Nebraska

WHO LEAD IN LEGISLATURE FRANK RAWLINS DIES

Nichols and Peterson Make Their Mark for Constructive Qualities of Leadership.

NORTON AND TAYLOR COMPARED

(From a Staff Correspondent.) LINCOLN, March 14 .- (Special.)-In the house two men in this session of the legislature have developed qualities which mark them especially as entitled to men-Both men happen to be republicans, but no one disputes their ability to deliver the goods. These two men are Representative James Nichols of Madison and Representative C. Petrus Peterson of Lancaster, both attorneys.

Nichols is serving his second term as representative. Two years ago he made a record which showed he had the ability to deliver the goods. At that time, no matter how great the confusion, whenever Nichols arose to address the house every member paid attention. This session is a duplication of the last. Everybody recognizes that "'Jim" says things when he talks and says them in a way that carries conviction.

Peterson is a new man in the legislature, but he has rapidly taken a place in the the level headed members.

Speaker Makes Mark. On the majority side Speaker Jackson has exceeded the expectations of his most sanguine supporters at the beginning of the session. He rules the house firmly and sits down on a member when it is necessary and makes him like it. It is say that very few of them have been in the George Jackson class.

Norton of Polk is a leader. No one can dispute that. A man who can overturn the adage that "two blades of grass should be made to grow where only one grew before," and make, it read, one blade where two grew before." is some leader. Norton has done this the case of state appropriations and he has forced the house to back him in the proposition and join with him in chanting, "Backward, Turn backward, O, Time in Thy Flight." For a progressive Norton appears to be gifted with a great deal of hindsight.

Norton and Taylor.

Another man, who has been an able lieutenant of Norton in his efforts to cut down expenses, is Taylor of Custer. They have their seats side by side and frequently hold animated discussions between themselves in an undertone while something is going on in the house.

The men are exactly opposite in their methods. Norton is quiet, smooth and resourceful. He believes it better to catch a bird by putting salt on its tall rather than use the methods of his colleague and wring the bird's neck. Taylor believes in fighting in the open and when he goes after a proposition of legislation he goes after it in the sledge hammer style, which makes his speeches sensational. Taylor is not always right, but everybody gives him credit for thinking he is right.

However, the house contains no members, who can compare with Nichols and Peterson, for constructive qualities, and this is generally conceded.

The senate this session is a pretty even body. Propably a more even body has never served Nebraska in many years. No particular individual stands out prominently above his associates. From the standpoint of oratory, probably Sandail of York, a republican, would be selected. There are others who are convincing talkers, Howell of Douglas, Mallery of Box Butte, Beal of Custer and one or two others.

COLERIDGE COMMUNITY CLUB FORMALLY ORGANIZES

COLERIDGE, Neb., March 14.-(Special.)-The citizens of Coleridge again met in mass meeting Thursday evening and perfected the organization of the Community Club of Coleridge Vicinity. The following officers were elected: Guy F. Briggs, president; J. L. Young, first vice president; J. C. Morrison, second treasurer. The board of directors consists of the officers and R. W. Boardman, R. K. Irwin, George Gray, A. H. for and 106 against. Burgel, J. C. Brockman, E. J. Dirks, A. O. Whitney, W. W. Jones, Hans J. Voss, 5, Mrs. Walter Sherich died at the local George Gertner, D. P. Conley, Charles hospital from heart failure following an Sutton, Howard Morrison, John Hintz, operation for appendicitis. Her body was R. B. Stafford, W. M. Jordan, F. E. kept at the home of her sister, Mrs. H. Strivens and George Ward. It was decided to immediately enter into a membership campaign, which promises to inent membership will be divided into two lists, which will be captained by Editor Harris and Father Bosheck and under their leadership the membership campaign will continue until April 26, when a ranquet will be served and paid for by the side showing the smallest list of

News Notes of West Point.

WEST POINT, Neb., March 14 -- (Spe-(ial.)-A home wedding took place at the houses destroyed by recent fires. E. E. home of Mr. and Mrs. Bernard King when Bolen, who lost his blacksmith shop by their daughter, Miss Tillie Alma, was the most recent fire-that of February united to Louis Mencke of Blair. Rev. 15-has his new shop almost completed W. H. Schoar, pastor of the Methodist It is of combination tile brick and lum-Episcopal church of Wisner, solemnized ber. The new meat market has been unthe marriage. Miss Hazel Westerhola der construction for some time, and three and George King were the attendants. Neligh township on Wednesday was cele- is off the ground. There is a prospect brated the nuptials of F. Buchols and for another, but nothing definite has Miss Gesine Altemeister. Rev. William been announced. All the latter will be Harms, paster, performed the wedding of brick,

ceremony. A marriage license has been issued to William Egli and Miss Annie Niettzsche of Wisner

News has reached the city of the death at Detroit, Minn., of L. W. Newell, a. former resident and business man of West Point.

J. A. Foster, who has been for some time the resident wire chief for the Nebraska Telephone company at West Point, has been transferred to the Kearney station and has moved his family to that

Told that There Was No Cure for Him.

"After suffering for over twenty years with indigestion and having some of the best dectors here tell me there was no cure for me, I think it only right to tell you for the sake of other sufferers as tainable everywhere .- Advertisement.

Nebraska

AFTER A BRIEF ILLNESS

(From a Staff Correspondent.) LINCOLN, March 14 - (Special) - Frank L. Rawlins, who located in Lincoln in 1876 and owns considerable property here including the Rawlins block on N street and the National Guard armory on O WILL KEEP BACK ALL WARRANTS street, died at his home here last night after a nine days' lilness of pneumonts. He retired from active business about ten years ago. One of his large buildings is at the present time undergoing a complete overhauling and is being made more

'BROTHER CHARLIE' ASPIRES

Would Be Mayor of Lincoln and Will Make Race for City Commission.

CHIEF MALONE TO BE ISSUE

(From a Staff Correspondent.) LINCOLN, March 14 .- (Special.) -- Emu lating the example of his illustrious relative, "Brother Charlie" Bryan of Lincoln will run for office this spring. Brother Charlie will not attempt any of the conminds of the members as being one of gressional stuff or the presidential things. but will run for the job of commissioner in the city of Lincoln, and hopes if elected to attach the nom de plume of mayor.

Brother Charlie is very wise. He has it will be the making of the dog. prepared a platform which shows that ting in

would extend Antelope park to O street. so the fish in the raging Antelope river may swim to town and see the bright lights.

There is already a long list of applicants for the five commissioner jobs and the campaign will be a warm one in more ways than one, a special effort being made to get the goat of Chief of Police James Malone by the election of men who will oppose the present policy of the safety department.

J. B. McGrew, Pioneer Banker, Is Dead

HOLDREGE, Neb., March 14-(Special reelegram.)-L B. McGrew, an old resident of southwest Nebraska, died at his home in this city at 4 o'clock this morning. Death was caused by a complication of diseases. The funeral will be held

Mr. McGrew returned but a few weeks ago from Minnesota, where he had under-gone an operation. He was a stockholder in the Phelps County bank of this city and in banks at Bloomington, Naponee, Riverton, Republican City, Woodruff and Bostwick. His brother, C. F. McGrew, is actively interested in the Live Stock Na-

tional bank of Omaha. Mr. McGrew moved to Holdrege four cars ago from Bloomington, where he had resided the preceding thirty years. He was a member of the state senate four years ago.

HYMENEAL.

Eastabrooks-Wolfe. LITCHFIELD, Neb., March 14 .- (Spedal.)-Miss Mary Wolfe, daughter of Mr. much. and Mrs. George Wolfe and Ray Eastabrooks, both of this place, were married at Grand Island, Neb., Thursday, They were accompanied by Henry Wolfe, brother of the bride, and Miss Mae Hines. They will live on a farm near

Holcomb-Porafet. SIDNEY, Neb., March 14 .- (Special Telegram.)-Fred Holcomb and Florence Porafet of Denver, were united in marriage today by County Judge Chambers.

News Notes of Sargent. SARGENT, Neb., March 14.—(Special.) -At Thursday's election a proposition vice president; John Burgel, third vice asking for \$7,000 warrants in connection president; Charles Young, secretary and with the \$18 500 bonds voted about a year ago for the erection of a new school house failed to carry, the vote being S

During the blizzard on Friday, March Peters, until Tuesday morning, when the funeral company took the first train out crease the signature list to 500. The pres- in the cametery beside her mother, who was taken there a short time ago. She was 26 years of age, and besides a husband she leaves a sister, Mrs. H. M. Peters, and a father, W. T. Hartley, both of this city,

New Buildings for Loomis. LOOMIS, Neb., March 14 .- (Special.)-With the approach of spring comes the announcement of several merchants of their intention to rebuild their business more, restaurant, bank and drug store, At the German Lutheran church in will be commenced as soon as the snow

> Republican Slate at North Platte. NORTH PLATTE, Neb., March 14-(Special.)-A spirited republican caucus was held in this city Friday evening the chief contest being over the nominations for mayor and city clerk. The following were nominated: For mayor, H. Evans; for city clerk, C. F. Temple;; for water commissioner, H. S. Weich; for city treasurer, F. L. Mooney; for members of the school board; Dr. N. McCabe, O. E. Elder and C. L. Baskins; councilmen, Lee Simons, J. H. Van Cleave, Joe Stone and Victor Von

Governor Bustillo Will Let Fight Go On

HAVANA, March 16.-Governor Buswell as your own satisfaction that a 25 tillo denied today that he had any inent buttle of Chamberlain's Tablets not tention of probibiting the Willard-Johnonly relieved me but cured me within two son fight from taking place in Havana, months although I am a man of & years," as had been rumored. He said he could writes Jul. Grobien, Houston, Texas. Ob- see no ground or interference with the

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SPEAKER HOLDS THE SOLONS

Presiding Officer Hatches Plan to Keep Members in Lincoln Until Finish.

(From a Staff Correspondent.) LINCOLN, March 14 .- (Special.) -- There vill be no desertion of the old legislative ship just before it sails into port if Skipper Jackson has his way. All the port holes will be nailed up and the boats vill be turned loose and if anybody leaves the craft before it is anchored in the harbor and the voyage ended they will have jump overboard and swim and take the chances of going to the bottom.

Speaker Jackson is determinted that every member of the legislature shall stay until the end. Last week he endeavored to get a motion through the house that no member would be given his little warrant for the last \$200 until the session was over, but it was voted down. This has made the speaker auspictous and he has been in consultation with his official he expressed himself as against the bill staff and they have decided to hold up now as ever all warrants until the final sound of the gavel

He will take the matter up with Lieu-

he has the platform qualifications of scriptures of Nebraska and has discovered deepest troubles of the antis is that state Brother William in advocating good that the hired men are hired for two legislators, who have come to South planks to get in on even if they are not years and that they cannot call it off as Omalia to feel out the sentiment, have no disparagement to former speakers to strong enough to stand on after get- soon as the legislative sixty days are gone back to Lincoln openly for the formerly a worker in the Mel Trotter over. The session will likely run several merger bill as it stands. Among other things he wants the wet days over the sixty and if the members and dry fight postponed for another year, do as they usually do there may be hardly Then he would have dollar gas after enough left to make an official adjournelection, though other kinds of gas can ment, so the speaker figures that if he be kept on tap during the campaign. He holds up the pay checks the members will not have any money to pay their back board and lodging and nothing to buy a railroad ticket, and the walking will be mighty uncomfortable this spring unless it dries up.

The house has worked fifty days and that the session will run into sixty-five death. anyway and perhaps more unless somebody gets busy. April 5 to 10 will be about the time when the thing will be

Even Balance, Not Weight, Makes Long Mileage in Tires

What makes a tire give big mileage? This question is always the go-ahead signal for warm discussion among motorists and tire men. Users of tires are beginning to ask themselves this question and are looking for the correct answer with increasing insistence, because they realize that it is possible to pay for needless materials in a tire.

As a matter of fact, mere extra weight of rubber will not give extra mileage. Neither will added layers of tabric necessarily add more miles of service. If an overbalance of rubber is used the carcass of the tire will give out long before the tread is worn down and the motorist finds several pounds of rubber on his hands which he cannot use-and which

he paid many dollars for. The real long mileage tire is the tire and tread, so that as much or more mile- by the bill. age is given as any extra thick tire could without costing the motorist so give.

Along these lines C. J. Torongo, local manager for the B. F. Goodrich company makes these interesting remarks:

"Extra rubber tread or extra fabric, or both, will not give you extra mileage, be cause the extra weight makes the tire wear itself out before it gets to the long nileage goal. This is not theory, but road-tested fact.

"The Goodrich factory has for years adhered to the perfect balance principle in thre building, which accounts for the nileage plus economy found in those

Club Committee In Competition to Get New Members

The new membership committee of the Commercial club will launch immediately upon a competitive campaign for members. The new committee is being or ganized into teams for the campaign, to be conducted largely as it was last year. for Sterling, Neb., where she was buried Following is the membership committee as it has just been reorganised:

as it has just been reorganised:
Stanley M. Rosewater, chairman;
Charles R. Gardner, first vice chairman;
H. R. Gould, second vice chairman; F. B.
Aldredge, Denise Barkalow, J. F. Byrne,
Linn P. Campbell, G. C. Edgerly, Thomas
Gerin, Dr. J. S. Goetz, F. H. Hansen, J.
F. Hecox, C. L. Hopper, Phillip Horan,
C. H. Johnston, L. A. Keller, Richard
Kitchen, H. A. Koch, H. K. Lehmer, Ronald L. Paterson, J. Dean Ringer, E. A.
Singer, C. W. Steinbaugh, N. T. Thorson,
George M. Wallace, Hugh Wallace, H. O.
Wilhelm and F. M. Zorbaugh.
Stanley Rosewater, the new chairman of

Stanley Rosewater, the new chairman of the general committee, made the best individual record last year in securing membership for the club. He was also captain of the team obtaining the most mem-There are to be five teams this Year.

MMENSE DEPARTMENT OF ONE OF OMAHA'S STORES

Consistent with the city's growth along varied lines an Omaha store now can cast one of the greatest single departments of its kind in the country. That is the silk and dress goods department at the Erandeis stores. Many recent changes resulting in material enlargement of that department now give this store more than 4,500 square feet of floor space devoted wholy to silks and dress goods. This space does not include the basement depariments and other spaces in the stops that frequently are given to stike and other fabrics.

R. A. RAU HEADS OMAHA MASTER BAKERS' CLUR The Omaha Master Bakers' club held

its annual election of officers Thursday vening. Those elected were: President-R. A. Rau, Vice President-S. Bonewitz, Secretary-James Ruistin, Treusurer-Charles Ortman.

Stop the Child's Cough. It's Serious.

Croup and whooping cough are children's silments. Dr. King's New Discovery is what you need-it kills the cold germs. All druggists.-Advertisement.

Anti-Annexationists Are Making Big Effort to Prevent Passage of the Bill.

MENTION OF MONEY IS HEARD

Not yet is the happy end of the annexation fight if the officeholders and antileaders can keep up the fight until next Even with the vote of the Newenk. braska house of representatives against them the antis are still asserting that they can beat the bill on third reading. Meetings have been held in South Omaba within the last forty-eight hours, it is asserted, for the purpose of raising more One officeholder is quoted to the effect that the bill could be beaten with

City Attorney Henry C. Murphy, who returned from Lincoln yesterday, is said to have brought word that the bill would be beaten next week, However, some of the officeholders ad

mit that they are beaten and some of them went on record vestarday to the effect that they favored the bill with the emergency clause attached. Mayor Hoctor of whose levalty to the anti cause his own camp has expressed doubt issued a letter yesterday in which

Members Find Sentiment Strong. There is no doubt that the anti leaders will try once more to kill the bill. And tenant Governor Pearson as soon as he it is asserted that more money was subcan and endeavor to enlist that gentleman scribed at a secret meeting held in a room in a scheme to refuse their signatures on in South Omaha Friday night. Just what all vouchers until the session is ended, is to be done with the money cannot be This may be mighty hard on the pup, but said, but the antis were very busy yesterday, some of them still asserting that Speaker Jackson has been reading the they could beat the measure. One of the

Will Try to Recommit.

Representative Barrett will try to week by moving to recommit it to the street, on Wednesday afternoon, in order committee in order to eliminate the twen- to prepare women's and children's clothes to mean that Barrett wants the bill to cedented need in Omaha at this time. become a law before the twenty days Women volunteer workers in the Sunday means to get the bill back into commit- mission's activities have discovered a the senate forty-eight. It is probable ter for the purpose of smothering it to great and urgent field for their efforts,

A visit from certain influential persons | They have therefore undertaken to was scheduled for some time today, ac- gather old clothing, make it over into cording to the antis. to be held in South Omaha or Omaha, and children who need it most. The garaccording as things looked better. How- ments may be left at the mission after ever, while the antis are trying to beat 16:36 a. m. any day, or arrangements may the bill, while combinations and deals be made by phone, Douglas 3855, are being made to kill it, while money is being sought to kill the measure, certain the welfare work for women and chilting the high places for the Greater branch of work here will be met by Omaha bandwager and city commissioner tickets.

School Well Cared For. South Omaha's High school and its four years' course was assured to the local taxpayers when the bill known as senate file No. 241 passed the senate this week. The bill as passed contains all the provisions demanded and requested by South Omahans and removes one of the arguments of the few opponents of consolida-

The South Omaha delegation that went to Lincoln a week ago to secure the

FOLDER DESCRIBES THE RESOURCES OF CALIFORNIA

"California Facts at a Glance" is the title of a new descriptive folder that is novel in makeup and exactly what Its title indicates. A small map of California appears at the refthand side of a sheet, with straight lines running from the location of all cities and leading to thirteen columns, where information is afternoon on the technic of art. He used given on population, principal resources, industries and manufactures, transportation, points of interest, public utilities, Information is given on thirty-two

AFFAIRS AT SOUTH OMAHA MISSION WOMEN WILL SEW FOR HOW DO YOU WRITE OMAHA? ALMOST CRAZY



To carry on the work of the Union Gospel Mission among needy women and children of Omaha, Mrs. S. J. Fisher. mission at Grand Rapids, Mich., has just been secured by the directors of the local mission.

She will hold a special sewing meeting smother the bill when it comes up this at the mission rooms, 1514 Davenport ty-day clause. Ostensibly this appears for which there is said to be an unprenow required by the bill. Really it school and visitation branches of the they say.

The meeting was usable form and distribute it to women

antis were busily engaged yesterday in dren, is said to be well equipped for it Of course, it's quite familiar to the hotel Omaha striving to get into the band by long experience along similar lines at men as the short form of Pittsburgh, and wagon of Greater Omaha. And the Grand Rapids, Mich., St. Louis, Balti- It reminds one of the remark of the late trouble is that some of the antis are more, St. Paul, and on the East Side in O. Henry, after the Pittaburgh city counaware that others of the antis are hit- New York City: The expenses of her cil had officially decided to add the final women of the various churches

Rent room quick with a Bee Want Ad.

Art Society to Buy One of Two Works Chosen by Ballots

"An Early Visit" by Walter Macewen, amendments to the school district consolidation bill were delighted with the result of their visit. As provided now South Omaha's High school with its four-unday afternoon, when every member unday afternoon, when every member of the school with its four-unday afternoon, when every member of the school with its four-unday afternoon, when every member of the school with its four-unday afternoon, when every member of the school with its four-unday afternoon, when every member of the school district considerable with the school with the school district considerable with the school with the s and "A Summer Night" by Birge Harwith perfect balance between carcass year course and its full faculty is assured and visitor was given a voice in choosing Arts should buy,

It lies between these two which the No decision is likely society will take to be made before Monday. In the meantime the society intends to communicate with these two painters in regard to the

prices at which they may be had. Something like 500 visitors saw the art exhibit Saturday afternoon and evening. There were about 400 paid admissions in the afternoon and more than 100 in the evening. Laurie Wallace lectured in the the various paintings at hand as illus-

The art exhibit is to be free today from 2 o'clock in the afternoon to 10 at night.

Travelers from Any and All Cities Find Apt Abbreviations for Their Towns.

HOTEL CLERK MUST KNOW ALL

When Chief Clerk Diffee of the Fon tenelle and the veteran, Chief Clerk Anderson, of the Rome, mentioned on the same day the peculiarities of Rotel register abbreviation, it was an omen that the subject should be written up. An examination of the registers of the

two hotels over a period of less than two weeks revealed some odd ones and some that could not be deciphered without the aid of those whose business it is to know. The biggest cities in the country are hardly ever written out in full on hotel registers. "N. Y." or "N. Y. C.," "Chgo" or "Chi.," and "Phila." are the respective esignations of them.

St. Louis generally appears as "St. L." end Kansas City has three different ioms de register, "K. C.," "K. City" and Knew City?

"D. M." is not a profane entry on the book, but only short for Des Moines. "S. F." is easy-San Francisco, and "C. B." is short for Council Bluffs, while S. D., Cal." is revealed as San Diego, California. "G. R." wouldn't be guessed by anybody at first glance. It stands for Grand Rapids, where they make the fur-

"Bkn B." stood on one register and puzzled the investigator. He thought it ounded or looked like Brooklyn Bridge, but the clerk said it stood for Broken

"S. Creek" and "B. Springs" stood respectively for Silver Creek and Blue Springs, Nebraska towns, while "Thi Rk" was short for Table Rock.

Cut Out Vowels. This habit of signing names of cities, mitting all the vowels and some of the onsonants, is quite common. There is 'Mpis" for Minneapolis. indianapolis, "Spgfld" for Springfield, 'Batn' for Boaton. One very weary traveler even found a way to shorten the name of his home town, which was short enough already, by signing "Akn" for Akron, O.

"N. G." looked like a pretty poor sort of town until the clerk explained that it stood for Newman Grove.

"Cinto" was entirely unsolvable to the lay mind. It sounded like a certain popular or unpopular cigar, but it was in reality a shortening of Cincinnati, O. A. man from Cincinnati can't be blamed for inventing a way to shorten the signature.

Stands for Two Towns

"Pgh" is found on the books frequently and some people would have to think a long time before getting the right answer. 'h" to the official authorized spelling of the town. The famous short story writer remarked that he "always had considered t a final 'h' of a town.'

But here's a "Pgh., N. Y." What does hat mean? It means Poughkeepsie, which is another city that there's good excuse for abbreviating. "Lpt, N. Y." would be a hard one to fill

out for anyone but a hotel clerk. It is Lockport, N. Y. "Wpeg" resolves itself into Winnipeg,

"Bhm, Ala." is easy as Birmingham,

Neuralgia Rub Omega Oil gently over the ach

ing nerves; then cover with flamel soaked in the Oil. Put a piece of dry flamed over this and bind tightly against the face. This simple treat-ment has brought peaceful rest to people who have suffered agonies.

Scattle, Wash., Jan. 26, 1915:-"My face and body were a solid mass of little sores which itched and burned me so that I almost went crasy. They started in the form of little pimples which opened and formed sores. I could not sleep at night, and at work if I became overheated it would itch something terrible. I used all kinds of soaps, salves and prescriptions that did me no good. I had this skin trouble for a year or more be-fore I used Resinol. As soon as I started using Resinol Ointment and Resinol Sono the itching and burning stopped at once, and in five weeks my face and body were as clear and soft as could be. I used only two jars of Resinol Ointment and

three cakes of Resinol Soap. "A friend of mine had a bad case of skin trouble. His face was broken out so badly he was ashamed to go out on the street. I told him to use Resinol Ointment and Resinol Soap and in weeks he was all well and one could not tell he ever had a pimple or sore on his (Signed) August E. Mills, Elliott Ave. Every drugglet sells Resinol Dintment and Resinol Soap. For trial free, write to Dept. 16-R, Resinol, Balimore, Md .- Advertisement.

SAVE

LUXUS COUPONS

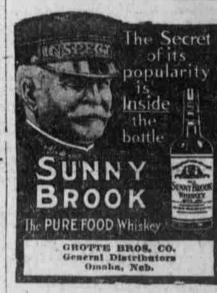
as they have considerably more value than is usually the case; many well selected

Articles of Quality and Usefulness

can be obtained

For Them.

FRED KRUG BREWING COMPANY.



Make Teething Easy for Baby

Mrs. Winslow's Soothing Syrup A SPLENDID REGULATOR PURELY VEGETABLE—NOT NARCOTIC

"Talks on Newspaper Advertising"

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

What is Advertising Worth?

Now, let us take a rational

view of Advertising. Let us forget the space-seller for a moment and consider what it is that an advertiser gets when he buys Advertising. Because a man is President of an Ad Club in his home town it doesn't follow that he knows anything about Advertising. Ad Clubs are usually organized by spacesellers for the purpose of assimilating the appropriation of the advertiser and incidentally keeping alive the interest of the advertiser in Advertising. Their business is to lure the advertiser to an occasional "feast" and then melt him into a responsive mood through gastronomic fellowship and dazzle him with a final eruption of post-prandial fireworks. Some dispenser of superheated atmosphere, who is imported for the occasion, leads the advertiser to the mountain tops of Publicity and shows him the New Jerusalem with a river of golden ducats flowing through verdant valleys that have been watered by showers of copious advertising.

Ten chances to one the orator with the high-sounding flapdoodle never advertised anything, and never sold anything — but space. He may be a printer, lithographer or a manufacturer of buttons-a very nice, respectable and affable gentleman, but unacquainted with the problems of marketing a product through national publicity. Of course there are notable exceptions-but it remains a fact that the big advertiser is often inveigled into a banquet only to sit and listen to some dispenser of flowery flapdoodle which hasn't even a remote rela-

tion to Advertising. But the wise advertiser is not deceived. He knows that Advertising is not a tangible commodity like wheat or coal. Some clever solicitor may have sold him some space at some time, but he soon learned that it was not Advertising. It cost him a few thousand dollars tolearn that a double page spread may be a work of art, but not Advertising. Advertising has no market value. When the advertiser buys Advertising he merely buys the opportunity to attract the attention and interest of the readers of the publication. He may attract their attention and he may notit all depends upon the copy and the position given the advertisements. The value of the advertising depends upon the argument and whether it has in it the human appeal or not. No one can guarantee that it will be read by any fixed or definite

percentage of readers. A publication may be worth to our product many times the rate charged-in fact it isn't within the power of the publisher or advertising manager to tell me what a publication is worth to the commodity in which I am interested.

Here is a clean, strong, ably edited newspaperwhich goes into the best homes of the city. It has recognized editorial influence and character. It is essentially a newspaper-not a purveyor of social sewage. It takes a positive stand on the right side of every question that concerns civic welfare. Its advertising columns admit nothing that will poison or

pollute the home. Its competitor carries all sorts of advertising, has no editorial policy or prestige, prints all the news whether true or not, specializes in sensational mendacity, features family scandals and plays up all that is rotten and depraved in human nature. Its advertising rate is higher than the rate charged by its competitor.

Does any one need to tell you which of these papers is worth more as an advertising medium for a clean, high-grade food product! A newspaper should base its rate on quality instead of circulation-and in this case quality refers not only to the people who read it, but to editorial and news matter and the advertising it car-

ries. The value of advertising in the newspaper or any other publication depends upon three things; first, the kind of people who read itand this refers not only to intelligence, but to purchasing power; second, the possibility of attracting the attention of the readers -and this depends not only upon your copy, but upon the quality and quantity of the other advertising carriedthird, the editorial influence and the tone of the paper-elements that have direct relation to the reader's confi-

dence in the advertising. TRUMAN A. DeWEESE.