

AMERICAN PRESS ASSOCIATION

NEW YORK, 45-47 Park Place
 BOSTON, 133 Oliver Street
 BUFFALO, 45 North Division Street
 PHILADELPHIA, 200 South Tenth Street
 PITTSBURGH, 1233 Liberty Avenue
 COLUMBUS, 313-315 North Front Street
 CINCINNATI, 128-130 Opera Place
 CHICAGO, 550 Jackson Boulevard
 ATLANTA, 23 East Mitchell Street

CABLE ADDRESS, "Amprssa New York"

ADVERTISING DEPARTMENT

45 AND 47 PARK PLACE, NEW YORK

CHICAGO, 550 Jackson Boulevard, and
 171 Washington Street
 INDIANAPOLIS, 117 West Georgia Street
 ST. PAUL, 41 East Third Street
 OMAHA, 1007 Farnam Street
 DES MOINES, 203 West Second Street
 DETROIT, 24 Woodbridge Street East
 DALLAS, 301 Elm Street
 PORTLAND, ORE., 18-20 Front Street
 SAN FRANCISCO, 218 Spear Street

TELEPHONE, 6890 BARCLAY

September 21st, 1910.

Cudahy Packing Company, Omaha, Neb.:

Gentlemen—You have a good cleanser—a household necessity. You have an attractive package. What advertising you have done has been good. But of course what you want to do is to place your excellent article in the real homes of the real housekeepers—the women of the country.

We can lead the way for you to put Old Dutch Cleanser on the kitchen tables and sinks of tens of thousands of homes.

It is a simple way, an easy way, a productive way for you, and an economical way.

Thousands, almost countless thousands, of women are wearing their lives away because they do not know of your cleanser.

Though the metropolitan dailies, billboards, the street cars and the magazines are good advertising mediums, they do not equal in pulling value, in real selling power, the home print country weekly and daily papers.

Of the ninety odd millions of people in this country fewer than twenty millions live in the large cities, some ten millions travel, and in a town of 5,000 people not more than three or four hundred magazines are sold. No doubt you have thought of this, but you do not know how to reach the vast army of people without exorbitant cost and the loss of much time.

It is curious that you and other great national advertisers have not used more extensively the greatest business producing mediums in the country—viz, the home print country weekly and daily papers.

A few lines of history: The American Press Association has been furnishing news materials to more than 10,000 newspapers for thirty years.

Recently we became interested in the advertising business. We have long thought the weekly and country daily papers did not get their just share of foreign advertising considering their advertising value. Many people have thought the same way, but it required an extensive organization like ours, with its nineteen branch offices reaching from coast to coast, to band together the weekly and daily papers.

This we have done, and we are now prepared to place your advertisement in 3,000 papers throughout the United States—place it in any section of the country, and we will do all the work. Furthermore our rates are just and we can guarantee that lower rates cannot be obtained.

It would take months of work and correspondence to arrange such a widespread campaign of publicity. There is, however, no excuse for further delay on your part. The American Press Association will show you the way and give you a personal introduction to almost every housewife in the land outside of the big cities.

We will send out your advertisement in plate form if you want it. We make the plates, send them to the papers with complete instructions for insertion. We check and give you proof of publication. And we pay each paper cash.

In the past the advertising agencies or national advertisers have been forced to write countless letters to secure rates from the papers. Now this has all been done away with. We have a booklet giving a list of our papers, circulation rates and complete information. A copy of this we have sent by mail. Look it over. Inspect it with care.

Recently some of the greatest advertising experts in the country have gone on record as declaring the home print country weekly and daily papers were unequalled for real selling power. Arthur Brisbane has written in the Hearst papers an editorial that shows how much he believes in the advertising value of country papers. W. C. Freeman, one of the leading advertising men of the country, has written a similar story.

For any article that is to be used in the home of the country weekly and daily offer the greatest selling power to a national advertiser.

That is a strong statement but it is true.

Are you willing to be convinced?

P. S.—It is rather curious, we know, to be addressing you in a half page advertisement in The Bee when we could send you this selfsame letter by mail for 2 cents, but we believe in newspaper advertising.

Yours truly, AMERICAN PRESS ASSOCIATION.

Nebraska
PLEADS FOR HIS HOMESTEAD
Michael Gleason Raises Question Involving Progress of City.
BIG SHIPPING DOCK VERSUS HOME
Which, Under Law, Shall Have Prior Right—Bank Dispute from Omaha in Supreme Court.

From a Staff Correspondent)
 LINCOLN, Sept. 22.—(Special.)—Some sentiment is expressed in a brief filed for the appellee in the case of Michael Gleason, appellee, 1211 Chicago street, Omaha, against the Loose-Wiles Cracker and Candy company, which has reached the supreme court on appeal from Douglas county. The defendant company was enjoined in the lower court from constructing a "shipping dock" along lot 8, block 4, in the city of Omaha, which is across the alley from lot 1, block 4, owned by Gleason. The brief recites the story that Gleason bought his property forty-five years ago when Omaha was a village unheard of over the country. Through hard times and good times he held on to it and lived on it as his homestead, and still does so. Then Omaha grew. Its fame spread throughout the land and it became a city of wonderful opportunity, so the Loose-Wiles Cracker and Candy company bought the property across the alley from Gleason and built a wholesale house, having come from Kansas City.
 Then the company desired a shipping dock. To get authority to construct this it was necessary, so the brief said, to get the city council to pass a special ordinance giving the company the necessary permission. These the old homesteader, who had started out with the city, had helped it grow and prosper, went to the courts to prevent the operation of the ordinance.
 His argument was that the construction of the shipping dock would ruin his property, on which he now has five houses, in one of which he lives and four of which are rented profitably. The construction of the dock, he said, would close the street insofar as travel by foot passengers is concerned, and he cited instances to show that where wholesale houses have shipping docks in front of their places of business these streets are practically closed as public highways. Modern wholesale houses, the brief says, have their shipping docks in the alleys, and this company could do the same thing, the floor of the first story being on a level with the floor of a freight car. The brief was filed today.

Long Drawn Out Legal Battle.
 The case of Algron S. Patrick, appellee, against George E. Barker is again in the supreme court. This case involves a conversation between the interested parties, which occurred some twenty years ago. Barker was the president of the new bank of commerce of Omaha and desiring to establish a national bank, solicited the Patrick brothers to take 20 shares of stock. Patrick brothers traded some notes they held for the stock if being agreed between them. Barker and Frank Johnson, cashier, that if the notes were not paid Patrick brothers were not to be held responsible. At least that was reported to have been the agreement. When the mortgage, which secured the notes, were foreclosed the

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 amount realized was some \$4,000 short of the supposed value.
 In 1868, suit was started against Patrick brothers and judgment was secured against them for the difference between the face value of the notes and the amount they brought when they were sold to A. S. Patrick to have that judgment set aside. A demurrer was filed to the petition and sustained. The court reversed this decision and on a later trial, judgment was secured against Barker for \$4,791.75. It is the judgment appeal is taken. One of the questions raised is whether Barker, when he agreed that Patrick should not be held responsible for the notes, spoke for himself or for the bank.

Damage Case Appealed.
 Briefs were filed in the supreme court today in support of the judgment of the lower court in the judgment of the case wherein Mrs. Sophie Henkel and her children were given damages to the amount of \$1,000 against a saloonkeeper of the village of Campbell. It is set out in the petition of the appellee that Henkel drove to the village of Campbell in his wagon, from his farm one morning, and straight away began to drink with some friends. This was kept up until late in the evening when he started home. The team ran away and he was found unconscious some time later in the road. His arm was badly injured and had to be amputated. The wife and children sued the saloonkeeper and his bondsman and received judgment.

Delinquent Corporations.
 Governor Shallenbarger has again designated the World-Herald and the Lincoln Star to publish the list of delinquent corporations that have failed to pay their annual occupation tax, but this time the two papers will have a little more difficulty in getting their money. In fact it will depend upon the generosity of the coming legislature whether they are paid at all for the work. The late legislature appropriated \$1,000 to defray the expenses of printing the list in two newspapers. Each paper received \$500 and the remainder of the appropriation has been used to publish the list in pamphlet form. The bill this time will have to go to the legislature as a deficiency.

Krause Gets Sentence Suspended.
 The supreme court has suspended until October 24 the sentence of John H. Krause, convicted of shooting with intent to kill Krause, who was sent to the penitentiary for five years, but appealed and the court suspended the sentence upon his giving a bond for \$5,000. William Kline was the victim.

An Every Day Incident.
 The office of the secretary of state is having its troubles now over the payment of the occupation tax by corporations. Though the law does not require it, Walker Smith, who has charge of this department, sent out notices to every corporation in the state notifying them of the tax. One member of a corporation came to the secretary this morning.
 "This is the first I ever heard of this tax," he said.
 "You were sent a notice several weeks ago," was the reply.
 "No sir, no notice was ever sent to me. If it had been I would have known it. It's an outrage that I have to pay that penalty when I knew nothing of it."
 The records were examined and showed that the notice had been sent.
 "It makes no difference what the records show I never got that notice."
 The records were again examined and showed that the tax had been paid last June.
 "Well you have already paid whether you got the notice or not," said Mr. Smith.

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 The man walked out and never said another word.
Seventh Cavalry Arrives.
 Two squadrons of the Seventh cavalry, U. S. A., will reach Lincoln Friday morning in about 10 o'clock and will camp here until Monday, when the column will continue its practice trip into Omaha. A letter to this effect was received Thursday by Colonel L. M. Birkenr, N. N. G., from Second Lieutenant Sumner M. Wilcox, quartermaster and commissary of the squadrons.

NEBRASKA CONFERENCE HAS FIRST SESSION AT YORK
Officers Elected to Take Charge of Business of Body During Meeting.

YORK, Neb., Sept. 22.—(Special.)—The Nebraska conference of the Methodist Episcopal church opened here yesterday morning under ideal conditions in all respects. Ministers from all over the state had arrived during the night and early morning so that when the first of the program was called at 8 a. m., there were hundreds present to take part in the holy communion. Bishop Nuelsen of Omaha, presided.

Following this sacrament, the election of conference officers for the sessions took place, resulting in the following: Secretary, O. T. Moore; assistants, G. P. Tritter, E. B. Maxey, E. M. Furman; treasurer, A. C. Crosswhite; assistants, L. W. Emaree, H. C. Seidel, E. F. Gates, A. A. Randall, H. S. Hisey, G. M. Jones; statistical secretary, A. V. Wilson; assistants, York district, J. A. Rousey, E. L. Wolff, E. L. Yost; Hastings district, P. N. Kuncle, W. A. Albrecht, K. F. Kiboran; Hastings district, A. B. Grossman, O. C. Carden, R. F. Farley; Lincoln district, O. L. Story, H. F. Huntington, L. L. Galtner; Nebraska city district, H. Gould, C. E. Ruch, E. H. Hince.

At 3 p. m. the missionary sermon was delivered by L. M. Grigby and was of deep interest as well as impressively delivered.

In the evening at the 8 o'clock session a fine sermon was given by Rev. C. M. Boswell.

The large church is undergoing extensive enlargement, but the basement banquet rooms are so far advanced that they are utilized as a dining hall and the members of the local church furnish meals, which renders the accommodation in that respect very convenient.

During the missionary service J. R. Getty presided, and at the evening session J. W. Jones presided, the well-trained men in each instance during both services, adding interest to the occasion.

Big Damage Suits at Grand Island.
 GRAND ISLAND, Neb., Sept. 22.—(Special.)—The heirs of Clarence Van Veltzer, who, together with another young man by the name of Grady, was killed in the falling of the walls of the Nebraska Mercantile company building a few months ago, have filed suit in which the Nebraska Mercantile company, Richard Goehring and Frank L. Olson, are made defendants and asking for damages in the sum of \$10,000, for the death of the young man. Similar suit will be filed in a few days by the family of Mr. Grady.

The petition sets forth sixteen counts in which the several defendants are charged with responsibility in the matter. Goehring is owner of the building, the Mercantile company lessee, and Olson a retail grocer

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 removing salvage from the building at the time.
Nebraska News Notes.
BEATRICE—Martin Nelson, living northeast of Beatrice, died yesterday. He was 73 years of age.
BEATRICE—Samuel Thomas, 79 years of age, died Monday at his home in Wymore. He was unmarried.
YORK—Theodore F. Worthington and Miss Eida M. Fae, both of Waco, were married Wednesday by Judge Wray.
BEATRICE—Charles Scharton and Miss Marie Hayden, both of this city, were married last evening by Rev. C. E. Tingley.
YORK—David E. Golusha of Central City and Miss Grace Stull of Horville, were married Wednesday. Judge Wray officiated.

NEBRASKA CITY—Thomas S. Reed and Mrs. Belle Henderson of St. Joseph, Mo., were united in marriage in this city yesterday.

BEATRICE—J. H. Dixon, an old resident of Adams, died yesterday morning. He was 82 years of age and leaves two children, one son and one daughter.

BRADSHAW—Frank Wiens, an old resident of this county who lived on a farm near this place, died Tuesday morning, aged 79 years. He came suddenly as he was doing some work about the farm.

NEBRASKA CITY—The Otco county Sunday school convoked to be held in the Baptist church in this city on the 29th and 30th. There will be over 300 delegates present and many prominent speakers.

NEHAWKA—The Nehawka Commercial club has arranged for a carnival of sports September 23 and 24. The sports will consist of base ball, both days, for handsome prizes, lawn tennis, croquet, tug-of-war.

NEBRASKA CITY—The Merchants band of this city has been invited to furnish music for the Ak-Sar-Ben in Omaha during the parades. This is the fourth year the band has been employed by the Omaha people.

CRETE—Vernon Burlingame, the adopted son of Mrs. Elizabeth Burlingame, who passed away Tuesday at the age of 13 years and 10 months, was buried yesterday in a private cemetery. Services were held at the home.

BEATRICE—The marriage of George W. Pace of Sabetha, Kan., to Miss Alice Jones was solemnized yesterday at the home of Mr. and Mrs. W. J. Pease, Rev. W. A. Mullan officiating. They will make their home at Sabetha.

WACO—Wednesday evening at 4 o'clock, W. F. Flickinger and Miss Effie M. Probst were united in marriage. Rev. Mr. Norman of the Methodist Episcopal church officiating. The ceremony took place at the residence of the groom.

STROMSBURG—Frank Rystrom, a prominent farmer, has just purchased and is now operating a large traction engine and a ten-horse plow. This is the first machine of this type that has ever been brought into this part of the county.

NEBRASKA CITY—William Kropp and bride, Miss Belle Campbell, are home from Stockton, Cal., where they were married at the home of the bride's parents, and will make their home on a large farm belonging to the groom near Wyoming.

CRAIG—C. W. Orr, a farmer, north of town, and formerly vice president of the First National bank here, has traded a section of North Dakota land to J. R. Milliken of Sioux City for the mill at this place, and will continue to operate the mill.

NEBRASKA CITY—Walter Ross, nephew of Judge W. H. Cook, went to the home of his parents at Falls City yesterday, where he had his right leg amputated. He has been suffering with this leg for several years and finally had to have it amputated to save his life.

MINDEN—The Minden Boosters made another automobile trip to Norman, Oklahoma, and Kearney yesterday advertising the race meet and county fair. The trip was a great success and all points promise a large delegation.

CRETE—Albert Vostka, a retired farmer, died here yesterday at the age of 72 years. The cause of death was an abscess. He leaves two daughters and three sons. He

laying farms in the neighborhood, and is well improved.
NEBRASKA CITY—As yet the body of Dr. Harry G. Gannon, the dentist who disappeared from home Sunday morning and was supposed to have been drowned, his clothing being found on the river bank, has not been recovered. His two brothers are still here keeping up the search and they are being aided by a number of volunteers who expect to recover the body and offer the reward of \$100 which has been offered by the lodge of which he was a member.
CRAIG—The new residence of J. C. Martin, president of the Farmers State bank, is nearly completed. It will be one of the most modern and beautiful residences here. There has been considerable building here this year and Craig is having a good substantial growth, without any boom. C. E. Lumberry's new home is completed, the remodeling of the J. J. Bennett and Milton Langford homes is practically completed. Tom Plummer, the harness man, is building a large, new harness shop and sales room.
NEBRASKA CITY—Yesterday afternoon the partial country home of Mason Crouch, seven miles northwest of this city, was discovered to be on fire up near the roof. Mr. Crouch, who is 82 years of age, organized his hired men into a fire brigade and while the women in the house called some of the neighbors by telephone fought the fire and kept it in check until assistance arrived, when it was extinguished after considerable damage had been done by fire and water. It was a close call for this fine home and it will take \$1,500 to repair the damages.

SOUTH AUBURN—The Avenue hotel, which for the last two years has been under the management of James Wilson, was opened last night by the new manager, T. N. McCandless, who came here from Lemars, Ia. Mr. McCandless opened with a big banquet served to 110 of the local business men and their wives. A five-course dinner was served in faultless style. An orchestra provided music during the hours of service and the new arrangements of the hotel caused many comments of approval. The name has been changed to the Hotel Mack.

TECUMSEH—Fifteen automobiles loaded with Tecumseh business men visited the town of Elk Creek, Graf, Johnson, Cook, Sterling, Vesta and Crab Orchard Wednesday, in the interests of the Johnson county fair, which is to be held on Wednesday, Thursday and Friday of next week. Wednesday will be entry day, Thursday will be republican day, and the speakers will be United States Senator E. J. Burkett, C. H. Aldrich of David City, candidate for governor, and William Hayward of Nebraska City, candidate for congress from the First district. Friday, the last day of the fair, will be democratic day, and Mayor James C. Dahlman of Omaha, candidate for governor, will speak, and, perhaps, others.

able damage had been done by fire and water. It was a close call for this fine home and it will take \$1,500 to repair the damages.

A beautiful yarn garment is the result of two things: fine materials and skill.

But the part seldom appreciated is that two-thirds of the skill is that of the men who make the yarns. No amount of skill on your part can correct poor workmanship in the yarn mill. Remember this, and before you buy yarns learn all you can of the Fleisher Yarns. Send for a sample card. Read the claims and guarantee. Ask women who use them. Test them in any way you wish. You are almost certain to arrive at the conclusion already reached by four-fifths of the yarn-users of the country—"The Fleisher Yarns are the finest, most durable yarns made."



When you need yarns buy FLEISHER'S—there's a yarn for every use. You can do so with absolute confidence, for they are guaranteed. Every skein bears the trade-mark ticket. Look for it. If it isn't there hand back the yarn and insist on a skein properly ticketed.

A Mail this Coupon to S. B. & B. W. FLEISHER, Philadelphia 129
 And we will send you FREE
 a sample card of the Fleisher
 Yarns and also tell you how
 to obtain a copy of
 Fleisher's Knitting and
 Crocheting Manual. City

THE LATEST STYLES IN KNITTING AND CROCHETING

New Knit Coat with Blouse Effect
 This is a striking example of the radical improvements that have lately been made in sweater designing. Every line is in accord with prevailing fashion yet the coat has distinctive character that can be obtained only with yarn.



The model is made in two tones of brown; a beautiful tan for the body and a deep rich brown for the front and trimmings. It is made of Fleisher's Germantown Zephyr which combines with the shape-retaining qualities of all the Fleisher Yarns a softness of thread that produces a smooth close texture.
 Full directions for making this and many other new and staple articles may be found in the (eighth) edition of Fleisher's Knitting and Crocheting Manual, an invaluable handbook for beginner and expert. Contains a complete course of instruction in the various stitches and is the only authoritative guide to fashion in articles made of yarn.