

How Advertisers Are Started Towards Success

The new advertiser who desires to utilize the tremendous power of advertising as a sales force is often at a loss how to proceed. He sees the advertisements of others—attractive, pertinently illustrated, strong, forceful and convincing in text. He needs similar advertisements, designed for his own product, but is in the dark as to how to secure them.

SUCH prospective advertisers should know that Lord & Thomas of Chicago make a business of co-operating with manufacturers or others needing general or mail-order advertising, and are perfectly equipped to prepare and supply everything necessary to carry on an advertising plan. This concern, Lord & Thomas, employs 160 persons. It is the largest advertising company in America. Lord & Thomas advises with the advertiser, works with him in formulating a plan of advertising consistent with his business, then writes the advertisements, illustrating them, puts them in type, makes plates, takes care of all negotiations with the publisher, pays the publisher, bills the advertiser, and gives the advertiser experienced help at every stage of his advertising campaign. Lord & Thomas have had signal success in merging advertising and sales departments into a smoothly working unit. This results in the complete utilization of advertising in lining up the retail trade, and in having the entire sales plan progress smoothly. They are so markedly successful in this important respect by reason of their knowledge of trade conditions and their grasp of manufacturers' requirements, in having the advertising plan consistent with the manufacturers' profits, territory, etc. Lord & Thomas have planned and executed many of the most successful mail-order advertising undertakings. This ripe experience enables their clients to avoid mistakes of copy and media and the shoals of faulty office method. This is a great work in itself, and the expert counsel needed

by the mail-order advertiser is supplied by Lord & Thomas. The fact that Lord & Thomas' operations are so large and that they use space in wholesale quantities in all paying publications and other media—(newspapers, farm papers, magazines, mail-order papers, billboards and street cars) enables them to secure the best prices for the advertiser on the space used. The facilities and knowledge of advertising possessed by Lord & Thomas simplifies the whole detail of publicity materially and assures prompt and permanent success so far as advertising can effect it. A fact important to remember is that it costs no more for the advertiser to deal with this house than to deal with the publisher direct, because the publishers pay Lord & Thomas for making the users of space in their publication successful.

Free to Advertisers or Prospective Advertisers
Lord & Thomas issue a publication every month, entitled "OUR DOINGS," in which they reproduce specimens of advertisements of great variety, showing the character of advertising employed by their various customers. This little book, which will be sent free to any prospective advertiser desiring it, includes specimen advertisements for daily papers, magazines, farm papers, mail-order papers, billboards and street cars, and is of great value to any one with an advertising campaign under consideration. Write for "OUR DOINGS," which reproduces the advertisements of many of America's most successful concerns. Some are advertisements used by large advertisers, some by small. "OUR DOINGS" is free. A Lord & Thomas representative, competent to discuss advertising and selling plans, printed matter and promotion work, will call on any business house considering advertising—and without obligation to the concern suggesting an interview.

LORD & THOMAS

NEWSPAPER - MAGAZINE - FARM PAPER AND OUTDOOR ADVERTISING

AMERICAN TRACT SOC. BLDG. NEW YORK TRADE BUILDING CHICAGO

BRIEF CITY NEWS

Twain City Dye Works removed to 407 S. 15th, Range block. Close at 5 p. m.
F. A. Binehart, photographer, removed to Eighteenth and Farnam streets.
Every Saturday Night, beginning at 8 o'clock, Thomas Kilpatrick & Co. sell men's 50-cent neckwear for 25 cents.
If you are not already a depositor with the City Savings Bank, allow us to suggest that you become one. It will be of assistance to you.
Charge Against Fredrickson—A complaint for violation of the automobile ordinance has been filed against H. E. Fredrickson, the dealer, and Dr. C. W. Downs has been arrested on the same charge.
Overcome on Tennis Court—John Eppner, a member of the Field club, was overcome by the heat on the tennis courts Sunday afternoon. He recovered quickly and has suffered no ill effects from the strike.
Mrs. W. L. Mardis Builds Home—Mrs. W. L. Mardis is building a two-story double brick house at the southeast corner of the Military road and Fifty-second street. She bought the lot from Ed Von Beren of Davenport, Ia.
Fan Fined for Milarity—Robert Hunter, an enthusiastic fan, because so hilariously excited at the Sunday ball game that he threw a pop bottle into the air, which struck W. W. Watt of 1821 North Twentieth street on the head, inflicting a painful gash. He was fined \$10 and costs in police court Monday morning.
No Date for Adjournment—The judges of the district court held a meeting Monday afternoon, but did not reach a decision as to adjournment of this term of court. Some of the judges have cases set for as late as July 27, so the term cannot terminate until after that time. If an ad-

journalist is taken at all it will probably not be until August 1.
Traveler is Arrested—J. S. Shuler, a traveling salesman for the H. Rosenstock company, of 1219 Douglas street, wholesale tobacconist, was released Monday morning from a charge of embezzlement. He was arrested Saturday night on complaint of his employer, but the affair was afterward settled between them.
Colored Men Find Bicycle—Jesse Taylor and Frank Williams, two colored men, were fined \$20 and costs each in police court Monday morning for disposing of a bicycle which they found on the street. Williams stoutly maintained that he had not known where the wheel was obtained, but had merely tried to sell it for his friend as a favor to him.
Roads Busy With Rates—The railroads are still wrestling with the rate problem and all the roads are putting all the rate men to work they can find. The Union Pacific now has four rate men working on the tariffs at Chicago and has the rate out on hand from Nebraska, as are required because of the reduction made by the legislatures of the several states.
Masons Improve Temple—The Masons are planning some fine improvements in the hall of the blue lodges in the Masonic temple. They will have the walls and ceiling painted and decorated in oil and the room will be furnished throughout in mahogany, the entire expense being estimated at \$4,000. In all about \$12,000 will be expended in improvements on the temple this year, while about \$5,000 was spent last year. The temple craft has all expenses paid and \$15,000 in the bank.
Some Bids on Big Jobs—Bids have been received from contractors on two building jobs of some importance in the last few days, that of the new structure for the Sacred Heart academy, which will cost about \$50,000, and in addition to the Merchants' National bank building, which will

cost about \$40,000. Contracts are expected to be let this week for both. L. O. Farley is taking bids for his new residence on West Dodge street. This will cost in the neighborhood of \$25,000.
No Fire at Walnut Lodge—Some person with a hair trigger imagination managed to get the rumor circulated in South Omaha Monday afternoon that Guy C. Barton's fine country home at Walnut Lodge, Gilmore, was burning and that the South Omaha fire department was on its way to the conflagration. Inquiry over the telephone brought word from Walnut Lodge that aside from a little brush heap nothing else in that vicinity was on fire, so far as the naked eye could discover.
No Bad Changes, Says Guild—Commercial John M. Guild of the Commercial club has written from Charlevoix, Mich., where he has been at the meeting of the western classification committee, to Chairman W. L. Yetter of the executive committee of the club, that no important changes in classification which would adversely affect Omaha's interests have been made. This is taken to mean that the petition of the Mississippi river jobbers for a mixed carload rating to transmissouri points has been refused. Mr. Guild is expected home Tuesday.
Bankrupts for the Year—Up to July 1, 1907, there have been filed in the United States district court under the bankruptcy laws since the passage of the act 1,136 voluntary petitions in bankruptcy and 175 involuntary cases. During the fiscal year ending June 30, 1907, were filed sixty-three voluntary and twenty-three involuntary cases. Of this number sixty voluntary cases were adjudicated by the court and sixteen involuntary cases, and by referee two voluntary cases and five involuntary cases and ten involuntary, and the referee two voluntary discharges in bankruptcy.

TWO FAMILIES ARE AT WAR

Parents Fall Out Over Fight Between Their Children.

COURT CANNOT EFFECT PEACE

When Judge Asks Two Belligerents to Shake Hands Older Folks Stepped In to Prevent It.

The feeling between the Henderson and the Weatherford families, on one side and the Craig family on the other became so intense that Monday morning when Judge Kennedy of the juvenile court asked Mattie Weatherford and Mary Craig to shake hands with each other the parents interfered. "That is my child," said the elder Craig, "and never will a Craig again shake hands with a Weatherford." The same sentiment in reverse terms was echoed by the Weatherfords and a lecture on neighborly relations by the court did not change the situation in the least. The trouble arose on account of an account of a fight between the children, of the families. Crystal Henderson, aged 8, and Mattie Weatherford, aged 13, on one side, and Mary Craig, aged 12, on the other, were the active belligerents, aided and abetted by their folks. Mattie hit Mary with a pin and Mary responded by hitting Mattie with a kerchief. The juvenile court offered its services as arbiter, but after a session Judge Kennedy failed absolutely to re-establish diplomatic relations between the hostile families. The case went over a week.

Little Mother of Ten Years.

A pathetic story of a little mother of ten trying to take care of her three brothers while their parents were away on a protracted absence to the north shore of the Winship children, who were taken from squalid surroundings at 303 Franklin street by Mrs. Towie. The other children are William, aged 12; Ben, aged 7, and George, aged 5. When Mrs. Towie went out to investigate complaints of neighbors she found 10-year-old Esther just finishing the family washing. "I knew you would come before long," she said, "so I washed the clothes so we could have clean ones."

She went out to the clothes line and got the clean garments and in a few minutes had her three brothers and herself ready to go to the detention school. Esther asked that two homes be found for them "so two of us can go together," she explained. The parents are said to be in the habit of going on protracted absences and leaving the children alone to shift for themselves. They had had nothing to eat for several days and the neighbors had brought them when Mrs. Towie arrived. They will be held at the detention school until places can be found for them.

Nine Watermelon Boys.

The watermelon squad, numbering nine, lined up before Judge Kennedy Monday morning. The boys were charged with stealing big, luscious melons from Union Pacific cars and stealing them. They said they wanted some of the fruit to eat and knew of no other way of getting it. The boys were paroled to various friends, who promised to look after them. They also promised not to steal any more melons. John Evans and Morris Singer are charged with stealing a horse belonging to Ed. Peterson. It developed they wanted to take a ride and unbitched the animal from the post and drove it away. Their case was postponed a week.

Roderick Wiltsara, who came to Omaha from Lincoln, and work, was before the court. He is fifteen years of age and will be cared for by the court authorities until work can be found for him.

St. Clemons, the Mineral Bath City, is reached without change of cars only by the Great Trunk Railway System. Time-table and a beautiful descriptive pamphlet will be mailed free on application to George W. Vaux, A. G. P. & T. A., 135 Adams St., Chicago.

INCH OF RAIN AND GOOD CROPS

Plenty of Moisture and Fine Yield Reported from Wyoming by Burlington.

About an inch of rain fell on all divisions of the Wyoming district of the Burlington last week, according to the crop and soil report as prepared by that company. The wheat harvest has begun and conditions indicate an average crop on the Alliance line. There is some complaint that the heads are not filled, but the quality is good. Wheat is about all cut on the line from Holdrege to Curtis and a large per cent has been harvested, showing from twenty-five to thirty bushels per acre. Corn is doing nicely and is about the same as wheat in field. Some pieces of rye have been harvested and turned out well. Because of the war, weather, corn made rapid progress during the last week. It has a good color and better than an average crop is expected on the Alliance division. Potatoes are coming on well and gardens are looking good. Beets are also doing nicely and soon will be large enough to irrigate. The wool crop on the Sheridan division is reported to be about half in and stock is beginning to arrive for shipment.

Leo Hoffmann, undertaker, new location, 14th and Jones. Tel. Doug. 893.

TROUP HAS THE FITCH CASE

District Judge Considers Whether It Shall Go to the Supreme Court.

Arguments on the motion of County Attorney English for an order certifying the Fitch disbarment case to the supreme court, were heard before Judge Troup Monday morning. At the close Judge Troup took the matter under advisement and stated he would make a ruling within a day or two. County Attorney English says in his motion, the supreme court has sole jurisdiction in disbarment cases. Attorneys Burbank and Baker for Fitch contended that the district court having no jurisdiction cannot even certify the case to the supreme court, but can only dismiss it. This would force the complaining witness to file new case in the supreme court, if he wishes to prosecute it. It was also contended Judge Seave had no right as the court, to appear as complaining witness in the case.

Quick Shine Shoe Polish

contains no turpentine or acids, gives a satin finish, will not rub off on the clothing.

WORK ON THE UPGIDE MILL

Twenty Men Employed, Which Will Show It a Regular Operation.

Twenty men have begun the work of repairing and remodeling the Uptide mill at Sixteenth and Charles streets and they will put in new machinery as soon as it arrives. Theodore Ponsor of Indianapolis, a mill construction expert, is in charge. The Uptide Milling company has been organized to operate the plant. N. B. Uptide is president, P. A. Howard treasurer, and A. Edgcombe secretary and general manager. Mr. Edgcombe comes from Missouri Valley, Ia., where he had a long experience in the manufacture of flour. He will be in active charge of the mill.

BULLETIN NEBRASKA TELEPHONE COMPANY

July 23

PLANT VS. INFLATION

Deadly Parallel No. 5.

The Nebraska Telephone Company has over a million feet of underground duct and already about thirty-five thousand miles of copper wire have been placed in these ducts. The company has about forty-five thousand miles of copper wire in cables on its exchange poles, twenty-two thousand miles of toll wire, and over four thousand miles of toll pole lines.

These figures show how thoroughly the Nebraska Telephone Company has equipped itself to give to the people of Omaha and Nebraska ample telephone facilities. These telephone lines are highways of talk for the use of all the people. Between Omaha and the other important cities there are broad highways containing many duplicate circuits so that a number of people can talk at the same time. At each important center throughout the state the local lines radiate in all directions to connect villages and rural districts. The result is a complete and harmonious system of communication which enables the people of Omaha to keep in touch constantly not only with the surrounding territory but with Chicago, St. Louis, Kansas City, Minneapolis and the entire middle west.

The telephone is becoming more useful, and in fact more necessary every day, and the number of Omaha subscribers to the service of the Nebraska Telephone Company is increasing at a rapid rate. The new branch office in the Lake district, which is known as the Webster Exchange has made it possible to secure a higher degree of efficiency throughout the city.

The Nebraska Telephone Company is handling over 125,000 calls a day right here in Omaha. Its lines connect with the people you want to reach. It has built and is now operating a telephone system which is infinitely more valuable to you than any number of isolated exchanges. If you are a new citizen you need a telephone; if you are an old citizen you need a telephone. Call up the Nebraska Telephone Company and place your order.

The Lincoln Telephone Company in a public advertisement has offered for sale its seven per cent preferred stock and announces that \$20,000 of this stock has been sold. That means that the holders of common stock will have to take third place. The company was capitalized for \$1,000,000 and first mortgage 6 per cent gold bonds were authorized to the amount of \$650,000. The plant was originally built from the proceeds of \$400,000 of bonds and \$400,000 in common stock which were turned over to a syndicate whose members alone knew what was actually realized from these securities for construction purposes. Since the company was started a considerable amount of capital or common stock has been distributed to local investors. Now comes the preferred stock to stand between these local investors and their expected dividends. How much of this preferred 7 per cent stock will be offered is not stated, but whatever the amount the effect upon the common stock will be depressing to say the least.

It is quite probable that the present management of the Lincoln Telephone Company has very good use for the money which they may derive from the sale of this preferred stock. Perhaps it may be put into a plant that will earn 7 per cent or better, and perhaps it is necessary to protect the money already invested. It looks, however, as if the present management had found the plant so plastered over with securities of other kinds that the preferred stock offered is the only opportunity for obtaining new money.

Is it any wonder that telephone promoters distribute common stock with a lavish hand when they know that they can intercept its chances of dividends by the issue of preferred stock? It has been announced that the projected Omaha company would make 6,000 telephones earn interest on \$1,500,000 of bonds and \$1,500,000 of preferred stock before the common stock got any chance. Whether these expected 6,000 subscribers will also pay something on the common stock is their lookout.

RATE CUT ON COAL TRAFFIC

Twenty-Five Cents Off Ton by Union Pacific to Induce Summer Shipment.

To stimulate the purchase and shipment of coal during the summer months, when the greatest number of cars for this purpose are available, the Interstate Commerce commission, at the request of the Union Pacific Railroad company and the Oregon Short Line, has authorized a reduction of 25 cents per ton on coal shipped from Rock Springs and Hanna, Wyo., to Washington, Idaho and Nevada between July 13 and September 1.

IOWA GRAIN MEN IN OMAHA

Southwestern Grain Men Will Come to Gate City to Hold Their Convention.

Several hundred merchants in one state hold a meeting in another state, but such a thing is about to happen. The grain dealers of southwestern Iowa will hold a meeting in Omaha Wednesday, a marked tribute to Omaha's rising importance as a grain market and convention city. The meeting will be Wednesday afternoon in the assembly room of the Omaha Commercial club. It will be peculiar in that those in attendance do not form an organization and do not plan to organize, preferring to meet informally now and then when they wish to talk over their business and to make their meetings of a semi-public nature, avoiding by lack of organization the implication that they are seeking to control prices. George A. Stephens of Red Oak, president of the Iowa Grain Dealers' association, and George A. Wells, secretary, will be present at the meeting.

PLUMBER MUST GO TO LA

Is Not Allowed to Take Bathing Away from House by Force.

C. C. Logan of Florence has found out what it is to have troubles with the plumber. According to his own testimony Logan bargained with A. Savard of 2142 Ames avenue to put a bath tub and water heater into a house occupied by a tenant. The tub and heater were put in, but the heater was not connected with the stove. The owner of the house declared the connection was a part of the bargain. The plumber refused to do the work without extra pay. A compromise finally was effected and Savard's assistants went to the house and ran the heater connection a little closer to the stove and then plugged it at the end. The house owner refused to pay the bill. Thereupon the plumber went to the house, disconnected the bath tub which had already been paid for and took it back to his shop. He was arrested for petit larceny, but was released in police court Monday morning with the understanding that he give back the tub and collect his bill by civil proceedings, if possible.

SIGNS OF WORK ON STREETS

Contractor Opens Up and Mayor Promises to Help Out the Council.

Contractor Murphy has started work of laying bricks on Charles street between Twenty-sixth street and Twenty-ninth street. This is one of the contracts which was so slow in starting that the council held up a number of Mr. Murphy's contracts. Regarding the solicitation of signatures for paving petitions on downtown streets, Mayor Dahlman says he will be willing to go to work with councilmen by the first of next week. He will require sometime to catch up with business which accumulated during his vacation and will then turn his attention toward "Omaha beautiful."

DRAFT COMES, BUT NO MONEY

Twenty-Five Hundred-Dollar Paper Sent to the Chief of Police.

Monday's mail brought to Chief of Police Donahue a draft for \$250, which was taken from the pocket of Ed Cart of Riverside, Cal., in a Sixteenth street saloon one day last week. Cart lost \$50 in money and the draft for \$200. The money is still missing, but the draft is returned. The letter was postmarked Omaha, showing it was mailed here. It contained no names or evidence by which the chief might trace it to its author.

TO THE LADIES

YOU ARE AS YOUNG AS YOU LOOK.

Chicago, March 27, 1907.
E. Burnham, Chicago, Ill.
Dear Sir—I desire to fulfill my promise to you, which was made last October, namely, that if you would improve my complexion by removing crow's-feet wrinkles and discolored complexion, I would give you my photograph and testimonial.
The enclosed picture, which was taken last fall, shows my condition at that time. The enclosed picture, taken February 25th, shows my condition at the present time. I desire to state that you have not only removed the wrinkles and crow's-feet, but have put my skin in a first-class, youthful condition, of which I am very proud. The fact is that my complexion is the envy of my friends and I cannot say too much for your course of treatment for beautifying women. You certainly do all you claim and your remedies are perfectly reliable. I have no more to say. Trusting this letter will fulfill my promise to you and be all that you require, I remain,
Yours very truly,
Mrs. Thelma Orr.
Hotel Wychman, 15th and Indiana Aves.

A great many of our leading ladies throughout the United States have lost their beauty through neglect. Any woman can maintain her youth and improve her Beauty—by the use of E. BURNHAM'S CELEBRATED TOILET REQUISITES. These preparations have been on the market upwards of thirty-seven years; have been used in their famous establishments at 70 and 72 State Street, Chicago, during this time. They have improved them until absolute perfection has been attained, and it is the fault of any woman today if she does not take advantage of these treatments which are offered to her by E. BURNHAM, the most perfect and largest beautifying establishment in the world. These treatments, with the different articles, are illustrated and explained in a little booklet published by E. BURNHAM, which makes it so plain that any lady can use these toilet articles with equally good success in the privacy of her own home as if she had visited Burnham's Beautifying Parlor, and taken a course of treatments in this great establishment. Scientists and those who have used them will tell you that it is a well-known fact that E. Burnham's toilet requisites will accomplish all they claim for them.
You can remove crow's-feet, wrinkles, blackheads, pimples, fill up the hollow places and bring back that youthful complexion which is so admired by all.
After visiting E. Burnham's great beautifying establishment you will realize when you see a well-groomed woman that it is protecting and improving her beauty by the use of E. Burnham's toilet requisites. Thousands are doing this today. Why don't you? All first-class dealers can supply you.
Free sample Hair Tonic, Cucumber Cream, including booklet, How to Become Beautiful, by calling, or mailed upon receipt of 10c to

E. BURNHAM, 70 and 72 State, Chicago, Ill.
THE LARGEST MANUFACTURERS IN THE WORLD OF TOILET REQUISITES AND HAIR GOODS.
For sale by **SHERMAN & McCONNELL DRUG CO., 16th and Dodge Sts'**
T. J. OWL & CO., 16th and Harney Sts.

N. B.—E. Burnham will have a demonstrator in this city from July 15th to August 10th for the purpose of teaching the ladies how to use E. Burnham's Toilet Requisites with equally a good success in the privacy of their own homes as if they had visited his celebrated Toilet Parlor, at 70-72 State Street.

BOYS UP FOR ALLEGED FRAUD

Young Men Charged with Abusing the Federal Mail Service.

L. A. Thompson, postoffice inspector, has secured the arrest of A. P. Reimer and N. P. Reimer of Janzen on the charge of using the United States mails for a scheme to defraud.
The two young men are sons of a prominent citizen of Jefferson county. They were taken before United States Commissioner Cobbley at Beatrice, entered a plea of guilty and were bound over to the federal grand jury for the October term at Lincoln. They gave bond in \$500 each.
The alleged fraud was in securing a small quantity of cheap jewelry from some other firm and then claiming to have bought it from a Chicago mail-order house, and, being dissatisfied with the purchase, demanded to be reimbursed. Having succeeded in one or two cases, they repeated the experiment and fell by the wayside.

VACATION EXCURSIONS via the

Baltimore & Ohio railroad; Jamestown expedition; tickets on sale daily until Nov. 30. Chicago to Boston and return, July 25 to 28, \$23.85. For particulars, write W. A. Preston, T. P. A., 344 Clark St., or D. N. Austin, T. P. A., Chicago.

DR. JOHN WILSON GIBBS' "ELECTRICURA" THE ONLY ELECTRIC SHOE

Suicide—
that is the proper name for stomach dosing with corrosive drugs which never will cure you of RHEUMATISM. Try Nature's way—the soothing, safety of steadily applied electricity—by wearing a pair of "Electricura" Shoes. You have to wear shoes anyway. You'll be mightily pleased with "Electricura" Shoes. Write to us. We'll send the Book.

See your dealer FIRST—we'll fix it for you if he can't.

WERTHEIMER-SWARTS SHOE CO.
Sole Makers Under Letters Patent
Washington and 10th Sts., St. Louis, U. S. A.