

EVENTS IN OMAHA SUBURBS

Benson Eagles Making Great Preparations to Dedicate Their Hall.

MUCH TALK OF SPRING ELECTION

Last of the Damage Done by Storm at Bellevue is Now Being Repaired and All Evidences of It Will Soon Be Over.

Benson.

Mrs. George Tyson is in Blair, making a two weeks' visit.

H. L. Elvett returned on Monday from a short trip to Lincoln.

George Wedge returned from a trip to Colorado last Tuesday.

Mr. M. M. Alford left last Sunday for a week's visit to Lincoln.

Miss Anna Blum of Omaha spent last Sunday at the Lillienstone home.

Mrs. M. L. Hall returned last Monday from a nine weeks' visit in Iowa.

Mrs. Bar of Newport, Neb., is the guest of her mother, Mrs. Joseph Mason.

Mr. and Mrs. J. Peterson spent last Sunday visiting relatives in Nickerson, Neb.

Miss Marjory Rood from Brownell, Neb., spent last Sunday at her parents' home.

Mrs. Smith and Mrs. Childs of Omaha were guests at the Truitt home on Thursday.

Miss Marie Hansen has taken up her residence in Omaha, after a few days' sickness.

Mr. and Mrs. Bert Simpson of Florence spent last Wednesday at the Curby home.

Mrs. Sheets of Blair, Neb., is a guest at the home of her daughter, Mrs. P. J. Flynn.

Mr. and Mrs. L. W. Raber spent last Sunday at the home of their daughter in Omaha.

E. C. Hodder has returned home from a short trip to the western part of Nebraska.

George Sticher of Scotia, Neb., is a guest at the home of his cousin, Mrs. L. R. Rice.

Mrs. Nichol has returned to her home in Council Bluffs after a short visit in Benson.

Mrs. A. Kuhn of Omaha entertained the Golden Rod kennington club at her home last week.

Miss Mae Patterson left last Wednesday for her home in Papillon, after a visit in Benson.

D. M. Bellis, who has been visiting relatives in Benson, left last Monday for Armour, Mo.

P. J. Flynn left last Wednesday to do the landscape of the Danish college at Blair, Neb.

Mr. and Mrs. C. N. Norton entertained Mr. and Mrs. Chadley of Omaha at dinner on Sunday.

Miss Grace Chaswell left last Thursday for Denver, Colo., where she will reside permanently.

Mrs. A. Patterson visited at the home of E. Newman, on the way from Ord, Neb., to Michigan.

Mrs. C. E. Williams has returned home from a two-months' stay at Excelsior Springs, Mo.

W. B. Campbell of Duluth, Minn., arrived on Friday for a visit at the T. H. Smith home.

Ragnold Nordin entertained a number of Benson and Omaha friends at his home last Sunday.

Harry Gravert left last Wednesday for Lincoln, Neb., where he entered the Military academy.

Mrs. Charles Johnson has returned from a visit with her daughter, Mrs. C. Meyer, in Auburn, Neb.

Charles E. Miller left on Monday for his home in Glendale, Mont., after a visit in Benson.

Mr. and Mrs. J. L. Sullivan have gone to their home in New York after a visit at the Cronk home.

Daughters were born last Tuesday to Mr. and Mrs. F. O. Gift and Mr. and Mrs. Charles Johnson.

Miss Susie Scott of Clarkson hospital, Omaha, was a guest one day last week at the Hoffman home.

Mrs. A. Jennings and daughter arrived today from Shenandoah, Ia., to be guests at the Jeffers home.

Mrs. Lindburg and Miss Peterson of Malvern, Ia., were guests last Sunday at the Younger home.

Misses Susie Flagg and Hazel Mahanah of Omaha were guests at the Wardlow home last Sunday.

Misses Hansen of Chalco, Neb., and Heider of Omaha were guests at the Snyder home last Monday.

Mr. and Mrs. Alderman of Newport, Neb., have been the guests at the home of Dr. Mason during the week.

John Garrity of Benson acted as jurymen on the Schofield murder case held and closed in Omaha last week.

Miss M. Flynn has returned after a vacation taken up on the chief operator in the telephone exchange.

Mrs. C. J. Ferrel has gone to her home in Hay Springs, Neb., after a few days' visit at the Hayden home.

Miss Lillian Huber entertained on last Wednesday at her home in honor of her ninth birthday anniversary.

Johnson, who left last week, to live in the country.

Mrs. George Hill entertained on Thursday for Mrs. Moriarity of Missouri Valley and Mrs. A. L. Lamoria of Omaha.

The Presbyterian Aid society held their regular meeting and lunch at the church last Wednesday afternoon.

Miss Cassie Campbell and Miss Margaret Peede were entertained at dinner last Wednesday by Mr. and Mrs. J. C. Peterson.

The Benson High school gave a "national program last Friday afternoon in which the pupils represented the nations.

Mrs. Grace Reaser and daughter, Marie, have returned to their home at Kearney, Ill., to visit with her uncle, Mel and George Stone, Fred Stone of Malvern, Ia., was a guest at the same time.

Mrs. A. Augie and her sister, Mrs. J. H. Oldfield, Miss Anna Miksel, teacher in the Avenue B school in Council Bluffs, on Thursday, for dinner. They were old friends and fellow teachers in the early '80s.

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How to Test a Newspaper Advertisement

Is it Institutional?

An institution is composed of individuals who have many thoughts in common.

The circulation of a newspaper is necessarily institutional in character.

A group of people cannot be constantly reading a single publication day after day without unconsciously accepting and at the same time influencing the institutional quality of the publication itself.

The business house that is well managed necessarily develops an established order of doing things which gives it an institutional character.

The best copy for a newspaper advertisement reflects not only the institutional quality of the business which it is promoting, but also takes cognizance in its appeal of the institutional traits of the readers of a newspaper.

While newspaper advertising is an organized form of salesmanship, because of its institutional quality, it must necessarily place high premium upon personal, individual salesmanship as it is dependent upon it to secure satisfactory results.

Advertisers can develop this institutional quality in their copy and intensify the personal sales power of their employees by encouraging suggestions from them.

In addition to their common interests as employees, each one is