

12-D Speaker Praises Omaha Publicity at National Meet

Declares Community Advertising Most Effective of Any City in United States.

Bureau of publicity of the Chamber of Commerce received national recognition recently when John J. Farrelly, advertising expert of St. Louis, declared before the Associated Advertising Clubs of the World in convention at Atlantic City that Omaha's plan of community advertising and publicity matter issued by the city "stand out over all others on the basis of their value to their community."

Part of Mr. Farrelly's speech follows:

"I recently wrote letters to 100 chambers of commerce, requesting all the direct advertising material they had in use and such information as would help me in preparing my data for this occasion.

"I received responses from 80 different chambers of commerce; 58 wrote letters, three stating they had no material on hand; 20 sent in material without letters; two returned my letter with their material but without comment. In all I received a total of 353 pieces, some good and some bad.

Makes Classification.

"I classified them for form into 11 groups, and reclassified them for their effectiveness as direct mail pieces into five groups.

"Typographically, I classified them into four groups. In this last connection I must admit I was very much disappointed by the lack of consideration and care taken in the production of such important pieces of advertising as those representing communities purporting to be live, aggressive and pleasant communities in which to live and work.

"Under the classification of form the pieces were as follows:

Mimeographed reports	12
Booklets	102
Broadside	102
Folders	112
Letters	24
Illustrated letters	8
Postal cards	25
Massines	25
Annual reports	14
Classified directories	5
Maps	5

A total of 353 pieces were very good, 117 good, 115 fair, 50 poor, and 13 very poor.

"Typographically they range as: good, 10; fair, 69; poor, 140; very poor, 72.

Omaha Leads.

"Throughout all the literature, with the exception of four or five communities there seems to be an absolute lack of the understanding of the purpose of direct advertising. Of the 353 pieces I received there are two pieces that in my opinion stand out over all the others on the basis of their value to their community.

"These two pieces came from Omaha, Neb. From a mimeographed report entitled 'How Does Omaha Advertise?' it is evident Omaha had a very definite purpose in her advertising plans. I quote from this report:

"Omaha, as a city, advertises with as definite an advertising plan as that of any progressive business concern."

"Every advertiser knows that sporadic advertising is of negative value and that continuity and definiteness of purpose are essential to the success of an advertising campaign."

"Omaha has asked herself three questions, the answers to which have developed a very effective advertising plan."

"What has the city to advertise?"

"To whom should the city advertise?"

"How should the city advertise?"

"Shows Consistency." "Omaha shows her consistency by the use of small space advertisements that compel attention on any page and will make any man who contemplates a change of location inquire about Omaha.

"Instead of going into newspapers occasionally—in other words, 'sporadic advertising'—Omaha goes into 50 metropolitan and country newspapers for 1,300 insertions. She spreads out her effort over the year without concentrating all in one or two seasons.

"The second piece, on a par with the first, is a folder entitled, 'Sales Analysis of Trade Territory.' Done and issued by Omaha. This folder gives more information about the trade territory of Omaha than is ordinarily developed for a national advertising campaign. I recommend that every man and woman in this body get copies of these two pieces from the Chamber of Commerce of Omaha, Neb."

Annual Fire Loss Is \$521,000,000

Fire Prevention Expert Urges Educational Campaign in Omaha

Richard E. Vernor, manager of the fire prevention department of the western actuarial bureau, Chicago, who addressed the members of the fire prevention committee of the chamber at a special meeting, declared that fire prevention activities would minimize the losses by fire and could decrease rates for fire insurance.

The annual loss by fire is \$521,000,000, Mr. Vernor said. The loss, he said, could be reduced by publicity and educational campaigns which would remove dangerous fire hazards. In all big cities, he said, where campaigns had been conducted the loss by fire had been greatly reduced. He said that fires originating in homes had been reduced from 43 per cent to 3 per cent in Kansas City by reason of an educational campaign conducted there.

In Seattle the Boy Scouts act as an auxiliary to the fire department, help control crowds and patrol the vicinity of fires, watching for the spread of fire.

These things could be done for the good of Omaha if concerted effort were made, he said. The fire prevention committee is one of the newest of the chamber's committees and is composed of Messrs. Taylor, Leese, Martin, Brewer, Bernd, Bozell, Smith, Shea, Wilhelm, Ahmanson and Higgins.

Wheat King's Daughter Files Divorce Suit



Mrs. Agnes Patten Wilder, daughter of James A. Patten of Chicago, the "wheat king," has been sued for divorce by her husband, Lawrence E. Wilder, son of John W. Wilder, millionaire tanner. According to the suit, Mrs. Wilder took her three adopted children and deserted her husband to make her home in Monticello, Cal., in June, 1921.

Heads Rehabilitation Work for War Veterans



Maj. Omar W. Clark, who saw service in the world war in the famous Thirty-first division, has been appointed assistant director of the United States Veterans' bureau in charge of the rehabilitation division. He had formerly been chief of the same division in the seventh district, comprising the states of Ohio, Kentucky and Indiana. Now he succeeds Col. R. I. Rees.

Omaha Will Be Most Important Air Mail Station

West Will Meet East at Local Field When Night Flying Is Inaugurated August 1.

Letters mailed at New York before noon on one day arrive in San Francisco, 3,000 miles away, 28 hours later when carried by aerial mail planes. The 5,350 miles of the round trip are flown daily by the air pilots who are just as conscientious of having their mail arrive on time as are the pilots of the big transcontinental mail trains.

When the Omaha Chamber of Commerce, backed by business men of Omaha, financed the aerial field and hangar at Ak-Sar-Ben field a few years ago, and turned the entire equipment over to the government, it little dreamed that Omaha would in a short time become the center of aerial mail activities and that it would be the most important position on the transcontinental air mail route.

By such is the case. From a very modest beginning the air mail activities in Omaha have grown to such proportions that the Omaha station is known all over the world. The six air pilots flying east and west from Omaha daily have flown 700,000 miles in 7,028 hours since September 8, 1920, to April 20, 1923, according to the latest air mail reports recently issued in the Aeronautical Digest, a publication devoted exclusively to aviation.

Since May 15, 1918, to April 20, 1923, the entire mileage made by flyers on the transcontinental air mail route from New York to San Francisco is 3,825,714 in 43,961 hours. A record of which those early believers in air mail efficiency may well be proud.

Omaha is going to be still more important as an air mail center. On August 1, night flying is to be established, according to a recent order issued by Postmaster General New. The postmaster general recently said: "As a result of the preparations undertaken during the past 12 months by the division of air mail, night flights between Chicago and Cheyenne will be made under conditions which offer scarcely more hazard than day flying."

"The pilot will be guided by a pathway of powerful beacons, capable of piercing through the difficult atmospheric conditions pointing the way unerringly over the prairie to the terminal fields. Each plane will carry powerful searchlights for forced landings in case of necessity. Emergency fields have been located and lighted every 23 miles en route. In addition to these precautions and many others, the practicability of night flying is insured by the natural advantages of the terrain over which the pilot must guide his plane."

Most Important Station. The new system includes the establishment of high powered guide lights at terminal points as well as smaller guide lights to prevent the pilot wandering off the route at night. In night flying Omaha will be the most important station on the route because of

its central location, where west really meets east. Since its inception, the air mail service has cost \$4,295,976.69. Much of this expense has been the installation of permanent equipment needed in the service. In the flights, running into millions of miles, air mail pilots have carried 160,473,600 letters with very little losses.

The alien population of London is no more than 120,000. This is 2 per cent of the city's inhabitants. Russians number close to 30,000; Poles, slightly fewer; French and Italian, 11,000 each; Germans, 6,000; Belgians, 4,000, and Dutch, 3,500.

Denver Man Deeds Office Building Over to College

Denver, June 30.—Creation in Denver of a world center for the promotion of international good will and social intercourse is expected to follow the gift to Denver university of one of the city's finest downtown office buildings.

James H. Causey, prominent Denver banker, has deeded outright to

the university the Foster building, in the heart of the business district, and valued at \$1,500,000.

The donor has specified only in a general way the purposes for which the gift will be used, but indicated it is his wish that the endowment will result in the "creation of international, social and industrial good will."

A new department of social research that will attract students from all parts of the world will be the ultimate result of the foundation, according to Herbert R. Harper, chancellor of the university. National and international problems will be studied in this department, he said.

The gift is believed to be the largest single endowment of the school, and is hailed by leaders of the institution as an epochal event in its history.

Causey is a deep student of social problems, and, following a recent trip abroad, he became convinced of the need for greater study and research along these lines.

It was with this idea in mind, and

moved by the spirit of liberalism," he stated in his letter to the trustees in making the gift, that he decided upon presenting the university with the valuable property that is said to bring a yearly income of more than \$100,000.

Churches Co-Operate.

Manchester, Conn., June 30.—

There's harmony among Christian bodies here. When the Methodist Episcopal church announced it would raise funds to erect a large new house of worship, Rev. C. T. McCann

of St. Bridget R. C. church told his flock to remember how generous Protestants were when Catholics were raising funds for a new church and to respond as generously as possible.



A Dialogue

Dad has just come in after a hard day's work . . . he spies Jimmy, and says:

"Hello, Son . . . how's things?"

And Jimmy, curled up on the davenport, feeling as though the world was all wrong, says back:

"Rotten, if you want to know!"

"Ma's just give me fits for 'tracking' up the kitchen floor again. First she wants me to fix the fire so the house will be warm for you; then because that 'stuff' you think is coal is so darn dirty that a fellow can't even look at it without making 'tracks'—why, I get Ma sore, 'cause she says all she's doing nowadays is scrubbing floors after you and me.

"That's why I'm ROTTEN, Dad, and it's all your fault."



Come On Now Dads . . . Put a little thought of the family behind your coal buying

Don't burn coal that causes "friend wife" to scrub and mop all the livelong day; don't use coal that burns up in smoke, soot and that burns out into a great big pile of ashes for Sonny to carry away.

Let us figure your coal requirements. Let us, as coal experts, buy your coal for you. Our interests are your interests. It is our desire to give you COAL SATISFACTION and coal ECONOMY.

We neither own or operate a coal mine. Our coals are each handled for their superior quali-

ties. Each is a top-notch product, a leader for heat, cleanliness and low ash. Furthermore, each fuel handled by the Updike yards is a "purpose" coal, accepted to be the most economical fuel for its particular service.

Profit by this UNUSUAL buyers' service. You'll find that it will save your family much in work, worry and unhappy hours, besides lowering the size of your coal bill. Phone us today, tell us your fuel problems, how your furnace behaves and let us advise the coal to buy.

U P D I K E L U M B E R & C O A L C O .

Walnut 0300

"Four Yards to Serve You"