

Nebraska.

BULL MOOSER GETTING WARY

Those of Nebraska Herd Watching Movements of Roosevelt.

MAY BREAK OUT OF CORRAL

Fear Their Former Leader is Trying to Find Some Way by Which He Can Get Back into Republican Ranks.

(From a Staff Correspondent.)

LINCOLN, May 31.—(Special.)—It is evident that the movement of Theodore Roosevelt are not setting well on the political stomachs of the leaders of the bull moose party in Nebraska who fear he is shuffling the cards in such a way that eventually he will deal himself a hand which leads him to coast his fortunes again with the republican party.

What they want to know it just what will become of them.

For example, just where it will leave Chief Engineer Frank P. Corrick, the colonel's right hand man in Nebraska, who has been working so hard and faithfully to prevent the bull moose herd from breaking back into the G. O. P. pasture, and which Mr. Corrick does not like to consider.

In the first place he pretends not to take any stock in the reports that Theodore is receiving his former cry of nonamalgamation and is now favoring fusion with the republican party in places where it is best to do so.

It is known that the bull moose feed box has not been very plentifully supplied in Nebraska with the kind of feed that makes a manager's smile expand.

Corrick has been traveling over the state organizing paper county committee and it is openly hinted that a portion of the funds for keeping up the work of preventing the bull moose from following their inclinations to come back to the republican party have been furnished by democrats interested in putting a third party state ticket in the field this year in order to split the normal republican vote.

At any rate it is recalled that when the late bull moose banquet was pulled off in Lincoln that leading democrats like Charles Bryan, representing the national administration; Clarence Harman, representing Governor Moorhead; Earl Gaddis, representing the World-Herald; Mr. Gilligan, representing George W. Berger; Dr. P. L. Hall, democratic national committeeman; E. V. Johnson, representing Congressman Maguire and several others were boosting the banquet and when the bull moose speakers took their seats at the table there were democrats to right of them, democrats to left of them, democrats in front of them, and from a financial standpoint now it looks as if democrats might have been behind them.

One of the most rampant bull moose in Lincoln in 1912 said this morning in the lobby of the Lindell hotel, when asked what he thought of the present conditions, "I think it is only a question of a very short time before the two factions will be together, especially if the republican party adopts progressive principles satisfactory to Mr. Roosevelt."

SON OF WEST POINT PIONEER CONTESTS WILL

WEST POINT, Neb., May 31.—(Special.)—The last will and testament of James O'Connor, an aged resident, who died at West Point some weeks ago, is being contested in the probate court by his only son, Hugh O'Connor, of Scott's Bluff.

The testator left several bequests aggregating over \$1,000 and among them leaving the son, Hugh, only \$100, on the ground that he had already given him a farm. The grounds of the objection to the probate was that the deceased was not of testamentary capacity at the time of the execution of the instrument. Judge Dewald admitted the will to probate. The matter will doubtless be appealed to the district court. The estate is all personal.

Rev. Ferdinand Feich, late of Randolph, Neb., who has been appointed rector of the West parish, vice Monsignor Ruesing, resigned, has arrived and taken up his work here.

The funeral of Louis Ulrich, a prominent farmer of Monterey township, occurred on Wednesday on stomach trouble. The deceased was 67 years of age and was a pioneer of the township. He leaves a widow and several young children. The funeral occurred this morning from St. Boniface church at Monterey.

Leigh S. Krake, son of Judge S. E. Krake of Flawler, former county judge of Cuming county, will graduate on June 9 from Johns Hopkins university, Baltimore, taking the degree of doctor of medicine. Dr. Krake is a graduate of the West Point high school.

Seventy-one graduates from the eighth grades of the rural schools of Cuming county is the report made by Miss Emma R. Miller, county superintendent of schools.

Rev. A. E. Klemenz, who has been assistant pastor of St. Mary's church at West Point for the last twelve years, has been removed by the bishop and is now acting as assistant at the Holy Family church, Omaha. Father Klemenz was very popular in this community and his departure is regretted.

BROKEN BOW TAKES STEPS TO GET CARNEGIE LIBRARY

BROKEN BOW, Neb., May 30.—(Special.)—At the last meeting of the city council definite action was taken regarding the establishing of a \$10,000 Carnegie library in this city and a resolution favoring the project was unanimously adopted. If the library is secured, part of a disused street, located in the heart of the city, will be vacated and used as a site for the building, the location being a most desirable one. The city also pledges itself in this case, to levy a tax of not less than \$1,000 a year for the maintenance of the library.

The old theory of feathers being non-conductors of lightning seems to have been exploded when, during the last thunder storm, lightning struck the residence of L. E. Cole of this city. The bolt entered the south window of an upstairs bedroom, tore out the casing, ran up the mop board, climbed the leg of an iron bedstead and burned a big hole through a thick feather bed without setting fire to anything else. The family did not know the house had been struck until members entered the room the next day.

Work is now under way overhauling the plant of the Broken Bow flour mill, which has been idle for several years, the property having been leased for five years by C. W. Jones and T. D. Taylor, who are at present operating the Sargent mill.

Nebraska.

Commencements.

EXETER, Neb., May 31.—(Special.)—Friday night closed the school year with the commencement exercises in the auditorium. The house was packed to its utmost capacity to see the largest class of many years graduate from the Exeter high school. The class consisted of Edna P. Agur, Helen G. Eberstein, Mable E. Horn, Rose M. Paull, Imogene R. Kinney, Celia S. Lewis, Gladys L. Mitchell, Henrietta L. Mainord, Kathryn V. Sullivan, Selma A. Taylor, Iry I. Wythers, Hannah L. Wilson, Anna J. Ziska, Helen L. Ziska, Harry B. Earl and Martin W. Jenkins.

The alumni association was held at the home of Mr. and Mrs. W. H. Taylor immediately after the close of the exercises at the auditorium. A very good attendance was had this year.

CRAWFORD, Neb., May 31.—(Special.)—The Crawford high school class of 1914 graduating exercises were held last Thursday night in the Congregational church. Diplomas were presented by Dr. O. R. Irvine, president of the school board. The following are the graduates: Susie Souther, Amy Rine, Merlin Remington, Lela Pittia, Winifred Williams, Charles Gammon, Arnaab Macomber, Barron Souther and Jennie Elawick.

GENOA, Neb., May 31.—(Special.)—Commencement week in Genoa public schools opened with the baccalaureat sermon by Rev. Mr. Soudy at Swedish Lutheran church Sunday, May 31. Thursday evening the senior class play "Esméralda" was given at the opera house. Friday evening the commencement exercises were held at the town hall. Dr. Anril L. Bixby of Lincoln gave the address, "Things Worth While." Superintendent Sutherland presented diplomas to the following graduates: Edward Larson, J. Wright Davis, George Parker, Wilford Nelson, Wallace Spear, Moses Tenger, Nellie Shields, Florence Haldiman, Vera L. Crozier and Olga D. Apsar.

Olga D. Apsar of the senior class was neither absent nor tardy for seven years.

M'COOK, Neb., May 31.—(Special.)—The commencement exercises of the class of 1914 McCook high school were held in the Temple theater Thursday evening. The class was composed of twenty-four members, fifteen girls and nine boys. Dr. A. O. Thomas of Kearney delivered the oration to the class. Miss Olive Clark was salutatorian and Miss Elsie Green, valedictorian of the class, which is regarded as an especially strong one. The eighth grade graduating exercises were held in connection, thirty members receiving certificates.

WEST POINT, May 31.—(Special.)—The twenty-eighth annual commencement exercises of the West Point high school were held at the city auditorium on Thursday evening. Seventeen young people graduated from the high school course, as follows: Bertha E. Balley, Leola E. Ickman, A. Jesse Jensen, Emanuel Johnson, Leroy J. Krause, Jr.; William G. Stuefer, Chester Q. Thompson, Claude L. Thompson, Wayne W. Wells, Elsie L. Koch, Psyche Krause, Goldie L. Neiburg, M. Perne Sexton, Ramona A. Sharrar, Esther Stuefer and Concordia E. Wegner. The principal address of the evening was delivered by Chancellor Samuel Avery of the State University of Nebraska and was a scholarly oration, highly appreciated. President Edward M. Baumann presented the diplomas. The class colors are orange and black and the flower, pansy.

CRETE, Neb., May 31.—(Special.)—The Crete high school closed its twenty-seventh annual commencement exercises Friday evening, May 29, with a very unusual exercise. The seven girls and nine boys of the graduating class gave an interesting program of songs, solos and orations. But the innovation of the debate by four boys was the hit of the evening. Diplomas were presented by F. W. Russell, president of the Board of Education, and teachers' certificates to five members of the class by Superintendent E. W. Marcellus. The interest of the evening, however, centered around the action of the alumni in the informal reception and the unveiling of a portrait of Mrs. Emily Kent Manville, a former teacher who acted as principal of the school during the years 1887 to 1888. After the welcome to the graduating class by Earl Talhelm, a solo, "Backward, Turn Backward" just preceded the unveiling of Mrs. Manville's portrait by Mrs. Anna Nedela Sprick of Wilber and Miss Agnes Akasmit, two of the three members of the first graduating class under Mrs. Manville. Reminiscence by Miss Grace Hooper of '95 and a letter from Mrs. Manville are to be framed and placed in the high school. A large number of Mrs. Manville is present at this exercise, but her growing years and the distance from Crete prevented her attendance.

TECUMSEH, Neb., May 30.—(Special.)—The annual commencement exercises of the Tecumseh high school were held at the People's theater last evening. The attendance was large. Chancellor C. A. Fulmer of Wesleyan university delivered the address to the class and J. F. Croft, president of the board of education, presented the diplomas. The list of graduates follows: Janet Baranes, Anna Brundage, Amy Boggs, Fred Buerdette, Mae Crane, Mary Hedrick, Lloyd Henry, Lucy Kelley, Lewis Laffin, Frank Lempha, Harry Livingston, Susie McCougal, Roy McQuarry, Ellen Murphy, Vivette Nelson, Roger Pierce, Howard Stewart, Merle Townsend, Lottie Truman, Margaret Ward, Miles Wisley, Kenneth Wisley, Anna Wright, Helen Young.

ALBION, Neb., May 30.—(Special.)—The commencement exercises of the Albion school were held this evening in the opera house. The salutatory was given by Gladys Mabel Porter and Raymond W. Jones was valedictorian.

The address was by Hon. George Coupland of Elgin. The following constituted the class: R. Warren Hart, Charles W. Martin, Lyle D. Hart, Adrian A. Swine, Fred R. Waring, Carroll E. Aving, Helene Peterson, Rose McAleer, Raymond W. Jones, Madison Lehr, James Fox, Clara Madeline Riley, Laura May Pittinger, Violet Rosetta Reiter, Odetta Lucile Warner, Marjorie Enslow Culbertson, Gladys Mabel Porter, Gertrude Whiting, Marjane V. Garvey, Inga Norde, Violet M. Roberts.

WAHOO, Neb., May 30.—(Special.)—The twenty-seventh annual banquet of the Wahoo High School Alumni association was held at the auditorium Thursday night in which 120 graduates of the public school participated. Everett Wilson, student of the University Law School of Lincoln, acted as toastmaster, and the following responded to when called upon for toasts: John Wenstrand, "Planting the Seed," Lucile Galloway, "Cultivating the Crop," Florence Slama, "Harvest Time," Ferd Tornholm, "The Crop."

Key to the Situation—See Advertising.

ECHOES FROM THE ANTEROOM

Harry O. Palmer to Address West Lawn Memorial Services.

PROGRAM BY SPANISH VETS

Camp Lee Forby and Henry W. Lawton Auxiliary to Honor Dead Fighters with Military Observance.

"Martyrs to National Unselfishness" will be the subject of Harry O. Palmer's address at the public memorial services at West Lawn cemetery this afternoon at 3 o'clock, under the auspices of Camp Lee Forby of the Veterans of the Spanish-American war, and the women of the Henry W. Lawton auxiliary. The public is invited to attend. Camp Lewis Wegner of Council Bluffs, the camps of the Grand Army of the Republic and the Women's Relief Corps are expected to be present.

Regular military honors, including a salute of three volleys by the firing squad, will be paid the members of Camp Lee Forby who he buried in the Spanish veterans' lot at the cemetery. Martial music will be furnished by Maper's rifle and drum corps.

Preceding the exercises, those who will participate are to march from Fifty-sixth and Leavenworth streets to the cemetery. They will form as follows: Rifle and drum corps. Firing squad and colors. Officers of Camp Lee Forby and speaker of the day. Members of the camp and auxiliary, and their friends.

Transportation will be provided from the end of the street car line to the cemetery.

WOODMAN CIRCLE. Goldenrod Grove No. 90 of Plattsmouth, Neb., held a splendid meeting Tuesday evening, when they entertained Supreme Guardian Mrs. Emma B. Manchester.

At this meeting there were introduced into membership of the grove a large class of new members, the ritualistic work of the order being used in full by the officers of the grove, assisted by the "Nebraska Guards" of the Plattsmouth grove.

After the business meeting, a very pleasant social time was enjoyed by those present, and all declared their evening to have been well spent, as the Plattsmouth people know how to entertain.

Royal Neighbors of America. Pansy camp No. 10 will celebrate its twenty-second anniversary Tuesday evening at the hall, Fifteenth and Douglas streets. A fine program has been arranged for this occasion and all members have been invited to attend.

Tribe of Ben Hur. Mecca court No. 13 will hold an Old Fiddlers' contest Thursday evening at the hall, 106 Harney street.

Independent Order of Red Men. Last Monday night the chief and brothers of Fontanelle tribe No. 13 met usual at their wigwam. An interesting meeting was had and amendments to the by-laws were made whereby the tribe will pay a six benefit to brothers of \$7 a week for ten weeks' sickness. This will be a special order of business on next Monday's sleep. The tribe will give an open meeting in honor of its past officers on June 15, 1914, for brothers and their palfeaf friends. Officers for the ensuing term were elected as follows: Sachem, Dr. B. Diemstler; senior sagamore, J. E. Blanchard; junior sagamore, Roscoe Wolfe; trustee, A. T. Timblin; prophet, Kelso A. Morgan. Resolutions on the death of Brother S. A. Jones were read.

Ancient Order United Workmen. The following lodges will elect officers this week as follows: Patten, Monday; Omaha and Gate City, Tuesday; North Omaha and America, Wednesday; Ak-Sar-Ben and Saratoga, Thursday; Union Pacific No. 7, Friday.

Clan Gordon. Ladies' auxiliary to Clan Gordon No. 62 will hold election of officers Wednesday afternoon at the home of Mrs. J. R. Elmer, 81 North Forty-third street.

Brotherhood of American Yeomen. Lodge No. 144 will meet at Darlight hall Wednesday evening. A large number of candidates will be initiated and the work will be put on by Captain Rackley's drill team. Members of homesteads in Council Bluffs and South Omaha have been cordially invited to attend. Refreshments will be served.

Knights of the Macabees. Omaha tent No. 25 will hold a semi-annual election of officers Monday evening. All members have been requested to attend. Arrangements are now under way for the annual picnic.

Princeton Wins Game in the Ninth Inning

NEW HAVEN, May 31.—After Yale had played an uphill game and tied the score in the eighth inning yesterday, Princeton came to bat the ninth and batter in two runs, winning the first game of the annual series, 3 to 1. Score: R.H.E. Princeton, 3; 0 0 0 0 0 1 2 2 1 0. Yale, 1; 0 0 0 0 0 0 1 0 1 0 0 0. Batteries: Deyo and Wall; Gile, Mudge and Hunter.

Cornell Hits Sayre and Defeats Quakers

ITHACA, May 31.—Cornell hit Sayre oppositely yesterday and defeated Pennsylvania. Score: R.H.E. Cornell, 3; 0 0 0 0 0 1 0 1 7 2 1 0. Batteries: Sayre and Schwerdt; Regan and Schrick.

CHINESE UNIVERSITY TEAM LOSES VERY FEW GAMES

NEW YORK, May 31.—The Chinese university of Hawaii baseball team, which has lost fewer than ten games of nearly four score against American universities from coast to coast defeated Columbia, 4 to 2 today. The locals played a poor game in the field, errors figuring in the visitors runs. Score: R.H.E. Chinese, 4; 0 0 1 0 2 0 0 0 2 2 2 2. Columbia, 2; 0 0 0 2 0 0 0 0 2 1 0 0. Batteries: Aphau and Mark; O'Neale and Roseff.

Culbertson Defeats McCook

CULBERTSON, Neb., May 31.—(Special.)—Culbertson defeated McCook's fast ball team here yesterday by the decisive score of 9 to 1. The score: Culbertson, 9; 0 1 1 0 2 1 0 2 0 0 0 0. McCook, 1; 0 0 0 0 0 0 0 0 1 1 0 0. Batteries: McCook, Donvart and Lyons; Culbertson, Knowles and Mathers.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

3RD WEEK OF WORTH-WHILE FEATURE PHOTOPLAY

GAIETY WEEK OF SUN. MAY 31

SEVEN REELS DEPICTING THE IMMORTAL CHAS. DICKENS' MASTERPIECE, DAVID COPPERFIELD

The Story So Familiar To Every Scholar and Adult

ENTERTAINING AND EDUCATIONAL A TWO HOURS' DISPLAY

MORE PICTURE SHOW COMFORT THAN ALL OTHERS IN OMAHA COMBINED-ROOMY SEATS, HIGH CEILINGS, BEST VENTILATION. NIGHTS--10c-20c, DAILY 10c

BROWNELL HALL OF FUTURE

Junior Day Play Shows What is Hoped Will Come True.

WORDS WRITTEN BY STUDENTS

Class Prophecy About Seniors, as Sung at Close of Entertainment, Makes Pleasing Hit of the Evening.

A prophetic view of Brownell Hall fifty years hence, with hundreds of students, eight fine buildings and a huge campus in Fairacres, was given Saturday evening at the school before a large audience of parents and friends, in the presentation of the annual junior day play by the junior class. The offering was entitled "One Hundred Years of Brownell Hall," and was decidedly original and clever. The school year just ending marked the fiftieth in the history of the hall.

The prologue of the play depicted a scene in the room of a senior girl this year. One of the principal characters, played by Miss Esther Wilhelm, daughter of Mr. and Mrs. C. M. Wilhelm, longed for a glimpse of Brownell and its students a half century ago and also as far into the future.

Thereupon Brownell led her in a fanciful dream back to the days of '64 and '65, and the second scene of the play showed the library of the old hall, with its earliest students in the costumes of the war days. Then the vision of the future, the court of the new Brownell, it is proposed to be erected soon in Fairacres at a cost of \$250,000, appeared as the other scene in the brownie dream.

It appealed strongly to the audience as a probability to be worked for by all friends of the hall. Between that scene and the epilogue, wherein the dreaming student, a mother's future, Bishop Arthur L. Williams spoke briefly. He expressed the hope that the splendid plans for the new hall would soon become a reality, and rousing response which he received from the audience indicated that the hope was shared by all and was backed by their willingness to help.

Miss Julia Gleason, faculty leader of the junior class, was tendered an ovation at the close of the program for her important part in directing the affair. Miss Dorothy Ringwalt, physical director of the hall, received similar recognition for her share in the play's success, as she had directed the dancing.

Under Miss Gleason's able leadership the junior girls had written the play and the words for the songs, a number of which were interspersed throughout the four scenes. In accordance with the traditions of the hall, the event was the formal farewell to the seniors by the juniors, and it was carried out with a touching sincerity, leavened with humor, which appealed strongly to everyone present.

Those in the Play. The junior class of twelve young women, all of whom took part, is as follows: Misses—Esther Wilhelm, Mary Taylor, Adah Hendry, Alice Frost, Gracie Stout, Jacy Allen, J. Greenfields, Marian Turner, Helen Walsh, Genevieve Hornbrook, Margaret Lemen, Genevieve Hornbrook, Marguerite Brown.

In addition, these freshman and sophomore girls played the parts of the brownies: Misses Adelaide Fogg, Margaret McGregor, Elizabeth Ringwalt, Esther Smith, Ruth Thompson and Josephine Williams.

Junior Girls' Prophecy. At the end of the last scene, the senior girls, beautifully gowned and all carrying bouquets, grouped themselves near the stage and sang their original class prophecy about the juniors, which caused much merriment. They closed with a touching goodbye song, and were so vigorously applauded that they had to repeat the long selection in its entirety.

The faculty, headed by the principal, Miss Euphemia Johnson, and the young women of the two upper classes, shook hands and said farewells to the guests as they passed out the door, and thus was put into the history of Brownell hall another of its happy and notable junior days. The baccalaureat sermon to the seniors will be preached this morning at St. Matthias' church, and the graduation exercises take place Tuesday morning.

With the Bowlers

Midsummer League.

Table with columns: Name, W, L, Pct. Lists bowling scores for various teams and individuals.

NEW HOTEL OPENS TONIGHT

All Employees of the Devils' Hotel Trained for Their Tasks.

MANY GUESTS REGISTERED

Samson Reports that He Has 1,600 on the Reservation List and He is Prepared for the Crowd.

Tonight all loyal subjects of Samson, reigning ruler of the Kingdom of Quivera, will pass through the gates of Samson's palace, vulgarly known as the Den, to salute before the greatest of all earthly monarchs and perform for his edification all that he and his royal court demand. According to Dad Weaver, the prime minister, subjects to the number of 1,600 will appear at court and Dad also asserts that they will all individually be received with much eclat.

The king's henchmen are prepared to accommodate the vast horde in such a manner that the king will be mightily pleased. The Devil's hotel will swing open its door for the first time and its employees and servants will be ready in brand new and shining uniforms to give the best of service. While all the modern accommodations are to be secured and the service is of the best it is not necessary to tip the help at this hotel which should be an immense relief.

The hotel buffet will be open as the proprietors have a pull with the authorities and mouten metal cocktails and spit-fire fizzes will be distributed free of charge.

Tango Lessons, Too. Tango lessons will be given to all by Mr. and Mrs. Burning Tassie. All the latest steps of all the latest society dances will be given a la bromatone and the cost has been reduced from \$20 a lesson to \$10. All should take advantage of this exceptional offer.

Everett Buckingham's live stock has been properly fattened and each and every member of that famous stable is anxiously awaiting his turn in the doings of Buckingham promises that the animals will not miss their cue, but will quickly manifest that he knows his business when he selected them to act at this den.

Miles Greenleaf and William Lawrence, the versatile chaps, have their interlude to the main show rehearsed to a nicety and will act as runners for George West's Devil's hotel.

Due haste is all fixed. His mechanical devices are freshly cleaned and oiled and will work with perfect precision.

Tickling of the Throat. Quickly relieved by Dr. King's New Discovery, the great cough and cold remedy, safe and sure medicine. 50c and \$1.00. All drugstores—Advertisement.

Delhi to K. C. The Kansas City club has secured Fitcher "Flame" Delhi, the Californian, from the Pittsburgh National club.

With the Bowlers

Midsummer League.

Table with columns: Name, W, L, Pct. Lists bowling scores for various teams and individuals.

Advertisement for Ridgways Tea featuring an illustration of a woman and the text 'SOMETHING NEW—Simply delicious—Our new "Orange Label" Blend 30c a half pound'.

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, Buffalo, N. Y.

Selling Life Insurance

There are many reasons why newspaper advertising ought to be effective in selling life insurance. No one wants to see a life insurance agent—and yet so thoroughly has the public been educated upon this question that the beneficence of life insurance is now universally recognized.

While the man of average intelligence knows that life insurance is a good thing and that he ought to carry it, he does not want to be "talked" into it.

There are many reasons for this. He does not want to waste time listening to arguments in behalf of something that requires no argument. Another reason is that he has a natural reluctance of being reminded of the approach of death. No man in the possession of his senses wants to contemplate the possibility of death, and yet he knows very well that it is coming to him and that he ought to make some provision for those he will leave behind. But he does not want to be told by an agent, or any one else, that he is going to die sometime.

Another reason is, the agent is not selling him anything tangible. In this respect the book agent has an advantage over the life insurance man. The book agent is selling something you can touch and handle.

The life insurance man is selling "blue sky"—he is dealing in "futures." He calls it life insurance, and yet he cannot insure your life against the coming of the grim messenger, and he knows it. What he is really selling you is a contract to give your heirs a certain amount in the event of your death.

Life insurance is a misnomer. No one knows who invented the term, so it is not possible to reach him; but certain it is that the term is misapplied and tends to deceive the popular mind as to the real nature of the

insurance business—indeed I think it not unlikely that the use of the term "life insurance" has tended to retard its universal acceptance by investing it with an atmosphere of chance. It encourages the notion that life insurance is "a gamble" when the truth is, it is a savings bank for the man who would like to make some provision for his family in the event of his death and who would never make use of the ordinary savings institutions.

Now, could any commodity be better adapted to newspaper advertising? Here is something a man doesn't want to talk about, and yet he knows he ought to have it. He doesn't want to listen to the importunities of agents, many of whom do not understand either life insurance or Human Nature. He is willing to read about the benefits of life insurance during his leisure moments. He is willing to be "educated." And think of how many persons the newspaper can "educate" regarding life insurance while the agent is talking to one "possibility."

Newspaper advertising need not displace the agent. It should be used to develop "possibilities" for the agent. Think of the time wasted by the average agent on impossibilities! With intelligent newspaper advertising the hundreds of inquiries that are developed would lead the agent to persons who are actually "possibilities"—persons who had really given some serious thought to life insurance. If the advertising copy is written on the right lines it would soon draw inquiries from a long and attractive list of persons who have already been "educated" and who are in a receptive mood and who are only waiting to learn what advantages one company may possess over another company.

TRUMAN A. DeWEESE.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Advertisement for Willow Springs Beer featuring the text 'TRY Willow Springs BEER NONE BETTER HENRY POLLOCK RETAIL DEALER'.