OF INTEREST FROM

COUNCIL BLUFFS

Office 15 Scott Street. Both 'Phones 43

MINOR MENTION.

Stockert sells carpets Ed Rogers, Tony Faust beer. For Sale Cheap, vacant lot, 509 8, 8th St.

Lewis Cutler, fur.eral director, 'Phone 97. Woodring Undertaking company. Tel. 339. For rent, unfurnished rooms, 221 Main St. IT PAYS TO SEE HOSPE REFORE BUYING A PIANO. 29 PEARL STREET. Twenty per cent discount this week on pyrography outfits and wood. Alexander's, and Broadway.

Going to buy a go-cart. Better go to Keller's, 193 South Main street. He has just what you want.

Harmony chapter, Order of the Eastern Star, will hold its regular meeting this evening in Masonic temple.

The supervisors of Harrison and Potta-wattamic counties will meet in this city today in joint session as a drainage board. While it is wet and muddy in your back yard send your family washing to us. We will do it right. Bluff City Laundry. Phone 34.

You can get better coal for less money from William Welch, 16 North Main. The reason why is because he sells for cash. Both 'phones 128. Yard 'phone, Bell 977.

Paul Lorensen, an employe of the Manhattan restaurant, is to have a hearing next Monday afternoon before Justice Cooper on an assault and battery charge preferred against him by Amos Gibbons. Lorensen gave bond in the sum of \$50 for his appearance.

The largest and best wall paper house in southwestern lows invites you to come and see their new spring stock of wall paper. If you can't, just figure out what you want on that room and let them help you figure; their ideas are up-to-date and prices that satisfy everyone. Borwick, 21 Bouth Main street.

South Main street.

Yesterdy was one of Rev. Henry DeLong's busy days. Owing to his office in the court house being conveniently situated near that of the office of the clerk of the district court, where marriage licenses are dispensed, he was called upon to tie the matrimonial knot for six couples. All of the six couples were from out of town.

The receipts in the general fund of the Christian Home last week were \$181.56, being \$18.44 below the current needs of the week, and increasing the deficiency in this fund to date to \$275.43. In the manager's fund the receipts were \$25, being \$10 below the needs of the week, and increasing the deficiency to \$963.89 in this fund to date. The amount needed in the improvement and contingent fund for 1968 is \$33.474.70.

Coming down the hill at Bluff street and

Coming down the hill at Bluff street and Willow avenue, a team belonging to Mrs. J. Watton, hitched to a wagon loaded with dirt, fell yesterday afternoon. Both animals suffered a broken hind leg, and both had to be shot. Officers Callaghan and Crum from the police force were detailed to put the horses out of their misery. The team was driven by a young son of Mrs. Watton, who was working for George Rockwell, the contractor.

The funeral of the late Mrs. N. J. Rice will be held Friday morning at 11 o'clock from the residence. 120 Fairview avenue, and will be private. The services will be conducted by Dr. O. O. Smith, paster of the First Congregational church, of which firs. Rice was a leading member. Burial will be in Fairview cometery. Friends desiring to view the body can do so between the hours of 3 p. m. and 9 p. m. today, at the residence.

Water as Clear as Crystal. You can always have clear water in you home if you have the Cleveland enameled filter. Ask to see them at P. C. DeVol

Do not longer suffer from eye strain or headache. Have Dr. Terry, scientific optician at Leffert's, fit glasses for you. You titles, thirty grains in the morning and the will be amazed at the comfort they will

Real Estate Transfers. These transfers were reported to The Bee March 18 by the Pottawattamie County Abstract company of Council Bluffs:

Rachel E. Winchester, nw% ne% 12-75-44, w. d.

Thomas Vaughn and wife to John Reimer, lots 2 and 13, and 830 feet of 14, and n25 feet of 12, block 7, Walnut, Ia. w. d.

William Griffith, administrator of J. H. Griffith estate, to George B. Neff, lots 19, 17 and 18, block 4, Hinckley's add. Walnut, Ia. adm. d.

Minnie Mantz to Charles A. Beno, lot 6, block 5, Hughes & Doniphan's add. w. d.

Stephen W. Bensiev and wife to Chris Jensen, lots 13 and 14, block 28, Railroad add. w. d.

W. H. Van and wife to S. F. Van, lot 2, Aud's subdiv. of se'4 se'4 2-74-38, and e4 acres se'4 se'4 2-74-38, and e4 acres se'4 se'4 2-74-38, w. d.

Jessica J. Siedentopf and husband.

Heno, lot 1, block 15, Burns' add, w. d.

Jessica J. Siedentopf and husband. and Ellen M. S. Haas and husband to Thomas H. James, lot 48, Johnson's add. q. c. d.

Mary F. Hill to Millin T. Avery, seld nwil 2-77-42, w. d.

F. J. Day and wife and F. J. Day, trustee, to George W. Robards, lots 12, 14, 16, 9, 10, 11 and 12, block 26, Manawa Park, a subdiv. of swild neld 13-74-44, w. d.

Chris Jensen and wife to Sole Murphy, lots 13 and 14, block 25, Railroad add., deed.

George W. Robard and wife to F. J. Day, lofe 1, 2, 5, 4, 5, 6, 7, 8, 18, 20, 21, 32, 23 and 24, block 6, Manawa Park, w. d.

Thirteen transfers

N. Y. Plumbing Co. Tel. 250. Night, L698 Upholstering. Klein, 19 South Main street

Phones: Ind., 710 Black; Bell, 543. Licenses to wed were issued yesterday to

the following:
Name and Residence.
G. B. Frinch, Franklin, Neb....
Alice Winning, Logan, Ia....
Louis M. Hins, Manning, Ia.
Hannah Ruhde, Manning, Ia.
Charles Rowman, Lincoln, Neb.
Nora Fairbanks, Lincoln, Neb.
Thomas H. S. Lukey, Lincoln,
Lillie F. Boyle, Lincoln, Neb.
C. Southerland, South Omaha...
May L. Trapn, South Omaha...
D. S. Rand, Wolsey, S. D.
C. B. Fries, Council Bluffs.
William H. Bansom, Chicago...
Josephine Brown, Shickley, Neb. the following:

HAMILTON

Released from Insane Ward at Hospital Only Few Hours Before.

LITTLE KNOWN OF HIS PAST

Tells People at Hospital He is a Nurse and Lives in St. Louis, and That He Was Addicted to the Morphine Hahlt.

Oliver Hamilton, the stranger who was placed Tuesday afternoon in St. Bernard's

Frazier, an employe of the Manhattan restaurant, on the opposite side of the street. Frazier's attention was called to the man by the face that he appeared to be in great suffering as he was awaying backward and forward on the steps. Frazier crossed the street and tapping the apparently sick man on the shoulder said: "What's the matter, shall I call a doc

"I've taken strychnine, let me alone, l don't want any doctor," was the man's reply.

Frazier, realizing that the man was in great agony started to telephone for a doctor. By this time a small crowd had gathered and suddenly the man, who was sitting on about the fourth step from the bottom, slipped down and lay at full length on the sidewalk.

About this time Dr. J. H. Gasson, who had been summond by Frazier, arrived on carried to his office just across the street. The usual remedies were at once applied, but the man died a few minutes after being taken to the office. On orders from Coroner Treynor, who was summoned, the body was removed to Cutler's undertaking

Appeared to Be Rational When Dr. J. M. Barstow and H. V.

Battey of the Board of Insanity called to examine Hamilton at the hospital yesterday he appeared perfectly rational, they said. He explained his condition by stating that he used morphine in extreme quansame dose at night. He told the commis sioners that he was a nurse and that he had accompanied a patient from St. Louis, whom he had turned over to relatives in Omahs. He named two doctors in St. Louis | this week. for whom he said he had worked, both doctors being known to Dr. Barstow. He stated that he had a friend in Omaha, named McMahon, a civil engineer, who had offices on Thirteenth street opposite the

St. James hotel. When Dr. Barstow suggested to Hamilton that he stay a few days in the hospital Hamilton declared that if he only got the small amount of morphine allowed him in the hospital he would likely be there for

two or three months. "You don't want to keep me here, and I don't want to stay here. I want to get back home to St. Louis, where I will be

better off," raid Hamilton. This ended the interview at the hospital and the commissioners left. Later, while in session at the court house, the commis sioners telephoned to the hospital to in quire as to Hamilton's condition. Attendant Gallagher replied that the man was apparently in good condition, and accordingly the commissioners ordered him discharged.

A bottle which is believed to have cor tained the strychnine taken by Hamilton was picked up on the stairway where he sat down to die. There was no label on it to show where the unfortunate man had as many as wish to hear Attorney General procured the poison and the police were unable to ascertain.

Coroner Treynor held a post mortem last evening, which proved that the man had taken strychnine. He decided that an in quest would be unnecessary.

3,500 Barrels.

We have on hand and coming in 3,500 barrels of Portland cement, which is equal to 14,000 sacks of 100 pounds each, which we are selling at 25 per cent less this season than we did last. C. HAFER LUMBER COMPANY.

Remember, winter is not over; call 72 if you need coal; always prompt; all kinds of coal. The Council Bluffs Coal and Ice Co.

Matters in District Court, In the hearing yesterday in United States court in the controversy over the attorney fees ordered paid the firm of Flickinger Bros., of this city in the litigation of A. U. Wyman, receiver of the defunct Iowa and Nebraska Insurance company and against Thomas Bowman and others, Judge McPherson severely criticised Receiver

fixed their compensation. fort to bring J. H. Millard and G. W. Wat- duplicated. tles, Mr. Wyman's bondsmen into court. Judge Wakeley was in court with a motion that the court deny an order against the condemen on the ground that the federal sourt had no jurisdiction over them, they having been appointed in the Douglas county district court. The court took the natter under consideration.

DIVORCE MILL GRINDS RAPIDLY Ten Granted, One Refused and Two

Under Advisement, Judge Wheeler established a new record in the divorce mill in district court yesterday. He heard thirteen cases, granted ten divorces, rejected one and held over two on account of defects. The ten cases

in which divorces were granted were as

In the suit of Robert Manhart against Lena Manhart, Judge Wheeler refused to grant the plaintiff a divorce on his allegations of cruel and inhuman treatment. The court told the plaintiff that if he waited he probably would be able to secure a divorce on the grounds of descrtion.

Judge Wheeler vill today hear the application of Mrs. Josie Hastings to have the marriage of her 15-year-old daughter. Jennie, to Jesse Watton annulled and declared void

John Haile was granted a temporary in function restraining Ivy and Frank Goldsberry from entering upon or interfering Delta Sigma Rho with a strip of land between their respec tive properties on Upper Harrison street which is in controversy,

20 per cent discount this week on pyrography outfits and wood. Alexander's,

Drink Budweiser. King of all bottled beers. L. Rosenfeld Co., distributors, Both 'phones 323,

Dolliver Cannot Come. Senator J. P. Dolliver will be unable to attend the annual banquet of the Commercial club on April 7, at which Secretary of War Taft will be the guest of honor. Victor E. Bender, chairman of the committee on speakers for the banquet received the following telegram yesterday from Sena-

WASHINGTON, D. C., March 18.—Victor E. Bender, Council Bluffs, Ia.; My business here prevents me coming to Iowa in time for the banquet. I regret this.
J. P. DOLLIVER.

sixty-five had ben bespoken. The time for

LEGE OPENS MONDAY. SEND FOR CATALOGUE.

UPPER DES MOINES MEETING

Editorial Association Will Hold Ses-

sion March 26-27. WEBSTER CITY, Ia., March 19 .-(Special.)-The program for the thirty-

fifth semi-annual meeting of the Upper Des Moines Editorial association of Iowa has been issued. The meeting will be held March 26 and 27 in Webster City, and in a number of ways will greatly differ from all other previous meetings. The sightseeing and the local entertaining features of the editorial meetings have gone the way of newspaper mileage, and even the association banquet to be given Thursday evening will be paid for by each individual member at so much per plate.

Under the new way of holding the mee ings, it is proposed they shall be made nore practical and professional, and that they shall partake more of the nature of business sessions for the mutual good of the members. The banquet will probably be open to the public, in order to Byers speak upon the relation of a newspaper to law enforcement. The program for the meeting is as follows:

THURSDAY EVENING.

Association supper; address, "The Newspaper's Relation to the Enforcement of the Law," Attorney General H. W. Byers.

FRIDAY MORNING.

"Hand vs. Machine Composition"—The Linotype, Frank E. Stouffer, Sac Sun; The August examination for state certificates will be held on June 24, 25 and 26, the three days following the close of the in-

"Hand vs. Machine Composition"—The Linotype, Frank E. Stouffer, Sac Sun; The Simplex, W. I. Branagan, Emetsburg Democrat; The Junior Linotype, P. H. Mc-Carthy, Rock Rapids Review; The Im-proved Typograph, R. V. Chapin, Mapleton Press.

"State Fair Advertising," J. L. Long.
Osceola Sentinel; "Best Means of Stimulating Advertising," Jamea E. Downing, Fort Dodge Measenger; "Is Editorial Expression on Questions of Public Concern an Essential Part of a Country Paper?" Frank Jaqua, Humboldt Republican; "The New Postoffice Ruling," J. W. Jarnagan, Cedar Falls Record.

Falls Record.
FRIDAY AFTERNOON.
Business; reports of committees; election of officers; selection of place for next meeting; "Increasing Cost of Getting Out as Paper; How is it to Be Met?" Milton Starr, Upper Des Moines Republican, "The Newspapers and the Newspaper Men of the Scandinavian Countles," C. W. Wennerstrom, Des Moines.

Iowa Man Jumps from Train. Wyman for his failure to comply with the ADRIAN, Mich., March 19.-John San iacs, whose home is in Stone City, Ia. jumped through the window of a Wabash passenger coach early today while the train was near Sand creek. Section men found him this afternoon nearly dead from his injuries. He had been wandering about in the woods. The man, who was traveling from Fall River, Mass., to Stone City, said that he jumped from the train to escape enemies who were pursuing him. He was taken to the Wabash hospital at Peru, Ind.

Suiff Case Up for Trial. LOGAN, Ia., March 19 .- (Special.) - With Judge Green presiding, court convened in Logan today. The principal case coming up for hearing will be the state of Iowa against A. H. Sniff for the killing of M. E. Brundrige of Missouri Valley. Ex-Senator W. V. Allen of Nebraska, S. Gilliland of Glenwood, Ia., and C. W. Kellogy of Missouri Valley will appear for the defense L. T. Genung, Burk & Tamislea and T. C.

Smith for the prosecution Valuable Gift to University. IOWA CITY, Ia., March 19 .- (Special.) -Dr. Otto Kunze of Iowa City has just made a valuable gift to the university in the form of his private collection of minerals and fossils. He is a graduate of the university of Munich, and has made the collection of these specimens his life work, For the past eleven years he has been in this city, from which he has been supplying all the leading universities and colleges

which some time ago Judge McPherson had tion is valued at \$10,000, and contains specimens from nearly every part of the The hearing yesterday was over the ef- world, many of which can not now be

MAY DAY BUSY AT IOWA CITY College Functions of Many Kinds Will

Occupy Boards. IOWA CITY, Ia., March 19.-(Special.)-May 1 will be one of the busiest days to the annuals of the state university. On that date will take place the annual convention of Phi Delta Phi, the first annual onvention of Delta Sigma Rho, and the annual oratorical contest of the Northern Oratorical league, all at Iowa City. In addition to these, there will be one of the biggest pan-hellenic parties of the year given by the local Greek letter fraternities. The Phi Delta Phi convention will include delegates from all over the United States. hospital by Major Richmond, chief of police, as he showed every sign of being mentally deranged as the result of excessive use of morphine, committed suicide on Broadway near Main street shortly be fore 1 o'clock yesterday afternoon. Hamilton is believed to have swallowed the contents of a bottle of strychnine and the symptoms exhibited by him before his death as well as a statement made by him indicate that this was the means he adopted to end his life. His death occurred less than three hours after he had been discharged from St. Bernard's hospital on orders from the commissioners on insanity.

Number 12, 1872, Jessie Egbert from Hardon of desertion, married January 33, 1982, Isabel Clow from Lewis Clow on grounds of desertion and statutory charges, married September 12, 1889. Sadie hewe from Arthur thewe on grounds of desertion and statutory charges, married December 21, 1995. C. W. Sears from Mora Sears on grounds of cruel and inhuman treatment, married July 2, 1893. Mary Simit from California to Maine. The officers of the national organization are George A. Katsenberger, the secretary and treatment. The Delia Davis from Hardon of desertion, married July 2, 1894. Isabel Clow from Lewis Clow of grounds of desertion and statutory charges, married December 21, 1995. C. W. Sears from Nora Sears on grounds of cruel and inhuman treatment, married July 2, 1893. Mary Simit from California to Maine. The officers of the national organization are George A. Katsenberger, the secretary and treatment and habituon, married day to the national organization are George A. Katsenberger, the secretary and treatment and habituon, married desperation, married desperation, married July 2, 1895. Sedie Howe from Arthur thew on grounds of desertion and statutory the same of the married and colleges in debates and oratorical contests with other institutions. There will be adopted to end his life. Howe from Arthur the occurrence of the married of the married and inhuman treatment, married August 3, 1995. C. W. Smith on grounds of crue from California to Maine. The officers of country in a few years. Phi Delta Phi is a growing fraternity, and is also an honor organization, the election to its ranks being based on the scholarship of the proposed member. An assent by the faculty of the law college in which the particular fraternity is located is necessary to every election, as well as the assent of the members of the chapter. Henry L. Adams of ident of Phi Delta Phi in this section, and Merton L. Ferson of the law faculty is president of the national organization of the distinction of being the only bachelor in the distinction of being the only bachelor in the distinction of being the only the university of Iowa is the province pres-

DES MOINES FACES COAL FAMINE

Mines All Close Down April I and Consumers Are Storing a Supply. DES MOINES, Is., March 19.-Des Moines is facing a coal famine. On April 1 every nine in the state of Iowa will close down. Not a ton of coal will be mined. Just how long the mines will remain closed cannot be told now, but coal dealers believe that the shut down will be for a month at the least. Every mining company in this city is storing its coal now. Factories and large consumers of coal have prepared for the shut down. Many of them have leased extra ground, and for some time have been storing the coal.

Mayor All But Uses Fists.

MARSHALLTOWN, Ia., March 19 .- (Special.)-Mayor O. L. Ingledue and Dr. E. W. Jay, councilman from the Third ward and one of the well known physicians of the city, all but came to blows in the weekly Secretary Reed announced yesterday that meeting of the city council today over enof the 240 tickets for the banquet all but | forcement of quarantine regulations, and mander, and also the commandant of the the reporting of smallpox cases. Ingledue naval station at Guantanamo. This disreserving tickets expires after Friday of accused Dr. Jay of not reporting a smallpox case. The mayor threatened to have deck, apparently by the ignition of signal SPRING TERM WESTERN IOWA COL- has a disturbing element in the city council, our places. The ship burned like tinder cil chamber. Mayor Ingledue now says that he will prefer charges against Dr. Jay in an effort to prevent him from practleing.

Progress of Mackown Trial. WEBSTER CTTY, Ia., March 19 .- (Spemitted evidence of embezzelment as a mo- and had a length of 227 feet. It took a prom tive in the case against George Mackown, charged with burning the felt shoe factory in this city. This may prolong the case into next week. Mr. Currie, the company's and gave damaging evidence of embezzelment against Mackown

Iowa News Notes.

ONAWA-At the republican caucus last night Henry Harlow was renominated for mayor by a majority of only 8 votes over mayor by a maj Louis E. Paine. CRESTON-Dr. J. H. Mack of Macksburg, an old resident of that place, and a practi-cing physician for many years, died at his home Sunday, and the funeral occurs today. He is well known over all this section of

CRESTON-An active campaign has been crestion—An active campaign has been inaugurated to raise the amount of equity that belongs to Creston necessary to the building of the interurban to Des Moines. Mr. E. B. Steele, the general manager, has already opened up an office here.

CRESTON—Rev. Mr. Gaston of this city has received word from Evangelist Blederwolf that he will be here April 16 to begin a series of evangelistic meetings. He will have the co-operation of the Evangelical alliance of churches, and plans are well under way for a great religious campaign. CORNING-Mr. Charles Irwin, a young man about 25 years old, who drives a dray in this city, committed suicide yesterday. After threatening to kill his father with a riffle, he turned the weapon on himself, sending a builet into his abdomen. He died at 2 p. m. today. He was undoubtedly inaane.

onawa.

ONAWA—The Monona county democratic convention was well attended, nearly all the townships being represented. Will C. Whiting was chairman and Fred J. Marshall, secretary. Short speeches were made by W. C. Whiting, William C. Weise and John W. Anderson of Onawa. Delegates to the state convention were selected.

CRESTON—The imissionary convention CRESTON—The imissionary convention of this district of the Methodist Episcopal church opened last night with two able addesses, one by Dr. Trimble of Kansas City and one by Dr. William Brewster of Hinghua. China. Many delegates and ministers are here from all over the district, and the meetings promises to be one of much interest.

years, died at his home in Logen Sunday. Services in the Presbyterian church and interment in Logan cemetery yesterday afternoon. About fifteen minutes after the reatives of the deceased had returned from the cemetery his wife, Mrs. Wilhelmina Ehrhardth, passed away. Five children survive them.

SIOUX CITY—A committee of twenty-five appointed by President Will H. Beck of the Commercial club, has decided to ask the city council to call a special election at which the voters will decide on the ap-plication of the Sioux City Traction com-pany for an extension of their franchises. The club will help the company to get a favorable vote.

MARSHALLTOWN-Mr. and Mrs. Chaun cey Butler of Indiamapolis, have announced the approaching marriage of their daughter, Gertrude Scovel Butler, to Mr. Frank O. Horton of Clearmont, Wyo. Mr. Horton is the younger son of Colonel C. C. Hor-ton of the Iowa Soldier's home. Miss Butler is a well known young society belle of Indianapolis. The wedding is to take place

in the fail.

CRESTON—A special coach of North Branch train took a large delevation of friends of Ord Yeaser to Greenfield yesterday to attend the funeral held at his home town. He was one of the best known Masons in the state. The services were conducted by Rev. Mr. Buchanan of the Presbyterian church, with the full Masonic services at the cemetery. It was largely attended by many from adjoining town. in the fall.



two miles west of Crescent on the farm of Ed Lurk. Workmen had raised an old house with jackscrews to about four feet and in some way the blocking fell out and the house came down on W. R. Orr and crushed his life out almost instantly. Working with Mr. Orr were Frank McCampbell and A. W. Johnson. They took the body out by digging. He never spoke a word. Mr. Orr lived in Council Bluffs. He had a wife and five children, and was

IOWA FALLS-Traffic on the Des Moines the northbound passenger train due here at noon. When near Tipton creek, south of Buckeye, the trucks under the engine suddenly left the track and as the train was under good headway, the engine and a portion of the train were derailed. The accident proved a lucky one as little damage was done to the rolling stock and the passengers escaped with a bad shaking up MARSHALLTOWN. For The Austin Company of the control of the co tin has the distinction of being the only bachelor in the sixty year's history of the schools who has held the office. The board is considering the advisability of making an outside exit from each school room on the ground floor of each of the city schools, and building at least two outside from stairways from the second floors of each of the buildings, excepting these which have detached heating plants.

Orino Laxative Fruit Syrup is a new renformer years, as it does not gripe of nauseate and is pleasant to take. It is guaranteed. For sale by all druggists,

OLD WARSHIP IS DESTROYED Monongahela, Once Flagship of Admiral Farragut, Burned at

Genntanamo WASHINGTON, March 19.-The old war hip Monongahela has been burned to the waters' edge at its station in Guantanamo

bay, Cuba. News of the destruction of the vessel which occurred last night, came in a dispatch dated Calmanera from Lleutenan Commander Clark D. Stearns, its compatch said the fire started on the aft gun his license revoked and referred to him rockets, which set the ship aftre in numernumps. The men who are stationed a Guantaname, of whom there are 130 is number, and who were quartered aboard the ship, found shelter in the houses or

the target range Originally the Monongahela was built a a sloop of war, at the League Island navy cial Telegram.)-Judge Wright has ad- yard, at a cost of \$378,678. It was of 1,738 tons inent part in the operations on the Missis sippi during the year 1863, and at variou times during that period was commanded by the then Lieutenant George Dewey and treasurer, was the chief witness of the day Lieutenant Winfield Scott Schley and was for a time Admiral Farragut's flagship.

Nobody is Too Old to learn that the sure way to cure a cough

or cold is with Dr. King's New Discovery 50c and \$1.00. For sale by Beaton Drug Co Bryan Guest at Chicago.

CHICAGO, March 19.—Will'am Jennings Bryan will be the guest tonight of the Bryan league. He will deliver an address at the Seventh regiment armory, which is expected to be devoted to issues in the national campaign. A function has beer prepared in his honor by members of the Chicago Advertising association at noon Incidentally, the Nebraskan is celebrating today his 48th birthday anniversary.

GALTIMORE RYE A BLEND STRAIGHT RYE WHISKIE M. LANAHAN & SON BALTIMORE. WM. Lawaman & NON, Saltimore, Md.

The A B C and X Y Z of

A SERIES OF TEN TALKS ON ADVERTISING written by Seymour Eaton of Philadelphia for the readers of THE OMAHA BEE

I have a bunch of letters from advertisers asking me to criticize their advertisements; to tell them wherein the copy is bad or good.

It is nearly all bad; but sometimes even bad advertisements pay, which shows what a force advertising is. The better the copy, as a general rule, the better the results. Good copy for one class of trade might be very poor copy for another. But there are a few broad general principles which are always true.

Your advertisement should be attractive enough to catch the eve. Size doesn't do this. A two inch single column card may be made to attract more notice than an announcement as big as a sheet of note paper. If your advertisement isn't seen it isn't read and if it isn't read no matter if it has ten million circulation it isn't worth a postage stamp. You are not investing in circulation but in readers of advertisements.

The next point is to make your advertisement readable. As a rule the most readable copy is printed in fairly large book type; one kind of type with a display heading or two and the reading matter divided into easy paragraphs. Most advertisers think that by crowding the space to its utmost they are getting bigger value for their money. Within reasonable limits the very opposite is true. Ten words read are worth more than ten thousand words looked at.

If I were advertising a retail shop and I found that my advertising appropriation would allow me to take a two inch card daily in four newspapers I should multiply the two by four and take an eight inch card in one news-

But the secret of copy is personality; red hot hustling life. Like breeds like. If your shop is a hustling goahead concern and this spirit is reflected in your advertising, the contagion will soon spread. The first hundred customers are the hardest to get; the second hundred come in about half the time; the third hundred are attracted by the crowd.

The full page announcement of the department stores overshadow the smaller dealer; but there is opening up a great field in every big city for the attractive advertising of the smaller shop. This advertising must be done in a new way; it must be pleasing, refined, convincing; it must appeal to the individual who loves quiet rather than noise; the very antithesis of the broad-side bargain advertising so common in every newspaper.

S .- Tais No. 16 will be published in

(Copyright, 1908, by Tribune Company, Chicago '

Spring Announcement 1908 We are now displaying a most complete line of foreign novel-ties for spring and summer wear.
Your early inspection is invited, as it will afford an opportunity of choosing from a large number of exclusive styles.
We import in single suit lengths and a suit cannot be duplicated. An order placed now may be livered at your convenience.

Guckert & McDonald TAILORS

> 317 South 15th St. ESTABLISHED 1887.



It's Good!

The rare flavor and

unquestioned purity of

Good old