GERRIT FORT TO AD MEN

Tells What Publicity Can Do for Railroad Transportation.

DOES NOT SWELL TRAFFIC MUCH

Three Chief Powers to Educate by Travel, Build Up Country and Closer Relations with the Public.

TORONTO, Ont., June 24 - (Special.) -Gerrit Fort of Omaha, passenger traffic manager of the Union Pacific Railroad company, was the chief speaker at the convention of the Associated Advertising Clubs of America today. Mr. Fort's sublect was "What Publicity Can Do For

Transportation." One thing, he did not concede it could do, was to swell the volume of either freight or passenger traffic directly to any considerable extent. The three most vital effects of railroad advertising. as Mr. Fort saw it, were, first, educational, as to mere travel; second, as to territorial conquest and building up of the country with home-makers; third. cultivation of closer mutual relations between the railroads and the people, by frank discussions by railroads in the sewapapers of their peculiar problems.

In part, Mr. Fort said:

In part, Mr. Fort said:

The problem of selling railroad transportation through publicity presents the following essential difference from other forms of merchandising: The railroads are quasi public institutions with their earning power limited by governmental regulation, both state and federal. The state says, in effect, to the owners of railroad property: "We will allow you to earn, if you can—although we don't guarantee that you will—a fair return on your investment, but whatever you earn in excess of a fair profit must be divided with the public in the form of reduced rates or improved service."

Admitting the soundness of this position—conceding that the railroads are public servants—will it not be agreed that advertising which is not creative of business, but which has for its purpose merely the diversion of business represents a waste of expenditure and effort and more than that a breach of trust? If this be so let us see what opportunity exists to create business by advertising. I doubt whether \$100.000 expended in advertising freight service would cause two kegs of nails to be shipped where one was shipped before, and I think it may truthfully be said that advertising will not create freight traffic. Advertising will not create freight traffic. Advertising of luxurious passenger service may stimulate travel, but to a limited extent only.

Field of Education. There is, however, a field, and the videst sort of a field, for advertising that There is, however, a field, and the widest sort of a field, for advertising that is not only creative of railroad and steam-ship traffic, but is for the general good. All forms of publicity which depict in truthful terms the wonderful hearth and pleasure resorts of our continent are of incalculable benefit to all mankind, for it cannot be gainsaid that travel is the greatest of all educational forces. The public owes much to the transportation companies for their exploitation of Yellowstone National park the Adirondacks, California, the Canadian Rockies, Florida, the Yosemite, the Grand Canyon, etc., and it is not too much to say that the skillful and persistent publicity which has been given these resorts has not only helped the carrying companies, but has been of tremendous benefit to our people. Again, publicity, paid and unpaid, as to the opportunities for homeseekers and investors presents a most inviting and

to the opportunities for homesees or and investors presents a most inviting and legitimate field wherein to serve transportation and all mankind. Surely there can be no more useful work than that if making known to the older and overcrowded parts of the world the opportunities, agricultural and industrial, which are ones to every man with sufficient tunities, agricultural and industrial, which are open to every man with sufficient brains and energy to grasp them and in addition to the material reward which is bound to come to both transportation and publicity there is the higher one of witnessing the constant recession of the world's frontiers, the conquest of new countries and the trite, but pleasant, occupation of developing two blades of grass where one grew before.

Discussion of Problems.

tage to transportation companies and to the public as well in discussing in frank padd-for advertising the railroad problems which engage so much attention in the paid-for advertising the railroad problems which engage so much attention in the public prints. I also believe that the changed conditions are not generally understood by the public and that paid advertising for which the transportation companies assume full responsibility, setting forth clearly and fairly the present situation and their needs for the future, could go far toward establishing better relations between the carriers and their patrons.

Transportation demands of publicity that it shall be honest, honest in its ut-terances to the public, both editorial and advertising; honest in its business methods with transportation companies, no blackmail, no favoritism, no personalities to be allowed to govern these relations.

Billousness and Liver Complaint quickly relieved by Dr. King's New Life Regulates the bowels, keeps stomach and liver in healthy condition 25c. All druggists.-Advertisement.

FOSTER TRYING TO SEND MEN INTO HARVEST FELDS

There will be no crops left unharvested in the west this year because of lacking labor, if Police Judge Foster has any thing to do with it. Instead of sentence ing vagrants, drunks and others to the county jail for long sentences he is turning them over to a local labor agency which sends the men out to good paying jobs in the open air, where they receive good meals and plenty of exercise.

La. Grippe and Colds

In La Grippe and Colds, Anti-kamnia (A-K)
fablets are unexcelled, as they stop the
mins, soothe the nerves, and bring the rest so greatly needed by nature to restore the system to health. Physicians have used these tablets for over twenty years, in the treatment of colds, fevers and lagrippe, and have found no other remedy more useful in these conditions. Anti-kamnia Tablets are so inexpensive, ac pleasant to take, so sat-isfactory in their results, and so useful in all conditions where there is pain, that A-K Tablets should always be kept in the house for the time of need. Many of our ablest for the time of need. Many of our ablest physicians obtain perfect results in la grippe and colds, by cleaning the system with Epsom salts or "Actoids", a very good cathartic, putting the patient on a limited diet, and administering one A. K tablet every two or three hours. This treatment will usually break up the worst case in a day or two, while in milder cases, case and comfort follow almost immediately. These tablets are also unexcelled for Neuralgia, Rheumstic Pains, The Pains of Women, Indigestion and Insomnia. All droggists have them. and Incomnia. All druggists have them.

Genuine A-K Tablets bear the K mark P. S.-A-K Salve for Sares



Pay \$10, Save \$5 -- Pay \$15, Save \$10



When We Say "Bill" We Mean Your Friend --

who is now wearing United Clothes. He will tell you mighty quick of the high clothes values at the United Shops. Our great success is built not only on the dollars that Bill and Tom and Dick and Harry have paid us, but also on the good words they have spoken for United Clothes . So just "Ask Bill" if he's satisfied and take your cue from his answer. We fit the young man of 16 getting his first suit of long trousers, up to the extra size man weighing 200 pounds. We carry the largest assortment shown anywhere for the tall, slim, short and stout men, at-

NO MORE, NO LESS-EVERY DAY IN THE YEAR

For your convenience we have opened another United Store at 107 So. 16th, opposite Hayden's and we want you to become familiar with this popular price

This week is our Factory to Wearer campaign, demonstrating what ten dollars will buy for men and young men. You should see the suits-



UNITED **CLOTHES SHOPS**

1512 Farnam St., 107 So. 16th St., Merchants Hotel Bldg. Opposite Hayden's

Main and Broadway, Council Bluffs

Pay \$10, Save \$5 -- Pay \$15, Save \$10

BURNS AND NEWS MAY SPLIT

Newspaper Has Until Saturday to Make Good on Expense.

BURNS PUTS UP THE BOND

Local Authorities Believe Hausen Will Show Up Saturday and Thus Save the Five Thousand Bond Money.

Unless the Omaha Daily News and the 'Cloverleaf Syndicate," which controls it, ome to the front immediately with an unlimited expense account for Operative Hansen's benefit, the Burns detective agency will leave its clients in the lurch and allow them to face the music alone and without the benefit of the cunning Finally in my opinion, and it should be understood that in making this statement I am speaking on my own responsibility and for myself alone, I believe that publicity could be used to immense advantion. The Daily News has until Saturday to put \$5,000 in the hands of Detective Burns in order to insure Hansen's testimony. Until Saturday the bond will not be declared forfeit, but on that day, if Hansen does not show up, William J. Burns will pay the amount and start suit to collect from the News.

Several weeks ago Chief of Detectives Maloney received a telegram from the assistant state's attorney at Chicago stating that lawyers for Hansen promised to have their client in Omaha by June 24. A continuance of the bond has been obtained until Saturday.

Hansen's bond was put up by Burns, who expected the News to make it good if it became necessary to forfeit to save the operative from the penitentiary. The Daily News was loth to spend any more money and tried to stick Burns for the amount, but the sleuth now threatens to lesert his client.

The local authorities believe that Hanen will show up Saturday. They say Burns knows that sooner or later his nan must face the music and that they will not risk double penalty, but will produce Hansen without further trouble and save the \$5,000 bond.

"HAMMER AND NAILS" IN SHOES SPOIL ENLISTMENT

Because he carried a hammer and pails in his two shoes, J. L. Jones of Kearney was refused admission to the United States navy when he attempted to enlist as a carpenter's mate. The navy examining surgeon would, perhaps, have ad- the attorney. mitted the man with the nails in his hoes, but the hammer was too much. The hammer, however, wasn't the ordinary steel and wooden affair used by tradesmen, but proved to be a crooked toe, known as the "hammer toe," and the she could not recover from the same comnails were just the same kind that push pany for damage by fire to the same holes through your stockings

CARTER LAKE CLUB TO

CELEBRATE ON FOURTH ogram of extraordinary festivities is scheduled for the Fourth of July at water and in the evening after work the

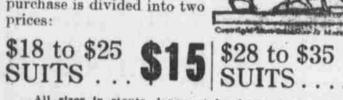
Don't Lose Sleep Coughing at Night. Take Foley's Honey and Tar Comound. It glides down your throat and preads a healing, soothing coating over the inflamed tickling surface. That's immediate relief. It loosens up the tightness in your chest, stops wheezy breathing, eases distressing, racking, tearing coughs. Children love it. Refuse any substitutes. Contains no opiates. For sale by all dealers everywhere.-Adver-

Going to the "Movies" Tonight? If you want to know in advance what ictures are going to be shown at your favorite theater tonight, read "Today's Complete Movie Programs" on the first want ad page. Complete programs of practically every moving picture theater in Omaha appear EXCLUSIVELY in

Unusual Clothes Values

There's No Secret About This Sale We bought part of the

surplus stock of Hart, Schaffner & Marx, and every garment is new this spring. Some of the styles and colors have not been shown in Omaha this season. The largest share of this purchase was of these better goods. Most all are imported fabrics and just the weights that are in demand for July and August. Crashes and basket weaves, made half lined. Tropical worsted and light weight cassimeres. This is the best lot of suits we have ever offered at such prices. This purchase is divided into two



All sizes in stouts, longs, stubs, long stouts and short stouts; sizes 32 breast to 52 breast.

HAYDEN BROS.

Fire Insurance Co. Defeats Policy on Easter Tornado Loss

A fire insurance company defeated a olicy holder in district court in a suit in connection with loss incurred in the Omaha tornado when District Judge Troup instructed a jury to find against Mrs. Pearl R. Brady, wife of T. E. Brady.

Mr. Brady was his wife's attorney. The evidence showed that the plaintiff already had collected \$2,000 from the State Insurance company of Nebraska on a tornado policy. The court held that house. The plaintiff held two policies in the State Insurance company.

A REAL

of every person to try and maintain the highest possible standard of health. This plan can be helped along wonderfully by the use of

It tones, strengthens, invigorates the digestive organs, the liver and bowels and thus promotes good health.

Don't Suffer With Corns



Drexel's Corn Cure Last

Corn plasters, medicines, etc., are of no avail in treating corns. Improper shoes were the cause, and proper shoes are the only cure. Drexel's corn cure last cures corns. They are the most comfortable shoes made. In dark brown and black kid. Best quality oak sole, widths A to double E.

PRICE 84.50 PARCEL POST PAID

Drexel

1419 Farsam

BACK AGAIN! The Katzenjammers Every Sunday in The Bee

IN HAT Department

Men's Straw Hats; made to sell to \$2.00; soil of sur- 95c to \$2.00; soft or stiff, all the



IN TRUNK Department

100 Genuine Leather Suit Cases _\$4.00 to \$7.00 values, good size, with heavy straps, in hree lots; special at-\$2.95. \$3.95 and \$4.95

Our June Clearance Offers Marvelous Bargains to You. Thousands of Beautiful Summer Dresses at Wonderful Underpricings

An immense stock of sum mer dresses, made to sell at \$10.00 and \$12.00. Dainty summer fabrics in Roman stripes and flowered patterns, plain voiles, cool linens and other wanted fabrics -immense assort- \$495 ment, on sale at, choice

Hundreds of Pretty Summer Dresses-Made to sell at \$3.50 -most desirable wash materials, made, all colors, on sale



Hundreds Tailored Suits-In broad assortment of the best styles and most desirable fabrics, garments that would sell regularly to \$35your choice Thursday

100 Stylish Coats-In choice fabrics and colors, newest designs, made to sell at \$15 up to \$25.00; all in one lot; to close out. only

More New Wash Skirts-The most pleasing assortment and best values shown in Omaha; regular and



Big Special Purchase of Panamas

Regular \$5 Values. Choice \$2.98

Just 12 dozen in the lot, South American and bleached Panamas, in a splendid assortment of styles-large, medium and small. Hats made to sell regularly at \$5.00. While they last Thurs-day, your choice, \$998

Several other rousing specials.

Drug Department Specials For Thursday

Houbigant's Ideal Perfume, per size Aubry Sisters Beautifier

5 Rousing Glassware Specials

Another great opportunity for surprising

Water Tumblers-3-star cut; while they last, each......5¢

10-oz. Bell Shape Tum- | Footed Sherbert Glasses-

vire etched, while they etched; while they last,

last, Thursday, each 10c | Thursday, each 10c

bargain getting in China Department.

6-in. Cut Glass Flower Vases-50c

values, handsome design, on

sale, each25c

500 heavy water tumblers, wine

glasses, napples and fruit dishes, in

the popular vintage pattern; to \$3

a dozen values, each.......10¢

Thin blown, grape vine

Special Lace Clearance

1.00 Lace Floundings 39c-A splendid assortment of beautiful patterns in from 20-in. 22-in, to 27-in, widths; regular \$1.00 a yard values; on sale Thursday at, yard . . 39c 50c Laces at 19c Yard-Including a fine assortment of 9-in. to 14in. Demi - Flouncings, in shadow, Quaker and Not tingham laces; at, yd... 196 5c Laces at 5c a Yard-A big variety of new Vals., Zion City and beautiful Point de Paris laces, regular 15c yard values, yard5¢ Oc Val. Laces 3 % c a Yardspecial lot of fine Val. edges and insertings, made to sell regularly at 10c a yard, your choice, yard 3/26

Wash Goods Snaps

200 pieces of Wm. Anderson's 220 Scotch Ginghams, regular price 15c to 18c a yard; on sale all day at..... 111/2 & All heavy Ratines at 33 % %. Wash Goods that sold at 25c will go at 25¢ Wash Goods that sold at 50c will go at 37 % €

WHITE GOODS SALE

Values that insure a crowd on the 4th floor Thursday. No telephone orders received. No deliveries made. Time to Get in the Swim

blers-Thin blown, grape

But when you do wear your own suit, it's safer. We Want to Show You the "Swim-Easy" Suits: the best and most

comfortable suit on the market; of wool, briliantine, mohairs, etc. Values up to \$7.50; special at \$1.50 \$1.98 \$2.95 \$5.00 Men's Suits — Boys' Suits — To \$4 values; Up to \$2.00 values at 98¢ and ... 49¢ 98¢. \$1.50 and... \$1.98 The Best Line of Bathing Caps shown in Omaha, all colors, ait styles; a great one day sale-



Thursday's Linen Specials

Unhemmed Pattern Table Cloths, assorted designs, pure flax, regular \$5 cloths, at, each\$2.90 Hemmed Table Pads, excelsior quilted, round or square, regular \$1.85 pads, at, each......\$1.50 Crochet Bed Spreads, beautiful assortment, white

sheetings manufactured; regular 98c sheet, 65¢

Special Offerings in Our Popular Domestic Room \$1.00 Pattern Table \$2.00 Bed Spreads \$1.38 \$2.50 Bed Spreads \$1.79

Cloths74c \$1.25 Pattern Table \$1.50 Pattern Table

TOWELS 960 10c Bath Towels . . 71/2 c 12 1/2 c Bath Towels . . 9c 15c Bath Towels ... 10c \$1.25 Bed Spreads 93c | 18c Bath Towels...12c \$1.50 Bed Spreads \$1.18 | 25c Bath Towels...15c WASH GOODS AND WHITE GOODS

PUT UP YOUR APRICOTS THIS WEEK

Fine Tomato Catsup, Pickles (assorted kinds), or mustard, bot. 815c Fancy Queen Olives, quart. 35c McLaren's Peanut Butter, ib. 1215c The best Domestic Macaroni, Vermicelli or Spaghetti, pkg. 714c E. C. Corn Flakes, pkg. 5c Grape Nuts. pkg. 10c The best Tea Siftings. ib. 10c Goiden Santos Coffee, ib. 20c For a good cool and refreshing drink try a bottle of Wild Cherry Phosphate or Root Beer, per bottle, 10c The Butter, Egg and Chesse Market for the Feople of Omaha. The best Creamery Butter, carton or bulk, per ib. 29c The best No. 1 Country Creamery Butter, per lb. 27c The best No. 1 Dairy Table Butter.

Butter, per lb.
The best No. 1 Dairy Table Butter, per lb.
The best Wisconsin Cream, New York White or Young America Full Cream Cheese, lb.

The last of the Pineaples. We advise our customers to buy now. All of cherries, gooseberries, raspberries, strawberries, etc. at wholesale.

IT PAYS-TRY HAYDEN'S FIRST-IT PAYS

Bee readers are too intelligent to overlook the opportunities in the "Want Ad" columns. They're worth while reading.