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Editorial Siftings
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Nebraska Editors

is an ideal one，as the Metropolis offers every facility for enjoyme
comfort and luxury．
It is delightfully located opposite Central Park assuring peace and quiet．Summer Terrac Restaurant
The coolest Hotel in New York．Convenient to
theatres，shopping district and nearby coast resorts．
The mome．

fred sterra

## Go North to Keep Cool

fishing and loafing in the lakes and woods of Minnesota where the average temperature is and where hay－fever is practically unkagwa． ing from big fashionable resorts with palatial fashions and conventions needn＇t worry youi． In Minnesota you can bathe，canoe，motor，

and such fishing！Minnesota is the HOME
$\qquad$ chedules，hotel，boarding－house，cottage or
camp rates and all the resorts，and supply
ou with free literature．Call or write today， we may be able to give you the very idea you

1522 Farnam street，Omaha．

## Chicago and <br> Great Western

Little Stories and Talks About Advertising
A Rather Famous Story About Black Opa A New York jeweler，George Marcus \＆Co．，had a
large stock of Black Opals on liand，which he was yery anxious to market．Unfortunately，the notpriously blase New Yorkers seemed to care no more for Blac
than for opals of any other color of the rainbow．

So the jeweler called in an advertising man and said

 The advertising man asserts that this advertistug campaigi
in New York Cry was drectly responeible for the working out on
tiose Australan milaes．

Moral：PEOPLE CAN BE MADE TO WANT ANY MARKETABLE PRODUCT．The only thing necessary is sensible and persisfent advertising，and：

If you want to increase the sales of YOUR goods， be made to sell at all－he will show you how to do it by advertising．

