

**BUSINESS DIRECTORY**

**Every Loyal University Student Is Urged to Patronize these Nebraskan Advertisers, and to Mention the Paper While Doing So.**

- ART GOODS—Ross P. Curtice.
- BARBER SHOP—Green's, Palace and Mogul.
- BICYCLES-ATHLETIC GOODS—Siddle.
- BOOKS-STATIONERY—Co-op. Lincoln Book Store, Uni. Book Store.
- BOOKBINDING—Gillespie.
- BOWLING ALLEY—Crescent.
- CIGARS—Powell, Royal and Walker.
- CLOTHING—Armstrong, Magee & Deemer, Unland.
- COAL—Gregory, P. D. Smith, Whitebreast.
- CONFECTIONERY—Maxwell, Lincoln Candy Kitchen.
- DRUGGISTS—Steiner, Woempener, Brown, Mann.
- DRY GOODS—Miller & Paine.
- ELECTRICAL SUPPLIES—Ross Electric Co.
- EXPRESS—Lincoln Local, Lincoln Transfer.
- FLORISTS—Chapin Bros.
- FURNITURE—Rudge & Guenzel, A. M. Davis, Hardy.
- GROCERS—Keystone.
- HATTERS—\$2.50 Hat Store.
- HARDWARE—Rudge & Guenzel, E. E. Lehr.
- HOTELS—Lindell.
- JEWELERS—Tucker, Fleming, Wolff.
- LAUNDRIES—Yule Bros.
- MANDOLIN INSTRUCTION—Mrs. R. W. Rhone.
- MILLINERS—The Famous.
- MUSICIANS—Dr. J. J. Davis, Hoff.
- PIANOS—Ross P. Curtice Co.
- POOL AND BILLIARDS—B. P. Powell, The Ideal.
- PRINTING—George Bros., New Century, Ivy Press, Review Press, Griffin & Green.
- RESTAURANTS—Westerfield, Home Cafe, Uni. School of Music Cafe, Good Health.
- SHOES—Sanderson.
- SHINING PARLOR—The Lincoln Shining Parlor.
- STENOGRAPHER—Frank E. Lee.
- TUTORIUM—Weber, Saukup & Wood.
- TAILORS—Unland, Union College Tailors.

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1222 O Street—Auto Phone 3021, Residence 2818  
LINCOLN, NEB.

**The Home Cafe**  
Home Cooking  
Regular Board \$3.50 Per Week.

and frisky lambs.

"Results from this exhibition have been surprising," said Mr. Shedd. "The attendance at the fair was light in May, and our theater was open only three weeks. Yet we entertained 25,000 people that month, 47,000 in June, and 55,000 in July. When the crowds come this fall we will show to standing room only at every performance. The exhibition has enabled us to place an immense amount of printed matter with people who will keep it. Our literature is all made for the pocket, and includes nothing in the shape of a big, expensive souvenir. Nor do we throw it around recklessly. At each exhibition the lecturer tells the audience where to get printed matter, and after each show we give out a map of Nebraska indicating the free government lands opened up last April, and a vest pocket memo-book dealing with crops, bank statistics, etc. More than 50,000 booklets were distributed during the first three months, and I am sure that each went into the hands of an interested reader. The fame of the exhibition has spread through the fair at an amazing rate and people all come to the Nebraska exhibit before they leave the Agricultural Building. The exhibit as a whole will cost not more than \$5,000, including the expense of getting the moving pictures. The views were made for us by the Selig Polyscope Company of Chicago. An exhibition of this kind could be given in the end of a car of products, such as is used by many states to advertise their resources, and in small towns where the home-seeker lives would be a potent attraction.

"The Nebraska exhibit is also kept before the public by means of a press service of Mr. Shedd's devising. Every day a batch of news items is sent to the St. Louis papers, as well as to the World's Fair press bureau. Mr. Shedd is a trained newspaper man, having worked on Lincoln dailies and acted as European correspondent for the New York Tribune. His matter is prepared with an intimate knowledge of what is desired by editors, and much of it is printed. The Nebraska exhibits, in fact, are more frequently mentioned in the press than those of any other state.

"There's no great secret about preparing matter that will be accepted by editors," he says. "The first requisite is to have something to say. Our exhibit has many interesting features, such as the stuffed body of 'Challenger,' the blue-roan prize steer who took the first prize at the International fat stock show in Chicago last fall. He cost \$65 on the range, and the expense of putting him in condition was \$35. He took the prize over imported steers, and was sold for \$1,000. When prominent men register at our exhibit I never fail to send their names to the papers."

We are informed that Mr. Shedd's idea of a moving picture exhibition, which he has so successfully carried out, as indicated above, originated with Professor Barbour, also of the University of Nebraska, and with Mr. Shedd, a member of the commission. Dr. Barbour's work on the educational exhibit of the state has previously attracted much attention, and has undoubtedly done much to advertise the university, as well as the public school system of Nebraska.

Hale & Buck's Latin Grammar, 90c.  
"U. of N." Tablets, 15c. The "U. of N." Fountain Pen, 14k gold warranted, \$1.  
History and Seminary Papers, 7c per 100.  
Reversible Note Books, 15c each.  
The Lincoln Book Store.

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**The Ideal** ROYLE & WALKER Proprietors  
Cigars, Tobacco and Soft Drinks **Billiards and Pool**  
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CARRIES MAGAZINES AND PIPES  
**Cry Lindsey's Mixture**  
OF SMOKING TOBACCO  
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October 11, 1904.

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