 riding Diamond Tíre Advantages that cost you no more Diamond (NoClinch) Tires
 made of More Mileage Vitalized Rubber with

## Perfect 3-Point Rim Contact

 that holds with a vise-likerim grip, absolutely pre-
venting the tire from venting, the tire from
breaking above the rim, breaking above the rim,
insuring perfect rim fit and insuring perfect rim fit and
eliminating all rim troub-

No-Pinch Safety Flap
 for inner tube protection. Crous Soction of Diamond So this time buy Diamond Vitalized Rubber Tires-you can get them to fit your rims at any one of the

BULL MOOSE CRY FOR WAR

Union Pacific Files Answer to Brief of Attorney General

CREIGHTON TENNIS MEN
REACH THE THIRD ROUND
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## A whole bottle of medicine in one dose won't cure you

| Why does the doctor tell you "to take a teaspoonful every two hours" instead of the whole bottle at one gulp 1 Simply becauce it takes time to produce changes <br> The 0maha Bee in the human body. goes to the homes and <br> It likewise takes time to too, every dsy. produce effects on peoples' <br> minds. <br> Time is one of the necessary things in advertising. You advertise today not only for tomorrow, but more particularly to make everybody know about you and your goods-where you are located and how you do business <br> Building up a line of customers is a slow process. <br> Advertising doesn't work as the fake doctor claims his "cure-all" will, but as the real physician's slow, patient "teaspoonful every two hours." |  |
| :---: | :---: |

It's continuous advertising that pays

