

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 1/2 cents per bushel. Receipts were twenty-four carloads. Oats sold at 53 1/2 cents per bushel, 1/2 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.

COAL JUMPS ONE MORE DOLLAR, WOW!

Anthracite Now Sells at \$13 to \$13.50, While Soft Coal Costs Eight-Fifty.

ANOTHER ADVANCE COMING

Mr. Ultimate Consumer if you bought your coal Tuesday instead of waiting until yesterday, you saved \$1 per ton on most of the grades. This morning the Omaha coal dealers took another twist at the high cost of living and before they quit they had added the \$1 per ton to those kinds of coal that are in most demand.

Omaha coal dealers assert that in making the advance in prices to the consumer, an even greater advance has been added to their purchases at the mines.

Tuesday morning hard coal was retailing at \$12 to \$12.50 per ton and now the same kinds of coal sells at \$13 to \$13.50. The Arkansas coals were caught for an advance of but 50 cents per ton and the Spadra that Tuesday sold for \$10.50 now fetches \$11 on large or small orders.

The greater part of the soft coals comes from the Illinois mines. Tuesday this coal sold at \$7.50 per ton. Now it is listed at \$8.50, and the dealers declare that they don't care whether or not you take it, contending that selling it at this price is about the same as swapping dollars, so far as a profit is concerned.

Coke Goes Up, Too.

Early in the season a good many of the people took to petroleum coke as a winter fuel, largely because it does not produce ashes. The early orders were filled at \$10.25. Then it was boosted 50 cents in price, followed by another boost, and now the price has been put up to \$11.50 per ton.

Dealers assert that they are unable to say if there will be another advance, but they add that they would not be surprised to see several before the winter is over. They contend that the demand for coal is unprecedented, due almost wholly to a large export business and the operations of practically all the manufacturing plants the country over. They assert that another cause for the advance made at the mines and which ultimately hits the consumer is due to the shortage in production. They insist that all through the coal mining districts, although wages to miners have been increased, it is impossible to get men.

Postage to Australia Is Eight Cents, Not Two

Postmaster C. E. Fanning has called attention to a circular received from the Postoffice department of Washington to the effect that postage to Australia is 8 cents instead of 2 cents. Failure of persons to add the proper postage has resulted in the return of a large number of letters.

Cured His RUPTURE

I was badly ruptured while lifting a trunk several years ago. Doctors said my only hope of cure was an operation. Friends did me no good. Finally I got hold of something that quickly and completely cured me. Years have passed and the rupture has never returned, although I am doing hard work as a carpenter. There was no operation, no lost time, no trouble. I have nothing to sell, but will give full information about how you may find a complete cure without operation. If you write to me, Eugene M. Tulien, Carpenter, 199-C Marquette Avenue, Kansas City, Mo., I will send you a booklet and show it to any other who is ruptured. You may save a life or at least stop misery of rupture and the worry and danger of an operation.—Advertisement.

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.

Comes in twin or full size.

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

Electrolysis Not As Bad as Reported

Some government experts have been in Omaha several days chasing stray electric currents. They have been working in the interest of the street railway company and the Omaha Water board, determining to just what extent the stray currents running off the street railway wires injure the water and other pipes buried in the ground in close proximity to the trolley lines.

It is asserted that the report of the experts will show that the damage to pipes, caused by electric current passing through the ground, is not as great as has been supposed. The report will also show that there is a method by which these currents can be drained off, thus doing away almost entirely with the damage to pipes.

MRS. COLE LEADS IN EMPLOYMENT WORK

Civil Service Reform Department of Woman's Club Helps Bring Matter to Focus.

WOULD JOIN COLLEGIATES

In connection with the establishment of the co-operative employment bureau, sponsored by the federal government, is brought to light the connection of an Omaha clubwoman, Mrs. F. H. Cole, and her department, that of civil service reform. General Federation of Women's Clubs, in bringing the movement to its present status.

at a conference of Mrs. Cole's department at the biennial convention in New York, when Commissioner General A. Camminetti and Mrs. Camminetti were present. Miss Kate Waller Barrett commented on this in a speech made at that time. A movement for a separate women and girls' division of the bureau, not included in the original plan, was endorsed at this conference and later put into effect.

"Opportunities for Women in the Federal Service" is a pamphlet issued by Mrs. Cole last year, partly along the line of work planned by the federal bureau. Training for public service has always been featured by the civil service reform department. A number of local clubwomen will be asked to meet General Camminetti on his next visit.

Consolidation of the vocational bureau, established last year by the Association of Collegiate Alumnae with the new federal bureau, is to be brought to the consideration of the college women.

JOHN A. SWANSON, Pres. **The Nebraska** W. L. HOLZMAN, Treas.

A Great Three-Day Celebration of our FOURTH ANNIVERSARY



\$2.50 GOLD PIECES FREE \$2.50

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.

Supreme Showing World's Finest Overcoats, \$30.00, \$35.00, \$40.00.

No store ever made a greater demonstration of farsighted preparation. Months of planning secured for us at the old prices the most luxuriously silk-lined imported Melton, St. George Kersey and Vicuna Chesterfield Overcoats.

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

\$2.50 Gold Piece Anniversary Souvenirs with cash purchases of \$25.00 or more throughout the store.

Women's Apparel at Unequaled Prices

Greater values and greater selections than ever before have been prepared for our Fourth Anniversary. We invite every woman to participate in our celebration; secure the best values obtainable and receive a \$2.50 gold piece absolutely Free.

Wonderful Values in COATS for Women and Misses

\$14.85, \$17.50, \$19.50, \$24.50

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

\$2.50 Gold Piece Anniversary souvenirs with cash purchases of \$25.00 or more, throughout the store.

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

Nebraska Clothing Co.

SEE OUR WINDOWS TODAY. CORRECT APPAREL FOR MEN AND WOMEN. COMPARE OUR VALUES ALWAYS.