

NEWS OF INTEREST FROM

COUNCIL BLUFFS

Office 15 Scott Street. Both 'Phones 43.

MINOR MENTION.

Davis, drugs. Stocked with... 350 Rogers, Tolly Faust best...

HAMILTON TAKES POISON

Released from Insane Ward at Hospital Only Few Hours Before.

LITTLE KNOWN OF HIS PAST

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

Oliver Hamilton, the stranger who was placed Tuesday afternoon in St. Bernard's hospital by Major Richmond, chief of police, as he showed every sign of being mentally deranged...

Nothing was learned yesterday of Hamilton's movements from the time he was discharged from the hospital until he was found on the stairway at 419 West Broadway in the agony of death by William Frazier, an employe of the Manhattan restaurant...

"What's the matter, shall I call a doctor?" "I've taken strychnine, let me alone, I 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 summoned by Frazier, arrived on the scene and the unfortunate man 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.

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 quantities, thirty grains in the morning and the same dose at night.

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," said Hamilton.

This ended the interview at the hospital and the commissioners left. Later, while in session at the court house, the commissioners telephoned to the hospital to inquire as to Hamilton's condition.

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

We have on hand and coming in 3,500 barrels of Portland cement, which is equal to 14,000 sacks of 95 pounds each, which we are selling at 25 per cent less this season than we did last.

Remember, winter is not over; call 7 if you need coal; always prompt; all kinds of coal. The Council Bluffs Coal and Ice Co.

Matters in District Court. In a 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 criticized Receiver Wyman for his failure to comply with the order of the United States court and pay Messrs. Flickinger \$700, the amount at which some time ago Judge McPherson had fixed their compensation.

Divorce Mill Grinds Rapidly. 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 follows: Nellie A. Steinhof from John A. Steinhof on grounds of cruel and inhuman treatment and habitual drunkenness, married May 1902. Harvey D. Rounds from Julia E. Rounds on grounds of desertion, married November 12, 1872. Jessie Egbert from Frank A. Egbert on grounds of desertion, married January 30, 1902. Isabel Clow from Lewis Clow on grounds of desertion and statutory charge, married September 18, 1890. Sadie Howe from Arthur Howe on grounds of desertion, married December 21, 1906. C. W. Scott from Nellie Scott on grounds of cruel and inhuman treatment, married July 2, 1902. Mrs. Smith from Charles W. Smith on grounds of cruel and inhuman treatment and failure to support, married in November. Jessie Egbert from Frank A. Egbert on grounds of cruel and inhuman treatment, married August 2, 1906. Ida M. Thompson from William J. Thompson on grounds of desertion, married October 22, 1902.

In the suit of Robert Manhart against Lena Manhart, Judge Wheeler refused to grant the plaintiff divorce on the 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 desertion.

John Halle was granted a temporary injunction restraining Ivy and Frank Goldsberry from entering upon or interfering with a strip of land between their respective properties on Upper Harrison street, which is in controversy.

30 per cent discount this week on pyrography outfits and wood. Alexander's, 333 Broadway.

Drink Budweiser. King of all bottled beers. L. Roenfeldt 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.

DELS MOINES FACES COAL FAMINE

Mines All Close Down April 1 and Consumers Are Storing a Supply.

DELS MOINES, Ia., March 19.—(Special.)—Mines in the state of Iowa will close down on April 1 and consumers are storing a supply of coal.

Orto Laxative Fruit Syrup is a new remedy, an improvement on the laxatives of former years. It does not grip or 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 Guantanamo.

WASHINGTON, March 19.—The old warship Monongahela has been burned to the waters' edge at its station in Guantanamo Bay, Cuba.

Progress of Mackown Trial. WASHINGTON, D. C., March 19.—(Special Telegram.)—Judge Wright has admitted evidence of embezzlement as a motive in the case against George Mackown, charged with burning the felt shoe factory in this city.

Iowa News Notes. ONAWA.—At a republican caucus last night Henry Harlow was nominated for mayor by a majority of only 3 votes over Louis E. Falne.

CRESTON.—An active campaign has been inaugurated to raise the amount of equity that belongs to Creston necessary to the city's committed suicide yesterday.

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Are You Opinionated?

You ought to be. Especially about flour.

Don't blame the Cook - Buy GOLD MEDAL FLOUR.

WASHBURN-CROSBY Co. FOR SALE BY YOUR GROCER.

Two miles west of Crescent on the farm of Ed Lurk. Workmen had raised an old house with jackknives to about four feet and in some way the blocking fell on it and the house came down on W. R. Orr and crushed his body out almost instantly.

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Advertisement for Gold Medal Flour, Washburn-Crosby Co. Includes image of a woman holding a flour bag and text: 'Are You Opinionated? You ought to be. Especially about flour. Don't blame the Cook - Buy GOLD MEDAL FLOUR. WASHBURN-CROSBY Co. FOR SALE BY YOUR GROCER.'

Advertisement for 'The ABC and XYZ of ADVERTISING No. 9'. Includes text: 'A SERIES OF TEN TALKS ON ADVERTISING written by Seymour Eaton of Philadelphia for the readers of THE OMAHA BEE No. 9'.

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.

Your advertisement should be attractive enough to catch the eye. 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.

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.

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 newspaper.

But the secret of copy is personality; red hot hustling life. Like breeds like. If your shop is a hustling go-ahead 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 overshadows 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.

Large advertisement for Guckert & McDonald Tailors. Includes text: 'Spring Announcement 1908. We are now displaying a most complete line of foreign novelties 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 suits lengths and a suit cannot be duplicated. An order placed now may be delivered at your convenience. ESTABLISHED 1887. 317 South 15th St.' Includes image of a man in a suit.

Advertisement for 'Good Old GUCKERT PURE RYE'. Includes text: 'It's Good! The rare flavor and unquestioned purity of Good Old GUCKERT PURE RYE. Bottled in Bond have made it the choice of judges of good whiskey. "Since 1857" If your dealer can't supply you, write us for name of dealer who will. A. Guckert & Sons Distillers Pittsburgh'.