

NEWS OF INTEREST FROM IOWA

COUNCIL BLUFFS
Office, 15 Scott St. Tel. 48.

MINOR MENTION.

Davis, drugs.
Stocks sell carpets.
Pumps, J. Zoller Mer. Co.

ON TRAIL OF THE DESPERADO

Last Trace of Him at Farmhouse East of Missouri Valley.

RAIN STOPS WORK OF HOUNDS

Funeral of Officer Wilson is Held Today—Officer Richardson is Improving and Doctors Hope for Recovery.

Sumner Clearance Sale Now On

AT P. C. DE VOL HARDWARE CO. LAWN MOWERS, REFRIGERATORS, GASOLINE STOVES AND OVENS SELLING AT FROM 25 TO 50 PER CENT LESS THAN REGULAR PRICES THIS WEEK.

Violin Cases Protect the Instruments

FROM HARM. DRUMMICK'S PIANO HOUSE SELLS CASES FOR MANDOLINS, VIOLINS, GUITARS, ETC.

Advertising Meeting Held.

The meeting planned for last night of the committee on claims and printing of the city council and the executive committee of the Commercial club to discuss ways and means for advertising Council Bluffs...

CARRIAGES ALWAYS READY

CALL 72, BOTH PHONES, GRAND LIVERY, J. W. AND ELMER E. MINNICK, PROPRIETORS.

Hand Cut Off by Engine.

Ellis Oliphant of Atlantic, Ia., is minus part of his right hand as the result of sampling 100 many brands of Council Bluffs fire water in the Milwaukee yards...

Council Bluffs Real Estate Transfers.

These transfers were reported to the Des Moines office of the Pottawattamie County contract company of Council Bluffs...

Martens Are Bankrupt.

Following the closing of the new Martens sanitary laundry, Mrs. Mary A. Martens, owner of the laundry and the Hotel Martens, on South Main street filed yesterday in the United States court a voluntary petition in bankruptcy...

Funeral of Wilson.

The funeral service of Detective George Wilson was held this morning at 10 o'clock at the Broadway Methodist church...

Wilber People Victims.

A number of parties in this vicinity, among them business men of long experience, were induced to take stock in the Egret Fuel company on the representations of its president...

TROOPS MASSING IN BELFAST

Dockmen's Strike Aggravated by Revolt of Police Who Demand More Pay.

BIG STRIKE IS PROBABLE

All Railroads in England and Wales May Be Tied Up Next Month.

TWO BIG CHICKEN SHOWS

Scheduled for January in Omaha and Commercial Club Invited to Assist.

BURWOOD CHANGES OWNERS

Formal Sale of Theater Made by W. J. Burgess to Sullivan & Co.

Carries the full military accoutrements.

The regiment has two crack ball teams and have been defeating all the teams on the line of march.

APPOINTMENTS OF SCHMITZ

San Francisco Now Has Two Boards of Supervisors and More Trouble in Sight.

GET IT STRAIGHT.

New Water Rates by Meter Measure—For any size house, without water closet or bathtub, a rate of not less than \$3 per year...

FLAT RATES.

Five-room house.....\$7.00
Each additional room......35
Water closet.....3.00
Bathroom.....3.00
Use of hose.....5.00

Office Space for Rent.

Eight feet wide, eighteen feet long, on ground floor, opposite Nebraska Treen, on ground floor, 1500 Scott street; central location; only one-half block from Broadway.

Boy Drops into Thirty Feet of Water

and Father Falls after Him. BOONE, Ia., July 31.—(Special Telegram.)—Just as thirty guests assembled for dinner today at the home of Mrs. George Tipler...

Iowa's Aged Pedagogue.

—Reports of long tenure of service in the teaching profession have been given by different papers over the country, but it is believed that Black Hawk county, Iowa, has among its citizenship a gentleman who has a record which will stand second to none.

Along the Chicago Milwaukee and St. Paul Railway

To the Lakes of the Vacation States. The favorite spots in Wisconsin and Minnesota are reached by The St. Paul Road.

Along the Chicago Milwaukee and St. Paul Railway

To the Lakes of the Vacation States. The beautiful waters of Delavan, Elkhart and Lake Geneva offer rest and enjoyment.

Along the Chicago Milwaukee and St. Paul Railway

To the Lakes of the Vacation States. Let us arrange a vacation for you in these ideal vacation states. Booklets describing surroundings, accommodations, hotels, cottages and farm houses, free on request.

Along the Chicago Milwaukee and St. Paul Railway

To the Lakes of the Vacation States. F. A. Nash, General Western Agent, 1524 FARNAM STREET, OMAHA.

CHOLERA MORBUS
Diarrhoea, Dysentery or Cholera Infantum can be quickly cured by using WAKEFIELD'S Blackberry Balsam

City Saver
Stores and out the hauled free of charge. Washes, ashes, manure and all rubbish. Clean, white and costless. All work done in strictest confidence.

Why Some Advertising Campaigns Fail

Many advertisers think that all there is to advertising is Copy (that is, advertisements) in connection with Media (the publications used). It is because they think only this far that many campaigns fail down, and there is report of another advertising failure.

THERE is no doubt that Copy and Media are prime essentials. We prove our recognition of Copy importance by maintaining a highly skilled staff of advertisement writers.

These men command large salaries. We are compelled to pay a high figure for copy service to secure the necessary talent. We prove the importance of Media by maintaining our RECORD OF RESULTS.

This is a record of inquiry, cash and sales results on mail-order advertising and non-mail-order advertising (general publicity). This record covers an unbroken record of over six years, and is maintained at enormous cost in cash, time, and in the detail of its completion.

The General Advertiser's Problem

The success of a general advertiser cannot be any greater than his grip on the retailer and the co-operation his retailer gives him. The last motion resulting from unadjusted calls for advertised products, because the dealer is not stocked, is easy to see.

Likewise, it is apparent that a dealer coerced against his will into handling a product by brute-force advertising to the consumer is a menace as long as this dealer has an opportunity to substitute.

Therefore, it becomes evident that permanent success for any general advertiser depends upon thorough distribution coupled with the wholesome and hearty co-operation of the dealer, quite as much as upon good media, good advertising and reasonable prices.

Free to Advertisers or Prospective Advertisers

Write for "OUR DOINGS," which reproduces the advertisements of many of America's most successful concerns. Some of the advertisements contained within its covers are used by large advertisers—some by small. "OUR DOINGS" is an index of newspaper, magazine, farm paper, mail-order, billboard and street car advertising.

LORD & THOMAS

NEWSPAPER - MAGAZINE - FARM PAPER AND OUTDOOR ADVERTISING. CHICAGO.



Along the Chicago Milwaukee and St. Paul Railway

To the Lakes of the Vacation States. The favorite spots in Wisconsin and Minnesota are reached by The St. Paul Road.

The beautiful waters of Delavan, Elkhart and Lake Geneva offer rest and enjoyment. Star Lake—famous for its camping, Isle Royal, Lake Superior with its grand natural scenery, and magnificent Minnetonka with its majestic sweep of 350 miles of shore line, are among the favorite summer retreats of the West.

Let us arrange a vacation for you in these ideal vacation states. Booklets describing surroundings, accommodations, hotels, cottages and farm houses, free on request.

F. A. Nash, General Western Agent, 1524 FARNAM STREET, OMAHA.

ELECTIONS IN PHILIPPINES

Nationalist Party Will Control First Legislative Assembly of the Islands.

TWO BIG CHICKEN SHOWS

Scheduled for January in Omaha and Commercial Club Invited to Assist.

The executive committee of the Commercial club yesterday received a communication from the Nebraska Poultry association relative to the holding of its annual meeting in Omaha, January 23.

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CHOLERA MORBUS
Diarrhoea, Dysentery or Cholera Infantum can be quickly cured by using WAKEFIELD'S Blackberry Balsam

Colds on the Chest
Ask your doctor for the medical name for a cold on the chest. He will say, "Bronchitis." Ask him if it is ever serious. Lastly, ask him he prescribes Ayer's Cherry Pectoral for this disease.