

SIFTING STORIES IS EDITOR'S WORK

Choosing Choicest of Details to Satisfy Human Curiosity is Newspaper Art.

SURFEIT OF MERE NEWS

By A. R. GROH.
"Here's an item I'll give you to help fill up the paper."

Every reporter hears something like that frequently. It is founded on the mistaken belief that the hard job on a newspaper is to "fill up" the columns. Whereas, the real job is to "boil down" the news.

The average man vaguely imagines that the reporters and editors meet in the morning with anxious looks, wondering where they will be able to get enough news to fill up the paper; that the reporters then rush out on the streets, seeking news of accidents, murders, meetings, personal items and so on; that gradually, by great effort, the white pages are filled and finally all breathe sighs of relief when they know that they won't have to issue the paper with any blank columns.

Can't Print All News.

The opposite of this is true. Every great newspaper receives much more news than it can possibly print. When Daniel Webster Jones brings in a 4,000-word Fourth of July oration which he delivered at Squirrel Run, it needs to be cut down to say, three lines. No doubt it was a good oration, but you wouldn't care to read it, and therefore it is not printed.

Editors are busy continually "boiling down" the news so as to present the most important and interesting in the most concise form. Superfluous words and details are cut out. The word "begin" is preferred to "commence," because it is shorter.

A continual stream of telegraph news from all over the world flows into the Bee office, day and night, as fast as two expert telegraph receivers can pound it out on the typewriters.

From the country correspondents come letters and telegrams. From the staff correspondents in Washington, Lincoln and Des Moines come dispatches and letters.

Queries from All Over.
Telegraphed "queries" come from special correspondents in other cities offering articles of Omaha interest, but not "big" enough as general news to be handled over the Associated Press wires. Such of these "stories" as he considers important the editor wires for and they come in by telegraph within a few minutes even from the farthest reaches of the continent. These are some of the sources of the news in a great paper like The Bee.

From all this you get full measure, pressed down and shaken together of the accurate news of Omaha, of the United States and of the uttermost parts of the world.

Don't get the idea that a newspaper doesn't want such news items as you know. It does; decidedly, it does. That is why a staff of capable reporters is maintained. Tell them all the news you know, phone it in, send it in. The person who knows things and tells them is valued by the newspaper and its staff.

The point merely is that the paper doesn't seek the news in order to "fill up," but in order to give its readers the service for which they pay, to present to them in concise and interesting form all the news of each day.

Highwayman Fails to See Crisp Twenty-Dollar Bill
A highwayman's failure to make a thorough search of a wallet which he took at the point of a gun from Nels Norgren, 2407 South Eighteenth street, Friday night, resulted in the loss of \$20 to the robber and the saving of that amount by his victim.

Norgren was accosted by the robber at Twenty-fourth and Bancroft streets and was covered with a gun. After he had taken his victim's purse the robber backed away, his gun pointed at Norgren's head, until he reached the street corner. There he broke and ran.

As soon as he thought it safe, Norgren took up the chase and before he had gone far he spied his purse. Of \$60 the bandit had taken \$40, having overlooked a crisp twenty-dollar note.

The highwayman has not been apprehended.

NEW TEACHER OF ENGLISH AT BELLEVUE.



Leslie N. Cullom

Three years' rough and tumble political campaigning in Illinois, part of which was during the bitter factional fight of 1912, a close relationship with the late George Fitch, a position on the faculty of the Michigan Agricultural college, a law course in the Illinois Wesleyan university, and graduate work in English are a few of the varied experiences of the life of Leslie N. Cullom, cousin of the late Senator Shelby M. Cullom of Illinois and newly-elected professor of English at Bellevue college, who returns once more to his old profession of teaching English.

Student Rule at Bellevue College

Bellevue college will soon have student government. President Kerr has submitted a tentative constitution and by-laws, which the students approved almost in entirety.

At a meeting of the men undergraduates, Walter L. Rucely was elected president of the self-government board, Dean Fales, vice president; Perry Johns, secretary; Caryl Picotte, treasurer, and Ralph Martin, senior member. The girl students have chosen no officers yet.

Students and faculty are very optimistic about the new system.

Will of Walter Moise Is Filed for Probate

The will of the late Walter Moise has been filed in probate court, the bulk of the estate, the value of which was estimated at \$10,000, going to the widow, Mrs. Minnie Moise. Two brothers and two sisters are awarded bequests of \$5 each.

To Darken Hair Apply Sage Tea

A few applications of Sage Tea and Sulphur brings back its vigor, color, gloss and youthfulness.

Common garden sage brewed into a heavy tea with sulphur added, will turn gray, streaked and faded hair beautifully dark and luxuriant. Just a few applications will prove a revelation if your hair is fading, streaked or gray. Mixing the Sage Tea and Sulphur recipe at home, though, is troublesome. An easier way is to get a 50-cent bottle of Wyeth's Sage and Sulphur Compound at any drug store all ready for use. This is the old time recipe improved by the addition of other ingredients.

While wispy, gray, faded hair is not sinful, we all desire to retain our youthful appearance and attractiveness. By darkening your hair with Wyeth's Sage and Sulphur Compound no one can tell, because it does it so naturally, so evenly. You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning all gray hairs have disappeared, and, after another application or two, your hair becomes beautifully dark, glossy, soft and luxuriant.

This preparation is a delightful toilet requisite and is not intended for the cure, mitigation or prevention of disease.—Advertisement.

Nieces of British Leader in Omaha For a Short Time

The Misses Phyllis and Julia Haig, with their mother, spent several hours in Omaha between train Friday, the guest of Mr. and Mrs. H. S. Clarke Jr. Their father was a brother of Sir Douglas Haig, commander of the British forces in France. The party landed in New York Sunday, coming from St. Leonard on the Sea. They spent a short time in Virginia visiting relatives and were en route to the Haig ranch in northwestern Nebraska.

Asks for Most of Hubby's Property as Alimony

Asserting that her husband earns a salary of \$75 a month and has property worth \$6,000, Ettie Kibbey Smith asks alimony to the extent of \$5,000 in a petition for divorce filed with the clerk of the district court. She charges non-support. Her husband, George William Smith, lives in Kearney, while Mrs. Smith is a resident of Omaha. They have been married twenty-five years.

Fay Warrick seeks a divorce from Claire Warrick on grounds of non-support.

Ray Morrow is named defendant in a petition for divorce filed by Margaret Morrow, non-support being charged.

Ada B. James seeks a divorce from

Ducks and Chickens in Yard at Hospital Cause of Real Hot Dispute

Improvement Club Insists They Are a Nuisance and Dr. Connell is Sure that They Are Not.

PUT UP TO CITY COUNCIL

The ducks and chickens in the backyard of St. Joseph's hospital are the innocent cause of a tempest that rages between the Southeast Improvement club and Dr. Connell, health officer.

Some time ago the club in the course of its deliberations directed its power against the ducks and chickens. A letter was sent to Dr. Connell, asserting that the birds caused an annoying odor to be borne on the wings of the wind to the residences in the neighborhood.

Dr. Connell thereupon sent inspectors out, and even made two trips to

inspect the alleged malodorous birds himself. Following these trips he wrote a letter to the club, stating that he found the ducks and chickens clean and sanitary.

"Any nuisance 'ha' is there," he wrote, "if they get any redress, will certainly not be through the health department while I am at the head of it."

The ire of the club was aroused by this "cut direct," and a letter was written to the city commissioners. In this letter the club demands that the condition of the duck pen be improved before the return of hot weather, at the same time protesting its high regard for the hospital as an institution for doing good.

"We question seriously the efficiency of an officer that would make such a statement and feel that your honorable body should investigate it," says the letter to the city commissioners.

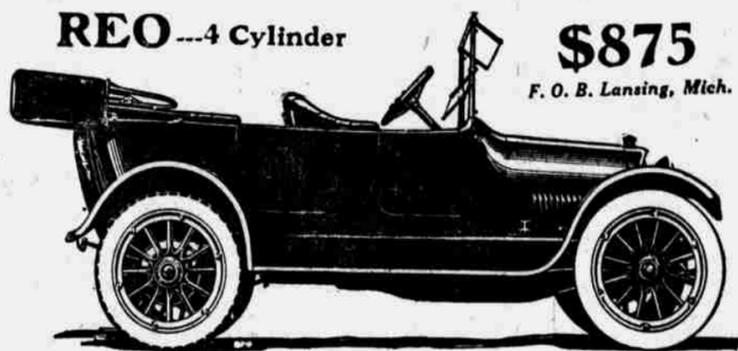
Frank L. James on grounds of desertion.

John Jacobs is named defendant in a petition for divorce filed by Frances A. Jacobs. Cruelty is charged.

Mary Danek seeks a divorce from Thomas Danek on grounds of cruelty. They were married in Moravia, Austro-Hungary.

First Car of New Corn Crop Sells for Eighty Cents

The first car of corn, the 1916 crop has arrived, consigned to the Holmquist Elevator company, and was purchased by the Crowell Elevator company. This car graded No. 4 yellow, contained 18 per cent of moisture, and sold at 80 cents.



Don't Jump at Conclusions

Since it's your own money that is being invested in an automobile don't spend it with so much haste.

Consider the specifications pertaining to size and dimensions. Compare the Reo with any other four-cylinder car on the market and then consider the price.

It might be well also to remember that the repair bill on Reo cars is virtually nothing.

Satisfy yourself by asking men who are driving Reo models.

Important Specifications:

REO-4-CYLINDER
WHEEL BASE—115 inches.
MOTOR—4 1/4 x 4 1/4 inches.
TIRES—34 x 4 1/2 inches front and rear. Non-skid on rear.
PRICE—\$875 f. o. b. Lansing.

REO-6-CYLINDER
WHEEL BASE—126 inches.
MOTOR—3 9/16 x 5 1/4 inches.
TIRES—34 x 4 1/2 inches front and rear. Non-skid on rear.
PRICE—\$1,150 f. o. b. Lansing.

JONES-OPPER CO.,

Omaha, Nebraska.

Distributors Eastern and Northern Nebraska and Western Iowa.

A. H. JONES,

Hastings, Nebraska.

Distributors Southern and Western Nebraska and Northwestern Kansas.



Exhibition of Cadillac Enclosed Cars

The new type 55 Cadillac enclosed cars are here.

You are cordially invited to come and inspect them.

We want all who are interested in motor cars to see these new Cadillac winter models.

We believe there are no finer, more luxurious or more handsomely equipped enclosed cars on the market for the season.

They radiate Cadillac character and refinement in every line—they are the product of high ideals and rare ability—they are Cadillacs.

Cadillac Company of Omaha

GEO. F. REIM, President

2060-64 Farnam Street

Phone Douglas 4-225



Announcing the Opening of the

McCaffrey Motor Co.

John Deere Building Annex, N. E. Corner 10th and Howard.

Ford Sales and Service

Exclusively

Chassis \$375 Coupelet \$505
Roadster \$345 Town Car \$595
Touring Car \$360 Sedan \$645

F. O. B. Detroit, Mich.

Immediate Deliveries

Phone Douglas 3500

\$100.00 FOR YOU

One Hundred Dollars Cash Given By RAYMOND'S to the Writer of a Letter

YOUR SUBJECT:

Our Question: What are the qualities, characteristics and traits that go to make up the Salesman you prefer to wait upon you when you have an order to place for Furniture or House Furnishings? What knowledge should he possess to be of the greatest use to his customer and his house?

Any information this Announcement does not make clear, we will be glad to have you call at the store and make such inquiry as you wish from any salesman or any member of our organization.

Why We Offer You This \$100.00

"The Buyer Is the Salesman's Teacher"

You know how a salesman should wait upon you to be of real service to you in the selection of your purchases. It is our determination to have and maintain a selling department that is able to render such a service and help to our customers that will be of real value to them.

Raymond's have no place for a salesman on its floors who is merely there to separate its customers from their money. This store appreciates that its success rests in its ability to place in its organization only such salesmen as know the furniture business and who are men of character, and that you may safely use their judgment as a safeguard in making your purchases and as a real assistance—that in leaving your order with him a completed knowledge of the article you buy has been imparted to you and that you know as much about it the day of your purchase as you will after you have had it in your home for years.

OUR ATTITUDE:

It is a universally recognized fact that Merchandising Establishments that have grown great have done so through the means of an Efficient Selling Organization more than from any other one cause.

The Raymond Store is a young organization, but since the first day of its "Open Doors" early in the present year its purpose has been fixed—to perfect a Furniture and House Furnishing Establishment—nowhere short of as good a store as the middle west affords, and just the kind of Store the people want as nearly as human possibilities and our limitations will allow. To this end we want your ideas.

THE LETTER:

Beginning November 1, mail your letter to us. This affords you two weeks' time for its preparation. Write it in your own way, following your own outline—Just the qualifications a salesman who secures your order should or must possess. The clearness and brevity of your letter will add to its value, and this feature will be duly considered along with its other points of merit. Everybody Everywhere may enter this contest.

A committee of highly competent and disinterested judges, men well known in Omaha, will analyze and pass upon every letter written and received. Letters will be opened November 15, at which time all letters must be at hand. Two weeks will be granted the judges for their verdict. The \$100 cash will be handed to the author of the letter which in their judgment has most clearly and briefly set out the requirements of the Customer from the Salesman.

Your letter must be signed and address given. The letter judged as the Best will be published in autographic form, as well as any other received that may be selected for that purpose.

THE JUDGES:

Each of the gentlemen whose names appear below have agreed to serve in the capacity of judge in determining the value of every letter received and to agree finally upon the merit of the One Letter that entitles the author to the \$100 cash.

THESE GENTLEMEN ARE:

MR. CHAS. L. SYKES, special representative Mutual Benefit Life Ins. Co. and instructor in the Omaha Y. M. C. A. course of salesmanship.

MR. CHAS. D. NOLEN, district manager Bureau of Engraving and Secretary Omaha "Ad" Club.

MR. S. S. CONKLIN of the World-Herald.

MR. KNESELY of the Daily News.

G. W. PRESTON of the Omaha Bee.

WE SAVE YOU MONEY. THERE'S A REASON

Raymond's

OMAHA'S LARGEST CASH FURNITURE STORE

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