EXPERTS EXPLAIN HOW TO WRITE ADS

A. L. Green and W. S. Stryker Hold Boards at the Ad Club Session.

SEEING MUST BE BELIEVING

The science of retail advertising was discussed by speakers at a dinner of the Omaha Ad club at the Rome hotel last evening. Ralph Sunderland, presiding, introduced A. L. Green of the Burgess-Nash company, who elucidated the theory and practice of department store publicity, and W. S. Stryker of the Douglas Shoe company, who told how advertising of the smaller store should be done.

Mr. Green demonstrated the necessity of co-ordinating all the forces that make for selling goods. He showed that all has not been said and done when the advertisement has appeared in the newspaper. The sales force must then be enthused with the bigness and importance of the sale, so that each member will give his best effort to pleasing the customers and waiting on them quickly. To this end employes of departments in which sales are scheduled are frequently divided into two teams and a prize is awarded the team having the largest total sales for the day.

Reflecting the Store.

"The advertisements of a store must reflect the character of the store," said Mr. Green. "John Wanamaker's advertisements are very different from Greenhut's in New York, and each draws its own clientele year after year. But neither could switch to the other's style of publicity and retain its present customers.

"Individuality in advertisements is important. As competition is the life of trade, so difference is the life of advertising."

Mr. Stryker drew from a wealth of wisdom gained in many years of shoe store advertising.

"Three things are absolutely necessary to make an ad successful," he said. "It must be seen; it must be read; it must be believed. Any two of these are useless without the other one, but the last is the most important. Your ads may be seen and read every day of the year, but if they are not believed the customers won't come. A man met me on the street not long ago and he said, 'I've known you for years, but these ads of yours, now, are they not hot air?'

Not by a Good Deal.

"I told him they were certainly not 'hot air.' Advertising space is too valuable to waste on 'hot air,' and you can't build a successful business on 'hot air.' You've got to deliver the goods as per the advertisement; for one dissatisfied customer going out of your store can do you incalculable damage. Satisfied customers, on the other hand, are the best advertisements.

"The smaller store must of necessity limit the size of its ads, and each ad must have in it something to catch the eye and hold it from rushing immediately on to bigger ads. Judicious use of white space is important and a general clean-cut typography helps to make a good impression and get the reader's attention."

Gamut of Topics Run at Meeting of Economic Club

Everything from a treaty made in the Seventeenth century to a crap game on North Twenty-fourth street was discussed fluently by ten members of the Economic league at the court house last evening. Notwithstanding the European war, King George the Third, the social evil and municipal ownership played active parts in the discussion, all ended in peace and friendship.

Cornelius Farrell presented some facts in regard to responsive government and was followed by a brief talk along similar lines by Dr. F. P. Ramsay. Secretary H. W. Morrow presided in the absence of President Cunningham, serving as both president and secretary. Harry Zimman gave his ideas of a city government plan decidedly different from the present commission form, and in so doing intimated strongly that he would be in the thick of the spring election. He would not deny or affirm whether his activity would be as a candidate.

CREIGHTON UNIVERSITY HAS INNING AT BOYD THEATER

Tonight will be Creighton night at the Boyd theater, when the stock company now playing at that theater, assisted by students, will stage the famous play "Strongheart." The net proceeds will be given to the fund for the erection of a gymnasium for the university.

Although many of the seats have been disposed of Charles Shook of the student committee states that there is still a large number of good seats available. The alumni have not as yet purchased the expected number of tickets, and it is expected that a run will be made on the boxoffice today.

A number of surprises will be introduced by the students in addition to the regular performance. Thomas Mills, coach-elect at Creighton next year, takes the role of Tommy Taylor, wounded foot ball hero. The foot ball team around which the story of the play is built, is composed of Creighton students. The regular Creighton versity foot ball team will be present in boxes. Demonstrations are being planned in honor of the team and Coach Mills.

FORBES INSANE WHEN INHERITANCE STOLEN

His mind unbalanced as the result of constant brooding over the loss of $400 which was stolen from him a month ago, Charles Forbes, a driver for Haydens, went insane last night.

He was picked up by Officer George Emery and taken to police headquarters, where he is being held for the county authorities. Forbes was heir to an estate in Missouri which was recently settled up and the $400 was the remainder of his share.

Five Cents Proves It.

A Generous Offer. Cut out this ad., enclose with 5 cents to Foley & Co., Chicago, Ill., writing your name and address plainly, and receive a free trial package containing Foley's Honey and Tar Compound, for coughs, colds and croup; Foley Kidney Pills, for kidney and bladder complaints, backache, pains in joints, rheumatism; and Foley Cathartic Tablets, a wholesome and thoroughly cleansing cathartic—try all three for 5 cents, the cost of mailing. Sold by all dealers. —Advertisement.

John Bull Asked to Explain Why He Raised His Flag Over American Ship

WASHINGTON, Jan. 20.—The State department has requested of the British embassy information of why the American steamer Green Brier, from New York to Bremen, with cotton under certificate of the British consul at New York, was stopped by a British cruiser, sent under the British flag to a British port and detained two days before being allowed to complete its voyage to Bremen.

The detention of the Green Brier was brought to the attention of the State department by telegrams from Captain Farley, its commander, now at Bremen, Farley stated that a point on the north Atlantic, which he fixed by longitude and latitude, the Green Brier was overhauled on December 30 by a British cruiser. The boarding officer required him to continue on his course, convoyed by the cruiser for a day or two while the cargo was being searched.

Then the cruiser placed aboard the Green Brier some additional British officers, who hoisted the British flag. It also sent aboard a prize crew, who navigated the ship so that, according to Captain Farley, it was damaged before it was brought into Kirkwall. There the Green Brier remained for three days, Captain Farley refusing to sail it further except under the American flag. The British authorities finally consented to the raising of the American flag and Captain Farley took his ship to Leith, where a pilot was picked up and the Green Brier was taken to its destination at Bremen.

The points upon which the State department wants information are, why was it necessary to search the Green Brier in view of the certificate issued by the British consul at New York, and second, why a neutral merchant vessel was compelled to lower its flag when under no known rule could it be regarded as a prize.

The British ambassador is expected to get a report on the subject from the London foreign office.

"BILLY" FISK IS DEAD

Expires at Hot Springs, Ark., After Serving Many Years as Policeman.

ONCE DRIVER FOR BRYAN

Silas E. Fisk, otherwise known as "Billy" to a host of friends in Omaha, died yesterday at Hot Springs, Ark. Fisk was a member of the local police department for every twenty years and looked back after his retirement upon a service for Omaha that had many episodes that distinguished him as a brave officer, a conscientious public servant and a shrewd citizen.

Dicker with Bryan.

Before he was appointed on the Omaha police department, he operated a pool hall and barber shop in a little town in the First congressional district. When Bryan first ran as a candidate for congress, he arrived in the town where Fisk lived and engaged in a dicker with Fisk for the use of a buckboard and a team to be used in covering the district.

Fisk wanted $3 a day for the horses, and Bryan would pay only $2. Finally Bryan agreed to pay $4 a day if Fisk, who was well acquainted in the neighborhood, would drive and introduce him to his friends.

This Fisk agreed to do, but he interposed a condition that allowed him to accompany each introduction with an apology, because at the time Fisk's politics and Bryan's politics were vastly different. Afterwards the two were good friends.

Had Good Record.

During his connection with the police department Fisk won distinction for bravery as well as sagacity.

Sam Egan, one of the well liked members of the uniformed rank, is a nephew.

Fisk was appointed to the police department in April, 1892, and retired on a pension in 1912. Soon after his retirement his health failed, and he was forced to go to Hot Springs, where the baths prolonged his life for some weeks.

Family Is Unable to Get Food for Babies

After Bert Creamer, 1301 Davenport street, had pawned his $20 set of carpenter tools for $4, in order to buy food for his family, because he and his wife could get no work to do, and the family was facing starvation, Mrs. Ollie Creamer, the wife and mother, took a fancy silk embroidered quilt from the baby's bed and tried to sell it in downtown office buildings, in order to raise more money.

She says she made the quilt herself and values it at $35, but will sell it cheap in order to get food. Both she and her husband will work, if they can find anything to do, she declares. They have a baby girl 17 months old and a boy of 3 years, and live in a basement room for which the rent is in arrears. The phone number at the rooming house is Douglas 5588.

Hanson Keeps Busy Talking of Welfare

Dr. Theodore Hanson yesterday addressed two meetings at Hanscom Park Methodist church and made four addresses to pupils of Park school. Today he will address meetings at Bancroft, Lincoln and Train schools.

Thursday he will speak before two community meetings at Grace Baptist church, Tenth and Arbor streets, in which the Bancroft Improvement club will co-operate.

FLEMING FINDS THIEF AT END OF THREAD OF EVIDENCE

Detective Edward Fleming, the slueth, has just given another example of the workings of his brilliant dome. Fleming in the course of his travels, found that a pawnbroker had secured a fine rifle at an exceedingly cheap price and, growing suspicious, followed the clue. He discovered that the weapon had been pawned by John Armstrong, clerk at the Rex hotel. Going still further, he found that Armstrong had bought it for $1 from a negro.

Securing the description of the negro he hunted for several days and finally arrested the described man. Searching the latter's home he found some tools which had been taken from the Stewart-Toozer Auto company. Visiting the auto company he also discovered that the rifle had been stolen from its shop.

Questioning the negro, who gave his name as William Beck, he was greeted with an absolute denial of the theft, the latter declaring that he was in the county jail the day the goods had been taken. Looking up the records he found this to be true, but visited the jail and learned that Beck had been released at noon on that day.

Edward went back and pleaded earnestly with Beck, who, finally overcome by his appeal, vouchsafed the information that he was the "guy." As the result of all this work Beck was bound over to the district court with bonds fixed at $750.

Bee Want Ads Produce Results.

Will Be Charged with Treason.

BELLAIRE, O., Jan. 20.—Joseph P. Ettor, Industrial Workers of the World leader, was arrested here this afternoon by deputy sheriffs and taken to the Belmont county jail at St. Clairsville. Ettor, who had been advertised to speak to striking miners here tonight, is said to be charged with treason.

Two New Members Are Elected Upon Hotel Directory

General George H. Harries, president of the Omaha Electric Light and Power company, and Fred H. Davis, president of the First National bank, were elected directors of the Douglas Hotel company, which owns the new Fontenelle hotel property, at the annual meeting of stockholders, held at the city hall Tuesday afternoon. They take the places of Fred A. Nash, deceased, and Charles T. Kountze, who declined to serve another year.

The other thirteen directors were re-elected. They are: Gurdon W. Wattles, A. L. Reed, Frank T. Hamilton, Victor B. Caldwell, J. H. Millard, Arthur C. Smith, Gilbert M. Hitchcock, Victor Rosewater, C. E. Yost, Arthur D. Brandeis, John L. McCague, John L. Kennedy and C. H. Pickens.

President Wattles presided at the meeting, at which 4,127 shares of stock were represented, out of the total stock of 7,200 shares issued. Out of the $500,000 subscribed in the company, it was announced that all but about $5,000 of the subscriptions were good.

Resolutions were adopted, approving the action of the directors in placing mortgages of $450,000 on the $1,150,000 property, in order to complete the big hotel. The Metropolitan life Insurance company loaned $400,000 on a first mortgage and the United States Trust company, as trustee, took the second mortgage of $50,000.

As a quorum of the newly elected board of directors was not present, the directors' meeting was postponed until later in the week. It is expected that President Wattles and Secretary Reed will be re-elected.

Career of Napoleon Dr. Fling's Theme

"The forces that Napoleon employed in his great campaigns were mere handfuls compared to the staggering numbers that are fighting in the present European war," said Dr. F. M. Fling of the University of Nebraska in an address last evening at the University club on "The Rise of the Napoleonic Empire."

"We have become so accustomed to armies of 1,000,000 or 2,000,000 and to prisoners taken in a single battle numbering 100,000 or more that we would think the 30,000 that Napoleon employed in Italy rather 'small business' and even would not be amazed at the 450,000 that he had in his ill-fated Russian campaign."

Dr. Fling traced the amazing career of the great man in his unparalleled rise from obscurity and showed him winning unbelievable victories, toppling empires and kingdoms, putting his relatives on a dozen thrones and marrying off a score of others among the crowned heads of European states.

He showed him coming, flushed with victory from his Italian campaign, still too young to become a member of the directorate.

"Whether Napoleon in 1802 really intended to invade England is one of the unsolved problems of history," he said. "He did gather large bodies of troops on the French shore just opposite England and had great fleets of boats there. But this may have been for other purposes than an actual invasion."

MRS. R. M. LAVERTY HEAD OF SOUTH OMAHA WOMAN'S CLUB

Mrs. R. M. Laverty was elected president of the South Omaha Woman's club, to succeed Mrs. N. M. Graham, at the annual meeting yesterday afternoon. Other officers elected were Mrs. E. A. Boyer, vice president; Mrs. R. P. Falkner, recording secretary; Mrs. W. S. Derbyshire, corresponding secretary; Mrs. H. C. Vermillion, treasurer. Mrs. C. W. Sears is chairman of the program committee; Mrs. Perry Wheeler of the house and home committee; Mrs. Bruce McCulloch of the constitution committee and Mrs. C. M. Schindel of the auditing committee.

The South Omaha Woman's club will give a musicale at the South Omaha High school auditorium, Wednesday evening, February 3, to raise funds to promote the work of the hot lunch experiment being tried at the West Side school. Mrs. Graham is the promoter of this work, which is meeting with marked success.

BIG SEARCHLIGHTS GUIDE FLYING MEN

Air Raiders Carry Own Illumination and by This Means Know Where to Strike.

COME IN DIRIGIBLES, BELIEVED

LONDON, Jan. 20.—All available news received up to an early hour today from the scenes of the aerial attacks by the Germans seems to confirm the belief that the raiders were in airships, and that after their visits to the Norfolk towns they turned toward the sea again, making no attempt to come further south or to visit London.

From Cromer it is reported that the airship's visit there occurred at about 8:30 o'clock last night, but at 10 o'clock one appeared again at Runton, midway between Sheringham and Cromer, and then turned seaward, taking a northwesterly course.

A dispatch from Yarmouth to the Times vouchsafes the opinion that the raiders were in dirigibles, for what appeared to be searchlights were seen at a great altitude, but, it adds, some people there believe they were not the beams of a searchlight, but the flash of something resembling a magnesium flare.

To a large extent the people followed official advices and took refuge in the basements of the houses.

An aeroplane was seen flying up the Thames off Gravesend late last night, proceeding rapidly in the direction of Purfleet, a village in Essex, fifteen miles east by south of London. It was supposed at the time to be a hostile machine. Some British machines were also seen in the same vicinity, but soon after 1 o'clock this morning the order given at Woolwich to stand by for an attack was cancelled, thus indicating that no further damage was expected.

Barge Line Looks Good to Southeast Improvement Club

By unanimous vote the Southeast Improvement club last night endorsed the proposed Missouri river barge line and pledged its support to the proposition. Secretary J. W. Metcalfe of the Associated Retailers of Omaha outlined the river navigation plan to the club at its regular meeting at Bancroft school.

A. A. Ahlman, an auto liveryman of Louisville, Neb., wrote that he had several autos and would like to figure on a "jitney bus" line for the Gibsonites to the Omaha downtown district.

The club laid the matter over till the next meeting, February 2.

The club favored increases in the number of men in the fire and police departments, rather than increases of salary to the present employes.

Senate File No. 6, which proposes to grant the Metropolitan water district the right to enter the electric light and power business in competition with the electric light company was endorsed.

Culls from the Wire

While employes of a St. Joseph (Mo.) mill were waiting in line for their weekly wages, a youth entered the office, pointed a revolver at the young woman cashier, and escaped with more than $1,000.

John W. Albright, who, according to private detectives, has in the last fifteen years obtained more than $250,000 through forged mortgage swindles, is under arrest at Waukesha, Wis., and, the detectives say, has made a confession. Albright is said to have operated in every state in the union.

Alexander D. Grange, widely known in society, died in a hospital at Bryn Mawr, Pa., from injuries received Saturday during a fox hunt at Malvern. While trying to take a fence the horse which Grange was riding fell and he was thrown very heavily, sustaining a fracture of the skull and other injuries.

Fog off shore near Quogue, N. Y., lifting at times, disclosed the plight of a four-masted schooner aground on a bar a half a mile out. Its sails were furled. It was low in the water, apparently, because of a heavy cargo, and combers swept over it. There was no sign of life aboard, and it was believed the crew was below, working the pumps. Life savers made fruitless efforts to throw lines and to launch boats. The schooner at first flashed distress signals, but later in the day signals sent from shore were unanswered.

Cascarets Cure Headache, Colds, Constipation

Get a 10-cent box.

Take a Cascaret tonight to cleanse your Liver, Stomach and Bowels, and you will surely feel great by morning. You men and women who have headache, coated tongue, a bad cold, are bilious, nervous, upset, bothered with a sick, gassy, disordered stomach, or have backache and feel all worn out. Are you keeping your bowels clean with Cascarets—or merely forcing a passageway every few days with salts, cathartic pills or castor oil?

Cascarets immediately cleanse and regulate the stomach, remove the sour, undigested and fermenting food and foul gases; take the excess bile from the liver and carry off the constipated waste matter and poison from the bowels.

Remember, a Cascaret tonight will straighten you out by morning. A 10-cent box from your druggist means healthy bowel action; a clear head and cheerfulness for months. Don't forget the children.—Advertisement.

Hitchcock Stands Pat in Spite of All Suggestions Made

(From a Staff Correspondent.)

WASHINGTON, Jan. 20.—(Special Telegram.)—Now come two young men out of the west, Arthur P. Sprague of York, secretary of the democratic state central committee, owner of the York Democrat, and Colonel Harry B. Fleharty, late of South Omaha, now of the Gate City, to suggest to Messrs. Bryan and Hitchcock just how they may solve their differences. When you know the solution it is simplicity in itself—Mr. Sprague is to become internal revenue collector, Colonel Fleharty United States district attorney, the marshalship to be determined upon later. Senator Hitchcock with a quizzical smile today said: "Notwithstanding these are my friends, I am not yet prepared to abandon my former recommendations."

OVER MILLION DOLLARS WORTH OF GUNS FROM U. S.

WASHINGTON, Jan. 20.—Firearms valued at $1,194,510, cartridges worth $1,221,235 and 93,064 pounds of gunpowder were exported from the United States during last November, according to a supplemental report filed in the senate today by Secretary Redfield in response to a resolution asking for information on this subject for the period since the outbreak of the European war.

The war munitions were distributed to countries as follows:

France, cartridges, $736,411; firearms, $80,242.

The United Kingdom, cartridges, $649,615; firearms, $85,855.

Canada, cartridges, $17,542; gunpowder, 12,425 pounds, firearms, $95,668.

Japan, firearms, $18.

Russia in Asia, firearms, $625,000.

To all other countries, cartridges, $225,267, gunpowder, 79,639 pounds; firearms, $300,127.

Movements of Ocean Steamers.

Port.	Arrived.	Sailed.
NEW YORK		San Guglielmo.
NEW YORK		Verona.
NEW YORK		Minnetonka.
NEW YORK		Iowan.
NEW YORK		Roma.
MARSEILLES	Finnania	
YOKOHAMA	Sado Maru	
GENOA	Duca d'Aosta	
IPSWICH	King Edgar	
GLASGOW	Pannonia	

Answer the Alarm

If your kidneys are inflamed, don't stand around and do nothing.

Like a fire, it will soon get beyond control.

You will get the alarm in time—backache, or dizziness or disorders of the urine.

Heed the warning.

Live simply, flush the kidneys by drinking plenty of pure water, and use Doan's Kidney Pills to help stamp out the cause of the trouble.

There is no other kidney remedy so widely used, nor so well recommended.

Omaha Proof:

Mrs. G. H. Miller, 1611 N. 26th St., Omaha, says: "My kidneys weren't in good shape and my back ached most of the time. It was hard for me to stoop or lift. Doan's Kidney Pills strengthened my kidneys and the pain in my back was relieved. It has been quite awhile since I have had any trouble."

DOAN'S KIDNEY PILLS
50¢ at all Drug Stores
Foster-Milburn Co. Props. Buffalo, N.Y.

Cold in Head

Relieved in one minute. Money back if it fails. Get a 25c or 50c tube of

KONDON'S Catarrhal Jelly

Use it quick. For chronic nasal catarrh, dry catarrh, sore nose, coughs, sneezing, nose bleed, etc. Write for free sample. The first drop used will do good. Ask druggists.

Kondon Mfg. Co., Minneapolis, Minn.

HELP NATUREHOLD YOUR HAIR CHARMS

Fluffiness, even color, brilliance and softness are the attributes of healthy hair. Nature requires only sensible cleanliness, especially freedom from dandruff, in exchange for hair beauty. You help Nature most when you assist her by the best method, to safely make and keep a perfectly clean, healthy scalp. In washing the hair it is not advisable to use a makeshift, but always use a preparation made for shampooing only. You can enjoy the best that is known for about three cents a shampoo by getting a package of canthrox from your druggist; dissolve a teaspoonful in a cup of hot water and your shampoo is ready. After its use the hair dries rapidly with uniform color. Dandruff, excess oil and dirt are dissolved and entirely disappear. Your hair will be so fluffy that it will look much heavier than it is. Its luster and softness will also delight you, while the stimulated scalp gains the health which insures hair growth.—Advertisement.

Are You Ruptured?

THOMAS J. ABRON, the factory expert, will be at our store Jan. 20 and 21 to show you the qualities of the "UNION" Truss. Prescripto Drug Co., 16th and Howard.—Advertisement.

Typewriters For Rent
any make you want
$1 and Up Per Month
Central Typewriter Exchange
Inc.
307-309 South 17th.
Phone Doug. 4121.

MADE IN OMAHA U·S·A
THE BEST PRINTING CUTS FOR NEWSPAPER USE OR THE FINEST GRADE OF COMMERCIAL PRINTING
BEE ENGRAVING DEPT.
BEE BUILDING · OMAHA · NEBR.

FORMER WIFE OF WOODS TIPS OFF HIS HISTORY

J. K. Woods, who was sentenced to serve forty days in the county jail Monday for defrauding three Omahans of small sums of money by getting his young daughter to pass worthless and forged checks, is wanted in Alexandria, S. D., for disposing of mortgaged property, according to a letter received by the police last night. The letter came from Mrs. Cora Pierce of Onawa, Ia., divorced wife of Woods.

The police are still holding Hazel Woods, the daughter, pending further investigation. The girl, however, thus far, has proved to the authorities that she knew nothing of her father's plans.

SEEKING HEALTH?

This means taking better care of the Stomach and helping the Liver and Bowels in their daily work. If assistance is needed, try

HOSTETTER'S STOMACH BITTERS

It has been proven very beneficial in such cases.

An Open Letter

(About Bronchitis.)

August 2, 1914.

TO THE PUBLIC:

In March, 1914, I became afflicted with an attack of Bronchitis which forced me to remain in bed for two months. The doctor in attendance changed the medicine several times, and instead of improvement, I seemed to grow worse. For a while I was despondent, until my wife read a little pamphlet advertising the "Essence Mentho-Laxene." Discouraged with what I had been using without effect, I was willing to try almost anything that sounded like a cure. The Mentho-Laxene was bought, the syrup prepared according to direction, and before half of the quantity was consumed the cough had abated and I was at work four days after, and have never felt any symptoms of the dread disease since. All who are acquainted with Bronchitis will understand how hard it is to subdue the cough, but today I am willing to take an oath, or make an affidavit to the effect, that my case of Bronchitis was as severe as ever afflicted man, and that I was positively cured of it in less than four days, all due to the wonderful curative powers of the "Essence Mentho-Laxene." Since then I have recommended it to all sufferers as I was, or to those who were subject to colds of any kind. In each case the medicine sustained the reputation I had given it, and all were loud in their praises of this truly valuable prescription.

All who may be skeptical in its use can write me, and I will cheerfully give them all the information they desire above my personal signature.

Very respectfully, A. CAMPBELL,
3447 Lafayette St., Denver, Colo.

For the benefit of readers: Essence Mentho-Laxene can be obtained of druggists. A 2½ oz. bottle makes a full pint of cold and cough syrup. Full directions are with each bottle.—Advertisement.

A Dainty Spread For Daily Bread

"Swift's Premium" Oleomargarine (Butterine)
Fine Flavor—Clean—Economical

LEHIGH VALLEY LV COAL SALES CO.

Get the Most Out of Your Stove

You can get no more out of a stove in the way of heat than you put into it in the way of coal. Often the best efforts of a good cook and a good stove are defeated by poor coal.

A hot, steady, even fire is necessary for good cooking. That is the kind of a fire given by

LEHIGH VALLEY ANTHRACITE
The Coal That Satisfies

Because it is hard it lasts longer than ordinary coal. It burns more evenly and gives more heat.

You can be sure of coal quality by buying Lehigh Valley Anthracite. But get the coal you ask for. It is sold by most dealers. If your dealer doesn't supply it ask him to get it, or write

This Sign is Displayed by Dealers who sell Lehigh Valley Anthracite

LEHIGH VALLEY COAL SALES CO.
McCormick Building Chicago, Ill.

LEHIGH VALLEY LV COAL SALES CO.

THE Keeley Cure

Thirty-Fifth Year

For Liquor and Drug Users

We permanently remove the craving for Liquor and Drugs in all cases, and at the same time improve the physical and mental condition.

We have no rivals as far as successful treatment is concerned. Our methods are humane and scientific; no sickness, "knock-out" or bad after effects.

Our charges are reasonable.

All our business, including correspondence, is strictly confidential. Write for free illustrated booklet, which will be sent in sealed envelope.

THE KEELEY INSTITUTE, 25th and Cass Streets
Telephone Douglas 1478 OMAHA, NEB.