

BRIEF CITY NEWS

Fidelity Storage & Van Co. Dong, 225 Hayes Street... Today's Complete Movie Program... Business confidence means increased business... Jewish Charities to Meet... Eastern Star Kennington... Dr. Fling Here Tuesday... Files Bankruptcy Proceedings... Comes from Missouri to Enlist...

TRAVELERS HOLD BALL AT THE ROME

Have Big Celebration to Raise Funds to Entertain National Convention. INVITATION TO THE PRESIDENT. A ball was held Saturday by Omaha Post "A" of the Travelers' Protective association at the Rome hotel...

FRENCH ARTILLERY IN ACTION—Tuning up one of the field pieces for a bombardment of the German trenches in the Argonne region.



SCHOOL AND COLLEGE NEWS

Some Notes of Interest from the Various Nebraska Institutions of Learning. COUNTY CONTROL OF EDUCATION. Except for New England, where the township plan works admirably, county control of education is recommended by the United States Bureau of Education...

NEW DIRECTORS NAMED FOR THE OMAHA CLUB

Stock holding members of the Omaha club held their annual election last night at the club room and formed a new board of directors. Harry Doerflinger was made a director to replace Ward Burgess...

Metz Will Build New Home at Once

Charles Metz plans to commence the construction of his new residence at once. After much negotiation he has finally purchased, through A. P. Tukey & Son, the Hugh Murphy lot at the northwest corner of Thirty-seventh and Dewey...

Memorial Gifts To Poor Better Than Funeral Flowers

That instead of sending flowers to the family of the bereaved on the occasion of a funeral, the money that would be so aptly given to charity as a more fitting and lasting memorial to the departed, is the recommendation of President Samuel Ravitz of the Associated Jewish Charities...

STEALS DOOR KNOBS FROM PLACE SHELTERING HIM

Not satisfied with his quarters, Tom Brown, itinerant, who sought shelter at Rev. C. W. Savidy's haven on North Ninth street, last night, stole all the door knobs in the place. Officer Joe Chadwick detected him as he was making his escape with his pockets bulging with the brass knobs.

Cold Feet! Your agony and suffering stopped. Warm feet—day and night—if you apply SLOAN'S LINIMENT

Old and young suffering from cold limbs will find an application of Sloan's Liniment before retiring to give grateful relief. Buy a bottle to-day. At all dealers. Price 25c, 50c & \$1.00. Dr. Earl S. Sloan, Inc. Phila. & St. Louis

Rock Island Lines. Choice of Routes via Rock Island Lines. By way of El Paso and Tucson—the direct line of lowest altitudes—route of the "Golden State Limited"—foremost transcontinental train to California. Through standard and tourist Pullmans via Colorado and Salt Lake City—the great scenic route across the continent.

EXCELLO COAL, \$8 CLEAN, SMOKELESS, LASTING. The popular Furnace Coal of Omaha. Ask your neighbors about it. We Are Sole Agents. COAL HILL COAL CO. 211 South 19th Street. Telephone Doug. 978.

Burgess Plans to Take On Theater in San Francisco

Due to the fact that W. J. Burgess, Omaha's veteran theatrical man, is negotiating for a theater in San Francisco which he plans to open March 1, he is to retire January 30 as manager of the stock company at the Boyd theater...

Creighton Glee Club Concert to be February 9

The Creighton University Glee club will give its sixth annual concert at the Brandeis theater February 9. The opening shot of the boosting campaign was fired at the Hotel Loyal Saturday noon when the board of directors of the club entertained the class presidents and deans of the five departments at luncheon.

When Does "Sampling" Pay

Does house-to-house "sampling" of a food product, or any other product pay the advertiser? Do results justify the heavy expenditures involved in this mode of advertising. Of course there are many methods of introducing a product to the consumer, and many methods of securing dealer distribution aside from newspaper advertising...

Bellevue College

The Adelphi Literary society, oldest of the Bellevue college literary organizations, gave its annual initiatory banquet last night at the Adelphi room of Lowrie hall. Owing to active rushing on the part of the society members, the banquet was held at a late hour and these were formally received. Miss Bernice Mitchell, Adelphi president...

Harvard Beats Yagu

NEW YORK, Jan. 16.—Harvard defeated Princeton at ice hockey, four to one, here tonight. Schoen of Princeton saved his team from a shutout.

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, Buffalo, N. Y. taken to distribute the goods in a normal way. "Sampling" as a means of advertising is only justified where the product is of a peculiar form and character and where it is impossible to convey a real intelligent idea of the product through black and white advertising. Sampling serves two purposes—as a reminder and an introductory campaign in order to get the greatest possible advertising value. Distributing a food product to the homes of a city without telling why the distribution is made, how the product is manufactured, and why it is made in that particular form, is like falling in love with a girl and sending her flowers and other presents, but never telling her anything about it. Unless the reason for the free sample goes with it the whole proposition is cheapened and the effect of the advertising is largely lost.

HARRIS CENSURED BY JURY FOR NOT CALLING PHYSICIAN

A coroner's jury investigating the suicide of Mrs. Lena Ramey, common-law wife of Tom Harris, a laborer, who killed herself last week in their room over 106 Leavenworth street, yesterday declared that the woman came to her death as the result of self-inflicted injury. The jury recommended that Harris be censured for not calling medical aid soon enough. Immediately after the suicide, the police placed Harris under arrest, pending action by the county attorney.

Breaks Ankle in Leap From Window and Her

Theodore Swansen, 823 North Twenty-third street, took such a hurried stride of a woman friend at Eighteenth and Cumming street last night that he is spending Sunday in a local hospital with a broken ankle. During a dispute, Swansen jumped from a second story window with the aforesaid injury resulting.

Wayne State Normal School

Sixty applicants registered in the uniform state teachers' examination held by the Normal on Friday and Saturday. The present semester will close on Friday, January 22, and the new term opens the following Monday without any break in the work.

BELGIAN RELIEF FUND REPORTED AT LINCOLN

Following is the list of subscriptions to the Belgian relief fund, reported at Lincoln. Amount previously reported, \$6,712.77. Mrs. W. E. Borg, Holdrege, \$1.00. Mrs. W. E. Borg, Holdrege, \$1.00. Mrs. W. E. Borg, Holdrege, \$1.00. Mrs. W. E. Borg, Holdrege, \$1.00.

NEW CLUB ROOMS OPENED BY THE B'NAI AMI CLUB

New club rooms in the Brandeis building have been opened by the B'Nai Ami club of young men. The rooms will be kept open at all times to the members and their friends. On Sunday evening, January 11, the club will entertain with an informal dancing party at Metropolitan hall.

COMBS GOES EAST TO TWO BIG CONFERENCES

T. L. Combs, president of the American National Retail Jewelers' association, left Saturday night for Chicago and New York to preside over the mid-year conference of the national executive body at Chicago for three days and on to New York for a conference with the manufacturers of the following week. While east, Mr. Combs will select the advance goods for his store. He expresses abundant faith in the prospects for good 1915 business.

Women of Sedentary Habits

Women who get but little exercise are likely to be troubled with constipation and indigestion and will find Chamberlain's Tablets highly beneficial. Not so good as a three or four-mile walk every day, but very much better than to allow the bowels to remain in a constipated condition. They are easy and pleasant to take and most agreeable in effect. Obtainable everywhere.—Advertisement.

DABNEY TO TALK TO THE MID-TERM GRADUATES

Charles W. Dabney, president of the University of Cincinnati, will be the principal speaker at the commencement exercises for the mid-term graduating class of the Omaha High school at the high school auditorium, January 22.

Insect Bites and Infection Dangerous

Apply Sloan's Liniment to any bite, sting or bruise; it kills the poison and heals the wound. Only 25c. All drugists.—Advertisement.

Get competent help through The Bee

Get competent help through The Bee. The Bee is a thoroughly equipped wireless receiving station. The members of the class in college physics are all learning to operate the wireless and are in communication with most of the time stations in the United States. Signals from the government station at Arlington are received daily at 11 a. m. and 8 p. m. Every Wednesday Prof. Jensen, head of the department of physical science in the Nebraska Wesleyan university, sends a message to the school and Prof. Jensen expects to establish direct communications with other colleges of the state.