

BRIEF CITY NEWS

Have Best Fruit In... Albert Schmitt, Elmhurst... Coal 65-Covant & Squires, Tel. 1933...

Divorce for Non-support—Maud R. Ouderk... Thirtieth Carloads of Fence Posts—Richard C. Jordan...

Dr. Joseph W. Cochran, secretary of the Board of Education... Twenty-eight Years in Omaha—C. O. Loback...

Megath Says Get 22 1/2—The Megath Stationery company... Home Mission Meeting—A home mission meeting of the Presbyterians of Nebraska...

Internal Revenue Receipts—The receipts of internal revenue for the Nebraska district for the month of February, 1908...

Street Car Company Starts Work—The Omaha & Council Bluffs Street Railway company has a large force of men at work Monday at Twenty-fourth and Leavenworth streets...

Merry Makers Under Inquiry—The juvenile authorities will investigate an alleged club of merry makers in Sheeley, said to be composed of boys of tender years...

WANTS TO BE TRAINED NURSE Mrs. Bernard Cassidy, Rich Girl Who Tries Suicide, Has Laudable Ambitions...

WOMEN BLUE WOMEN Women should understand that melancholia, commonly called "the blues", is in nine times out of ten a sure symptom of some serious female organic derangement...

VENUE COURT, the boys buy a bag of beer of their president Saturday night, go to church Sunday morning and spend Sunday afternoon around the keg, leaving up its contents...

Consolation for Small Boy—Consolation for the small boy was found in juvenile court Monday morning, when it was announced the administration of the truncheon law would have to be suspended temporarily because of the order requiring the vaccination of school children...

MORE MONEY FOR CONNELL Three Thousand Dollars Appropriated to Health Commissioner by Council... Making an additional appropriation of \$3,000 for the use of the commissioner of health, the city council in special meeting Monday morning decided to stand back of the health official in his fight for cleanliness in Omaha...

Dr. Connell, health commissioner, presented the council a report showing that his office has overdrawn the appropriation to the amount of \$1,781.25...

Several women of the Young Women's Christian association have taken a deep interest in her and have called at the hospital... "I want to be a trained nurse," she said Monday morning...

It is quite likely that a place will be given her in the hospital to get the preliminary nursing instruction... Mrs. Cassidy was indignant about a story which appeared in a morning paper saying she had telegraphed her husband in the east that he might come to see her...

HALF MILLION IN CITY BONDS List of Securities to Be Submitted Twenty-sixth of This Month... Over \$500,000 in bonds of the city of Omaha will be thrown on the market March 3...

HAMMOND MAKES NO CHANGES New Collector Says Revenue Office Force Will Remain the Same... From L. Hammond of Fremont, the new collector of internal revenue for Nebraska, was a visitor at the federal building Monday morning in conference with Collector E. B. Stephenson...

FACTS FOR SICK WOMEN For thirty years Lydia E. Pinkham's Vegetable Compound, made from roots and herbs, has been the standard remedy for female ills...

JIM ADMITS HE IS GOVERNOR

Mayor Says His Election is Cinched at the Outset... "NOTHING TO IT," QUOTES HE "If I Go After It I Will Get It, and I'm on the Trail Now, Says Our James in Confidence..."

Entirely eliminating the little word "if" in connection with his gubernatorial candidacy, both as regarding nomination and election, James C. Dahlgren, mayor of Omaha, states unequivocally that he will be the next governor of the state of Nebraska, U. S. A.

"If I go after it I will secure the nomination and will be elected governor, and as I have decided to go after it, why, that's all there is about it. I will be nominated and I will be elected and there is no 'if' in the game at all," says Mayor Dahlgren.

The mayor was asked what part Bryan would play in the gubernatorial fray, but stated that he thought the "peerless leader" would remain neutral, as he always has in state politics...

Major Jim would say nothing about the five candidates for the four berths of delegates-at-large to the national convention other than that "they are all good men..."

Jack's Select Committee to Co-operate with Other Committees... The Jacks and Jims are going to make a bluff at being friends, so the work goes out, during the democratic state convention so as to give the "boys" a good impression of the patriots in the big town...

DEMOCRATS PREPARE FOR MEET JACKS SELECT COMMITTEE TO CO-OPERATE WITH OTHER COMMITTEES... The Jacks and Jims are going to make a bluff at being friends, so the work goes out, during the democratic state convention so as to give the "boys" a good impression of the patriots in the big town...

BUILDING TAKES BIG JUMP Sixty-eight Permits Are Issued in February, Gain of Nineteen Over Last Year... Sixty-eight building permits were issued in February, 1908, as against forty-nine during the same period last year...

ASK FOR RED CROSS - GOGG DROPS... Hastings & Heyden, 1806 Spencer street, frame dwelling, \$4,500; Hastings & Heyden, 617-619 South Nineteenth street, brick double house, \$2,800...

COULD ROAD SWINGS AXE

Missouri Pacific Closes Four Big Branch Offices... LETS OUT FOUR MEN IN OMAHA Increases Retrenchment, with Determination to Bend Every Effort Toward Completing Line to Pacific Coast...

Following its policy of retrenchment, the Missouri Pacific has let out four men from the local office and closed four of its large offices in different parts of the country...

The four men let out of the Omaha office are Tom Hughes, for many years traveling passenger agent of the road; Charles T. Platt, contracting freight agent; Traveling Freight Agent Barrett and an office boy...

Big Crowds of Home-seekers... Hundreds making extensive preparations to handle the large crowds of people expected through this gateway Tuesday, which is the day of home-seekers' rates to the west...

LOCAL MEN LOSE IN FAILURE Several Omahans Had Money in Colorado Concern in Hands of Receiver... W. R. Cambridge of Denver has been appointed receiver of the Colorado Consolidated Lumber company...

NOMINATING A PRESIDENT Article in Review of Reviews by Victor Rosewater, Editor of The Bee... The current March number of the Review of Reviews contains an article under the heading, "Nominating a President," contributed by Victor Rosewater...

GROCCERS PLEAD NOT GUILTY Twelve Merchants Say They Did Not Sell Butterine Without Permit... The cases against twelve Omaha grocers charging them with selling butterine without having a permit from the State Dairy, Food and Drug commission were continued in police court Monday until March 10...

PERSONAL PARAGRAPHS... Stockton Heth and Joseph M. Eastridge have returned from California, where they spent some weeks on a pleasure trip...

OMAHANS MARRY IN THE WEST J. B. Ruth and Mrs. Elizabeth C. Morton Wed at Los Angeles... Friends of J. B. Ruth, treasurer of the National Fidelity and Casualty company, were surprised to hear of the marriage of Mr. Ruth last week in Los Angeles...

BOYS' 1908 SPRING OVERCOATS

Not only the newest, but the neatest, smartest and best spring overgarments for boys that have been offered in many seasons... They are made from the best new fabrics and comprise many handsome patterns and colorings...



Nebraska Clothing Co. 245-295-395

The A B C and X Y Z of ADVERTISING

ADVERTISING NO. 1 A SERIES OF TEN TALKS ON ADVERTISING written by Seymour Eaton of Philadelphia for the readers of THE OMAHA BEE

A story is told of a prisoner who called the judge a fool. The judge fined him \$10.00. He paid the fine but asked: "Do you fine people for thinking, your Honor?" The judge answered in the negative. "Well," he said, "I think you're a fool still."

If I should print my personal opinion of some big advertisers like as not I'd get fined; but it is perfectly safe to think. If a traveler came to you and talked of the stuff which his house prints as advertising you would put him down at once as an idiot.

The talk is unnatural; sounding brass and a tinkling cymbal; unreal, insincere, dead. The reader feels that it isn't the advertiser who is talking; that there really isn't anybody talking; that the words are just printing. Good advertising is good talk; the frank, honest kind that convinces.

An advertisement of one hundred words should make the reader think five thousand words; and herein is the whole secret of good copy. It isn't what you say that counts, but the chain of thought which your advertising creates. The more you fuss over your advertising copy the poorer the result. It isn't a job to stutter about or to apologize for or to burn midnight oil over.

Two Irishmen chased a wild-cat up a tree. Pat went up to shake him off while Mike remained below to catch him when he fell. Both were successful, but Mike and the wild-cat were soon in a rough and tumble scrap below. Pat called out "Shall Oi come down an' help you howld him, Mike?" "Naw! Begorra, come down, Pat, an' help me let him go."

Advertising is a wild-cat up a tree. Once you have shaken him off the problem of "letting go" is quite as difficult as the problem of "holding on." But what you need in either case is nerve; and a reasonable assurance regarding the future. Make your appropriation deliberately and carefully. Prepare good copy. Advertise continuously; every day or at least every other day. Your store is the seed or the plant. The advertising is the rain and the sunshine. You can't rush the growth. It may take weeks or months to produce flowers or fruit.

NOTICE! D. C. SCOTT, D.V.S. (Successor to Dr. H. L. Ramacott) ASSISTANT STATE VETERINARIAN Office and Hospital, 2810 Mason Street. Calls Promptly Answered at All Hours. Telephone Office Mason 977. Res. Douglas 434. Omaha, Neb. HELP ADVERTISE OMAHA Send The Bee to Your Friends.