

Don't let newspaper circulation claims fool you. The newspaper which has the least power to sell your merchandise always makes the loudest shout about its circulation. Circulation statements, usually sworn to, are dust that the newspaper owner would throw in your eyes to blind you to the delinquencies of his newspaper in producing results.

Don't skip around from one newspaper to another. Success in advertising comes from hammering away at the same crowd.

Pick out the newspaper which has the kind of readers you want for customers and then stick. When you get things going keep your head. A line up of canvassers from competitive newspapers will call on you immediately and show you by a process of arithmetic, or it may be of geography, that they can give you twice the circulation at half the price; that whoever advised you didn't know what he was talking about; that if the paper your advertisement is in actually pays you, their newspapers will certainly make you a millionaire.

They are all nice fellows and put up good lunches and you like to meet them. Each will tell you that your advertisement is the prettiest thing he ever saw and that your store is a perfect gem. But don't! You can't afford it; at least not unless you have sufficient advertising appropriation to keep copy in all the newspapers continuously.

An eight-inch advertisement in one paper will bring much bigger results than a two-inch advertisement in four newspapers.

If you advertise your store to a hundred and fifty thousand people you can safely bank on the fact that in due time everybody will hear about you. People have a way of passing along good news.

The fact that your advertisement appears continuously in a reputable newspaper stimulates public confidence. Your shop advances step by step in the estimation of tens of thousands of people who may be months getting around to make their first purchase.

You can talk to a hundred and fifty thousand people

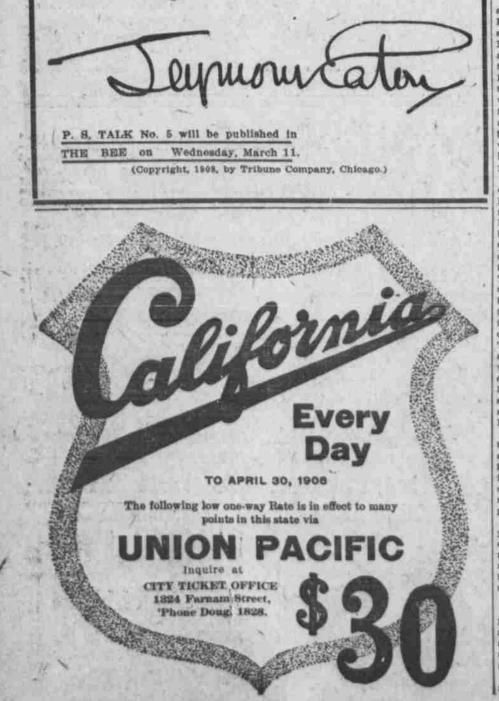
THE OMAHA SUNDAY BEE: MARCH 8, 1908.



any day of the week through a metropolitan newspaper and make your talk as personal as you wish. You need not employ an interpreter or use a magaphone. Simply talk. That's all. Be sincere about it. Let your words ring true. The people will listen. They like it.

Spend thousands a year on rent and electric light and experienced salesmen and then squeeze out a niggardly hundred or two on advertising; on telling the people that you have the store and the goods and the salesmen, all hanging around waiting. A retail shop that spends \$5,000 a year on rent ought at the lowest estimate spend \$10,000 a year on advertising.

Your advertising is not a thing apart from your enterprise. It is your enterprise; a contagion which you yourself create and which, if thoroughly spread, is as enduring as the everlasting hills.



ore the men entered the ring because Tommy made unusual demands as to the posting of the purse in the referee's hands and as to the division of the profits from the moving pictures of the battle. He lost many friends by these methods, but he got the coin just the same. Dr. A. P. Ordway, an American sporting authority, who was present during the argument between Burns

WEALTH OF PRIZE FIGHTERS

Jake Kilrain.

SOME WHO ARE NOW WELL FIXED

Burns, Jack O'Brien, Britt, Billy

Myer, Corbett, Fitzaimmons,

Tommy Ryan, Sharkey,

NEW YORK, March 7 .- Prize fighters as

a rule are poor financiers. Some of the top

who once fought John L. Sullivan for the

heavyweight championship, the other day

the United States district court in this city.

Although he admitted that he had won

\$350,000 in purses, theatrical engagements

and as boxing instructor, Kilrain's assets

never was a good fighter who saved or in-

his wife has money in her own name. It

and also her objections that made Jeff re-

tire from the ring. She is evidently the

boss of the household, too, for after the big

bollermaker received \$1,000 recently for

referecing a fight in 'Frisco he started out to paint the town, only to have Mrs. Jeff

appear upon the scene and lead him home

by the ear. In his own name Jeffries must

and soldom showed a desire for a gay life.

A few years ago when Sullivan was dead

John L. Wakes Up.

"What does John want \$100 for?" asked

"I suppose he needs it for living ex-

"Living expenses, ch? Well, you go back

and tell Sullivan if he wants to go into

business I'll give him the hundred,"

growled the husky champion. The message

was promptly carried to Sullivan, who was

"Ho'll give me a hundred if I want to go

into business," said Sullivan in disgust.

"Does he think I want to open a peanut

stand?" Sullivan never got the century.

This and a few other hard knocks, by the

way, served to bring Sullivan to his senses

and for the last three years he has not

touched liquor in any form. Today he has

about \$90,000 in cold cash to his credit, his

only sister, who lives in Boston, being the

shaken off all of his old companions and

puts away at least \$500 every seventh day.

His ambition is to run up his bank roll to

\$200,000 and then retire to a stock farm

He realizes that he, cannot go on boxing

and acting for many years more, as his

weight, 335 pounds, and his past dissipation

are beginning to tell on him in his old age.

Tommy Burns is Thrifty.

By the time Tommy Burns, who now

poses as the heavyweight champion of the

probably have nearly \$100,000 in his strong

box. Burns is not only a money getter,

but a careful saver, with a splendid finan-

cial brain. He surprised the English sport-

ing public with his close-fisted methods.

For that matter, the National Sporting club

of London came within an ace of declaring

Burns' fight with Gunner Moir off just be-

where he can raise fine cattle and horses.

broke he sent a friend to Jeff for \$100.

the Californian, with a look of surprise.

penses," was the reply.

hurt at first, then amused.

John L. Sullivan, Tommy

leffries.

and the club officials, says Tommy's be havlor was hoggish in the extreme. It is generally believed that if Burns can retain his position at the head of his class for the go, and his salary was increased. next three or four years he will be able to retire the richest pugilist the world has ever known. Philadelphia Jack O'Brien is another

business fighter of the Burns type. He has always considered the commercial and of a match before any other details. He was before Burns gave him the double-cross outside of the ring is a successful real estate operator and is said to have more than \$100,000 invested in Philadelphia property alone. He never drinks intoxicants lives economically, but likes diamonds, which he regards as good investments.

Britt and Some Others. Jimmy Britt also has the real estate bee

and owns several houses in San Francisco. He is reported to be worth \$75,000 and is still piling up the dollars day by day. account and some valuable real estate, said to be worth in the neighborhood of \$30,000. was beaten on each occasion, is the superintendent of the fair grounds race track at New Orleans and has a bank roll of \$200,000. McAuliffe's assets are his vaudeville sketch, "The King of the Turf," and his race horse, Pierrot, purchased two years ago from James R. Keene. Charley Mitchell is undoubtedly the rich at pugilist in England, if not in the world. He has about \$300,000 and will probably add

much to this sum when his father-in-law, Pony Moore, dies. Mitchell made his first big money in America when he boxed Mike Cleary and also John L. Sullivan in Madison Souare Garden. The first match with Sullivan netted about \$5,000 for Mitchell. The second time they were to hox in the Garden Sullivan was just winding up a big spree and appeared in street clothes to apologize to the great crowd for his nability to spar. The money was equally livided and Mitchell's share was \$7,000. This was getting money easy, and the shrewd Englishman then went on the road. where he picked up many more American dollars. This was Mitchell's start and he has never been financially embarrassed

since. Today Mitchell lives like a prince and mixes with the men of wealth in

Jim Corbett has been making money on the stage ever since he stopped fighting several years ago. He is probably worth \$150,000 at least. He has a fine home at Bayside, Long Island, where he passes the summer months. Corbett is a clever business man and knows how to drive a profitable bargain. Bob Fitasimmons, who fought for a \$40,000

much of the money he earned in the prize ring on his theatrical ventures. He has a still sports big dia

Tommy Ryan's Fruit Farm Tommy Ryan, former middleweight chamsaid to have about \$109,999 in addition to last fall. a large fruit farm in Michigan. He was reputation as a wine opener. sioner of highways in Brooklyn, is prob- a bit of racing.

punching powers left them.

report on March 12. The decision of the new field and this is now being considered and showed him up as a fakir. O'Brien by the committee appointed from the regents. It is understood that the athletic buy grounds north of the present field.

Battling Nelson, the Dane, has a good bank the number of candidates who have reported to the various captains it is likely that the Morningside college will have Billy Myer, who fought Jack McAuliffe for good teams in base ball, soccer, lacrosse, the lightweight championship twice and golf and tennis. The base ball men have and golf enthusiasts are outside.

> but the intercollegiate series, which begins two months touring England and Scotland. English association with the view of bringing the American body under the jurisdiction of the British council.

Horses to Carry Royal Colors During

Season Are Selected. LONDON, March 5 .- Twenty-five horses will comprise the stable to carry the col-

ors of King Edward in the principal English events the coming season. Among them are fifteen 2-year-olds, five 3-yearolds and five older horses. Great things are expected of the 3-year-old colt, Perrier, by Persimmon-Amphora, and it is reported that he will figure in this year's Derby. He has only run once and was beaten by Rhodora.

He is a big, raking animal and has win purse with Jim Hall, but only got a part tered in good condition. Richard Marsh, of the money, is reported to have lost who has charge of the horses at Egerton House, thinks the colt is to be reckoned with for this year's Epsom. Persian farm over in New Jersey, however, and Liliac. Simpatica and Pearl of the Loch hest of the youngstors is the bay colt by

Concomb and Rainfall are the principal

always a careful liver and never enjoyed horses of the older division, while the as the other teams. three 4-year-olds-Cynosure, Perambulator Jim Dunne, who is the deputy commis- and Sitm Lad-are good, and will do quite

place is in the front, where it had hitherto Soccer has taken a firm hold at Co- taken a leading stand for reform. Now it umbia and from twenty to thirty men are will have to fight single-handed and we kicking the ball around on South field every fear less effectively. We believe that Michafternoon. Last fall the team was fairly igan might have accomplished more within cessful in its games with the local clubs, rather than without the pale. So we cannot help but feel regret at our separation today will give a better idea of what New from the west and we know that we are York collegians are doing in the English not ionely in our sentiments. The board game. There has been some talk among of control, in fact, was far from unanimout undergraduates that if the team wins in taking this step. We need the holp of the intercollegiate championship they will our rivals in the west and we believe that be sent to England next August and spend they are equally in need of ours. The mess of pottage has proved too attractive The American Foot Ball association has and we have sold our birthright, the leadon negotiating with the officials of the ing position, which we might have held in the fight, for clean athletics among the universities of the west."

This is the graduate viewpoint, or at east the idea of a part of the alumni body, TWENTY-FIVE IN KING'S STABLE However, the undergraduates were and are intensely pleased over the release from conference interference. They reason that the control of athletics should be in the hands of the separate colleges and in this way the best reforms may be accomplished. They look, too, more to the present and are pleased with the idea of active competition with the east. They have the idea that the conference colleges need them more than they do the conference colleges and they rely upon time to show this.

TENNIS AT DARTMOUTH IN HAND

Athletic Committee Will Give Team Aid in Future.

BOSTON, Mass., March 7. -The undergraduates at Dartmouth have started a movement to have the athletic committee of the college take charge of tennis this will be trained again this year, while the year and manage the schedule for that team as it does for the other athletic or Volodyovski-Queen of the Mint, which was ganisations. In the past the team has had tion, has feathered his nest well. He is bought for \$4,000 at a sale of horses late to attend to the drawing of its schedule and has had to pay its own expenses. will now probably be put on the same basis

> When you have anything to sell advertise it in The Bee Want Ad Columna.

We treat men only and cure promptly, safely and thoroughly and at the lowest cost BEONURITIE, CATABER, MEEV-OUS DEBILITY, ELOOD POISOM, SKIN DISEASES, KIDNEY and BLADDER DIS-EASES and all Special Diseases and their computations. Consult Free Specialists of the

STATE MEDICAL INSTITUTE DOCTORS FOR MEN Call and be Examined Free or Write

Office Hours - S A. M. to S P. M. - . Sundays 10 to 1 Only. 1308 Farnam St., Between 13th and 14th Sts., Omaha, Neb. Permanently Established in Omaha, Nebraska,

