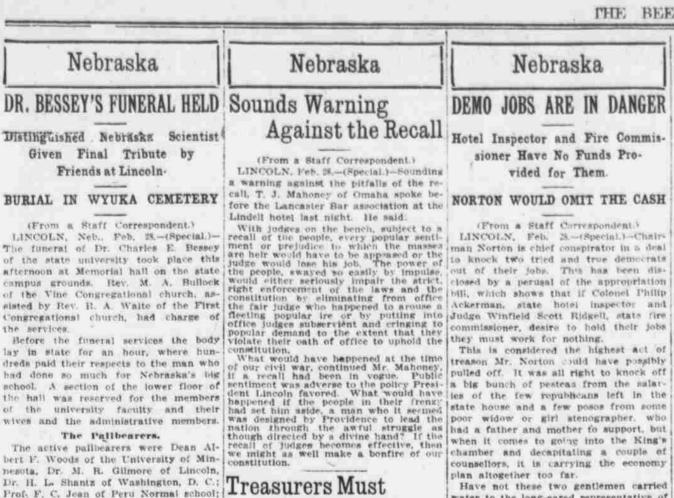
THE BEE: OMAHA, MONDAY, MARCH 1, 1915.



Dr. Irving S. Cutter of the College of Remit Every Month Medicine, Omaha, and Dr. Raymond J Pool of Dr. Bessey's department of the university. All of these were students (From a Staff Correspondent.) under Dr. Bessey and all are members

of the Botannical Seminar, an organization which was founded twenty-eight years ago, shortly after Dr. Bessey came to Nebraska. The honorary pallbearers were men ruling by State Treasurer Hall,

who are or have been closely identified with the university and were headed by each of the county treasurers in which he nings Bryan at the last and previous Chancellor Avery. The others being says: Dean L. A. Sherhan, Dean E. W. Davis,

Frof. Grove E. Barber, Dean E. A. Burnett, Prof. G. W. A. Luckey, Prof. H. K. Wolfe, Prof. George E. Howard, C. . Ernst, Dr. W. P. Aylsworth, E. J. Hainer and Will O Jones.

Guard of Honor.

day of the following month." While the body was lying in state it was in charge of several graduate students of the botany department, among them being Fred F. Weinard, W. L. C. or before the 10th day of February and Muenscher, R. J. Jeffs, T. G. Unncker, F. J. Fitzpatrick and Richard R. Boer-The burial was at Wyuka cemeker. may require. tery. Large numbers of telegrams of sympathy and condolence have been received by the family.

NEWS NOTES OF CHADRON AND OF DAWES COUNTY

CHADRON, Neb., Feb. 28.-(Special. -The Railcoad Young Men's Christian fore adjournment Saturday afternoon: association is giving the young men of Chadron an excellent opportunity to become first class telegraph operators at a nominal cost. Being very close to the railroad track they have installed several complete sets of instruments, and have a competent instructor.

A specialist, F. E. Williams, who co operates with the United States Department of Agriculture and the Nebraska College of Agriculture, is here to assist the Dawes County Farm Management association, and especially its demonstrator, C. S. Hawkes, in making

Have not these two gentlemen carried water to the long-eared representative of the democratic party for many years and never until two years ago had a chance to push their emaciated forms up to the

pie counter? LINCOLN, Feb. 28 .- (Special.) -- County Did they not fight for many long and treasurers from now on will have to make weary years for democratic principles remittances to the state treasurer every only to be nosed out at the end by the month, according to an opinion handed G O. P. fellows who enjoyed the fat of

down by Attorney General Reed and a the land? Did they not fight hard and The state treasurer has sent a letter to ever changing principles of William Jen-

"Calling your attention to section 6,507 these two gentlemen demand, should of the revised statutes of 1913, I beg to they be selected as the human sacrifices advise you that from and after this date upon the political altar for no other pur-I will require you to pay into the state pose than that men who have fed at

The law reads that county treasurers W. E. GROUT NOW WITH shall pay to the state treasurer all funds in their hands belonging to the state on

the 10th day of October of each year and at such other times as the state treasurer

ing departments. SENATE'S RECOMMENDATIONS ON BILLS IN COMMITTEE

(From a Staff Correspondent.) LINCOLN, Feb. 28.-(Special.)-The fol-lowing bills were recommended to pass by oughly familiar with the wants of the LINCOLN, Feb. 28 .- (Special.)-The folthe senate in committee of the whole be-

Mr. Grout is in the east now completing his purchases preparatory to opening. very complete department for men's cloth-

fore adjournment Saturday afternoon: S. F. 275, Gates of Sarpy-Requires proxies by stockholders in mutual insur-ance companies to be dated. S. F. 192, Robertson of Holt-Rural tele-phone companies with capitalization of less than \$5,000 not required to make an-nual report to State Railway commission. S. F. 103, Beal of Custer-Enables school boards in cities of the scoond class to make a levy as high as 65 mills upon a 60 per cent affirmative vote of the people. S. F. 172, Klechel of Nemaha-Raises permit fees for selling imitation butter and cream: enables for a quality basis for tuse audity test on a quality basis for reram; provides that scales for cream tests be senaltive to at least twenty-five milligrams. the past week were: Miss Nan Watson of the art needle work department, Miss M. O'Malley, gloves: Mrs. E. J. Wright, corsets; A. G. Hoover, women's and misses' ready-to-wear; Miss Mary Durr.

Mrs. A. Rogers, muslin underwear; Miss M. Guilfoil, china and glass; A. W. Hunt, furniture and floor coverings; B. Cotton, sporting goods; H. Rosendale, jew-

elry and leather goods, and Miss M. But-

Funeral of Mrs. Dufrene to Be Held This Afternoon

The funeral of Mrs. Elizabeth Dufrens s to be held this afternoon at 2 o'clock at the First Congregational church. Mrs. Dufrene was a woman who did not be lieve in floral offerings at funerals and therefore before she died requested that none be made for her. The body is to be temporarily interred in Prospect Hill cemetery, to be later removed to Detroit.

where the family burial lot is located. At that time the funerals of Mrs. Dufrene and her son are to take place jointly in Detroit. Her son only a week ago leaped from an upper story of the Farnam hotel while in a delirium due to typheid-pneononia and was killed. His body is being held in Prospect Hill cemetery in a vault pending the time when both bodies are to be taken to Detroit for final burial



Management of State League Team Is Ready with Forfeit Money.

BASE BALL FUND FOR THE YEAR

NORFOLK, Neb. 17sh 28 -(Special Tel sgram.)-The Norfolk State league base ball management last night mailed a check for \$500 to President Miles as forfeit money for the 1915 season. Norfolk business men have subscribed

\$4,500 for the base ball fund this year. "Babe" Towne, the former White Sox catcher, will again manage the team.

Ravenna Team Wins.

the land? Did they not fight hard and strong for the democratic party and the ever changing principles of William Jen-nings Bryan at the last and previous elections? Then why, the friends of

Athletes In Business School. Outfielder Eisel and Third Baseman Parmerlee, who played last year with the Chillicothe Ohio State league club, and who are now attending a business college I will require you to pay into the state treasury all funds belonging to the state at the close of business on the last day of each month or on or before the 15th sain prestige and power.

Two Umps in A. A.

According to comment around the Amer-ican association circuit it is a 100 to 1 shot that the association will use the double umpire system this year. instead of President Chivington's argument to the contrary. "We won't believe it's major league ball without two umpires." seems to be the sentiment of the fans.

BELGIAN RELIEF FUND **REPORTED AT LINCOLN**

> The following is the list of subscription to the Belgian relief fund reported at Lincoln

\$9,034.33 10,00 44,80 10,00 1.25 Amount previously reported. Colonial club, Lincoln Mite box, Harley drug store... Mite box, hall in Grove. Mrs. Van Brunt for Ladies' Ald kensington 1.50

kensington A friend Deborah Avery chapter, Daught-ers of the American Revolution. Zetetic club, Weeping Water... Sorosis club, Stanton Woman's club, Creighton Ingleside club, David City... Twentieth Century club, Shelton... Woman's club, Waithill Mrs. Amy C. Almy, Lincoin... Monday Evening club, Sterling... Acme Literary club, Tecumseh... Century club, Polk

DEATH RECORD.

William Langery. William Laugery, aged 83 years, for forty-six years a resident of Hillsmary,



Main Office and All Departments-Retail and Wholesale-Removed to Omaha National Bank Building-SUITE 316, 3D FLOOR, EAST END MAIN CORRIDOR.

Take Elevator Come Right In

We Were Ready for "Business As Usual" Early Monday Morning, March 1st.

No Change in Telephone, Same Number, Please Call Douglas 429 for Department or Party Wanted.

Our popular delivery service is at your disposal.

Everything in the Fuel and Building Line ready for prompt delivery-no delays, no excuses.

Headquarters for "Torrid" Franklin County Coal-all sizes, \$6.50 per "Hull" ton, 2001 pounds.

C. W. Hull Company

Suite 316 Omaha National **Bank Building---3rd Floor**

Telephone Douglas 429

Announcement of Permanent Location Retail De-

BURGESS-NASH COMPANY

W. E. Grout has been appointed by manager for their men's and boys' cloth-

is possibly one of the best known retall clothing men in the middle west, having

business in Denver, Kansas City and Chi-

people

ler, laces, embroideries and ribbons.

Burgess-Nash company as buyer and

Gene Grout as he is known to the trade

been identified with the retail clothing

demonstrator, C. S. Hawkes, in making a farm survey of each section of Dawes county. The object is to help establish how best each section may be made to yield the best and largest crops. Ralph Good and family, who have been living in Omaha for a few years. have returged to Chadron, and will take charse of the J, W. Good ranch just east of Chadron.

West Point News Notes, The bodies of Mrs. William McIntyre WEST POINT, Neb., Feb. 28.-(Spe and her baby, who died during birth, were taken in one coffin to Cleveland, cial.)-The jurors chosen for the spring O., for interment. Brief funeral sers- term of the district court of Cuming ices were held here at the residence, county are as follows: E. F./Breutconducted by Rev. John B. Williams of August Westerhold, Charles kreuts. Givens, George Reeson, Frank Scheibe, the First Christian church.

The new Chadron Jee and Creamery G. W. Fessler, Matt. Hansen, Gottleib company held its first meeting since Schlecht, Frank Risse, Oscar Nelson, becoming incorporated. The officers Joseph Kellinghaus, G. H. Schutte C. F. Coffee, president; F. H. Charles Reimers, Grover Nitz, Guy Nel-STOT. Pope, vice president; W. A. Carmes, lor, Phillip Graff, Joseph Herzinger, treasurer; Allen G. Fisher, secretary; John T. Baumann, Otto Schultz, Tom Samuel Passamaneck, local superin-Adams, Nils Johnson, C. J. Weborg, C. tendent. The Intermountain Railway, F. Schwedhelm and F. Sindelar. The Light and Power company of Denver, jury is called to appear on Tuesday, Colo., which owns the electric light March ?, plant.

has brought this addition to George Chamberlain and Mrs. Bertie Chadron's industries. M. Risor of Stanton were married by

LINCOLN PUT UPON LIST OF PRODUCE POSTOFFICES

County Judge Dewald at his office in the court house. The groom is a prosperous farmer of Stanton county. On Wednesday morning the marriage

(From a Staff Correspondent.) of Gus Krieger and Miss Mary Jacob-LINCOLN, Neb., Feb. 28.-(Special.)son was solemnized at the office of PETERSON RETURNS AFTER Postmaster Francis E. Brown is in re- County Judge Dewald. They will recelpt of information from the first as- side on a farm near Wisner. sistant postmaster general, Washington,

D. C., stating that it has been decided News Notes of Columbus. to add Lincoln to the list of offices at . COLUMBUS, Neb., Feb. 28.-(Special.) which lists are published of the names -Edward F. Stibal and Elizabeth :'tefand addresses of producers who desire tova, both of Schuyler, and James Milto sell country produce direct to the

ler and Alice Horrocks, both of Madiconsumer by means of the parcel post. son, were married by County Judge All farmers desiring to have their names Ratterman placed on the list should forward their

The Journal Publishing company name and address to Postmaster Brown closed a deal with Becher Hockenberger at Lincoln, Neb., stating the kind of & Chambers Co., by which the publishproduce they have for sale, which should ing company becomes owner of the be listed under three heads-butter, eggs building now occupied by the Journal and general produce. plant. This building is an old pioneer When a sufficient number of names building formerly occupied by the Co-

are received they will be compiled, jumbus State bank. The Journal will printed and distributed upon application remodel the building and when comor by the city carriers to persons who pleted will have one of the most comwould likely make use of such lists. plete printing plants in Nebraska

Chadron Declamatory Contest.

District Court at Tecumseh. CHADRON, Neb., Feb. 28.-(Special.) TECUMSEH, Neb., Feb. 38 -- (Special.)-- At the high school declamatory con-District court will be held in this city this test last night there was an unusually week. The docket is made up of one crimlarge nudience. The contest was so close inal and some twenty-five civil cases. The that the referee had to be called in petit jury will be employed. It is underevery case to settle the decision.

stood that Edward Duvall of Lincoln, who Results were: Oratorical: First. is charged with forcibly taking \$10 in "Spariacus to the Gladiators," Don money and a watch from his aged mother. Dabol; second, "Regulus to the Cartha-Mrs. Daniel Ray, in this city last Januginians." Pauline Wiley. ary, will plead guilty and ask the court Dramatic: First, "The Heart of Old for a parole. Judge J. B. Raper of Paw-

nt.

Hickory." Mildred Gardner; second, nee City will be on the bench. "Wild Zingarella," Marjorie Payton. Humorous: First, "How Ruby Played."

Anna Mote; second, "Miss Maloney on the Chinese Question," Martha Muidoon.

Charged with Attacking Woman. UPLAND, Neb., Feb. 28 .- (Special.)-H.

decision. Norfolk was represented by J. Rintermann of Upland swore out a complaint against J. C. Hartman, a prom-Miss Florence McWhorter, Harold Anderinent retired business man of Upland, formerly of Bladen, charging him with hav Nelson, Ellen Carse and Arnold Steining made an assault upon his wife, Amelia, kraus.

Eintermann. The caze-1s to be tried before the county judge in Bloomington.

KIMBALL, Neb., Feb. 28.-(Special Tell sgram.)-The new \$30,000 high school bonds roper Treatment for Billiousness. For a long time Miss Lulu Skelton, carried here yesterday, 163 to 13. Chorchville, N. Y., was billous and had sick headache and dizzy spells. Chamber-

lain's Tablets were the only thing that gave her permanent relief. Obtainable everywhere.-Advertisement.

SHOPPERS MAY TRAVEL ON NEW MILEAGE PLAN The Shoppers' Milcage association has instituted a new plan for encouraging cash purchases at Omaha stores. By this new plan, which is now operating with marked success in other large cities, shon,

pers are given certificates representing a

full cash value of one mile of first-class railroad or steamship travel with each \$1 purchase. These certificates range in denominations from 5 cents to \$5; the \$5 certificate representing five miles of travel, and so on down to one-twentieth mile with each 5-cent purchase. No two concerns in the same line of business in the same shopping neighborhood are given the privilege of issuing "shoppers' mileage." which makes a better plan for those securing the privilege. Since the plan was announced the of

fices of the association, 1313 City National Bank building, have been besteged with inquiries and the proposition is already showing a rapid growth.

SEEING EXPOSITION OPEN

Ed Peterson, well known railroad con tractor, has returned from San Francisco where he attended the opening of the Panama-Pacific exposition. Prospects for its success are bright in his opinion. He also visited other cities in California.

THROWING SNOW BALLS COSTS WHALEN A DOLLAR

Whalen of the Elk hotel, George charged with snowballing pedestrians. was fined \$1 and costs in police court Saturday morning.

Dooin In College Coach.

Until it is time for him to report to the Cincinnati club to go south on the spring training trip Charley Dooln, former man-ager of the Phillies, will assist Roy omas, at the latter's request, in coach ing the base ball candidates for the Un versity of Pennsylvania base ball team. ing the

Culls from the Wire

Sarah Bernhardt is making normal pro-gress towards recovery. The famous French actreas has seen in a Bordeaux hospital for nearly a week, getting over the effects of the amputation of a leg. for a parole. Judge J. B. Raper of Paw. nee City will be on the bench. Norfolk Wins from Pierce. PIERCE, Neb. Feb. 2.-(Special.)-In the joint debate between the birther of the providence of the foot and mouth discase in the weat, the Penn-sylvania State Live Stock Sanitary board thas refused to permit cattle from the Chicago Stock Yards to be transported through Pennsylvania. Shipments of cat-tle from Chicago to any point in Pennthe joint debate between the high school sylvania has been prohibited for some time.

A conference of the neutral powers of the world to sit while the training of the second secon teams of Norfolk and Pierce at this place last week Norfolk won by a unanimous A conference of the neutral powers of the world to slt while the war continues and mediate between the warring na-tions without the necessity of an armis-tice was proposed at the national confer-ence of the Emergency Peace Federation at Chicago, by John A. Ayiward of Mad-ison. Wis, representing the Wisconsin Peace society. The plan is known as the Wisconsin peace plan. A 30 600 000 swindle as charged assist on and Elmer Beeler, Pierce by Leonard Bonds at Kimball Carry.

the Wisconshi peace plan. A \$1,000,000 swindle is charged against officers and selezaten of the new de-funct United States Cashier company of Portland, Ore., in an indictment returned by a federal grand jury. The indict-ment charges conspiracy and misuge of the mails on the part of Frank Mene-fee, F. M. Lemonn, O. E. Gernert, B. F. Bonnewell, H. W. Todd, Joseph Hun-ter, O. L. Hopson, P. E. Muraine, Og-car A Campbell and Thomas Biliyen. Sour Stomach, Indigestion Cured. Your stomach and bowels need cleaning Dr. King's New Life Pills give quick relief. Only Sc.-Advertisement. | car A. Campbell and Thomas Bilyeu.

of his daughter, Mrs. W. R. Hunter, 4602 North Thirtieth street, whom he came to visit Saturday morning. He is survived by two daughters, Mrs. Thomas Hart, and Mrs. W. R. Hunter, also one son, C. B. Laugery, all of Omaha. The body will be taken to Hillsbury for burial Tuesday.

dvertising Is Not

for the Timid Man

Last Sunday morning I

heard a sermon from the

pastor of our church that

sowed seeds of Doubt. It

didn't sow any seeds of

Doubt in my mind because

my notions of Christianity

have now become settled

convictions and no Preach-

er could disturb them. But

as I listened to that ser-

mon I wondered what im-

pression it was making on

the plastic mind of my boy

who sat next to me. Hav-

ing received his religious

instruction and inspira-

tion from his mother, he

never had any doubts

about the Bible. His faith

was serene and sure. He

did not know that the au-

thenticity of the Scrip-

tures had ever been assail-

ed by scholarly men. He

supposed that if there was

anything universally ac-

cepted as the truth it was

the Gospel as recorded by

inspired writers. But here

was our much loved and

erudite pastor defending

the Gospel from the "high-

er criticism". It was the

first intimation the boy

ever had that the integrity

of the Scriptures had ever

"Talks on Newspaper Advertising"

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

been called in question. And he was not sure that the preacher did a good job of answering the critics. It was not conclusive. It was not affirmative. Instead of standing on the solid assumption that the whole world acknowledged the historical accuracy of the Bible the Preacher wasted his time trying to defend it. I think the sermon sowed seeds of Doubt in the boy's mind.

This Preacher reminded me of the timid advertiser -the advertiser who takes a "flyer" now and then in advertising, but doesn't believe in it. He does not understand the psychology of Advertising. There is nothing affirmative or optimistic in his advertising. He looks upon advertising as an expense, not an investment. If a solicitor comes in to talk Advertising he "takes some space" to get rid of him, or to please a local customer or a friend. He does not look upon the advertising solicitor as a man who is trying to help him make money. He regards him as a "holdup artist." "I've got to show a little civic enterprise by helping the local newspaper, you know." Such a man looks upon Advertising as a "gamble."

One would think that

such a man would learn a lesson from the successful advertisers in his own town. He has but to look around him to discover that the successful merchants are the big advertisers. He could also observe that the best known products which have the largest sale are made by manufacturers who are large national advertisers. This ought to be conclusive. After discovering all this he would also learn, if he made a study of the advertising, that the successful merchant uses the same methodical methods of advertising which he applies to every department of his business. His advertising is not written by the elevator boy, it is a part of the settled, definite policy of the firm. A certain sum is set aside for advertising, representing a certain percentage of the net earnings. This is regarded as a part of the expense of distribution. It costs a certain amount to move the goods and Advertising is certainly the principal item in this cost. Imagine a merchant laying in a big stock of up-to-date under-mus-

lins or cloaks one year and

entirely neglecting these

departments the next year.

If advertising helps to

move goods in June it will

help to move goods in

September. If advertising is a paying investment for Jacobs & Company it will be a paving investment for Jones & Miller.

The fact is Advertising is not for the timid man. It is the timid man who calls Advertising a "gamble." He has never made Advertising an integral factor in daily merchandising. A consistent advertising plan that extends over the entire year, based on an appropriation that represents a percentage of the previous year's business, soon becomes an important factor in distribution and gradually builds up from year to year a "good-will asset" and at the same time gives a daily message of store news and merchandising information that is of the greatest value to customers. But the merchant must go at it boldly with the same seriousness that he would apply to the purchase of stock or to any other transaction in merchandising. His daily message in the newspaper must be positive, affirmative and optimistic and written in such a way as to leave no room for doubt as to his sincerity or his ability to make good every statement in the advertising. TRUMAN A. DeWEESE.



5.00 5.15 5.00 9.00

partments Later-Watch For It