

Fillmore County Town Starts $\$ 70.000$ School Starts $\$$ o.ov School 1 School Is Success



are a taste thrill at meals or any time That's because Kellogg's Corn Fiakes are so delicieusly
fatvored-the Kellogg flavor that is known all over the civilized world! You, as well as the little follcs, cas cat great bowlfuls of Kellogg's Carn Fiakes day after thrills the taste as though it was the first!
Put Kellogg's in comparison with imitation cori
flakes! Kellogg's Corn Flakes Ieathery or hard to eat! They are the-time crisp, all-the-time good! Don't miss such enjoymeat!
Insist upon Kellogg's in the RED and ture of wackage that bears the siga Corn Flakes! NONE ARE GENUINE elougos
CORN BLAKEES

## 

Now Showin MURRAY EASCINATION


## Cxod

TOM in "Up and MIX Coing" Crintink cos EUGENE
O'BRIEN
"Channing of
the Northwe:t Children
Wekddes
Nighte

## A HUGE SUCCESS <br> The Orpheum Players in "SCANDAL"

Last night at the Orpheum Theater proved to Omaha theater goers that they are a first class stock company. A Summer Theater Tonic. Become a Subscriber and a Booster.


No. 4 of a series of advertisements explaining the A. B.C

## QUESTION: How does the A. B. C. audit the circulation of a publication?

ANSWER: By sending an experienced newspaper auditor to the publication, often with an experienced circulation man; the auditor to go intimately into every record of the sales of the paper, cash received, paper consumed, carriers' records, etc.; the circulation man to work outside with carriers, agents, newsboys, etc., verifying facts and figures.

The Audit Bureau of Circulations takes every care possible to obtain actual facts in compiling circulation data; an exhaustive analysis of a publication's records enables it to see evidence of a dishonest intent on the publisher's part. Punative measures are taken to correct dishonesty, while carelessness in keeping records is penalized: Space buyers find a great source of assistance in the reports of the A. B. C

The Omaha Bee

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[^0]:    Member of the Audit Bureau of Circulations

