Mrs C. Z. Gould and Dr. Lillian Nuckoll Condon have been appointed to fill vacancies. The billboard question is to be agitated and the women have in mind several plans that have been successful in other cities in bringing the authorities to a realization of how objectionable this form of advertising committee in its disorganized state has not been able to carry the agitation further This, too, will be taken up and not only the ventilation, but the crowded condition the lack of courtesy among conductors and several other matters of which the travel-

The purchasing committee for the furnish-United States Steel corporation said to- ing of the Young Women's Christian assonight, with reference to the reports that the ciation has about completed its work. And independents were seeking a conference it has had work in earnest. The selection with the corporation with the object of has been made not merely by order from putting an end to the present rate war, samples, but each piece has been passed that he had not heard that they contem- upon. The order for the table linen has plated any such action and that up to the been let and, greatly to the relief of the

present they had made no overtures. It is committee, the eighteen dozen napkins will come already hemmed. The cooking ware for the domestic science kitchen is of the light blue enamel with white lining and the dishes for the domestic science dining room are of the English Meissen ware in the onion pattern.

The dishes to be used in the general diaing room and cafeteria will bear the association monogram, the "Y. W. C. A." in the combination employed on the recogni-

The educational committee of the Neurging clubs over the state to co-operate my kidneys and was confined to bed eight in support of the Carnegie pension for redays unable to get up without assistance. tired university professors. Miss Kate Mc-My urine contained a thick white sediment Hugh of Omaha is chairman of the comand I passed same frequently day and mittee and each district of the state is represented among the other members. Mrs. F. H. Cole, president of the feder-

ation has returned from a visit to Pierce. became normal. I cheerfully recommend Norfolk and Madison, where she was entertained by the club women. At Pierce the Woman's Culture club held an open meeting and a reception in the evening. At Madison a dinner was given for about fifty club women and their husbands. The Norfolk meeting was an evening affair. Parish Aid Elects.

The Parish Aid society of All Saints' church met Friday and elected the following officers: President, Mrs. L. A. Welsh: vice president, Mrs. F. A. Ewing; treasurer. Mrs. M. E. Dowling; secretary, Mrs. P. Cochran.

The Daughters of the American Revolution will meet Monday afternoon at the home of Mrs. A. P. Tukey at 2:30 o'clock. and vocal solos by Miss Martha Dale and Miss Gwendolin White and Miss Nancy Battin will give plane soles. Mrs. W. W. McBride is chairman of the entertainment committee.

Wednesday morning, Robert Louis Stevenson to be the author of the day. The work of the Omaha play ground will be presented by Mr. Ben Cherrington at Monday afternoon's meeting of the Woman's club during the business hour. The program will be in charge of the Mierature department. Miss Kate McHugh will

WHATTHE WOMEN ARE DOING give a talk on "How to Read Poetry and sisted by several friends. Mrs. J. E. CraHistory With Illustrated Readings." Miss mer will entertain the corps at her home,
Austin will give as an organ solo the Austin will give as an organ solo the

'Pilgrim Progress," by Liszt. The Women's Christian association will meet at 10 o'clock Tuesday morning at the Young Men's Christian association. The Nebraska chapter of the national society of the United States Daughters of 1812 will hold its first meeting since the December organization at the Rome hotel parlors March 5.

A Pleasant Surprise follows the first dose of Dr. King's New Life Pills, the painless regulators that strengthen you. Guaranteed. Mc. For sale by Beaton Drug Co.

Several of the Odd Fellow Lodges Have Active Sea-

State lodge No. 10, Independent Order of Odd Fellows, conferred the third degree on three candidates at the last meeting. concluding the session with an oyster supper. Wasa lodge No. 183 concluded the
degree work for the month Wednesday
evening. Beacon lodge No. 20 will confer
the initiatory degree Monday evening.
Hesperian encampment No. 2 will confer
the royal purple degree next Saturday
evening upon fifteen candidates. Grand
Patriarch U. S. Rohrer of Hastings and
Grand Scribe I. P. Gage of Fremont will
be present to assist in the ceremonies. neluding the session with an oyster sup be present to assist in the ceremonies. Ruth lodge No. 1 conferred the Rebekah on three candidates at its

Tribe of Ben Hor.

Lew Wallace court No. 121 acted upor tain the members and friends at his resi-dence, 506 South Sixteenth street. March

The members and friends of U. S. Grant post and corps were entertained at cards at the home of Mr. and Mrs. J. M. Taliaferro on Tuesday evening. The woman's prize was taken by Mrs. Palmer and the man's prize by Mr. Matthews. The home was decorated in national colors. Re-freshments were served by the hostess, as-

Miscellaneous.

Council No. 253, L. M. L. A., will give a box social Friday evening at its hall, Pif-teenth and Douglas streets. The promotion committee of the Royal Neighbors of America will meet Wednes-day afternoon, March 10, in Baright's hall,

day afternoon. March 10, in Baright's hall. Nineteenth and Farnam streets. The hour of meeting is 2 o'clock.

The second of the series of open meetings of Mondamin lodge No. III, Fraternal Union of America, will be given Wednesday evening. March 10, in Fraternity hall, Eighteenth and Harney streets.

Triangle lodge No. 54, Knights of Pythias, entertained its friends and members at an old-time social party last week. On Monday evening the lodge will have work in the first and third ranks.

Mrs. Andrew Gray will cutertain the La-

of the secretary, 2829 Franklin street, Wednesday afternoon at 2 o'clock. Ferncliffe castle No. 483, Royal Highlanders, will meet Friday evening in Fraternity hall, Eighteenth and Harney streets.

Omaha lodge No. 1, Royal Achates, held Omaha lodge No. 1, Royal Achales, held a pleasant social meeting last Tuesday night. Progressive high five was played. Mrs. Riggin secured first prize, with Mr. Lawrence second. The different lodges in the city and South Omaha are preparing to initiate a class of 100 at a joint meeting to be held some time within sixty days. Tuesday is regular meeting night for Omaha No. 1.

Pointed Paragraphs. Pluck loses no time on account of hard any thing except a man.

It is easier to dodge responsibility than it is to dodge the result.

is to dodge the result.

A legal light naturally feels put out if the judge turns him down.

Some people are always looking for a new kind of mistake to, make.

It's difficult to convince a loafer that he isn't smarter than men who work.

Never borrow trouble—and never lend it to a man who has a strenuous disposition.

The manity art of self-defense is apt to go large when it manity are self-defense is apt to

go lame when it encounters a w A man's last sliver dollar looks as big as a cart wheel just before it disappears around the bend in the pike-Chicago News.

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