### Nebraska

## STICKS TO

Only Thirty-Three Employes Attending to Work of Present Session of Legislature.

SENATE IS NOT DOING SO WELL

(From a Staff Correspondent.) LINCOLN, Neb., Jan. 31.-(Special.) The lower house of the legislature has so far stuck to its economy program, havprovided for employes in the legislative crowd until late in the evening. expense bill. With more than 30 per cent of the sixty-day period gone, 88 per cent well, who gave an interesting talk upon of the fund remains.

Whereas between sixty and seventy years ago, but thirty-three are now on cott spoke upon "Our Local Markets;" hind the house on the economy program, upon "Commercial Club Work from the

### Shipment of Pure **Bred Stock Nets** A Goodly Sum

LEIGH, Neb., Jan. 31 .- (Special.)-Thomas Mortimer, of the Stanton County Breeding farm, made a shipment of fortyone head of thoroughbred Hereford bulls this evening that netted him \$25,000. The stock is being shipped to parties in Arizona and New Mexico. The stock was accompanied by Mr. Mortimer's two sons, George and Honor.

Several days previous Mr. oMrtimer shipped a carload of Hereford bulls to a rancher at Thermopolis, Wvo.

### Labor Bureau to Secure Men Jobs

A new solution for the problem of the be broke jail December 22 and escaped. unemployed in Nebraska put the present labor commission to work as an employ-

One writes that he can give employment or main jail room. to a man the year around.

The labor commissioner has put the matter before the local charity organiration society, and the authorities of the 29 years old. latter have given assurance that they will supply him with all the unemployed

legislature, introduced by Senator Quinby of Omaha, providing for a state emplayment bureau of three members appointed by the governor and supported throung a land tax,

### **NEWS NOTES OF CHADRON** AND OF DAWES COUNTY

CHADRON, Neb., Jan. 31.—(Special.)— DAWES YOUNG FARMERS The receipts of the Chadron postoffice are over \$10,000 the last year, thus entitling, the city to free delivery of mails

At the annual boys' and girls' contest

of Grace Episcopal church to Rev. and of Dawes county during the last season, Mrs. W. S. Banks, newly arrived rector two of these people were awarded firsts from Holdrege. The ministers of all the at the state contest held in Lincoln durother churches were in attendance and jug the last week. Frank Chaulk secured a most cordial welcome was extended the first in potatoes in the state, and Myrtle

Charles Mann, who has been a member of the State Board of Agriculture ever just returned from Lincoln after attending a session of that body. Mr. Mann has done more to put this northwest country on the agricultural map of Nebraska than any other man.

### UNIVERSITY PLACE ORGANIZES Y. M. C.

UNIVERSITY PLACE, Neb., Jan. 31 .-

(Special.)-A ten days' campaign for a association has been one of the topics of absorbing interest in this little city recently. The movement is assured of suc- ASK FOR NEW CHARTER cess from the financial side as Chairman Roper of the finance committee reports that practically all of the \$1,600, which the budget calls for has been pledged. The old gymnasium on the Wesleyan campus has been secured and will be repaired and remodeled to meet the needs Home State bank of Hubboldt. of the new organization until a permanent building can be erected. A permanent organization has been effected with Prof. J. C. Jensen as president and Uhri, Otto Kotouc and C. M. Linn. McNicholas of the Omaha Young Men's Christian association who will probably be the general secretary. This associaation is not connected with the Wesleyan Young Men's Christian association which for several years, but will find its field were elected: President, Wilson Pout, of usefulness among the students of the North Platte, re-elected; V. L. Strickland, public schools and the young men of the city who do not attend the university.

### JUDGE WESTOVER HOLDING CRIMINAL COURT AT CHADRON

CHADRON, Neb., Jan. Al.-(Special.)-Two men tried to break out of the juil Friday by sawing off the bars when the light watch stopped them. Sheriff Canfield has now engaged a second guard. At the close of the present term of district court, the prisoners will be less in

District court is now in session, with hotel. W. H. Westover of Rushville, presiding. In the case against William J. Wirts, Do You Plad Pault with Everycharged with burglary, the jury found not guilty. T. S. Shorey, charged with stealing, was found guilty and sen-tenced to ten day in the county jail. The man with good digestion is nearly always cases against John Smith and William good natured. A great many bave been Shubert for horse stealing, the defendants having been caught with the goods. Tablets after years of suffering. These

For three days now the case of the State against Samuel Mason for alleged frauditient murtiaging of property, has

### Nebraska

### PLAN Commercial Club Of Valentine Holds Smoker-Talkfest

VALENTINE, Neb., Jan. 31 .- (Special.) The Valentine Commercial club held a uncheon and smoker at the auditorium Thursday evening, at which about 100 nembers of the club were present. The ing spent only \$1,500 out of the \$12,000 different members of the club held the the first degree, and fixed the populty at as were a number of bankers.

Charles Sparks introduced Mayor Traceclub

drew state pay as house employes two Following Mayor Tracewell, Judge Walthe roll. Chairman Taylor of the em- C. H. Cornell upon "The Prospects of the ployes" committee thinks he can stay Organization;" J. M. Tucker upon "The within that limit. The senate is far be- Growth of Valentine:" Rev. Mr. Johnson but is doing better than it did two years Standpoint of the Clergy," and L. K. Travis upon "The Unity of Purpose in Commercial Club Work,"

W. S. Barker, W. T. Kincald, W. E. Haley, Judge Olsen and Dr. Lynch gave tion to the fact that the doctors' meeting would be held in Valentine in March. C. H. Cornell took up a short time at the close of the meeting to present his electric light and water power proposition, in which he proposes to turnish the city of Valentine with current at wholesale to be distributed by the city to the consumer.

Blair Safely Held

Following is the list:

Alpha Chi Omege—Hanna McCorkinAlpha Chi Omege—Hanna McCorkinMale, Odebolt, la.: Margarot Lawis, South
Omaha; Dora Flahburn and Nell Harper,
Shubert
Alpha Omicron Pi—Doris Beyo, Bradford, Ill.; Ethel Killen, Beatrice:
Alpha Pi—Bernice Nelson, Omaha;
Mildred Montsomery, Superior; Milday
Judkins, Upland.
Alpha Chi Omege—Hanna McCorkindan Omege—Hanna McCo the close of the meeting to present his

assisted by Detective Sullivan of Omaha, was brought to Blair tonight. The man Pileta Phi-Giaydis Harlan, Lincoln; was arrested in this city in December Kathryn Mellor, Wayne. for shooting a brakeman who undertook LINCOLN, Neb., Jan. 31.—(Special.)— to put him off the train. With two others pledges: Acoth, Delta-Delta and as it also happens South Omaha antis new solution for the problem of the broke fall December 22 and as other Delta Zeta. A large crowd had gathered at the de-

pot upon the arrival of the train, many of whom were railroad men with the Acting Labor Commissciner Ackerman crews of several freight trains that were is in receipt of several letters from in the yards. The prisoner was placed western Nebraska farmers who are look- in a strong steel cell and will not be aling for men for general farm work. lowed the freedom of the cell corridor farm of 160 acres on Friday for \$28,000 or to accompany the "protestera" last Thus-

Blair said to the sheriff: "I thought I ton county farmer. had it on you when I broke jall, but I | Chris L. Paulson of the Orum neighborguess you have it on me now." Blair is hood north of town recently sold forty

with the St. Louis authorities, where road company for \$9 per acre in 1875. Blair is charged with cracking the safe There is at present a bill before the at Delmar station and killing Police Ser- evangelist of the Nebraska conference, which he was arrested in December. St. J. D. Hammel. Louis officers have wired they are coming after Blair, which will give Sher- Omaha Trade Area iff Compton a reward of \$1,300.

for yield and profit on garden crop. She slowly at first, and not much was exhad cleared \$71 on one-tenth of an acre. pected for this last year. The prizes Yesterday a big meeting was held by were awarded as follows: Best corn, company. R. C. Richards of Chicago was potatoes, first, Frank Chaulk; second, awarded to Myrtle Mann. As a fitting A reception was given by the members climax to the work of the boys and girls Mann was awarded first among both boys and girls for gardening.

### since there was a Dawes county, has NORTH BEND LETS CONTRACT FOR ELECTRIC LIGHT PLANT

NORTH BEND, Neb., Jan. 31.-(Special.)-The city council Friday night let the contract for putting in the electric lighting plant and constructing the lines to Fremont, where the current is to be obtained to Herman Rennaw & Co. electricians of this place. Seven bids were considered. Rennaw's being the lowest, \$18,995. The work is to be com-University Place Young Men's Christian pleted by May 1. The electricity is to cost 5 cents per kilowatt at Fremont.

# FOR BANK AT HUMBOLDT

(From a Staff Correspondent.) LINCOLN, Neb., Jan. 31-(Special.)-Application has been made to the state banking board for a charter for the tors: S. M. Philpot, G. G. Gandy, Edward

City Superintendents Elect. YORK Neb., Jan. 31 .- (Special Tele gram.)-The last session of the association of city superintendents was held yesterday. Problems of administration has been in charge of a paid secretary were discussed. The following officers Tecumseh, vice president; R. E. Cochrane Kearney, secretary-freasurer. President Dick of the Kearney Normal, Prof. Reed of the University of Nebraska and Superintendent Graff of Omaha were in attendance. The association decided to meet next year in Hastings.

> Abstracters Meet in Lincoln. TECUMSEH, Neb., Jan. 31 - (Special.)-The eighth annual convention of the Ne braska Association of Bonded Abstructors will be held in Lincoln, Tuesday and Wednesday, February 9 and 10. The sessions will be held at the Lincoln

An irritable, fault-finding disposition is

permanently benefited by Chamberlain's ) leaded guilty. They have not yet been tablets strengthen the stomach and enable it to perform its functions naturally. Obtainable everywhere .- Advertisement

A going business can be sold quickly made by the "California Fig Syrup Com-

### Nebraska

## DEATH PENALTY FOR ROBERTS Slayer of Vernon Connett is Found

Guilty of Murder in First Degree by Jury.

PANEL OUT FOR TWELVE HOURS

NORTH PLATTE, Neb., Jan. 31,-(Spedeath. The defendant heard the verdict without any apparent interest. The case the increase in the membership of the last night. It was the first verdict fix- solidation bill is a terrible "frameup. and the first one in Judge Grime's studicial district court since he became judge.

# Twenty-Two Girls

LINCOLN, Jan. 31 .- (Special Telegram.) The second semester's rushing of the here last night with twenty-two pledges. Three of the members were Omaha girls. Following is the list:

In Jail at Blair

BLAIR, Neb., Jan. 31.—(Special Telegram.)—John Blair, with many aliases, who was arrested last night in Omaha, by Sheriff Fred Compton of this county, assisted by Detective Sullivan of Omaha, was brought to Blair tonight. The man process of the county of the count

The following sorcrities announce

### GOOD WASHINGTON COUNTY

LAND BRINGS HIGH PRICE \$175 an acre to Fred Plugge, a Washing-day. At that time the rebels were prom-

acres of land for \$160 per acre, which his Sheriff Compton, who has been in touch father bought of the Union Pacific Rail-Rev. Garrelt Jansen of Omaha, an geant Michael Gibbons, wired the St. will hold revival meetings at the Louis officers tonight that he had the Methodist church here for the next two man wanted there for the above crimes. weeks, beginning Sunday morning. He He will be held here on the charge for will be assisted by the local pastor, Rev.

That the automobile is rapidly widen-SCORE IN STATE CONTEST ing Omaha's trade territory and is helping to bring much more business here. CHADRON, Neb., Jan. 31.—(Special.)— is asserted by W. E. Haynes, formerly The Chadron Commercial club started the of Omaha and now a successful general at Lincoln the state championship was given to Frank Chaulk of Chadron for yield and profit on potatoes; also for the the young people might have something since then has made many more business than the young people might have something the company and hought more business. best peck of seed potatoes. Myrtle Mann to work for, they offered premiums to ness trips to Omaha and bought more of Chadron was given the championship the extent of \$76. The work went rather goods here than he did before he got the gasoline wagon.

Forty miles from a railroad sounds long way from no-where, but that is mittee of the Black Hills first, Perce Payton; second, Chester New- Haynes' location, up in the sandhill told to keep the places closed. Commisdivision of the Northwestern railway berry; third, Louis Johnson. Best country. Before he pastured his driving ponies and began using a car to get some of the police of protecting "roomin attendance. He i sthe chairman of Glen Miller; third, Wilber Elsworth. In around in, he didn't get to Omaha more ing houses." the safety committee of the whole line the gardening work the premium was than once or twice a year. But now, of road, awarded to Myrtle Mann. As a fitting with his car, he frequently runs in to North Platte and hope a fast train to Omaha. He has done so several times gists of South Omaha, who conducted a already this winter.

He comes in that way, or in mildweather and with good roads, even motors all the way, almost 400 miles, whenever an interesting trade conven- place for him to locate. Mr. Scarr travparents, Mr. and Mrs. G. B. Dake, 2817 anywhere else but in the Magic City. He business by mall.

All these things, in addition to indimobile is a trade stimulator for Omaha.

Summer Complaint Cured. Dr. King's New Life Pills will rid the system of fermenting foods and polsons. Keep stomach and liver healthy. Mc. All druggists,-Advertisement.

### HUPMOBILES ARE ON DISPLAY AT HUFFMAN'S

A large, well displayed assortment of new model Hupmobiles has lent to salesroom of the W. L. Huffman Automobile company an air of familiarity since for seven successive years the Huffman company handled this line. new bank is to have a capital of \$25,000 The salesroom has been re-arranged to and is organized with the following direc- give the best possible opportunity to display the Hupmobile line to the best advantage.

# A Child Doesn't Laugh and Play If Constipated

Mother! Your child isn't naturally cross and previah. See if tongue is coated; this is a sure sign its little stomach, liver and bowels need a cleansing at once. When listless, pale, feverish, full of cold, breath bad, throat sore, doesn't eat. sleep or act naturally, has stomach-ache. diarrhoes, remember, a gentle liver and bowel cleansing should always be the

first treatment given.

Nothing equals "California Syrup of Figs" for children's file; give a teaspoonful, and in a few hours all the foul waste. sour bile and fermenting food which is clogged in the bowels passes out of the system, and you have a well and playful child again. All children love this harmless, delicious "fruit laxative," and it never fails to effect a good "inside cleansing. Directions for babies, children of all uges and grown-ups are plainly on the bottle

Keep it handy in your home. A little given today suves a sick chitd temorrow. but get the genuine. Ask your druggtst for a 56-cent bottle of "California Syrup of Figs, then look and see that it is through The Bee's "Business Chances," pany. "-Advertisement,

# AFFAIRS AT SOUTH OMAHA

Anti-Annexationists Are Trying to Beat Bill by Rousing Interest in State.

COUNCIL AFTER SALARY LIFT

dation bill will pass too senate and the Nothing old, everything clean and spicy. antis are beginning to think of a scheme Their grand opening will be announced to beat the measure in the house. Saturday was a busy day for one or two be sy-come buy. Special attention given from the Brandeis stores will leave in a of the politicians, who see the necessity to children. Free delivery. cial Telegram.)-At It o'clock this morn- of laying new knes to beat the measure. luncheon was served by the Women's ing the jury found Roy Roberts, slayer. The Stock Yards and interests over there improvement clus. Speeches from the of Vernen Connett guilty of murder in were frantically appealed to yesterday

> One of the plans proposed is to have patrons of the yards urged to carry back was submitted to the jury at 11 o'clock word to the country folk that the con ing a death penalty in Lincoln county It was even suggested that petitions

Join Sororities on country banks against the till. On the packets a new argument is being sprung. It is now urged that if consolldation takes place and the lust of office seeking be taken from the laboring peoshort addresses, the latter calling atten- University of Nebraska sororities ended ple of the city, these people having nothing else to worry about, will imsediately begin to organize labor unions, which, of course, cause strikes. This last argument is prepared especially for the consumption of packing house managers. who always get their wisdom from South Omaha politicians and dopesters, as is well known.

After Salary Raise. And then on the top of all this comes the news that the South Omaha city council wants to have its salary raised from 600 benes per year to 1,800 simoleons a year-that is to say, each conneilman will get \$1,800 a year for his services if H. R. No. 365, introduced by Nichols of Madison, passes. The mayor will get an increase, also. So great was the roar made over this bill even by anti-annexadonists, that the "other side" is being accused of framing the bill to discredit he antis. As it happens, Representative Nichols knows, who gave him the bit are known to have lines directly leading o Madison. The passage of the bill in he senate has become so assured that nany of the local business men have grown bold enough to come out openly ARLINGTON, Neb., Jan. 31-(Special.) grown bold chough to come out openly -George Ziegler, a farmer living four and assert themselves in favor of the ised discipline later.

Now even officials are beginning to see the light. "Will the bill have an emergency clause on it," asked one man yesterday. "When will a man have to file in order to get into the commissioner asked another

Girl Arrested in Saloon Grace Dual, white, pretty and quite young, was arrested yesterday morning by Chief of Police John Briggs while making the rounds of the saloons in company with Charles Lester. The Dual girl is from Cedar Rapids, Ia., and told the police that she had come to South Omaha from Omaha with Lester. She says she Enlarged by Auto was taken to a negro dive on the ratiroad tracks run by a negro named Jasper Price. She said she had spent several hours in the resort and that other white women frequented the place. Chief Briggs said the place would be raided at once. attention of the fire and police commi sioners two of them assembled themselves and close up all houses of ill fame in the city. The gamblers have evacuated or

> sioners Devine and Donahue accused Open for Business. C. E. Scarr, one of the pioneer drugdrug store for twenty-two years on the corner of Twenty-fourth and M streets, which he disposed of two years ago, has decided that South Omaha was the only

have been closed and the police were

tion occurs here, or his wife and little cled quite extensively through the east daughter want to visit Mrs. Haynes and the south, but could not be satisfied North Twenty-fourth street. Haynes has re-engaged himself in the drug busheven comes to Omaha sometimes just ness, and associated in partnership with o place a wholesale order, instead of Joseph Peschek, who was head prescripputting up with the delays of doing tion clerk for eight years for Mr. Scarr. more widely knewn as "Joe."

The firm is known as the C. E. Scarr hill country, go to show that the auto- South Omaha needed something new and classy in the way of a drug store, and

the only way to be convinced is to call on them. The store is equipped with first class mahogany fixtures, including an up-to-date soda fountain, which stands ut in full harmony, making their store a topnotcher. They have fitted up a nice ladies' rest room in their store with rockers and chairs, and also free telethone, which it is the privilege of every

lady to occupy. Their stock of drugs is the cleanest urest and best that money can buy. later. Everybody cordinity invited, Don't

Thanking all for past favors, C. E. Scarr Drug company, 21 North Twenty fourth street, seven doors north of postoffice. Phone South 718.

### Bank Clearings

would be sent out to different parts of the state to be signed and then sent to the representatives of the different districts.

Also it is proposed to get the South Omaha banks to pull financial strings on country banks against the bill. On the packegs a new argument is being sprung. It is now urged that if consolidations in the packegs and the proposed to get the south the packegs and the pack

Cities.	Amount.	Inc.	Dec.	H
New York	#1 474 945 (VO)		30.2	(1
Chicago	298,580,000		7.8	ti
Chicago	91, 914, 250, 000 298, 580, 000 146, 666, 606 133, 258, 666 70, 185, 000 71, 400, 666 40, 133, 000		6.3	b
St. Louis	133,268,600	******	17.8	0
Kansas City	73,400,000	32.9		u
Pittsburgh	45,133,009 44,662,441	*****	7.8	e
Pitisburgh Fan Francisco Baltimore	44,662,441	9.0	16.7	25
Minneapolis		99.9	. 47.41	v
Lietroit	19,971 (00)	Section !	17.3	01
Cincinnati	22,772,000		22.1	b
Los Aprelos	24,371,000 17,530,000	*****	3.0	
Los Argeles New Orelans	19,443,000		8.6	10
OMAHA	16,727,000	- + + 5 + 5	-1	
Aflanta	14.522.000		14.1	w
Milwaukee Atlanta Loutsville Seattle	17, 500, 600 19, 443, 600 16, 177, 600 16, 177, 600 16, 183, 600 14, 522, 600 16, 600, 600 10, 262, 600 10, 560, 600 7, 810, 600	*****	28.4	ti
Seattle	10,0(0,000)		3.1	W
St. Paul	10.540.000	*****	14.7	ti
Portland, Ore	9,864,000	7.0	*****	183
3300 VOP	7,810,000 9,294,000 7,098,000 6,633,000 9,279,000 7,652,000 7,830,609 6,986,000 5,720,000	AND STREET	6.2	3
Richmond Indianapolis	7,008,000	2.6	198870	24
Movidence	6,633,000		15.3	
Forth Worth Washington, D. C. Memphis	9,279,000	9.0		N
Memphis	7,400,000	8.9	17.7	B
	6,956,000		8.6	F
Columbus Nashville Albany Salt Lake City	7,430,600 6,956,000 5,720,000 5,859,000 6,111,000	*****	33.2	Ä
Alloway	6,111,000	*****	39.9	M
Sult Lake City	b.242.000	100	475466	F
TOICGO	WALLEY THAT	200000	11.6	N
Des Moines	40.22 V. ORBO	WENTER	2.7	F
Hartford		20.2	******	M
Rochester	3,467,000	******	44.4	3
Norfolk	5,683,000	-10.2	3.7	H
Spokane	4,144,000 3,901,000	L425-6	139.2	и
Wichita	3,710,000	10 6	Troppers.	
Rochester Savannah Norfolk Spokane Wichita Macon Oakland	3,839,000			
"Scranton	4,096,000 2,870,000 3,007,000 2,931,000 2,902,000 2,129,000			e le
Peorin	2.870,000	****	18.8	E
Scranton Peorin New Haven Sloux City Grand Rapids Syracuse Jacksonville, Fia. Birmingham "Austin Springfield, Mass. Worcester	2,931,000	3.4	5.8	a
Grand Rapids	2,902,000		10.0	1
Syracuse	2,129,000	*****	17.8	
Birmingham	2,616,000	*****	25.3	1
*Austin	2,414,000 2,539,000 2,539,000		*****	11
Springfield, Mass	2,443,000	******	6.0	h
Chattanooga	2,221,000 2,362,000 2,760,000	4.7	10.2	
Chattanooga Oklahoma	2,790,000	16.0	44.00	r
Dayton Little Rock	1,871,000	*****	27.1	
Tacoma	1.672.000		4.2	r
Lancoln	901,000		49.9	r
Wheeling	1,795,000		10.3	1
Sacramento	1,871,000 2,273,000 1,672,000 8,21,000 1,795,060 1,858,000 1,652,000	0.2	6.5	
Portland, Me	1,652,000		13.6	١,
Reading Wilmington, Del	1,439,000 1,450,900	1 44 6	20.6	П
Konxville	1,604,000	#1.0	12.3	١.
Charleston	1,904,000 2,718,000	18.0		
Trenton	1,485,000		8.6	1
Cedar Rapids	2,118,000 1,484,900 1,347,000 2,389,000 1,470,000		24.2	L
Akron	1,470,000		6.4	1
Kilkes Barre	1,789,000	*****	39 9	١.
Topeka	1,353,000		3.2	13
BIATTIEDUTE	1,789,000 1,229,000 1,353,000 1,452,000 1,292,000 1,313,000		1.3	1
Tulsa	1,212,000	*****	1.5	1
Youngetown	3, 10%, OAA	SAUGES.	36.5	
Davenport	1,154,000		3.8	1
Waterloo Fort Wayne	1,323,000	9.0		
Evansville	1,241,000 904,000 1,082,000 1,115,000		39.1	
Mobile	1,082,000	*****	16.4	
Fall River			12.1	
Fargo	1,068,000	171.0		
Springfield, Ill	915,000	*****	3.0	
New Bedford	983,000	SALTER	33.8	

Sioux Falls. "Last week's.

Semi-Pro Signed. Davenport of the Three-I league has signed a semi-pro first baseman named Jack Benn, who has attracted attention around his home town of Peorla for a couple of seasons by his good work.

### TO STOP HEADACHE

gish liver and bowels. If you feel billous, dissy or tongue is coated and stomach sour, just get a 10-cent box of cating the rising prosperity of the sand- Drug company. They both decided that | Cascarets to start your liver and bowels and your headaches will end .- Adver-

# BRANDEIS BUYERS GO EAST

Led by George Brandeis, Will Buy Goods in Greater Quantities Than Ever Before,

MANAGEMENT IS OPTIMISTIC

Under the leadership of George Brandels, general manager, with instructions to buy even in greater quantities than if not all of your dandruff will be gone, for any previous season, eleven buyers and three or four more applications will special car this evening for New York every single sign and trace of it, no matand the eastern markets. Within a few ter how much dandruft you may have. days another division of Brandets buyers likely will remain in New York until about March f. While in New York the dred times better. Omaha buyers will make their headquarters at the J. L. Brandein & Sons offices, 1201 Broadway

Optimism rules the management of the Brandels stores, who confidentially expect the year 1915 to be not only the greatest year in the history of the stores, but in the history of Omaha, Nebraska and the whole middle west. Proof of this confidence is expressed in the most substantial manner-the order by Arthur Brandels nd George Brandels, "Buy more goods and if possible), better goods and more ashionable gogds than you ever have ought before.

"Nineteen fourteen was a great year for "We have brandeis. "We have very reason to anticipate a still greater M5. So certain are we that Omaha's olume of business will be materially inreased in this new year that every buyer efore leaving for the markets has intructions to out-do all his past best ef-

"We believe we are quite conversant with the conditions in Omaha and broughout this section of the middle rest, and we have every reason to feel hat we now are embarked upon a new ear that will set records in this terriory never before attained."

Those making up the Brandels party who leave tonight and will follow

Miss Mary Zamonek, H. J. McCarthy,
F. Reddy. Mrs. Adah Archer,
Arthur Gustafson,
Miss E. Burmaster,
Miss D. B. Amsden,
F. W. Schrimpf,
Miss R. Kammerer,
Frank Reed,
Frank Nissen,
Meyer Elkjer,
Miss F. Laboschin,
Miss F. Laboschin,
Harry Bogd. W. C. McKnight,

Dominick Mulreann Signed. The Providence International league jub has signed Dominick Murenan, a eft-handed pitcher, who was with the Soston Americans for a time last year and also with Syracuse.

A Providence dispatch states that In-ielder Dave Shean will be chosen as manager of the Providence International ague team.

### You Can't Brush Or Wash Out Dandruff

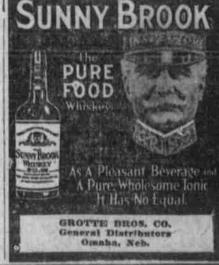
The only sure way to get rid of danduff is to dissolve it, then you destroy it entirely. To do this, get about four sunces of ordinary liquid arvon; apply it at night when retiring; use enough to soisten the scalp and rub it in gently

with the finger tips, Do this tonight, and by morning most completely dissolve and entirely destroy,

You will find, too, that all itching and will leave on the same mission and with digging of the scalp will stop at once, and the same instructions. The entire corps your hair will be fluffy, lustrous, glossy, stiky and soft, and look and feel a hun-

> You can get liquid arvan at any drug store. It is inexpensive and never fails to do the work.-Advertisement.

# Neuralgia! Those nerve-racking pains stopped/ You experience a welcome feeling of comfort and case, and can attend to your affairs after applying Excellent for Neuritis, Tooth-ache and Sciatica. Mrs. J. McGraw, New Orleans, La., wriens that she had Neuralgia in her arm for five years, after using Bloan's Littiment tor one week was completely cured." Buy a bottle to-day. At all dealers. Price 25c., 50c. & \$1.00 Dr. Earl S. Slean, Inc. Phila. & St. Louis





# Feed Your Furnace Properly

Good coal means as much to a furnace as good food does to a man. More work, better work, is the result in either case. So give your furnace a chance to show what it really can do. Rejuvenate it by feeding it



The result will be more heat, a steadier heat, and less coal

Lehigh Valley Anthracite is the finest coal mined. It is rich



in carbon, burns evenly, lasts longer than ordinary coal. Order from your dealer and order by name. If he can't supply you, look up the nearest one that displays the Lehigh Valley Sign.

LEHIGH VALLEY COAL SALES CO. McCormick Building



# "Talks on Newspaper Advertising"

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

## Inefficiency-"The White Man's Burden"

"The white man's burden" is not the yellow race, or any other race. "The white man's burden" is Inefficiency. We see it in every department of human activity. The loss is something colossal-beyond human computation.

I went into a leading jewelry store this morning to have initials engraved on a silver vase - a Christmas present. Five clerks were busy dusting the counter and rubbing up some old silver. I finally got the attention of one of the young ladies, who said with an air of great condescension and forced amiability:

"We cannot take any more engraving orders, can we, Miss Patterson?"

buy the vase here!" "No, I did not, but I want initials engraved on it." I passed over the heads of

"No, I think not; did you

the clerks and finally found the proprietor. She recognized me, and said:

"Certainly; we will be glad to do the work for you." I next went to the cloth-

ing store where I buy all my haberdashery. I have had an account there for ten years. I always call for a certain clerk who waits on me. He is a good salesman. I was interrupted by a floorwalker at the front door who wished to know what I wanted. I hate floor-walkers. They seldom know customers and their job is to keep the sales force disorganized. I never noticed him. I ran the gauntlet of clerks and asked for my salesman. They said: -

"He is in the basement taking an inventory of collars."

Here was a real salesman taken from behind the counter and relegated to the cellar to count collars!

I next went to the leading book store. It is not in a department store where

books are sold by the ribbon clerk, but a real book store -it is the only one in town. I found four young ladies dusting off books and one rearranging boxes of stationery. I couldn't find the Manager, with whom I am acquainted. Finally I approached one of the young ladies who had a look of almost human intelligence and

"Have you Maeterlinck's 'Life of the Bee?' "

She said, "All biographies on that table there-lookthem over," and she went on dusting.

I next visited the leading optical company in the town, a pretentious establishment furnished with a long mahogany counter on one side of which the victims are seated while on the other side are seven or eight operators adjusting spectacles to males and females. I have been a customer of this concern for a long time. Every member of my family, execpt the Scotch collie dog, wears glasses. I found the

manager making goo-goo eyes at the good looking book-keeper in the rear office. No one said "Howdy" to me - no one asked me what I wanted-no one offered to wait on me. I was fairly well dressed, with no signs of a contagious disease. But after waiting a half hour for some signs of recognition I had to catch a train for Niagara Falls and departed.

Now, what has Advertising to do with this? Everything. Advertising must carry the burden that Inefficiency loads upon merchandising. All these firms are good advertisers. In their stores I found clerks. not salesmen. Advertising must sell the goods. It sells the goods in spite of Inefficiency. Recognizing this, however, the progressive merchant will see to it that he has a sales force that will co-operate effectively and intelligently with Advertising.

TRUMAN A. DeWEESE.