

BRIEF CITY NEWS

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Day to write out a complaint and all... while he was thus engaged Jackson entered and assaulted him so that he had to flee, not even having time to get his hat.

Mass Convention of Employees of All Roads in State Held at Omaha... The convention was held at the Labor temple Monday night...

Going Before the Commission... Resolutions Passed Setting Forth Why, in Their Opinion, Rates Should Not Be Further Reduced in This State.

Music... Mrs. Welpton's Song Recital... (a) Waldmug, (b) Intermezzo, (c) Schumann Berceuse...

Chance for the Children... Council Decides to Repeal Present Vaccination Ordinance... Compulsory vaccination received a body blow at the hands of the committee...

Keeping Nine Hundred Out... Committee and City Electrician Clash... Latter Tells Councilmen They Don't Know What They Are Talking About.

Protest by Railroad Men... Mass Convention of Employees of All Roads in State Held at Omaha... The convention was held at the Labor temple Monday night...

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Tailor Made Suits FOR MEN At \$15 Fashionable new models that custom tailors cannot reproduce for less than \$25. Nebraska Clothing Co.

ABOUT ADVERTISING—NO. 16.

The Cellar Hole and the Sewer Hole.

By HERBERT KAUFMAN. A coal cart stopped before an office building in Washington and the driver dismounted, removed the cover from a manhole...

The advertiser who displays lack of judgement in selecting the newspapers which carry his copy often confuses the sewer and the cellar.

All the money that is put into newspapers isn't taken out again by any means. The fact that all dailies possess a certain physical likeness doesn't by any means signify a similarity in character...

What goes into a newspaper largely determines the class of homes into which the newspaper goes. An irresponsible, scandal-mongering, muck-raking sheet is logically not supported by the buying classes of people...

No clean-minded father of a family wishes to have his wife and children brought in contact with the most maudlin and banal phases of life. He defends them from the sensational editor and the unpleasant advertiser...

Therefore, the respectable newspaper can always be counted upon to produce more sales than one which may even own a larger circulation but whose distribution is in ten editions among unprofitable citizens.

You can no more expect to sell goods to people who haven't money than you can hope to pluck ostriches from bushes. It isn't the number of readers reached, but the number of readers whose purses can be reached that constitutes the value of circulation...

Just so the advertiser who really understands how he is spending his money does not measure by bulk alone. He counts productivity first. He takes care that he is not putting his money into a sewer.

Guard Against Eye Trouble. Get rid of your headache. Don't strain your eyes. Properly fitted glasses might help you. H. J. Penfold & Co. WURN OPTICAL CO.

HISTORY OF THE WHITE HOUSE 4 Volumes AT WASHINGTON, D. C. Illustrated. SAMPLE VOLUME FREE WITH EACH PAIR OF WHITE HOUSE SHOES. THE BROWN SHOE CO., St. Louis, Mo., U.S.A.

RAILWAYS PLEAD NOT GUILTY. Superintendent Park Says Action of Men is Entirely Spontaneous. The action of the railroad employees was entirely spontaneous, says L. L. Park, superintendent of the Union Pacific...

BIDS ON NEW SCHOOL BUILDING. Board Will Meet Wednesday to Award Contract for the Work. Nine bids for the construction of the six-room addition to the Franklin school...

MADAME YALE'S Hair Tonic. A hair invigorator and beautifier of great virtue. Removes dandruff, cleanses the scalp and nourishes the roots, making the hair soft and glossy and promoting a luxuriant growth.