

TO WIN A NATION BY ADVERTISING

Nebraska Retail Jewelers to Launch Big Campaign to Boom Business.

NEWSPAPERS BEST MEDIUM

The movement to start a nationwide campaign of jewelry advertising, received another boost from Robert A. Meyer of Grand Island, president of the Nebraska Retail Jewelers' association, in his address opening the convention of the association at the Paxton hotel.

"It is intended to accomplish this by advertising in the national periodicals and in the metropolitan newspapers," he said. "The campaign will seek to popularize the use of jewelry. This also would bring about more extensive featuring of jewelry fashions by the magazines. The plan will include the furnishing of advertising copy to the retail jewelers in various places, which can be used by them in their local papers."

President Meyer suggested that the jewelers get behind the Stephens-Ashurst bill in congress and write to senators and representatives urging its passage. The bill would protect the manufacturer in his efforts to maintain a uniform retail price on his trade-marked product.

Welcomed by Mayor.
Mayor Dahlman made the address of welcome. A. H. Hastings of Arcadia responded. J. V. Barborka of Denison, Ia., entertained with a number of harp solos, which received applause.

Colonel J. L. Shepherd of New York, the man who has attended more jewelry conventions than any other man in the world, 'tis said, gave one of his characteristic talks during the morning. He went over everything of importance in human history, fiction, tradition, mythology, politics, militarism, war, commercialism and the jewelry business, but wove them all together in so nice a way and with so clean-cut an air of the polished intellectual gentleman that when he stopped the crowd was sorry he did not continue even longer. Colonel Shepherd is one of the nationally-loved men in the jewelry business.

President Meyer appointed on the auditing committee A. D. Ackerman, Fairbury; John Markusen, Minden; W. J. Breckenridge, Edgar. On the nominating committee, C. B. Morgan, Holdrege; A. E. Anderson, Broken Bow; F. D. Johnson, Genoa. On the resolutions committee, F. A. Hannis, York; Albert Edholm, Omaha, and J. C. Mitchell, Red Cloud.

Talks on "Ads."
Norman R. Williams of Chicago talked on "Advertising a Jewelry Store." He traced the remarkable success of the catalogue houses of Chicago and told the jewelers there are people in the state at this moment who are thumbing over these catalogues looking over the jewelry advertised there.

"Now, if a house in Chicago can advertise to people in your town and the people around it," he said, "and make the advertising profitable, why can't you? You can. That's the only answer to the question. You have an advertising medium in your town that is better than any mail order catalogue. It's the local newspaper."

Grand Jury Works On Washington's Birthday

Seemingly the grand jury doesn't care a rap whether Washington or anyone else was born 185 years ago today. Leastwise, the members of the inquisitorial body, which is now on its fourth week of investigating and indicting, reported as usual Thursday morning and heard witnesses' testimony behind closed doors, notwithstanding the fact that the rest of the court house was practically deserted. Whereas the popular opinion prevailing in the last week was that the grand jury is on its last legs, many aver that the sixteen men of mystery are getting their second wind and are planning a long siege. Even the fact that the report to the district judges and county attorney's office is being prepared does not spell very much, according to certain court hangers, who will believe that the grand jury has adjourned when they see the grand jurors cash their warrants and leave the building for the last time.

Stranded Americans in Denmark Worry Winslow

(Correspondence of The Associated Press.)
Copenhagen, Denmark, Jan. 26.—Scandinavians, when they sign for voyages to Scandinavian ports, should be extremely careful to see the contract reads for a return voyage. If Americans are discharged in Scandinavian harbors it is next to impossible for them to obtain berths and they run the great risk of becoming in desperate circumstances. Many Americans, not being American seamen by profession, but having come here as seamen under foreign flags, are at present stranded in Copenhagen and Edward O. Winslow, the American consul general, is at his wits end to care for them.

"I will do my best," he said, "to get them home. But conditions are no longer normal in Copenhagen, and work of any kind, especially for foreigners, is difficult to obtain."

Small Man Trims Five Fellows, Then Pays Fine

He is five feet, five inches tall. His name is Hollie Kinley and this is what he did:
He ate at the "Golden Eagle" restaurant. When he was about to pay his bill the proprietor insisted that he pay also for the dinner of another man. Hollie hit the proprietor, two other Chinamen and two white men. Just after Kinley had been crowned with a ketchup-bottle Patrolman George Goss walked into the restaurant and Kinley hugged him.
"You have come just in time to save my life," the little man gasped. "It looks," said the cop, "as though I came in time to save the lives of your five opponents."
In police court Kinley was fined \$2.50 for his fighting.

Slain's Unliment—Kills Pain.
The greatest pain killer ever discovered—simply laid on the skin—no rubbing required—drives away pain. "The" "All Drugists"—Advertisement.

The Joker Joked



ROBBERS RACE WITH PURSUING POLICE

Crooks Draw Guns On Cops After Sensational Daylight Robbery and Flight.

LOOK GROCERS IN ICEBOX

Staging a daylight robbery in a grocery store, locking the proprietor and a driver in the icebox, stealing an auto away from the man who pursued them and then being captured after a long and fast race for liberty with the high-powered police auto are some of the things which happened to Joe Turner of Kansas City and Frank Lake of St. Louis within an hour.

F. W. Hawkins, proprietor of the grocery store at Thirtieth and Burt streets, and George Miller, his driver, were listing orders when Turner and Lake walked in. Hawkins turned to wait on them and a big gun under his nose greeted him. Miller got a similar reception. Then the crooks ordered the two men to back into the icebox. Later F. E. Latham, joint proprietor, came along and he, too, was locked in the icebox. Turner and Lake then took \$100 from the cash register and away they went.

But Miller, who had smashed his way through two panes of glass in the icebox and then crawled through, was not far behind them. He was soon in the store's delivery auto. At Twenty-seventh and California streets he saw them and shouted. Turner and Lake stopped, waited until he had come close and then got into the machine. By the persuasion of a revolver pressed against his ribs Miller relinquished the wheel and away went the trio on a wild ride.

The police were on their trail, having been notified by Mr. Hawkins. The big, powerful car of the police department thundered after the bouncing runaway in which the two crooks were speeding. Seeing the hope of escape diminish, the robbers

drew their guns and slowed down. But the police were upon them before they could use the weapons.

The money stolen from the store was found upon the persons of Turner and Lake, who were identified by Miller, Latham and Hawkins. The two men arrested are believed to have long prison records. Lake is said to have recently been liberated from the Iowa penitentiary.

Cold Wave is Only Delayed; is Sure to Arrive by Friday

A delay occurred in the arrival of the near-cold wave consigned to Omaha territory by the weather man.

When asked what had become of the predicted cold snap, the weather man reached into his pocket. The inquirer expected to see Meteorologist Welsh produce a package of cold weather, but instead he pulled out his pipe and proceeded to load up. Then a bright idea struck the inquirer. "Oh, it was just a pipe dream, eh?" he ventured, stepping out of range.

From the midst of a volley of smoke came the dignified assurance that the weather office was not a dream dispensary. The inquirer was glad the weather man felt especially good on holidays, for missiles were within reach.

"Unexpected low pressure and warm areas held back the cold area approaching us from the north. It is sure to hit us by Friday morning," Mr. Welsh said.

Unidentified Man Dies in Queer Circumstances

Who is John Anderson? Is he dead or alive?

There's a man of mystery who died at St. Joseph's hospital, who repeatedly murmured the name, "John Anderson," before he lapsed into a final coma. The man was found unconscious in a room at 1317 Douglas street, where nobody knew him. He was taken to the hospital and died within a few hours. Pneumonia caused his death, physicians say.

"Punch" to Help Welcome Enos Mills When He Arrives in Omaha

"Punch," the educated Boston bull dog of Mr. and Mrs. C. N. Dietz, will be one of Omaha's official greeters for Enos Mills, naturalist and author, when he comes here next Monday to lecture on birds at the First Methodist church, under Audubon society auspices.

In past years Mr. and Mrs. Dietz have entertained the naturalist and author at their home, 428 South Thirty-eighth street, when he has visited Omaha. "Punch" is a friend of the bird man and promptly recognized Mr. Mills when he was here a year ago.

This winter Mr. and Mrs. Dietz are at Miami, Fla. They wrote to Mr. Mills, placing their beautiful home at his disposal here and explaining that in their absence "Punch" would be on hand to welcome him and make him feel at home.

Because of the naturalist's retiring nature when not on the platform, they did not tell him that Mrs. Dietz's sister, Mrs. John M. Hudson, would also welcome him. So when Mr. Mills arrives here he will just be expecting "Punch." Folks who know the clever dog are confident that he will acquit himself with social honors.

Tickets for the Mills lecture are on sale at the Matthew book store and



by members of the Audubon society. The new colored bird slides by Louis Agassiz Fuertes will be shown at the lecture.

SHORTAGE OF AUTOS, THE DEALERS WARN

Deliveries Will Be Always Tardy and Sometimes Very Uncertain, They Say.

FIRST COME, FIRST SERVED

That country dealers and sub-agents who want prompt delivery for spring sales and motorists who want the 1917 models when the season opens will do well to place their orders in the first days of the twelfth annual automobile show, which will be held at the Auditorium February 26 to March 3, is the advice of local automobile men.

Last year the Omaha dealers issued warning that an automobile shortage would occur shortly after the motoring season opened. Many thought the auto men alarmists or that they were pulling a neat sales trick. But when summer arrived so did the heralded car shortage and many who ordered machines had to wait a month and more for deliveries.

The shortage of automobiles will be even more acute this year, declare Omaha dealers, and this in addition to the railroad car shortage will make deliveries very uncertain. So those who intend to make purchases of cars, whether retail or wholesale, are urged to place their orders during the automobile show and during the first days, too, so that they will be sure to receive their machines by the time the snow is all gone.

Manager Clarke Powell has been able to find room in this year's show for but one tractor. The Rock Island Plow company will display this lone tractor. Several other tractor

dealers sought exhibit space, but no room is available. Next year, however, the auto men intend to build a much larger annex to the Auditorium and hold in conjunction with the motor show a tractor exhibit of considerable extent.

Man Slides On His Face Down Side of Boxcar

Falling from a twelve-foot wall and scraping one's face down the side of a boxcar during the night is not an aid-to beauty, if one might believe the doctors' description of what Joe Romak, laborer, looks like. Joe was asleep on the railroad wall at Eighth and Dodge streets and rolled off. Police Surgeon Shook patched up his face and urged Joe to await patiently the growing of new skin.

Prof. Hertzog Praises This Perfect Laxative

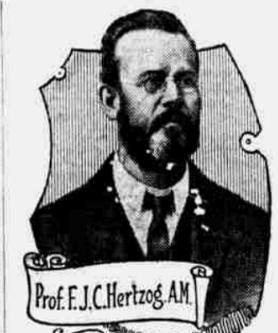
Dr. Caldwell's Syrup Pepsin an Ideal Remedy for Constipation

In every family there is more or less occasion for a laxative remedy. It is to meet this need that Dr. Caldwell's Syrup Pepsin is prepared, and that this combination of simple laxative herbs with pepsin fulfills its purpose is proven by its place in thousands of American homes.

Prof. F. J. C. Hertzog, the well known linguist, 2341 North Orianna St., Philadelphia, Pa., wrote to Dr. Caldwell that he has used Dr. Caldwell's Syrup Pepsin in his household with excellent results and that he and his family consider it indeed a friend in need, and always keep a bottle of it on hand.

Constipation is the direct cause of much serious illness and is a condition that should never be neglected. Harsh cathartics and violent purgatives should never be employed to relieve constipation, because the very violence of their action shocks the entire system. A mild laxative, such as Dr. Caldwell's Syrup Pepsin, is far preferable, being mild and gentle in its action, without griping or other pain or discomfort; its freedom from all opiate or narcotic drugs makes it an ideal remedy for children.

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Dr. Caldwell's Syrup Pepsin is sold in drug stores everywhere for fifty cents a bottle. To avoid imitations and ineffective substitutes be sure to get Dr. Caldwell's Syrup Pepsin. See that a facsimile of Dr. Caldwell's signature and his portrait appear on the yellow carton in which the bottle is packed. A trial bottle, free of charge can be obtained by writing to Dr. W. B. Caldwell, 455 Washington St., Monticello, Illinois.

Benson & Thorne Co.

NINE SPECIALTY SHOPS

Five Specialties From the Nine Specialty Shops

- Silk Dresses That Are in High Favor
- Novelty and Charm in Spring Suits
- Spring Blouses With All the Frills and Thrills in New High Color Creations

The Boys' Shop is now ready with a complete spring line, featuring School and Dress-Up Suits worthy of your advanced Easter inspection.

Our Shoe Shop is making friends with the discriminating and thrifty buyers who wish style, fit and value.

Prices and descriptions will appear in Friday's edition, with a money-saving to the alert purchaser.

SEE OUR FARNAM AND SIXTEENTH STREET WINDOWS.

THE MILLION DOLLAR WRAPPER

on the

ADMIRAL

LITTLE CIGARS

Is Always Light and Uniform in Color.

It is as inviting as it is satisfying. And it can't break. When you buy a package of ten Admiral Little Cigars you can smoke every one of them. No wonder smokers have yearned for it, and that inventors have spent years trying to discover the ideal wrapper, A WRAPPER COMPOSED ENTIRELY OF PURE TOBACCO, AND NOTHING BUT TOBACCO, that will not crack or frazzle, selected to blend with the flavor of the filler; harmonizes the aroma of the filler.

Therefore, Admiral Little Cigars, protected by foil to keep their quality, are sold in packages of

10 for 5¢

In foil-lined packages. This means another revolution in protecting all-tobacco little cigars. And only a nickel.

Manufactured by The American Tobacco Co.

This Suite—William and Mary Design

The Buffet, 56-inch length	\$39.75
The Table (differing in leg construction)	\$22.50
The Leather Seat Chairs, each	\$3.50
The China Closet (no grills)	\$26.50

Done in Select Quartered Oak, Old English Finish.

Other Consolidation Prices for Friday and Saturday

Golden Oak Dining Tables	\$8.50	\$10.75	\$12.75
Fumed Oak Buffets, splendidly designed and constructed	\$13.75	\$17.65	\$19.75
A Walnut Buffet, 60-inch length, William and Mary style	\$42.50		

WE SAVE YOU MONEY—THERE ARE REASONS

CENTRAL

OMAHA QUALITY HOME FURNISHERS

17 S. HOWARD ST. (E. S. 10th & HOWARD ST.)