

Nebraska

THOMAS NOT WORRYING ANY State Superintendent of Schools Ignores Action of Certain Members of Schoolmasters' Club

ISSUES LONG STATEMENT

(From a Staff Correspondent.) LINCOLN, March 21.—(Special.)—State Superintendent A. O. Thomas is not worrying very much over the action of certain members of the schoolmasters' club at the Omaha meeting last week and the matter that to utterly ignore it and says he has no other desire regarding the matter than to utterly ignore it and pay his attention to more important things connected with the educational interests of the state of Nebraska, which he was elected by the people to look after.

Not Especially Concerned.

However, as a last word he has this to say: "I am not especially concerned about the Nebraska schoolmasters' club. I have never been invited to join it and have never sought membership in it. There are among its members some fine educators and some warm personal friends of mine. I do not wish to criticize the club, for it always seemed to me that any organization of congenial souls should have a right to select its own members.

"It seems to me, however, that the club might be viewed a little more kindly if it were a little more democratic. Secret sessions and secret methods of doing business on the part of educators have never appealed to me. Please understand, however, that I do not wish to meddle with anything that is not my affair. I have no enemies I care to punish. I am grateful to the people of Nebraska for the confidence they have expressed toward me.

What Interested In.

"I am interested solely in the welfare of the schools of the state. Before the legislature meets again the people of Nebraska will spend about \$25,000,000 for public education. They are doing this almost wholly for the rising generation. These interests are too vast and too sacred to be mixed up in any personal strife.

My vindication at the recent election healed all my bruises. I am reinstated in my profession. The office I hold presents a wonderful field for useful activity, and I shall not be turned aside from the work to be done. I firmly believe that any person who will make a public office a personal instrument is unworthy the confidence of the people."

Opera House Block At Broken Bow is Burned to Ground

BROKEN BOW, Neb., March 21.—(Special Telegram.)—The Opera House block, a two-story brick building and one of the largest in the city, was burned to the ground at midnight Saturday. When the fire was discovered it had gained such headway that the firemen were unable to cope with it. The ground floor was occupied by Robinson Brothers' hardware store and on the second floor was the opera house and lodge rooms. Nothing was saved. The building was owned by Joseph Moore of Anselmo. The loss will probably total \$300,000, there being only about \$5,000 insurance on both the building and stock. Owing to a slight snow falling during the day, the firemen were able to keep the flames from spreading to adjacent properties. The opera house was an old landmark, having been built in 1887. This was the largest fire that has occurred here since the burning of the old court house several years ago. The origin of the fire is not known.

GET TOGETHER CAUCUS IS HELD IN HEBRON

HEBRON, Neb., March 21.—(Special.)—For many years when the time for the spring election drops around the town of Hebron has always been mixed up in the question of "License or No-License" but now the initiative and referendum places this question in a class by itself, allowing the people to vote on same direct, and since that time the people of this town have been trying to "get together."

This has not been accomplished as yet, but a meeting held last night, at which nearly a hundred of the representative men of this city, representing both factions, with a few new ones, met at the court house for a "get-together" meeting.

W. D. Galbraith, who has been in this county forty-two years, and a resident of Hebron thirty-eight years, was called to the chair, and after much talk pro and con, a committee of eight, four from the drys and four from the wets, were appointed to make selections for the city officers, their selection to be ratified by this convention and approved by the members present at the two caucuses which are to be held Saturday night.

BROKEN BOW PREPARES TO ENTERTAIN BIBLE STUDENTS

BROKEN BOW, Neb., March 21.—(Special.)—Already active arrangements are under way to entertain the many hundreds of strangers expected in Broken Bow at the state convention of the Y. M. C. A. to be held here June 15, 16, 17. It is thought that over 1,000 people outside of Custer county will be present upon that occasion and possibly that many more from within the county. The local committees that will engineer the convention are well on their way to complete organization under the supervision of the executive committee which comprises W. L. Gaston, chairman; E. P. Walter, J. R. Osburn, Bert Empfield, J. M. Fodge, Alpha Morgan and F. M. Skiffman. Over fifty people will serve on the sub-committees and all departments of the convention will be thoroughly covered.

Don't Let Your Cold Get Worse. Fell's Pine-Tar-Honey will cure your cough and give you restful sleep. Good for children. Only 25c. All drug stores. Advertisement.

Nebraska

Fourth of the Bills Offered in Senate Killed by that Body

(From a Staff Correspondent.) LINCOLN, March 21.—(Special.)—One-fourth of the bills introduced in the state senate have been killed by that body, while nearly one-half have already passed. The balance are in the hands of the committee or on the general, sitting or third reading files.

One hundred and ninety-four bills have been sent to the upper body, of which one-fourth have been passed and only forty killed. The rest are in the hands of the committee or on the file.

Monday the senate will begin to do things, following out the order that all bills not recommended out by the committee shall be sent to the slaughter house.

The record of the senate shows the following: Senate bills passed, 153; killed, seventy-four; on general file two; on third reading, six; in committee, fifty-four; total, 286. House bills received by the upper body show as follows: Passed, forty-six; killed, four; on general file, seventy-two; on sitting file, sixteen; on third reading, six; in committee, sixty; total, 194.

The following bills are on the sitting file to be disposed of: S. F. 27, Kitchel—Small debtors' court.

S. F. 28, Howell—Employers' liability. S. F. 29, Dalbey—Vehicle license. H. R. 30, Regan—County books. H. R. 31, Kirsch—Fences. H. R. 32, Cronin—Will. H. R. 33, Cronin—Guardians. H. R. 34, Lancaster—Delegation—Special assessors. H. R. 35, Richmond—Court house—petition.

H. R. 36, Hoffmeister—Elections. H. R. 37, Smith—Elections. H. R. 38, Dufoe—Damage suits. H. R. 39, Cronin—Trusts. H. R. 40, Sassa—Road overseers. H. R. 41, Lindsey—School lands. H. R. 42, Hostetler and Harris—Exemption of firemen.

H. R. 43, Hoffmeister and Stearns—Trusts. H. R. 44, Stearns—Irrigation district. H. R. 45, Stearns—Irrigation district.

Oxford School Notes.

OXFORD, Neb., March 21.—(Special.)—The Oxford high school debating team debated the league question with the Franklin high school team, at Franklin, Friday evening. Franklin had the affirmative, Oxford the negative. The result was a unanimous decision for Oxford. The Oxford team was composed of Messrs. Springer, Hellmer, and Cole, with Bender, alternate. They were accompanied by Supt. L. Chadderdon. The Franklin debaters were Messrs. Hensley, Storne, and Palmer, with Cummings, alternate. The judges were Supt. Anderson of Alma; Supt. Piper of Republican City, and Prof. Mortenson, of Minden. This makes Oxford's second victory in the Northwestern Debating league this year. The next debate in the district will be the Cambridge-Trenton debate on April 2, after which the winner in that debate will debate with Oxford for the district championship.

The Oxford school board has completed the election of teachers for the coming year, with the exception of one position in the high school. Supt. Chadderdon and Minnie Sall were re-elected in the high school, and Ethel Linnaberry and Clara Sawyer in the grades. Mrs. Marie Reuser, of Norman, Okla., was elected in the high school. Miles Caldwell and Miss Cora Ayer, both of Oxford, were elected in the grades, and Miss Grace Richards of Arapahoe was elected for the primary.

Notes from Beatrice.

BEATRICE, Neb., March 21.—(Special.)—At a special meeting of the Board of Education Friday evening the board decided to remodel and build an addition to the West school. The improvements will cost about \$8,000.

The work of fighting the hog cholera in Gage and Johnson counties by the government bureau, which is in charge of Dr. E. E. Costard at this point, goes merrily on. Reports show that the serum treatment must be given early to obtain the best results. Over 12,000 animals have been vaccinated.

Farmers in this section report that the winter wheat has gone through the winter in fine shape, and that about the only thing that would injure the crop is a hard freeze.

Three Deaths at Hebron.

HEBRON, Neb., March 21.—(Special.)—Ernest H. Fish was born at Mannville, N. Y., and died at his home near Hebron March 16, aged 49 years. He came to Hebron in 1875 and four years ago moved to Hebron. He leaves a widow, three sons and one sister, Mrs. C. W. Cutie, of Greenwood.

Mary Elizabeth Kello was born in Hart county, Ky., December 7, 1861, and died at her home in Hebron March 12, aged 53 years. She leaves four children, her husband and one sister.

Mrs. Florence Ella Gray died at her home in Hebron March 16, aged 23 years. She married Rufus Gray March 22, 1898. She leaves two children, 8 and 5 years old, besides her husband.

Notes from Shelton.

SHELTON, Neb., March 21.—(Special.)—A largely attended citizens caucus was held in the firemen's hall Friday night. H. C. Hofgard and E. L. Temple were nominated for members of the village board. The granting of licenses to saloons and pool halls will also be submitted and the voters will also decide whether the town shall purchase the electric light plant and issue \$3,000 for payment for same.

The high school and faculty held a banquet in Redding's hall Friday evening, all grades from the Seventh to the Twelfth being included. Supper was served to 150 by the Presbyterian ladies. Superintendent E. F. Monroe acted as master of ceremonies.

News Notes from West Point. WEST POINT, Neb., March 21.—(Special.)—The death of Gerhard Havelock, a pioneer farmer of Cuming and Dodge counties, occurred on Thursday, at the farm home southeast of this city. County Judge Dewald officiated on Wednesday at the wedding of Robert Kuehn and Mrs. Mary Kuehn, popular young people of Stanton.

News has reached the city of the marriage of Mrs. Minnie Knight, wife of the late Mitt Knight, sheriff of Cuming county, to Richard O. Beeson, of South Norfolk.

Nebraska

People's Party Caucus Held at Valentine

VALENTINE, Neb., March 21.—(Special.)—Upon call by John M. Tucker, chairman, the people's party met in caucus Friday night for the purpose of nominating a city ticket. Mr. Tucker was elected permanent chairman and H. L. Campbell secretary. The following ticket was put forth: Mayor, G. E. Tracewell, clerk, W. E. Haley; treasurer, H. W. Davenport; engineer, A. B. Green; councilman, east ward, L. L. Bivens; west ward, J. T. Galloway. Indications are that all the nominees will go into office without opposition, as to date there are no other candidates in the field.

Two Men Drop Dead In Nebraska City

NEBRASKA CITY, Neb., March 21.—(Special Telegram.)—Two men dropped dead in Nebraska City in two days. Apoplexy was the cause of death in both cases. W. T. Simpson, pioneer of this town, traveling salesman for Morton, Grogson company, died this morning. One daughter, Mrs. O. C. Morton, survives. William Lueck, a retired farmer here, died Saturday evening. He leaves a family of grown children. He was one of the old pioneers of this section.

DEATH RECORD.

William Stoltz. STELLAR, Neb., March 21.—(Special.)—William Stoltz, a pioneer German farmer, died at his home near here this afternoon. Burial will be in the Helene cemetery at Dawson beside his wife. He is survived by eight grown children.

Stock and Grain Show at Taber.

TABER, Neb., March 21.—(Special.)—Taber's second annual stock and grain show ended Friday after three days devoted to four lectures and demonstrations by professional experts from Ames college. A large tent erected upon a vacant lot east of the Congregational church was devoted to exhibits of horses and cattle, while the church sheds were fenced off into pens for hogs and sheep. H. Gilbert and Roy Laird had charge of the live stock show and Messrs. Wyant, Brackney and Robillard had charge of the grain show which was held in the college gymnasium.

The domestic science exhibits numbering over 50, were displayed in the Congregational church basement and were in charge of Mrs. Stahr, Mrs. Mawton and Miss Mabel McCormick. Lectures on domestic science were delivered by Miss Mabel Bentley from Ames, assisted by Miss Wentworth and her pupils in Taber college.

Prettiest Mile Owners Want Road Still Prettier

The residents of the Prettiest Mile, which extends from Ames avenue to Miller park, are agitating the proposition of curbing, guttering and paving the boulevard. At the last meeting of their improvement club a committee was appointed to take this matter up with the city officials and find out if it could not be done this spring. It also has been suggested that the lighting system along this stretch be improved, and it was decided to try to imitate the electric lighting system along the Happy Hollow boulevard.

The residents living along this stretch have been given encouragement and it was decided to install these lights at the very earliest possible moment. This stretch, throughout the state as well as in Omaha, is noted for its beautiful curves, views, enormous trees and beautiful parking.

Mary Antin to Speak in Omaha on Tuesday

Mary Antin, who is to lecture at the First Methodist church Tuesday evening, spoke in Kansas City Saturday evening under the auspices of the Knife and Fork club. Today she will address the Young Men's Hebrew association there. Miss Antin will spend Monday in Des Moines, where she talks under the auspices of the United Benevolent society, and from which place she will come to Omaha for her lecture here.

Directly after her talk, Miss Antin will leave for Deaver, where she will address the Grade Teachers' association. Her tour is an extended one, and she will not return to New York until late in the spring.

The Court of Last Resort.

Around the stove of the cross roads grocery is the real court of last resort, for it finally over-ruled all others. Chamberlain's Cough Remedy has been brought before this court in almost every cross roads grocery in this country, and has always received a favorable verdict. It is in the country where man expects to receive full value for his money that this remedy is most appreciated. Obtainable everywhere.

NORMAL INSPECTORS LOOK OVER BELLEVUE

The new State Board of Normal School Inspectors, R. M. Campbell of Columbus, president; E. M. Eaton of Emerson and C. N. Walton of Wahoo spent today in Bellevue. In the morning Mr. Campbell and Mr. Walton talked in chapel, and when they had finished their inspection of the institution, they were entertained at 4 o'clock luncheon in the domestic science department.

Omega Oil FOR Rheumatism and Lumbago Soak a towel in boiling water, wring dry and place it over the aching part for a moment to help open the pores. Then rub in plenty of Omega Oil. You will be surprised at the quick relief the simple treatment gives. 10c. & 25c. a bottle.

BRANDEIS TO SELL PIANOS

New Department Has Been Added, with W. M. Robinson as Manager.

DEPARTMENT ON THIRD FLOOR

The Brandeis Stores will add to their completeness by opening a large piano department on the third floor, main building, about April 1. In charge of this department will be W. M. Robinson, who for some time has been connected with the Haddorf Piano company, one of the largest piano manufacturing concerns in the country. Mr. Robinson is by no means a stranger in Omaha as he was for many years manager of piano departments in local stores.

Already work is being done on the new Brandeis department and the program made so far indicates that when the piano department is opened it will be one of the most beautiful in the Middle West. Fixtures are being installed, and decorators now are at work. An interesting feature will be the individual rooms of solid mahogany for demonstrating the different instruments. It will contain a large space, utilizing that part of the third floor where the Brandeis general offices have been as well as requiring much additional floor room.

High-Grade Pianos. It is announced by the management that pianos of the highest possible standard only will be sold. Nationally known makes that have gained their fame of unquestioned supremacy combined with honesty in workmanship and the maximum of skill in production will make up the stock in this new department, furthering the idea that always has been the aim of the Brandeis Stores—the best of the world afforded.

The volume of business that is expected combined with the affiliation with leading factories will tend to lower costs and it is stated by the Brandeis management that high grade instruments will be sold at smaller prices than is the usual practice in piano stores.

In connection with the player-piano section of this new department there will be a player piano feature that has proved a very successful innovation wherever used, an idea that the public has utilized to an unusual extent.

An interesting series of recitals in which the city's leading talent will participate is planned for opening week, full announcements of which will be made shortly. Mr. Robinson now is in the city superintending the work of remodeling the section to be used for pianos.

The general offices have been moved into the south building, third floor, which is connected with the main Brandeis building. They are very easy of access and most convenient both for the public and for the large staff employed in them.

FORMER POSTMASTER SENTENCED TO PRISON

Carl Fredericksen, former postmaster at Hubbard, Neb., who embezzled \$35 in money order and postal funds and was missing for months, has pleaded guilty to the charge in federal court before Judge Elliott and been sentenced to serve a year and a day in the federal penitentiary at Leavenworth. The sentence was imposed on each of two counts, but by order of the court may be served concurrently by Fredericksen.

PHOTOGRAPH LETTERS FOR COPIES IN THE TREASURY

Photography as a means of making exact copies of letters and documents, has been adopted by the Treasury department at Washington, according to John Nicholson, chief deputy clerk of the federal corporations. He has received photographic reproductions of letters from the department, that method now being used instead of sending out certified copies made by stenographers.

MILLER ASKS BOYS' CLUBS TO MOVING PICTURE SHOW

Probation Officer Gus Miller has invited members of the Washington Boys' Club, of which Louis Kusella is president, and the Park Forest Boys' Club, of which Albert Pedersen is leader, to attend a show at the Elite theater No. 2 Tuesday evening. Harry Cowdery, manager, has offered Mr. Miller the use of the theater free of charge for the boys.

CLEVELAND AMERICANS DEFEAT DALLAS TEAM

DALLAS, Tex., March 21.—The Cleveland Americans defeated the local Texas league team here today, 10 to 8, in a tenning game. Score: C. A. M. 10 19 3 Dallas 8 10 10 3 Batteries: Cleveland, Coughlin and O'Neill; Billings; Dallas, Brady, Velder and Dunn, Mullin.

Get Gordonized - start of your hat \$3.00 does it.

Talks on Newspaper Advertising

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

From the Classes To the Masses

When a real, live, up-to-date magazine publisher wants to reach the people, what does he do? When he wants to get new subscribers what method does he employ? There is only one way to attract attention to a publication, and that is to advertise its editorial purpose and literary character. If its appeal is to those who like fiction it must tell the people about the new stories and their authors. It must advertise a story and the author as a merchant would advertise overcoats, or any other merchandise. If the purpose of the magazine is to give each month a carefully prepared, comprehensive digest of the world's happenings it must advertise that fact to people who are interested in that sort of a publication. Does the live publisher confine his advertising to pages of his own publication? He does not. He would be reaching only those who are already familiar

MANAGER OF THE NEW PIANO DEPARTMENT AT BRANDEIS.



W.M. Robinson

Walker Files for City Commission

C. T. Walker, who recently disposed of his interests in the Benca & Thorne company, has filed for the city commission. His name of Mr. Walker was mentioned some weeks ago, but it was not until the last week that he definitely decided to get into the race.

VIOLATORS OF DOPE LAW HELD FOR GRAND JURY

The first cases of alleged violation of the new federal dope law in Omaha have been held by the grand jury for investigation by the binding over of H. Peterson, a white man, and Ralph Martin, a negro. They were given a hearing before United States Commissioner H. S. Daniel, who ordered them held after hearing evidence produced by city detectives. The charge against the men is concealing morphine and opium in their possession. In default of \$2,000 bonds, they were committed to the county jail to await action by the federal grand jury, which meets here April 5.

PAINTINGS BOUGHT BY ART SOCIETY AT LIBRARY

The public library offers an opportunity for the public to view the two new paintings bought by the Omaha Society of Fine Arts from its recent exhibit, "Summer Night," by Birge Harrison, and "Ada" by Olinsky are the two handsome canvases which the society secured.

MINSTREL ENTERTAINMENT BY BOYS OF HIRST CHURCH

Young men of Hirst Memorial church gave a minstrel entertainment Friday evening at the church. The principal characters were Carl Evans, John Reddan, Ralph Newcomer, Will Timberlake, Charles Bauer, Clyde Rice, Robert Mitchell and Harry Arndt. A large audience was pleased by the boys' efforts. They were assisted by Probation Officer Gus Miller.

Death of Mrs. Norton.

Mrs. Anna C. Norton, wife of Joseph L. Norton of the Armour Packing company, died at her home, 1210 North Twenty-third street, last evening. Mrs. Norton was 73 years of age and had lived several years in South Omaha. The funeral announcement will be made later.

AFFAIRS AT SOUTH OMAHA

Stock Yards Sets Aside Special Pens for Cattle Destined for Immediate Slaughter.

OPERETTA DRAWS BIG CROWD

New orders promulgated yesterday by General Manager E. E. Buckingham of the Union Stock Yards set aside special pens as identification pens for cattle shipped in to South Omaha in unclean cars and destined for immediate slaughter. Pens 22 to 24 inclusive in block 31 were designated as identification pens. These pens are situated on what is termed "the hill" and will give easier access to slaughter than was afforded in the old quarantine division of the yards.

The following is the order: In order to afford shippers of live stock from territory outside of the state of Nebraska a better method of shipping, arriving at South Omaha in unclean cars, every benefit of the market, the following pens have been set aside as an identification yard.

Pens 22 to 24 inclusive in block 31. Pens 15 to 20 inclusive in block 34. Commencing Sunday, March 21, all cattle received at South Omaha in unclean cars from any state other than Nebraska, and which are not scabby, will be placed in the above designated identification yards.

All cattle when weighed from identification yards must go for immediate slaughter. All cattle from identification yards must be sealed at No. 10 scales. "Golden Rule" Staged.

Before an audience of over 500 people, the operetta, "The Golden Rule," was staged last evening at the high school auditorium by the students of the department of the local high school. The vocal play was a big success and the individual work of many of the leaders, as well as the choruses, brought rounds of applause from the large crowd present.

Miss Eleanor Alexander, premier vocalist of the local music department, scored a big success in the role of Queen Hildegard. Miss Harmon McElroy also proved a favorite of the crowd as Flora, queen of the fairies. The stage was greatly decorated in the scenery of the outdoor, and the effect produced was entrancing.

Miss Emma Dickman, supervisor of music at the local school, deserves the credit for last night's success. The cast: W. W. Fisher, well known dry goods man, is remodeling the Twenty-fourth street property recently purchased by him. He will make a modern dry goods store of the place and will remove from his present quarters as soon as the builders have completed their work.

Bellevue Students Hold Triple Rally in Chapel

Prof. E. L. Fuls led a grand triple rally in chapel at Bellevue Friday morning, to celebrate the successful closing of the basketball season, to honor the track team, which ran in the indoor meet Friday night, and to rouse enthusiasm for the Cotton-Bellevue debate. The basketball team was first escorted to the platform and given nine rousing "rahs," led by Ann Johnston of the debate team. Next the basketball team escorted the debate team and Prof. Peters, the coach, to the places on the platform and Captain Ohman led the cheering for the debaters. Speeches were called for from W. E. Webb, president of the debaters' league, and Prof. Peters. Last, the track team was given the same treatment, and the rally closed with a talk from Prof. Fuls and the singing of the college song, "The Purple and the Gold."

Consider Modern Buildings

Following the announcement of the passage of the merger bill by the house of representatives, a number of local men have begun to consider the advisability of a modern office building somewhere in the heart of the South Omaha business district. The present office buildings are well filled, and the new move is said to contemplate a building which may be used as a lodge room on the top floor, with modern offices on all the other floors except the first, which, it is thought, would be for store purposes and an entrance.

Get Gordonized - start of your hat \$3.00 does it.

Talks on Newspaper Advertising

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

From the Classes To the Masses

with his magazine. He uses liberal space in the newspapers because they present the only possibility of reaching the people. It is only through the newspaper that he can get in touch with the great masses, embracing in each city and town all the possibilities there are in the way of magazine readers. The publishers of "The Ladies' Home Journal" spent nearly thirty thousand dollars advertising the March number of that publication in various parts of the United States, using one advertisement in each newspaper. Isn't this a convincing testimonial to the value of newspaper advertising? Could anyone ask for a higher or more intelligent tribute to the newspaper as a medium for reaching the masses? The magazine publishers are clever business men. They are not always literary dreamers. They are money-makers—and it takes a very clever business man to "put over" a successful magazine nowadays. When they spend millions of dollars in newspaper space to advertise for readers and subscribers, it should require no further argument to convince merchants and manufacturers that the newspaper is the medium par excellence for extensive advertising—the medium that reaches the largest possible number of consumers in a given territory. Now comes the automobile manufacturer with abundant recognition of the newspaper as a medium in which to reach the largest number of possible consumers. During the time when the automobile was considered a high-priced luxury its advertising was confined largely to the magazines. But the nearer the automobile gets to the people the larger the use of newspaper space. In the matter of automobile advertising the newspaper is coming into its own. Just as soon as a commodity drops to a price that is within reach of the larger bodies of consumers the newspaper becomes the logical advertising medium. So long as the sale of a commodity is confined to the "high spots" in a possible market, the advertiser may confine his advertising to national mediums which go to a restricted class with high purchasing power. Now that good automobiles are being made for prices ranging from three thousand down to seven hundred dollars, with a constantly enlarging field of purchasing possibility, the newspaper becomes a factor of distribution which the manufacturer cannot ignore. If a manufacturer is putting a new automobile on the market he can get a certain amount of national publicity for the name, and with this he can establish a certain number of agencies in large centers of population; but when it comes to any comprehensive wide-reaching plan of distribution he will have to have the co-operation of the newspapers to help his selling agents move the goods. It is one thing to sell a number of agents on the strength of a double-page flash in a national medium, and quite another thing to move the goods after the Agents have been "loaded." National publicity that hits the "high spots" for a commodity that is within reach of the people is incomplete and inefficient unless backed up by newspaper advertising which leads the purchaser right up to the door of the dealer.

TRUMAN A. DeWEESSE.