

TONY CIARLETTA IS ON TRIAL

Accused Murderer Fighting for His Life in District Court.

PHOTOGRAPHS ARE SUBMITTED

Together with Drawings of Resort Where Young Nickell Was Killed Being Presented to Jury Hearing Case.

Spectators completely filled District Judge Knuth's court room, the largest in the county building, when the trial of Tony Ciarella for the shooting of Henry E. Nickell was resumed.

Photographs of Hazel McVey's resort, 41 North Fourteenth street, the scene of the murder, and a drawing made by County Engineer Louis Adams were exhibited to the jury.

Davis and Anderson and Miss McVey gave the same accounts which they related to the coroner's jury. This was as follows:

Williams, the leader of the trio, with Rosemond and Ciarella, went to the resort early in the evening and sat down at the kitchen table.

The robbery was then completed. Davis being forced to pass a hat and pick up jewelry thrown on the floor by the frightened members of the crowd.

Ceiling Falls on Foster at Ordeal

Police Judge Charles Foster, who recently joined the Royal Arcanum, was selected on initiation night as one of the victims to undergo the ordeal.

After a number of questions were put to him, which he answered in an unwavering voice, he was asked, "Are you fearless?" "I am," answered the Judge.

C. J. HUFUND DIES HERE AT THE AGE OF 79 YEARS

Charles J. Hufund died Monday night at the home of his son, C. E. Hufund, 230 Poppleton avenue, at the age of 79 years.

Mr. Hufund was a native of Sweden. He came to Nebraska twenty-seven years ago, and for a number of years was the chief stockholder of the Bank of Beemer.

FORT FINDS CONDITIONS EXCELLENT IN THE EAST

Passenger Traffic Manager Fort of the Union Pacific is back from the east, having left there just in time to escape the blizzard that has been sweeping over that section of the country.

While in the east Mr. Fort met a large number of business men and everywhere was told that trade in most lines is picking up.

NAVY ENLISTMENTS HERE GREATER DURING FEBRUARY

Enlistments in the United States navy from the recruiting station in Omaha show a marked increase for the first two months of 1914, the number of men enlisted during the first two months of 1914 being fifty-five, as compared with a total of forty-two for the same period in 1913.

RUPTURES BLOOD VESSEL WHILE COUGHING AND DIES

Michael Sexton, 49 years old, thirty-ninth and R streets, South Omaha, died suddenly Monday evening in a coughing spell, during which he ruptured a blood vessel in his head.

CITY ATTORNEY PREPARING BRIEF ON VIADUCT CASE

City Attorney John A. Bine is preparing a brief in the Dodge street viaduct case, which will probably come up before the supreme court at the April term.

A Consumptive Cough. Stop it and get relief for weak lungs, coughs and colds with Dr. King's New Discovery, the and \$1.00. All druggists.

NEW SUPERINTENDENT OF THE BRANDEIS STORES HERE.



EDWARD A. SINGER.

Edward A. Singer, for more than fourteen years superintendent of one of the largest department stores in Chicago, arrived in Omaha Monday and at once entered upon his new duties as superintendent of the Brandeis stores.

Mr. Singer is looking for a suitable residence here, and as soon as he finds a home, Mrs. Singer and their son will come from Chicago to take up their residence in Omaha.

LATHROP TALKING OVER BEAUTY PLANS FOR OMAHA

John E. Lathrop, an expert on the subject of city planning, is in Omaha from New York and is in conference with numerous men of Omaha who are interested in city beautification.

Mr. Lathrop is director of the department of exhibits of the American City Bureau of New York. He desires to place a city planning exhibit in Omaha as a part of an educational campaign along that line here.

SHOOT DOG WHICH INSISTED ON PROTECTING OLD HOME

Stump Gard, 222 North Thirtieth street, was ordered Tuesday morning to either pay a \$25 fine for keeping a vicious dog and tie up the animal or have the animal shot.

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T. E. "DORY" SANDERS DEAD

Prominent South Omaha Stockman Answers the Last Call.

AMONG FIRST IN THE BUSINESS

Arrived Here in 1884 and Engaged in Commission Business in the Packing Town, Later Associating with Others.

T. E. "Dory" Sanders, one of the best known stockmen at South Omaha and in the state, died at the family home, 1207 South Thirty-fifth street, Monday night.

Miss Anna R. Nixon, divorced wife of Charles D. McLaughlin, a witness for the defense in the trial of James S. Stone on a charge of perjury before District Judge Bagley, testified that Stone had never visited her at her home prior to her husband's divorce suit.

MISS ANNA NIXON TESTIFIES STONE DID NOT VISIT HER

Miss Anna R. Nixon, divorced wife of Charles D. McLaughlin, a witness for the defense in the trial of James S. Stone on a charge of perjury before District Judge Bagley, testified that Stone had never visited her at her home prior to her husband's divorce suit.

MOTOR CAR AND TAR KETTLE MAKE RUNS FOR FIREMEN

Fire in the garage of Dr. E. R. Tarry, 2207 North Fourteenth avenue, did considerable damage to the structure, as well as badly burned the doctor's five-passenger touring car, Monday evening.

Bibles for the Blind Are Now to Be Had

Bibles printed with raised letters, so that blind people can read them by the touch method, are now offered free by the Omaha Depository of the American Bible Society.

F. A. NASH RETURNS FROM VACATION IN FLORIDA

F. A. Nash, general western agent of the Milwaukee Railroad company, accompanied by Mrs. Nash and their family, have returned from a month spent in Florida where they enjoyed the mild weather and a short trip over to Cuba.

Whelan Offers to Haul Garbage for Much Less Money

A communication from James Whelan, city dead animal collector, read before the city commission, in which he proposes to haul garbage at a lower figure than now paid by the city commission.

Who Bears the Burden of Advertising Expense?

By George M. Brown, President General Roofing Mfg. Co.

Who pays for advertising expense on widely advertised goods? Somebody has to pay for it—but not you!

First, we will tell you who does not pay for it; the manufacturer does not; it does not come out of his quality nor out of his profit.

The dealer in advertised goods does not pay for it, and the consumer of advertised goods does not pay for it.

The manufacturer—the General, for instance—says to himself, "I can reduce my manufacturing cost greatly by producing in larger quantities."

So he puts out a strong advertising campaign—widening his selling radius, finding a broader market already waiting for his goods and creating demand among consumers not yet ready.

And the consumer gets more for his money than he has ever been able to get before.

Many people still think that because widespread national advertising is so expensive it must be added to the selling price of all advertised goods.

Many dealers and some jobbers still feel somewhat the same way toward this burden of advertising—only they are inclined to think that the expense is borne by them—that it comes out of their profits—that if advertising expense were eliminated they could have just that much larger margin of profit.

So it would seem at first glance that the great burden of advertising is all absorbed in the greater volume of business which it creates.

What about the manufacturer who does not advertise, whose market is comparatively small, whose production is comparatively small, whose overhead and selling costs are high? He must meet or beat the price of the widely advertised product.

What about the dealer who sells the unadvertised line? He pays his share.

What about the consumer who buys the well advertised product, secure the advantages which accrue to manufacturer, jobber and dealer, and all this without the payment of an extra penny.

What about the dealer in the unadvertised line? He also stands his share of the advertising appropriation.

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Beauty—

Remember that "beautiful" car you admired back in 1910?

What does it look like today? Before you buy a car because of its "beauty"—

Think what it will look like three years from now. One car (name above) has held to modest, attractive body lines for several seasons so that people are still admiring the older models.

It is not radical but it does "look good."

See for yourself.

This is one of a series of talks on how to buy an automobile. The complete series containing a wealth of valuable information may be had in booklet form by asking—

Marion Automobile Co. 2101-2103 Farnam Street, Omaha, Neb. C. W. McDonald, Mgr.

NEW HOTEL VENDIG PHILADELPHIA 13th and Filbert Sts. 2 Minutes from PENNSYLVANIA, and PHILADELPHIA READING TERMINALS. NEAR TO EVERYWHERE 250 Beautiful Outside Rooms with Baths and Flowing Hot Water. \$2.00 and up. Popular Cafe, Grill and Restaurant. JAMES C. WALSH, Manager.

GIGANTIC BANKRUPT SALE! OF THE SAMPLE COAT CO. 319 SOUTH 16th STREET Begins Wednesday, March 4th at 8:30 and Continues Until Saturday Night 4 DAYS OF TREMENDOUS BARGAINS This will be by far the greatest buying opportunity in the history of Omaha merchandising. Every garment in the stock must be sold before Saturday night and our prices will surely do it. We bought this stock from the trustee in bankruptcy at about 30 cents on the dollar and we are going to close it out in 4 days at 25c to 50c on the Dollar. About 50 COATS in Boucles, Chinchillas, Zibelines, Stripes and Mixtures, S. C. & S. Co.'s prices up to \$16.50. Large lot DRESSES in Silks, Party Dresses and Serges; S. C. & S. Co.'s prices up to \$15.00. 23 mixture SUITS in mixtures and black, S. C. & S. Co.'s prices up to \$15, choice. About 25 fine COATS in Broadcloths, Brocades, Velvets, Fine Mixtures and Plushes. S. C. & S. Co.'s prices up to \$40.00. Choice \$11.95. About a dozen very fine Coats in Opera models, S. C. & S. Co.'s prices up to \$65.00. Choice \$14.75. ALL FIXTURES FOR SALE at LESS THAN HALF COST. DON'T MISTAKE THE STORE 319 So. 16th St. About 70 COATS in fine Mixtures, Boucles, Chinchillas, Plushes, etc., S. C. & S. Co.'s prices up to \$22.50. Large lot DRESSES in Dancing frocks, Party dresses, Afternoon silks and fine serges, S. C. & S. Co.'s prices up to \$20. Large lot SUITS, in Serges, Mixtures and Stripes, S. C. & S. Co.'s prices up to \$20, choice. One lot SKIRTS in Serges and Mixtures. S. C. & S. Co.'s prices up to \$3.98. Choice \$1.69. Large lot SKIRTS in Serges and Mixtures. S. C. & S. Co.'s prices up to \$5.98. Choice \$2.69. \$5.00 FUR SETS \$1.98. \$7.50 FUR SETS 2.98. \$12.50 FUR SETS 4.95. \$20.00 FUR SETS 6.95. \$25.00 FUR SETS 9.95. Better Furs at Less Than Half Price Pony Coats at \$17.50 and \$22.50.

Photographs for half-tone reproductions

All newspaper photographs are taken for half-tone reproduction. A newspaper photographer must know how to take photographs, from which good half-tones can be made. The failure of most engravings is due to poor engraving copy. If you want to get a good cut, start right by having the photograph made for this purpose.

Our expert photographer is at your service at very reasonable charges.

Bee Photo Department Phone Ty 1000

Bee Wait Ads BRING RESULTS

RUPTURE Made strong and well in a few days without a surgical operation or loss of time. Our work is guaranteed. Call or write for particulars. Dr. Wray & Mahoney, 206 Bee Bldg., Omaha.