

BRIEF CITY NEWS

Have Root Print It. Quality Diamonds, Albert Edholm. Coal 25-Cent and Squire, Tel. 1934.

Chicken Pie Lunch. A chicken pie lunch will be served at the First Presbyterian church Friday from 11:30 to 1:30 o'clock.

Exceeds Speed Limit. A. A. Ahlman was fined \$5 and costs in police court Thursday on a charge of exceeding the speed limit in an automobile.

Wishes to Serve Notice. The police began to serve notice Thursday afternoon on the occupants of the crib in the proscribed district that they must vacate their places by April 1.

Thieves Try to Window. Thieves pried up the side window of Herman Besalla's cigar store, 305 North Twenty-fourth street, some time Wednesday night and took a quantity of loose cigars.

Engaged to Mrs. Holland Roberts. The Social Service club of Omaha will give a banquet to Rev. Holland Roberts of Chicago, a leader in civic reform, at the Young Men's Christian association rooms next Saturday at noon.

Postoffice Receipts for February. The receipts for the year of postage stamps at the Omaha postoffice for the month of February, 1908, were \$64,098.27, as against \$67,335.87 for February, 1907, thus showing an increase of \$7,300.00, or 11 per cent over that of the corresponding month of the previous year.

Judge Lindsay Lectures for Six Months. Judge Lindsay of the juvenile court of Denver has been granted a six months' leave of absence by the county commissioners of the Denver county and will make a tour of the country, lecturing and talking for the establishment of an international juvenile court and judge Lindsay is expected to make a stop in Omaha.

Kitchen Case Under Adjudication. Hearing of the arguments on the petition of Mrs. Josephine G. Kitchen for the removal of Ralph Kitchen as administrator of the estate of J. B. Kitchen was held before County Judge Leslie Thursday. In her petition Mrs. Kitchen charges Ralph Kitchen with administering the estate in his own interests and to her financial detriment. Judge Leslie took the matter under advisement.

Weather Varies but 1 Degree. Varying but 1 degree between 5 o'clock Thursday morning and 1 o'clock in the afternoon, the thermometer in the government weather bureau registered a comparatively unheard of uniformity of temperature. The mercury stood at 53 degrees above the zero mark at 5 o'clock and held the point steadily until noon. It then moved gradually upward 1 degree and at 1 o'clock remained at 54 degrees above.

Funeral of Conrad Wagner. The funeral of Conrad Wagner, who died in Decatur, Ill., last Sunday night, will be held from Hoofey's undertaking rooms at 2 p. m. Friday. Members of the Grand Army of the Republic are especially invited. Mr. Wagner was 71 years of age. He leaves a wife and six children, as follows: George and Jesse of St. Joseph, Mrs. R. W. Birney of Alliance, Neb.; Mrs. B. A. Pease, Miss Minnie, Wagner and William Wagner of Omaha.

E. K. K. Card Club. Mrs. James P. Redman was hostess for the E. K. K. Card club Wednesday afternoon. The prizes won by Mrs. Gus Bolton and Mrs. William T. Blackburn. Refreshments were served at one long table, artistically decorated in Japanese napkins and small umbrellas, a large Japanese doll being the center piece. The guests of the club were Mrs. Charles Millinson, Mrs. Ed Hayden and Mrs. William T. Blackburn. The next meeting will be held at the home of Miss Redman.

Same Rates to Colorado. The Union Pacific and Burlington announce they will make the same summer tourist rates to Colorado this season as were in effect last year and that it will sell tickets at \$1.50 from Omaha or Kansas City to Denver, Colorado Springs and Pueblo and return, from June 1 to September 15, good until October, with transit limits and stop-over privileges. As last year more than 7,000 persons went to Colorado on tourist tickets the action of the Union Pacific is of considerable significance.

Notice to Our Customers. We are pleased to announce that Foley's Honey and Tar for coughs, colds and lung troubles is not affected by the National Pure Food and Drug law, as it contains no opiate or other harmful drugs, and we recommend it as a safe, remedial for children and adults. For sale by all druggists.

Announcements, wedding stationery and calling cards, blank book and magazine binding. Phone Doug. 304. A. Root, Inc.

Building Permits. Wolf Krantz, twenty-fourth and Hamilton, frame dwelling, 148.

THE ST. REGIS, NEW YORK

How This Hotel Provides for Its Guests

NOTHING IS LEFT TO CHANCE

A great, modern hotel is one of the most wonderful and complicated organizations in the world. To provide for the varied necessities of hundreds of people daily, many of whom are extremely exacting, is a task that requires, on the part of the manager, executive ability of the highest order.

In a hotel of the highest rank, such as the St. Regis, New York, which provides everything down to the minutest detail that can in any way contribute to the comfort, healthfulness and safety of its guests, the organization is so perfectly systematized and the equipment so complete that nowhere is there evidence of haphazardness or confusion and the annoyances of oversight or inattention are rarely experienced. In such a hotel as the St. Regis nothing is left to chance or experiment and untrained employees are not tolerated. Experience and skill are required by the management in every individual, from chef and cook to porter and chambermaid.

Under these conditions it is not difficult to understand why the St. Regis is first choice among New York's great hotels with particular people and those who are accustomed to the best. It is indeed an exceptional hotel in every desirable particular, while its restaurant and room charges are standard and reasonable. A beautifully located and furnished room may be had for \$4 a day. For the same with private bath the price is \$5 a day for two people. A large parlor with bedroom and bath costs \$12.

If you have not yet experienced the pleasure and satisfaction of living in this home-like hotel, let nothing prevent you from becoming a St. Regis guest on your next trip to New York.

THE REASON WHY

Your Should Try Hood's Sarsaparilla in the Spring.

It is a time-honored custom to take something for the blood and the system generally in the spring. It has saved us doctor's bills." Mrs. Wm. Doebble, Hudson, Pa.

A Great Medicine—"I find Hood's Sarsaparilla a great medicine to build up the family in the spring. It has saved us doctor's bills." Mrs. Wm. Doebble, Hudson, Pa.

Hood's Sarsaparilla in usual liquid form or in chocolate tablets called Sarsatabs. 100 doses \$1.

NOTES ON OMAHA SOCIETY

Mrs. W. J. Bradbury Gives Second Large Card Party This Week.

VISITING WOMEN ENTERTAINED

Round of Informal Affairs in Their Honor Continue—Prospective Brides Also Come in for Attention.

The largest event Thursday was the bridge party given by Mrs. Fred Ervel Pearce at her home. This was the second of the series she has given this week.

The house was attractively decorated with pink roses and pink-shaded candles and sixteen tables were placed for the game. Mrs. Pearce was assisted by Mrs. Jay D. Foster.

The prizes Wednesday were given to Mrs. Lynn Kemper, Mrs. E. E. Kimberly and Mrs. Carl Oehlert.

For Mrs. Segelke. Mrs. Charles Segelke, who leaves shortly for Columbus, where she will reside, has been honor guest at a number of affairs this week.

Monday Mrs. Charles Segelke, Mrs. Albert Krug, Mrs. Fred Krug, Mrs. Ralph Hayward, Miss Mae Weaver, Miss Stuit, Mrs. C. Stefk, Mrs. Fred Hansen, Mrs. F. R. Daley, Miss Whidden, Mrs. C. Lewis, Mrs. H. Eckerman, Mrs. L. Needham, Mrs. Edward Bruening, Mrs. Charles Price, Mrs. Henry Peters, Mrs. T. C. Salvester, Mrs. H. Pony, Mrs. Walter Wallace and Mrs. William Segelke. Among other affairs planned for Mrs. Segelke are an afternoon bridge party Saturday given by Mrs. Stuit and Tuesday Mrs. E. Bruening will give a bridge luncheon.

Tea Parties. A number of tea parties were given at the Boyd Wednesday to see Madame Butterfly. In the afternoon one of the parties included Mrs. Frederick Rustin, Mrs. Ella Squires, Mrs. Herbert Gannett and Mr. and Mrs. C. T. Taylor. Another party included Mrs. Emil Stroum, Mrs. Miss of New York City, Mrs. Philip Schwartz, Miss Anna Gieser of St. Louis, Mrs. Martin Cahn and Mrs. Victor Rosewater. Wednesday evening Mr. and Mrs. Edwin T. Swobe entertained a box party, when their guests were Mrs. and Mrs. W. T. Burns and Mr. and Mrs. F. C. Cowgill.

Matinee Club. The North Side Matinee club was entertained Wednesday afternoon at high five by Mrs. H. W. Sawyer. The high scores were made by Mrs. D. J. Kuhn and Miss May Mullen. Those present were Mrs. J. C. Vissard, Mrs. W. W. Warren, Mrs. J. D. Wilcox, Mrs. W. D. Clark, Mrs. George Pierron, Mrs. J. J. Mullen, Mrs. O. A. Gauntner, Mrs. F. Reisman, Mrs. D. J. Kuhn, Miss May Mullen and Mrs. H. W. Sawyer. Mrs. B. W. Rochford was the guest of the club. The next meeting will be in two weeks at the home of Mrs. George Pierron.

Kennington Afternoon. In honor of Miss Bertha Bradbury of Chicago, Mrs. W. J. Bradbury entertained at a small kennington Tuesday. The guests were restricted to those who knew Miss Bradbury in Chicago. Saturday afternoon Miss Bradbury will be honor guest at a theater party at Boyd's given by Mrs. H. Hayward. Monday Mrs. John Battin will entertain at a small luncheon at the Omaha club for Miss Bradbury.

O. T. Club. The O. T. club was entertained Wednesday evening by Mr. and Mrs. Edgar Hoag. The evening was spent playing high five. The first prize was awarded to Mrs. H. Helfrich and Mr. W. A. Piel, the second to Mrs. P. J. Tebbins and Mr. G. C. Kuenna. The consolation prizes were given to Mrs. Piel and Mr. Tebbins. The next meeting will be with Mr. and Mrs. P. J. Tebbins.

Prospective Pleasures. About twenty friends of Miss Rita Hadra will entertain in her honor at a luncheon and a silk hostery shower Friday at Metropolitan club.

The Hanson Dancing club will meet Friday evening at the Home club. The Quilting and Sewing club will give a party at Chambers academy Friday evening.

The Saturday Night club will hold its last dance for the season this week. It will be a masquerade party.

Come and Go Gossip. Mrs. Florence K. Voorwerk of Mill Lake City, in the guest of Mr. and Mrs. Frederick McConnell.

Mrs. Edwin T. Swobe was called to Chicago Wednesday evening by the illness of her mother.

Mr. and Mrs. C. R. Montgomery, who have been attending the Mardi Gras, are now at Pass Christian. Before returning to Omaha they will also visit southern California.

Cards have been received announcing the marriage of Miss Mary Abigail, eleven-year-old daughter of Mr. and Mrs. W. E. Bloyer, and Mr. Edgar A. Doran of this city, which took place March 3, at the home of the bride's parents in Illinois. After a wedding trip Mr. and Mrs. Doran will be at home in Omaha.

SCHALL PLANT TO ENLARGE

Manufacturers of Cement Stone Will Increase Their Yard Space.

The A. Schall company, manufacturers of cement stone, will enlarge its present plant and yards by occupying the lots at Sixth and Jones streets and an adjoining strip, which was sold to the company Thursday by C. P. Wallace. The property consists of buildings and three lots, besides the long strip for trackage. The consideration was \$125,000.

J. P. Greenshield has bought the brick flats at Twenty-ninth and Douglas streets from J. L. Maurer for \$5,000. The sale was made through the Globe Land and Investment

PROTEST ON EARLY CLOSING

Commercial Club Objects to Freight Offices Cutting Off Time.

BUSINESS MEN MAKE INQUIRY

Conduct Investigation Into Hours at Other Cities Which Shows that Offices Hold Open Late in the Day.

An attempt of the Omaha Local Freight Agents' association to close the freight offices of Omaha from May 1 to November 1 at noon Saturday, instead of at 1 p. m. as in former years, has caused a vigorous protest from the Omaha Commercial club after an investigation which showed that the railroads were now closing the Omaha offices the year around earlier on Saturday than in any other market city in the west and earlier during the week than most of the cities.

Many of the business men believe the suggestion of the agents' association was made at the instigation of the railroad companies themselves, which sought first to close the Omaha offices as early as possible and making an example of the city forces early closing in Kansas City, the twin cities, Sioux City and St. Joseph. It has the appearance of a move toward further retrenchment from the fact that many of the men in the freight houses work by the hour.

What Investigation Showed. The investigation made by the transportation committee of the Commercial club showed that the freight houses closed in other cities at the following time:

Table with 2 columns: City, Closing Time. Omaha: 4:30 p.m. Saturday, 12:30 p.m. Sunday. Kansas City: 4:30 p.m. Saturday, 12:30 p.m. Sunday. St. Joseph: 4:30 p.m. Saturday, 12:30 p.m. Sunday. Minneapolis: 4:30 p.m. Saturday, 12:30 p.m. Sunday. St. Paul: 4:30 p.m. Saturday, 12:30 p.m. Sunday. St. Louis: 4:30 p.m. Saturday, 12:30 p.m. Sunday. East St. Louis: 4:30 p.m. Saturday, 12:30 p.m. Sunday. Chicago: 4:30 p.m. Saturday, 12:30 p.m. Sunday. *Summer, *Winter, All year.

The proposition to cut the time of closing the Omaha freight offices an hour during the summer was made by Secretary J. R. Van Tuyl of the Local Freight Agents' association some time ago. Mr. Van Tuyl suggested that the closing of the freight houses for receiving freight during the summer at 12 o'clock noon instead of at 1 o'clock would give the men in the freight offices an opportunity to enjoy a half day holiday and asked the co-operation of the club, "believing that it would prove equally advantageous and beneficial" to both the freight men and the shippers.

The new transportation committee of the Commercial club submitted a counter proposition, suggesting that 1 o'clock was too early to close the freight offices any day at any time of the year, and asking that they be kept open until 2 o'clock instead of being closed at 1 o'clock or at noon.

Local Has Not Replied. To the proposition of going the other way, the transportation committee has not replied, but it is possible, since making the investigation, that the Commercial club will ask that the time of closing during the summer be set at 2 o'clock or at 4:30, the same time as on other days. The transportation committee of the club insists that the city and the business becomes greater and the hauls longer, the freight houses should be kept open longer instead of being closed at noon. The Commercial club of Minneapolis is asking that the freight houses in that city be kept open until 2 o'clock instead of 1 o'clock, believing that the present hour of closing is too early.

The Commercial club has been co-operating with the Local Freight Agents' association in the matter of going the other way in every way to get the stuff out and avoid congestion. Last fall the transportation committee made an investigation and found that 50 per cent of the freight was taken to the depots after 2 o'clock in the afternoon. A very plain letter was sent to all shippers asking that the haulers begin work early and get the stuff into the depots to help agents in getting it out. The result is that 50 per cent of the freight is in before 2 o'clock.

BOYS GET SOME HOT DOPE

Shoot Nine Bloodthirsty Redskins Who Pounce Upon Them with Tomahawks.

The Redskins were upon them. Twenty painted savages leaped upon Hal with their tomahawks upraised. But Harry was close behind. With his revolver he shot nine of the Indians dead and quickly clubbed the rest into insensibility. The brave lads then remounted the ponies and galloped away over the plains.

It is a thrill for such adventures that brought Bittze! J. Hamby, 1152 North Seventh street, Des Moines, and New Bradley, 1639 North Ninth street, Des Moines, to Omaha. The city was merely a stopping place for the boys, who are 13 and 14 years of age, respectively. They left their train to come up town and see if there were any stray savages roaming the streets. They were hurrying back to the station to continue their journey to El Paso, Tex., when the Redskins leaped down upon them and tipped their plans in the bud by taking them to the police station.

Under their coats each of the boys wore a belt in which was stuck a toy revolver. The revolvers were only toys, but the boys thought they would certainly show that they did not attempt to conceal the fact that they were out after big game, nothing less than Redskins. Like Hal and Harry, they would slay the savages out on the broad plains surrounding El Paso, which, as everybody knows, is the center of the most bloody, savage-infested district in the world.

The anxious parents in Des Moines have been notified and instead of roaming the plains and slaying savages the boys will return to the peace of school and home.

CUBA WANTS OMAHA GOODS

Brokers Down on the Island Demand Wares from the Gate City.

More Omaha goods are wanted in Cuba. The Commercial club receives almost every week requests from brokers and commission dealers in Cuba asking to be put into touch with firms in Omaha having goods to export.

George de Saogony, commercial commissioner of the Kingdom of Hungary, has requested that the Commercial club of Omaha impart to him all the secrets of industry-getting for a city. If it is said that as soon as Commissioner Guild finds out whether De Saogony is a representative of the Lincoln Commercial club he will slip the commissioner in New York the secrets.

Our Letter Box

Contributions on timely topics invited. Write legibly on one side of the paper only. Do not name and address appended. Unpaid contributions will not be returned. Letters exceeding 500 words will be subject to being cut down at the discretion of the editor. Publication of views of correspondents does not commit The Bee to their endorsement.

Chance to Advertise Omaha. OMAHA, March 5.—To the Editor of The Bee: It is a fact that electric power for power purposes is being furnished in Omaha at a less price than that charged in the city of Buffalo, N. Y., by the great Niagara Falls power company?

I understand that the city of Buffalo is exploiting the advantages of that city for the location of grain elevators on account of the cheap power furnished by the Niagara river, also that the Omaha and Council Bluffs elevators are being furnished power at a less rate than the lowest one charged by the great water power electric plants that exist in Omaha. If so, Omaha ought to exploit its advantages in this respect. Perhaps the city electrician can tell us if this is true. TAXPAYER.

A Ton of Gold could buy nothing better for female weaknesses, lame back and kidney trouble than Electric Bitters. 50c. For sale by Beaton Drug Co.

CREIGHTON INHERITANCE TAX

Decree of Court Fixes the Amount at \$152,486 on the Full Fortune.

The decree fixing the inheritance tax in the Court Creighton estate at \$152,486 was signed Thursday morning by County Judge Leslie. The interest already due will amount to over \$1,000 and the total amount to be paid the county will be close to \$163,000 before the money is finally paid in. There still remains \$160,000 to be held in trust awaiting the decision of the supreme court in the working girl's home case and this will still further increase the amount of the tax.

Creighton university will pay practically half of the tax. Its share amounts to \$76,243. The Francis sisters of St. Joseph's hospital will pay \$23,235.41, the Sisters of Poor Clair \$7,809.70, John D. Creighton, Martha J. Ittner and Catherine G. McGinn \$5,716.18, John A. McShane, Ellen M. Cannon and Catherine M. Furay \$5,898.81, the McCreary and Shibly heirs \$4,832.93, the remainder coming out of the smaller bequests.

DENIES WOMAN IS NIECE

Novel Point Raised by Widow Leads to Suit for Insurance.

Whether or not Mrs. Mary M. Goff of Benson is a niece of Joseph A. Lipps is the point upon which a suit for insurance has been started in county court will be decided. Lipps died January 17, leaving a policy for \$1,000 in the Royal Achatas in favor of Mrs. Goff. Mrs. Sarah E. Lipps, the widow, has intervened and has notified the officers of the Royal Achatas not to pay the policy to Mrs. Goff, asserting she is not related to Lipps at all. The rules of the order require beneficiaries to be blood relatives of the deceased and if Mrs. Lipps can establish the fact that Lipps and Mrs. Goff were not related the policy will go to the estate. The fraternal order, though nominally the defendant, is not interested in the outcome of the suit, as it is ready to pay the money to whoever is entitled to it. Some time before he died Lipps left his wife and son and went to live with Mrs. Goff.

GREAT SALE ORIENTAL RUGS.

From the A. & M. Karagheustan Stock, 890 Broadway, New York.

Watch for announcement and date of the Small rug, Persian rug, in fact oriental rug of all kinds. An unusually large purchase. Some very slightly damaged by water, which does not hurt wearing quality. All will go at 50 cents on the dollar. ORCHARD & WILHELM CARPET CO.

RAINCOAT CO. OPENS STORE.

Goodyear People Back of Movement—Store to Open Saturday, March 7.

The Goodyear Co. of New York and Philadelphia, operating a chain of seventy-two stores in as many of the larger cities of the country, through which stores the company sells their own manufactured high-grade cravenettes and raincoats for men, women and children direct to wearer, will open their seventy-third branch in this city at 22 North 16th St., in Loyal hotel building on Saturday, March 7. The local manager says: "Owing to an over-production of their factories on account of this money panic, the Goodyear Raincoat Co. has found it necessary to increase their already long chain of stores, of which Omaha branch is one of the new ones, and have shipped to this place a \$30,000 stock of high-grade waterproof overgarments for disposition to convert into cash. We also carry a full line of ladies' silk rubberized coats and automobile dusters."

Office Desks.

If you haven't already seen the great bargains we are offering in this big sale, do so without delay, for they're going fast. We're closing out a large line of the new manufacturer's cost and in many cases have only one of a pattern left. Come now and let us show them to you. ORCHARD & WILHELM.

WATCHING MILLIONS MELT

Pathetic Scenes at Sale of U. S. Independent Telephone Property.

GET-RICH-QUICK BUBBLE BURSTS

Many Investors Lose Savings of Lifetime at Referee's Auction Held at Rochester, New York.

In the court house rotunda at Rochester, N. Y., on February 4, a couple of hundred men gathered to witness the formal proceeding which wiped out of existence \$20,000,000 of the stock of the United States Independent Telephone company and threw into practical bankruptcy some twenty affiliated telephone companies. It was a pathetic scene to the little group of reporters who stood at the elbow of Referee Conklin, while he sold under the foreclosure of a mortgage the properties of the United States Independent Telephone company and its affiliated organization, the Independent Telephone Securities company. The bankrupt company's interest in the score of subsidiary companies was represented by securities aggregating in face value more than \$25,000,000, which were knocked down under the hammer for \$400,000, or at less than a cent and a half on the dollar. Even the small amount necessary to enable the reorganization committee to formally repurchase their own properties was raised by assessing the bondholders of the United States Independent Telephone company 3 per cent of their holdings.

The financial operations of this company since it was incorporated in New Jersey, two and a half years ago, with a capitalization of \$20,000,000, would fill a book, and the end is not yet, because, while the public-spirited capitalists of Rochester are trying to save something out of the wreck, there are anxious legal actions brought by disgruntled investors which may drag through the courts for months and years.

Pathetic Human Documents. But it was not so much the knowledge of tangled finances which made the scene pathetic as it was the human documents displayed in the crowd of 300 spectators at the mortgage sale, and those documents, which were undecipherable by a stranger, were easily read by one who was well acquainted with Rochester and its people. Close in front of the referee, ready to make their formal bid, was the reorganization committee. The chairman, Walter B. Duffy, is one of the richest, busiest, most respected men in Rochester. He was giving his time and attention to the work of the committee, not because his own losses mounted up into six figures and perhaps nearer seven figures, but for the benefit of other investors who could not afford to be wiped out and who had put their money into independent telephone securities partly because of his name and his influence. The same spirit animated the other members of the committee, ex-Mayor James G. Cutler and Harold P. Brewster, both prominent citizens, who were serving for the public good. It was not the Eastmans, Bibles, Watsons, Finneanes or their representatives that made the scene pathetic. These men had some of them lost a quarter or perhaps three-quarters of a million in the ill-fated telephone undertaking, but they are multi-millionaires and their losses in United States Independent Telephone securities have been offset by their profits in other directions and they would not send good money after bad except that through their names and their influence the savings of many small investors had been drawn into the enterprise.

Millions Sunk in Project. One of these men said he had already sunk more than half a million and he would readily give a check for half a million more if he could be left out of the deal honorably. It is likely that others feel the same way, but it is not their plight which is pathetic.

In that crowd of 50 were men with shabby overcoats and frayed trousers who two years ago were rated as well-to-do if not wealthy. The get-rich-quick idea caught them, the example of leading capitalists tolled them along and now they are cleaned out. There is nothing more pitiful than the attempts of such men to keep up appearances when they know that they are little better off than tramps upon the street. In the crowd also were men who had invested all of their patrimony or trust funds entrusted to their care in the now worthless securities, and in addition to their personal loss realize that their action has brought loss and suffering to the innocent beneficiaries of such legacies and funds. In that crowd was a coachman who had lost in a few months the savings of thirty years. But the hardworking little dressmaker who had done the same was not there, neither were the hundreds of mechanics, laborers, clerks, stenographers and servants who had denied themselves to put by a little money for a rainy day and invested their savings in the bonds or stock of the United States Independent Telephone company, which had been painted to them in such glowing colors.

So the crowd which attended the sale at the court house was only partially representative, pathetic as it was. It represented the larger amounts, but not the larger sacrifice. It merely reminded the group of reporters of the hundreds of people in all walks of life who, though not present, were yet sincere mourners at the obsequies.

Special Sale of Boys' Knickerbockers BEGINNING FRIDAY Unsal Price \$1 to \$1.50-69c We have just received a large shipment of Boys' Knickerbockers, made from high grade cloth bought direct from the mills. Some it intended for high class custom tailors, all of it a better quality than is usually used for boys' pants. These garments are reinforced and are, in all respects, well made and finished—sizes for boys 5 to 16 years old—should be sold at \$1 and \$1.50. 69c SPECIAL AT. Nebraska Clothing Co.

Nebraska Clothing Co.

The A B C and X Y Z of ADVERTISING NO. 3 A SERIES OF TEN TALKS ON ADVERTISING written by Seymour Eaton of Philadelphia for the readers of THE OMAHA BEE

The owner of a retail hat store writes me to ask how to advertise hats.

I don't know. I haven't thought much about hats. Ten to one I should do something revolutionary; perhaps advertise to buy the customer's old hat. As a rule he is glad to get rid of it. Of course that would cut the profit in two, but then the sales would multiply by ten, or perhaps by fifty, and the store would get talked about.

Perhaps I wouldn't do that at all. I make the suggestion simply to let this hat dealer know that if I owned his store I should get up and shake myself; make some sort of a noise; not stand around behind the counter leaning on everything, waiting for a customer who is six blocks away on the other side of the street going north to change his mind, come back, cross over, and by mere chance in his hurry by my shop notice that I have hats for sale.

Tell a hundred thousand men who wear hats and buy two hundred thousand hats a year that you have the goods; the kind they are looking for. If that doesn't wake them up then give away a hat-band and a necktie and a pair of gloves; cram the hats full of ham sandwiches; do something. Your business is to sell hats, not to store them.

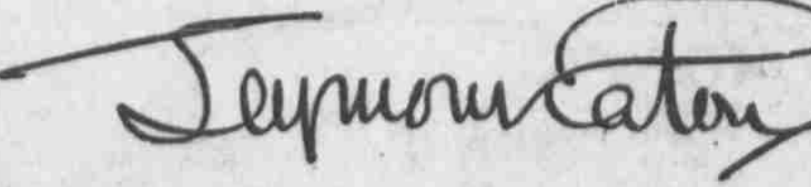
I have no patience with the retail dealer who depends on the sidewalk and the weather for his trade.

But it isn't necessary to be sensational; simply make readable news of your advertising. It is the business of the newspapers to distribute news and if I want a moderate priced stylish hat your advertising is ten times more interesting to me than the Associated Press dispatch that some galoot in Oklahoma or Texas hanged himself.

Good advertising is news. Print this on the ceiling over your bed so that you will read it first thing every morning when you wake up.

Keep your eye on fashion.

Fashion is today the biggest influence in the world; not necessarily the best influence; but the biggest. We don't control fashion; fashion controls us. It always comes down the pike with a whirl. When the storm breaks haul in your advertising canvas and stop buying. Fashion hurricanes are short-lived.



P. S. TALK No. 4 will be published in THE BEE on Sunday, March 8. (Copyright, 1908, by Tribune Company, Chicago.)

BIG SALE Floor Cloth LINOLEUM ...AND... LINOLEUM ...AT... BRANDEIS (Next Monday!)

Spring Announcement 1908 Guckert & McDonald TAILORS 317 South 15th St. ESTABLISHED 1867.