

### ESSENCE OF NEWS IS PECULIARITY

#### Cub Reporter Differs With Dana and Later Becomes Good Vegetable Peddler.

#### MEETS PUBLIC CURIOSITY

By A. R. GROH.

A young reporter was sent out once to write up a balloon ascension. He returned in a couple of hours and told the city editor there was nothing to write.

"Why not?" asked the city editor. "Well," said the reporter, "they didn't have any balloon ascension. The fellow went up with the mayor and the chief of police and when he got up about a hundred feet the wind ran the balloon against the Methodist church steeple and tore it all to pieces. Two of the men fell down and were killed, right away and the mayor was still hanging on to the top of the steeple when I left, and they didn't know how to get him down."

It is said the young reporter in after life became a successful vegetable peddler.

#### What Is News?

This brings us to the question, What is "news"? News is anything that is of interest to the public. Accidents, deaths, marriages, births, successful enterprises of men or failures, innovations, things strange, out-of-the-ordinary.

Dana, the editor of the New York Sun, once illustrated out-of-the-ordinary news.

"If a dog runs out and bites a man," he said, "it may be news and it may not be, depending on who the man is and how badly he is bitten. But if a man runs out and bites a dog it is news, no matter who the man is."

#### Effect of Distance.

The importance of a piece of news in any given locality depends upon the distance of that locality from the place where the news happens. I remember reading in the London Times a piece about four inches long and simply stated that 1,000 people had been killed. If that tornado had struck London it would have had columns of space, even in the August "Times."

News varies in importance, also according to the prominence of the persons involved. If a tramp is killed in a wreck the public isn't as much interested in it as if a well known citizen is killed in a wreck.

Mystery is a great element in making news of interest because it stimulates the primitive emotion of curiosity. For example, the kidnapping of Eddie Cudahy.

The news value of what happens is governed also by the number of people who are interested in it. The fifty members of some club would be interested to see a full, detailed report of the club's meetings, but the newspaper's other 99,950 readers would have no interest in such a detailed report. Therefore only the most important features of the club meeting are mentioned.

In short, the news is selected daily to meet the desires and demands of the greatest number.

### Dying Man Makes Own Funeral Plans

Mike Hynock, 1216 South Thirtieth street, an Austrian, was shot by a Serb, L. Milech, according to the verdict returned by a coroner's jury this morning. Hynock, after being shot in a quarrel over the way he asserted he was positive he would die and completed his own funeral arrangements an hour before he passed away.

### Celebrate Anniversary in Most Unique Manner

Uncle Sam's gold pieces of the \$2.50 denomination are being passed out to customers by the Nebraska Clothing company, the occasion being the fourth anniversary of the Greater Nebraska. A three-day celebration of the event is announced for Thursday, Friday and Saturday.

The men's clothing section, the women's apparel department and other departments are directed by specialists in their respective lines. It is announced that the clothing department this season offers \$100,000 worth more of overcoats alone than heretofore, another entire floor having been remodeled into a sales-room to adequately show this great stock.

The main floor, devoted to great selections of men's shirts, hats, men's and women's shoes and kindred lines, is one of the largest rooms in the west in which furnishing goods are sold. The women's wearing apparel and millinery sections located on the third floor specialize in correct outer apparel for women and misses.

Speaking of their idea in giving away gold pieces, John A. Swanson said: "We wanted to show our appreciation of public patronage in a way that no man or woman could misunderstand."

### Wheat and Corn Prices Both Take a Slight Drop

Lower prices and light receipts tell the story of the Omaha grain market for the day. Wheat receipts were fifty-four carloads and prices were off 1 to 3 cents, sales being made all the way between \$1.82 and \$1.91 per bushel.

Corn was off 1/2 cent to 4/8 cents and sold at 94@96 1/2 cents per bushel. Receipts were twenty-four carloads. Oats sold at 53 1/2@55 cents per bushel, 7/8 cent to 3/4 cent off. Receipts were eighteen carloads.

### President King of Oberlin To Talk to Alumni On 'Phone

Oberlin alumni living in Omaha are invited to the general offices of the telephone company for Friday evening when President King of Oberlin will talk over the transcontinental telephone wire to Oberlin men all along the route. The different associations will also talk to each other. Harley Moorhead will talk for the Omaha association and all who visit the exchange may hear President King speak.

### The Mountain Climbers



### CANDIDATES FILE EXPENSE ACCOUNTS

#### Successful and Beaten Runners in Late Race Tell How Much it Cost.

#### SUTTON'S BILL WAS \$973

Additional expense accounts filed with Harley G. Moorhead, election commissioner, by candidates in the recent election—both successful and unsuccessful, show that A. L. Sutton, defeated for governor, spent \$973.

Some of the other expense accounts filed within the last couple of days are as follows: Felix J. McShane, defeated for sheriff, \$338; Charles Dickinson, unsuccessful candidate for judge of the district court, \$226.80; R. J. Madden and James M. Fitzgerald, winners in the race for police magistrate, \$148 and \$409.98, respectively; E. G. Solomon, defeated for county treasurer, \$339.77; Jerry M. Fitzgerald, the county assessor-elect, \$350; George C. Porter, defeated for congress, \$231; Arthur E. Baldwin, successful candidate for judge of the municipal court, \$216.85; A. C. Harte, defeated for county commissioner, \$225; Frank C. Best, defeated for county commissioner, \$137.50; L. E. Adams, successful candidate for county surveyor, \$155; Jeff W. Bedford, one of the county commissioners-elect, \$275; Richard S. Horton, successful candidate for public defender, \$66; Will N. Johnson, loser, \$35; Michael Clark, the sheriff-elect, \$364; Judge Leslie, re-elected, \$165.65; Judge Troop, re-elected, \$111.40.

The following candidates for the state legislature have filed expense accounts in the last day or so: J. H. Bulla, successful, \$156; James Walsh, unsuccessful, \$62.50; R. C. Druesedow, unsuccessful, \$59; Nels Lundgren, unsuccessful, \$40; John W. Cooper, unsuccessful, \$67.50; J. M. Lovely, successful, \$38; J. H. Craddock, successful, \$106; R. C. Strehlow, successful, \$245.50; John H. Bennett, successful, \$183.65.

### Twelve Hundred Dollars Raised by the Y. W. C. A.

Two or three hours' work in the campaign for funds launched by the Young Women's Christian association today, brought \$1,264. Twenty thousand dollars is the goal, and ten days the time set. Mrs. Emma F. Byers and Miss Ada Starkweather, who came from Minneapolis to help in the work, gave talks at the noon-day luncheon when funds were turned in by workers.

### Neglecting Your Health?

When everybody lived outdoors kidney diseases were unknown. Lungs, skin and kidneys worked together to keep the blood fresh and pure. Nowadays the thinkers, the writers, the store and office employees, the housewives and other indoor workers get too little fresh air, exercise, rest and sleep. The kidneys weaken. Backache, headache, nervousness, rheumatism and urinary disorders become daily trials. Neglect causes many a fatal case of Bright's disease. Don't delay. Use Doan's Kidney Pills.

### An Omaha Experience:

F. J. Kessel, 2218 S. Seventeenth St., says: "My kidneys were weak for some time. At first they began to act too often and I had to pass the secretions every little while. Finally I began to have trouble with my back and also rheumatic pains in my knees. After using Doan's Kidney Pills, my kidneys got to acting right and the secretions cleared up. My back became easier and the rheumatic pains lessened."

### DOAN'S KIDNEY PILLS

50¢ at all Drug Stores  
Foster-Milburn Co., Pepp. Buffalo, N.Y.

### Kugel Thinks that All New Year Fetes Should Be Day Early

City Commissioner Kugel, as superintendent of the police department, is in a quandary as to what to say regarding the New Year's eve festivities, inasmuch as this event falls on a Sunday this year.

A number of inquiries have reached Mr. Kugel's office, particularly from hotel men, who want to know what to do about making New Year's eve reservations. It has been the custom in the past to "let the bars down" on the last evening of the year. Mr. Kugel believes the celebration should be held on Saturday evening this time.

### Real Estate Men Will Devote More Time to Land Work

The Omaha Real Estate board wants to pursue narrower lines this year. The report of the executive committee, which was adopted, limits the activities and discussions of the club largely to matters pertaining to the real estate business, instead of covering the whole field of civic and political activities. The report created a discussion that lasted over an hour. The committee branded the activities of the club during the last two years as negative rather than positive.

## Orchard & Wilhelm

414-416-418 South 16th St.

### This Colonial Poster Bed Is Priced \$37.50



and that is most reasonable, for the bed is solid mahogany that has been carefully selected. Four inch squares were required to make the posts, which are gracefully turned. At the head a wide panel completes the effect and the whole piece is perfectly finished and rubbed dull. Only \$37.50.

Other Colonial Post Beds in Mahogany Finish at \$19.50, \$22.00, \$28.50, Etc.

Square Tube Brass Beds, boltless construction, seamless tubing and satin finish, at \$25, \$29, \$33 and up.

A Good Satin Finish Brass Bed as low in price as \$7.75

### Dining Room Furniture

We extend a cordial invitation to you to see the wonderful display of dining room furniture shown on our 5th floor.

Order now for delivery before Thanksgiving.

### There Are Advantages in Selecting Your Victrola at Orchard & Wilhelm's

All the various styles of Victor Victrolas in the different woods and finishes are included in our stock.

It is not necessary for you to defer the pleasure of a Victrola in your home until you can pay the full price, but you can take it at once, pay a small amount each month and enjoy it at the same time. We sell Victrolas on

EASY TERMS



SEE OUR WINDOWS TODAY.

COMPAR OUR VALUES ALWAYS.

CORRECT APPAREL FOR MEN AND WOMEN.

JOHN A. SWANSON, Pres. Wm. L. HOLZMAN, Treas.

Greater Store

250 GOLD PIECES FREE

A \$2.50 Gold Piece Free with individual cash purchases of \$25 or more throughout our store

THURSDAY, November 16, This Greater Store Completes four years of notable triumphs in value-giving, and the achievement of unqualified supremacy in apparel-selling. Our pride in our record is justified and we intend to celebrate in a fitting manner. We want all the people of this community to join us in an event that offers

The Golden Opportunity of the season to buy wearing apparel at a saving

Besides the most wonderful values, the largest stocks to choose from, and in spite of the rising market on all lines of wearing apparel, we will give away, as souvenirs of our Fourth Birthday, United States \$2.50 Gold Pieces Free, making an unprecedented event for everybody that attends. Come, we want you to get your share. Thursday, Friday, Saturday.

Thousands upon Thousands of Men's Suits and Overcoats, \$15-\$20-\$25

Values Unequaled at \$20 to \$35 Elsewhere. Compare.

Suits in a wonderful showing of men's and young men's brilliant styles or conservative models. Suits in the smartest fabrics; new Butternut browns, regimental stripes, Dublin green gunmetal grays, autumn brown, silver-striped blues, two-tone blue, blue gray, brown and green flannels, silk mixtures, fancy tweeds, chevrons and the finest worsteds ever shown in the west.

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Fur and Fur-Lined Overcoats, \$18 to \$85 Men's Mackinaws, \$5.00 to \$15.00 Boys' Mackinaws, \$5.00 to \$9.00

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A guaranteed saving of \$5.00 to \$10.00

COATS for every purpose, in every conceivable style and color. All enveloping, voluminous coats, richly fur-trimmed and fur-effect coats. Coats for street, motor or travel wear—variety unparalleled.

Salts' genuine Sealette, Esquimette and Velour Coats. We sensed the tremendous demand and secured values that are the wonder of all who compare. You must see these luxurious garments, priced at a saving of 25% to 33 1/3%, at \$19.50 to \$79.50.

Silk and Serge Dresses. Hundreds and hundreds of those much-desired crepe de chine, georgette, satin and serge dresses—every new style, every color, \$9.85 to \$39.50.

Children's Dresses Children's Coats 95¢ to \$4.95 \$3.95 to \$9.85

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Omaha's largest showing of Men's Underwear, Sweaters, Gloves, Flannel and Dress Shirts, Hats, Caps, Footwear

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