

present prices charged by the company are high enough te earn reasonable returns upon the investment made by it and devoted to that use; that the proposed rates for corn and hay are excessive and would carn an unreasonable return and would

South Omahs Protest.

ample compensation.

Nebraska

Physical Valuation.

Yards Do Not Get Benefit

of Reductions.

Feed Charge Hearing Over

TCBGE.

Wisconsin.

present.

BOARD OF PARDONS AT WORK Members Go to Penitentiary to Take Testimony, but No Recommendations Yet Made. (From a Staff Correspondent.) TWO LINCOLN, Aug. 2-(Special.)-The advisory board of pardons went to the peni-

Two University Men Spend Consid-

erable Time at Halsey Looking

Into Soll Contents.

applications.

make a final report.

coln Asylum Where Lightning

Weakened Structure.

(From & Staff Correspondent.)

DEId.

Denies Yellow Fewer Report. LOS ANGELES, Cal., Aug. 2-Yellow INJURED

Mere advertising today, without all the accessories, is simply inexcusable folly.

The reasonable way to learn these

this experience. has, again and again,

science, called Strategy in Advertising. It is the digested result of a myriad

surest, cheapest way-to accomplish each selling purpose.

Strategy has revolutionized advertising in our institution. It has formed the foundation of all our recent suc-

It has given new products national

sale in a month. It has made them

immediately profitable. It has taken

from advertising about all its uncer-

in a book-the most valuable book ever

written on advertising. It reveals, for

the first time, our most valuable secrets.

It cites examples of profitable proce-

It will also give you a new respect for

Cut out this reminder; put it in your

pocket. Then, when convenient, write

A Reminder

to write Lord & Thomas,

Trude Building, Chicago, for

their latest book, "Real

Salesmanship-in-Print."

the men who wrote it. That's why we

We have set these discoveries down

Cesses

tainties.

dure.

send it out.

us for the book.

brought into Judge Pfeiderer's court last evening on complaint of several women. He was charged with beating a mule. The

judge gave him \$10 and costs, which was

ARE

He served five days in jail last week for disturbing a single tax meeting and instituted the proceedings in retalistion

impose upon the public and upon members of the traders' exchange.

Objection to Assessment.

President Sharp, General Manager Humpe, Attorney Halner and Director matter of several applications for pardon Boggs of the Lincoln Traction company and parole. The board has not filed any were again before the County Board of findings with the governor as a result of a Equalization today, having been granted hearing held Monday, but it is said it will the valuation placed on the property of is serving a term of six years for stealing the corporation by County Assessor Miller. 10 worth of property in Cheyenne county. The traction people assert that their tracks on paved streets were valued by State Railway commission placed the value he is innocent of the charge of criminal valued tracks outside the paved streets at \$34,700 per mile, while upon the same tracks his attorneys have taken from him a farm the railway commission placed a valuation without rendering value received, also had of \$11,900 per mile. Complaint is also made a hearing before the board. that the assessor raised the valuation of No recommendations were made in the the heat and light plant from \$55,000 to \$18,000.

Phones in Lodge Rooms.

An "informal" ruling of the railway commission classifies lodge and school rooms. according to conditions, as residence or business houses so far as telephone rates go. The original intention of the commission was to take up churches, Young Men's Christian association and other religious organizations, but no mention of such organizations is made in the "informal" ruling, which is as follows:

"In the opinion of the commission, telethey are connected.

"Telephones in administration buildings state the Nebraska men gathered much of schools or in lodge rooms where per- information and considerable valuable data manent offices are maintained for the which they expect to submit in the fall transaction of business should pay the in the nature of a report to the university business rate (individual or party), accord. authorities as to their findings. ing to class of service rendered."

TRAIL COMMISSION TO MARK OTHERS THAN OREGON LINE are very familiar. Sand dug from different

Resolutions Passed to Use Funds on Hand for Such Purposts.

(From a Staff Correspondent.)

LINCOLN, Aug. 1-(Special.)-The Ore. tensively gone into, and the local men gon Trail commission created at the last intend to give it much study before they seasion of the state legislature today at a meeting held in this city decided to lend Its emergies toward the marking of other BIG STONES FALL OFF CHIMNEY historic trails in the state than the one for which it came into existence. The first Considerable Damage Done at Lintranscontinental route to be taken up other than the historic Oregon highway will be the Mormon trail, which runs along the north side of the Piatte through the state.

The following resolutions covering this point were adopted by the commission:

therefore, be it Resolved. As the policy of this commis-sion, to use all available funds from what-ever source outside of the state appropria-tion in marking these overland trails in-cluding the Mormon, or California road, and be it further Resolved. As the policy of this commis-tion in marking these overland trails in-cluding the Mormon, or California road, and be it further Resolved. As the policy of this commis-tion in marking these overland trails in-cluding the Mormon, or California road, Resolved. As the policy of this commis-tion in marking these overland trails in-cluding the Mormon, or California road, their lives.

and be it further Resolved. As the sense of this commission, that the Mormon trail on the north side of the Platte river is equally important with the Oregon trail and should receive our first consideration. Hereby, Workmen who had contracted to

our first consideration. Whereas, The state appropriation of \$2.000 provides for assisting in the marking of the Oregon trail across Nebraska, there-fore, be it for some unaccountable reason. dyed. As the sense of this commi-

Remotved. As the sense of this commission, that the Oregon trail enters Nebraska in the southwestern corner of Gage county and continues in a northwesterly direction up the valler of the Little Blue river on the narth edge through the counties of Gage. Jefferson. Thayer, Nuckelin Clay and Adams to the Finite river. Thence

Runnway at Broken Bow Results in tentiary today to take testimony in the Serious Hurt to Miss Adella Hous.

GIRLS

BROKEN BOW, Neb., Aug. 2 .- (Special a further hearing on their protest against recommend the parole of Roy Vincent, who Telegram.)-A runaway team "an into and over Adella Hous of this city and her cousin, Jean Sampson of Portland, Ore., today. Miss Hous was severely injured in Arthur Bran of Cass county had a hearing on an application for parole. Harm the back, with possibilities of internal inthe assessor at \$25,000 per mile, while the Dirksen of Dakota county, who alleges that juries, and Miss Sampson's ankle was broken. Both were considerably bruised. A of the same property at from \$20,000 to assault upon his stepdaughter and that he third girl jumped to safety. They did not \$22,000 per mile. The county assessor has is the victim of a conspiracy on the part hear the team which had run only about of his second wife and others, and that fifty feet and was not well started.

New Pipe Organ at Lyons. LTONS, Neb., Aug. 2-(Special.)-The new pipe organ at the Memorial Methodist church of Lyons was dedicated Sunday. matter of the two hearings held today, but a report will be submitted to Governor Miss Grace Leidy Aldrich late in the week in regard to the to preside at the organ. Miss Grace Leidy of Omaha rendered a violin solo; Mr. Harald Bimson of University Place sang. "The Savior's Command." Memorial church

LOOK IN SANDHILL CONDITIONS has added another attraction to its magnificent audiorium, which is second to none in the state, in a town of this size. Hundred and One Years Old. SEWARD, Neb., Aug. 2.-(Special.)-Mrs.

Sumannah Parrish celebrated her hundred (From a Staff Correspondent.)

LINCOLN, Aug. 1-(Special.)-R. J. Pool and first anniversary with a family gathand C. V. Williams of the University of ering here today. She has three children phones installed in ward schools and lodge Nabraska have just closed a temporary living, twenty-six grandchildren and twenrooms where no business offices are main- as eriment station at Halsey, where they tw-seven, great-grandchildren. Mrs. Partained should pay the individual residence save been for some time past investigating rish, who was born in Franklin county. rate charged by the exchange with which the soil and vegetation of the sandhills. Ohio, the year before the war of 1812 began, While in the northwestern part of the has lived in Nebraska since 1880

> Eighty Tons of Hay Burned. NEHAWKA, Neb., Aug. 2-(Special.)-During a thunderstorm yesterday afternoon lightning struck the hay barn of One particular phenomenon observed by William Ost, two miles south of town, the university scientists was the "blowout," setting it on fire and burning the barn a freak of nature with which residents of and eighty tons of hay.

> and travelers through the sandhill country New City Hall for Wayne WAYNE, Neb., Aug. 1-(Special)-An kinds of blowouts and specimens of growth election was held here today to raise taken from around them have been shipped \$9,000 bonds for the purpose of erecting a here for the purpose of hot house incity hall. The ballot resulted 276 for and vestigation during the coming months. 690 against. This is said to be the first time that sandhill conditions have been at all ex-REYES WILL BE CANDIDATE

> > General Says Will Announce Candiducy for Presidency of Mexico Within Three Days.

MEXICO CITY, Aug. 1 -- General Bernardino Reyes will be a candidate for the presidency of Mexico at the election in October. Tonight he said within three days he formally would announce his candidacy. Francisco I. Madero has written General Reyes that he is willing to release him Whereas, The state of Nebraska has appropriated E.000 to assist in marking the Gregon trail, and Whereas. There are other equally impos-to rase additional funds for this purpose, therefore, be it ing that he feared the entry of an opposi

OLMSTEAD'S BODY IS FOUND

Mystery of Disappearance of Doland, S. D., Man Seven Weeks Ago

The mystery of the disappearance of Frank Olmstead from Doland has been cleared up by the finding of the body a mile and

when nothing had been icarved of him, un-

ts Solved. MITCHELL, S. D., Aug. 1.-(Special)-

fever did not cause the death of Joseph Bergman of Pasadena a few days ago, ac-cording to a statement made today by Dr. Leverine of the California board of health. Bergman succumbed after his return from the west cnost of Mexico, and it was re-ported that he was a victim of yellow form: fever



colorings in cross stripes-\$1.00 values at

65c

2 for

\$1.25 Our 25% discount sale on light weight clothing will continue for the balance of the week. Broken lines of shirts that sold up to \$3.00

95c

Any straw hat in the house

You will find other interesting bargains in all lines.

Store closes 5 P. M. except Saturdays.

Browning, King Ecompany Fitzenth and Douglas Sta. OMAHA

things is through other men's experience.

One can hardly conceive of a selling idea which somebody hasn't worked out to the finish.

Your problems have all been solved somewhere. Your possible pitfalls have all been discovered. And there isn't a road to merchandising success which somebody hasn't traveled.

There lies the value of qualified advisers. A value that amounts to necessity.

Their lives have been lived in a vortex of experiments utterly unknown to you. They have learned what you need to know.

For instance, Lord & Thomas.

We have been the advisers of a thousand concerns, all leaders in their lines. We know all of their problems, and how they were solved. We know all their successes, and to what they were due. We know their mistakes, and how you can avoid them.

By comparing all methods, their

LORD & THOMAS Advertising

290 Fifth Avenue, NEW YORK

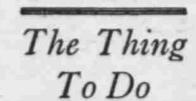
132 North Wabash Avenue, CHICAGO

Children Play Without Pay

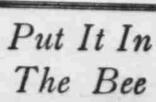
None denies that every child should have a musical education. Many, however, do not let their youngsters learn to play a piano, and give as an

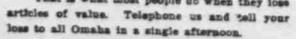
excuse that they "cannot afford it." For just such people Hospe has provided the "beginner's piano free." You come into this store and take a used piano-it has rich tone and fine case, and may be priced at \$60, \$80, \$90 or \$100. You take it home and do not pay for it. The children learn on it, thump it and scratch; then you return it and get a new plano. The cost of the beginner's instrument is applied on the new piano. The first one did not cost you a cent. Hospe will tell you more about this plan and let you inspect the pianos at any time. PAY WHILE YOU PLAY

A. HOSPE CO., Branch Store-407 Broadway, Council Bluffs. Western Representatives for the "Wondertone" Mason & Hamlin Planos.



If you lose your pocketbook, sinbrells, watch or some other article of value, the thing to do is to follow the example of many other people and advertise without delay in the Lost and Found column of The Bec.





That is what most people do when they lose

R. S. Wilcox, Mgr.

tion candidate would be followed by armed together at some distance from the place strife.

LINCOLN, Neb., Aug. 2-(Special)-Officials of the State Insane asylum at this