

MANLEY IS VICE PRESIDENT Omaha Man Honored by the Associated Ad Clubs' Convention.

ALBERT RE-ELECTED PRESIDENT Harwood Explains that Human Interest is an Essential in All Advertising that Would Pay for Itself.

Robert Manley, president of the Omaha Ad club, was elected vice president of the Northwest Division, Associated Ad clubs of America at the closing session of the convention yesterday.

Human interest in advertising was the topic of discussion at the last meeting. C. R. Cobanias talked on "Advertising Copy as it Appeals to the Man on the Street."

Advertising columns are nothing but business news and human interest should be the electricity of these columns just as it is the news columns," explained Harwood.

Frank Bullis, Charles Docherty and Charles E. Duffie gave personal experience of the effects of human interest in advertising.

Deal Completed for Building on the Dewey Hotel Site

The deal has been completed whereby George A. Joslyn acquires from John A. Creighton eighty-eight feet on the southwest corner of Thirtieth and Farnam streets the site of the old Dewey hotel.

Squirrel Whisky Hard on Furniture

Mrs. Etta Peters and Mrs. E. L. Anderson were sitting by their window in their apartments on the second floor of 2313 Chicago street, watching the clouds whirling by, overhead, when a sudden shower of furniture, bed clothing, wearing apparel and toilet articles swept downward past the glass.

The two women became badly frightened, thinking another tornado had struck the city and, hurrying downstairs to the yard, they were in time to see T. J. Turner, who lives directly above them, crawl from his window to the roof and proceed to do a light-rope stunt on the cornice.

In court Turner stated that he had partaken of considerable "squirrel whisky" and did not know what he did, about "Dad's a good name for it, squirrel whisky, I fine you \$5 and costs, suspended sentence," was Judge Aletad's conclusive remark to the case.

Wives of Dentists Look Over the City

While the dentists of Nebraska in session in Omaha held clinic at Creighton Dental college and listened to technical papers yesterday their wives were being whirled in twenty automobiles throughout the scenic parts of Omaha just as they were in the lobby of Hotel Home shortly after 9 o'clock, where they waited for the automobiles. They followed the boulevards throughout the city and visited the various parks and other points of interest.

At noon the ladies and gentlemen took luncheon at the Commercial club. The lunch exchange, which was to have held its regular meeting at noon, made way for the dentists and wives, who occupied their dining room.

STATIONARY ENGINEER ASKS \$10,000 DAMAGES

The Bee has been made the defendant in a libel suit filed in the United States district court by David F. McClintock, a stationary engineer, who claims his good name and character can be repaired only by the payment of \$10,000 for news reported on June 2, 1912, by the Bee.

GRAFF ASKS THE HIGH SCHOOL SENIORS FOR ADVICE

Superintendent Graff of the public schools has asked members of the Omaha High school to co-operate with him in securing information relative to the benefits they have secured in the high school. He asks them what can be done to improve the course of study at the school and seeks to secure, without asking for names, the occupations, if any, they have decided to engage in upon completion of school.

Senator J. A. Ollis Enters the Race for Collectorship Job

Senator J. A. Ollis of Ord has entered the lists of aspirants for the \$4,500 position of collector of internal revenue, to replace Ross Hammond of Fremont. Chris Gruenther, staunch supporter of Judson Harmon at the last presidential election, is also in the race. He is backed by Senator Hitchcock, but so little encouragement has been received by Gruenther that Ollis believes he can pick the plum, although Judge George R. Loomis of Fremont is a strong applicant for the position.

It is understood that until Gruenther is plainly eliminated from the race Ollis will not press his case. Gruenther approached Secretary of State Bryan on the subject during his visit to Lincoln recently and reports generally agreed that he had received a severe setback. Ollis was in Omaha yesterday and stated his intention of pursuing the job with great vigor as soon as his friend Gruenther was down and out as far as that job is concerned.

W. C. Bartlett of the Union Pacific Dead

W. C. Bartlett, auditor of equipment service of the Union Pacific railroad, aged about 45 years, died of heart failure at the home of his mother, 1228 Georgia avenue at 2 a. m. Wednesday.

Auditor Bartlett was at his desk Saturday and was apparently in the best of health. Monday, feeling slightly indisposed, he did not report for duty. Tuesday and Wednesday afternoon he felt perfectly well, but concluded that he would not go to the office. Late Tuesday night he complained of pains in the region of his heart and died a few hours later. He was a single man and is survived by only his aged mother.

In 1888, W. C. Bartlett entered the employ of the Union Pacific as a messenger boy at the transfer in Council Bluffs. The following year he went into the equipment service as a clerk. Promotions came rapidly and when E. Buckingham was car accountant, Bartlett was his chief clerk, holding the position a number of years. In 1908 he was appointed auditor of equipment service and had since held the position.

Mr. Bartlett was a prominent member of the Royal Arcanum and for years had been active in Ak-Sar-Ben affairs. By the knights he will be remembered as the policeman of the opera that was staged last year.

DEFENSE PRESENTS ITS CASE IN BURKE TRIAL

First witnesses for the defense went on the stand in the second trial of William L. Burke on a charge of manslaughter growing out of the death of Forbes Robertson, a watchman.

Edward Connelly, bartender in Burke's saloon at Tenth and Davenport, was one of the important witnesses for the defense. It was testified that on the Sunday morning in October when the quarrel occurred, Robertson drank in the saloon with a number of other men; that he got into a quarrel with the bartender and was put out of the saloon; that he returned from across the street with raised fists when Burke was standing outside; that he approached Burke and fell to the sidewalk. The prosecution contends that Burke struck Robertson, causing him to strike his head against the sidewalk.

Another witness testified that the saloon was open and that a number of men were drinking there.

A man living at Auburn, New York, had a severe attack of kidney and bladder trouble. Being a working man, not wanting to lose time, nor run up a heavy doctor's bill, he cured himself completely by using Foley Kidney Pills. A year later he says: "It is a pleasure to report that the cure was permanent." He has had no return whatever of the pain, backache and burning. His name is J. A. Farmer, and he says: "Of course I recommend Foley Kidney Pills as a very effective cure for kidney and bladder trouble." For sale by all dealers everywhere.—Advertisement.

LAST WEEK OF OUR \$25,000 Stock Reduction Sale Toilet Goods and Sundries

- 700 bottles \$1.50 size Oriental Cream, at each 89c
600 boxes 10c Shinola Polish, at 40c
300 Shinola Polishers, at 170c
200 \$1.00 Emerson's Safety Razors, at 590c
About 1,000 2c Whisk Brooms, at 140c
About 800 2c Chamisole Skins, at 140c
200 2c bottles Witch Hazel, at 140c
50 2c bottles Bay Rum, at 250c
About 1,500 2c Tooth Brushes, at 140c
About 700 bottles Holmes' Frost-ite, at 120c

Some Special Cuts on Patent Medicines

- \$1.00 LINTHANE 50c
\$1.00 PINKHAM'S COMPOUND 50c
\$1.00 VICTOR'S SASSAPARILLA 50c

EXTRA SPECIAL SOAP BARGAIN 2,000 or 4,000 Cakes Toilet Soap, positively 10c to 15c 3 Cents values at, per cake Or \$2.00 per 100 Cakes.

Sherman & McConnell Drug Co. Professors of the Four Omaha Retail Stores.

National Insurance Men Inspect Here in Matter of Rates

Three inspectors of the National Board of Underwriters are making investigations in Omaha. C. T. Blissett, F. H. Hazard and Robert E. Andrews are the engineers who will make the inspection of fire apparatus, water supply and electrical installation. Their reports will be used for changing fire insurance rates in Omaha during the next five years.

Y. W. C. A. GIRLS ENTERTAIN THEIR FRIENDS AT BREAKFAST

Some 200 members of the Young Women's Christian association with their friends gathered in the dining room at the association building yesterday morning at the third annual May Day breakfast. The tables were decorated in taste with spring flowers. The breakfast was held under the auspices of the Business Girls' club and the proceeds will go to the summer conference fund.

Seated at one table was Postmaster John C. Wharton and a party of forty employees of the two postoffices under his supervision. The members of the D. A. R. club from Orkin Brothers store and guests of Miss Mary Ammons and Miss Workman of the Brandeis stores were present.

Miss Katherine Glivan gave a wedding breakfast party in honor of Miss Katherine Boland and Mrs. C. E. Worthy of the Union Pacific also entertained.

A Blandly Affair is lung hemorrhage. Stop it, and cure weak lungs, coughs and colds with Dr. King's New Discovery, 50c and \$1. For sale by Beaton Drug Co.—Advertisement.

My! How My Feet Hurt!

How often you hear this exclamation.

The only permanent relief is found in Drexel's comfort shoes. They are made one size wider in the sole and two sizes smaller through the instep and heel, letting the foot rest wholly on the sole as it should.

Men's \$5.00 Women's \$4.50

Drexel 1419 Farnam

WATCH THURSDAY NIGHT PAPERS

Brandeis Stores Will Announce the Biggest Money Saving Sale in Western History.

WESTERN PROSPECTS GOOD Stubbs Sees Every Indication of a Bumper Crop of Grain.

LET'S OTHER PEOPLE WORRY Retired Official of the Harriman Lines Falls to Be Agitated Over the Controversies Now Going On.

J. C. Stubbs, former director of traffic of the Harriman lines, but now retired, is on his way east, after having spent a month on the Pacific coast. He arrived in his private car, Sunset, over the Union Pacific and left over the Northwestern, accompanied by his family.

Mr. Stubbs declared that, being out of the railroad business, he knew nothing about merger or disposition of merger matters. While in California he heard some talk on the subject, but paid no attention to the discussion. The Japanese question was one that did not agitate the mind of Mr. Stubbs while on the coast. He heard both sides of the controversy, but did not take part in the differences. As to the business outlook, he says that it is good and that the country is prospering. Nebraska, the former railroad man said, never looked better and everywhere indications point to a big crop.

REV. SAVIDGE RETURNS FROM SUCCESSFUL TRIP

Rev. Charles W. Savidge has returned from Burlington, S. D., where he had been conducting meetings among the bachelors of that community. While the rainy weather kept the attendance down there were nevertheless many who wanted to hear the message that Mr. Savidge was going to bring them.

He took as his topic the making of homes and advanced many of the same opinions that Rev. Charles K. Gilbert recently voiced in New York. The latter's argument is that men and women should be established in homes as early as possible in life.

After the meeting was over he was earnestly appealed to by a number of bachelors and he comes back to Omaha filled with enthusiasm over the prospects of helping them to possible happiness. Key to the Situation—See Advertising.

ASK OMAHA MAN TO TALK ON SOCIAL INSURANCE

An invitation to attend and take part in the discussions of the Chicago conference on social insurance, to be held next month under the auspices of the American Association for Labor Legislation, has been extended through the executive committee, to Victor Rosewater, as representing the Nebraska Workmen's Compensation commission.

MAN HAS SPOUSE ARRESTED, WIFE RETURNS COMPLIMENT

Mr. and Mrs. G. E. Winnings, 77 North Eighteenth street, had each other arrested. Mrs. Winnings charged her husband with the use of cocaine and Mr. Winnings, not denying the charge, had his wife taken to the station for adultery with his coke. Both seemed to be far from normal and were locked up for safe keeping.

ATWOOD RED MAN BRAND 2 for 25 cts. ATWOOD. A NEW SUMMER COLLAR, THE FRONT DIP INSURES COMFORT, YET RETAINS THE GOOD APPEARANCE. EARL & WILSON MAKERS OF TROY'S BEST PRODUCT.

Great Annual May Clearing Sales Begin Thursday

Every department throughout this big store has prepared for this sale values in most wanted lines that they are confident cannot be duplicated. New lots every day, bargain surprises that offer buyers keenest economies.

We submit these Thursday offerings and stand back of every purchase with the only safe warrant for your protection that we know of: "Your money back cheerfully and exchanges made gladly if for any cause the purchase is unsatisfactory."

May Clearance Millinery

Beautiful models for present mid-summer wear, the popular all black and all white effects, beautifully trimmed with maline, chiffon, ribbons, ostrich plumes and flowers, copies of imported patterns, greatly underpriced at from \$25 to \$3.95. Handsome New Panama Trimmed Hats worth \$18.00—Broad assortment of designs for dress or street wear will go on sale at \$5, \$3.95, \$2.95, \$1 in Plain Figures—All Millinery Guaranteed.

May Clearance of Women's Outer Garments

Charming new styles in an almost endless assortment of most wanted fabrics at 1/2 to 1/3 the actual retail worth. 50 Doz. Pretty Wash Dresses—made to sell at \$3 to \$5—come in voiles, gingham, chambrays, lawns, etc., both plain colors and fancy, all sizes, 1 to 44, all new summer styles, at \$1.29. \$25 Tailored Suits, \$10.00—New spring styles in serges, diagonals, tweeds and fancy suitings, garments sold regularly to \$25, choice for \$10. Tailored Suits—Made to sell up to \$45—Plain tailored and fancy models in broad assortment of the season's most clever designs, at \$19.50.

May Sale of Boy's and Child's Straw Hats

All styles and shapes, made to sell to 35c, in one big lot, choice 10c

May Sale Men's Felt Hats

Your choice of any Stiff or Soft Felt Hat in our entire stock (Seasons excepted), that sold regularly to \$3.50, your choice \$1.25

Beautiful White Fabrics for Summer Dresses

At Most Delightful Bargain Prices Thursday Assorted lot sheer White Goods, values up to 39c yard. 12 1/2c India Linons, French and Persian Lawns, sold up to 59c a yard, at 25c

A Wonderfully Complete Showing of New Summer Waist Styles

Distinctive designs in choicest fabrics and colorings, values you'll find simply matchless—\$7.50, \$10, \$12.50, \$15 and \$17.50. Each day will see delightful new bargains offered in this busy department. Qualities we know will give satisfaction; values we know cannot be equaled. Watch our windows and our ads.

May Sale of Laces

Our reputation as leaders in the sale of fine laces is unquestioned. Thursday's great value giving will make our reputation for bargain giving even greater. See these: Val. Laces, 5c to 10c values, at 2 1/2c Linen Laces, 10c values, 5c Wash Laces, 25c values, 10c Cluny Laces, 50c values, 25c Zion Laces, 10c values, 5c 50c Venice Laces, 25c \$1.00 Venice Laces, 50c \$2.50 Venice Laces, \$1.50 \$3.00 Allover Laces, .98c \$3.00 Allover Laces, \$1.50 Shadow Flouncings at Half \$1.00 HANDBAGS, 25c

MAY CLEARING SALE OF Summer Silks

Over 3,000 yards of beautiful all silk foulards, 24 to 40-in. wide, "spot proof," "shower proof," etc.; plain, brocaded and some bordered effects—also fine 27-inch all silk mesalines, in a full line of colors—regular 85c to \$1.50 a yard values, choice, yd., 48c

MAY CLEARING SALE OF Wool Dress Goods

100 pieces of fine new Spring Suitings, \$1.00, \$1.25 and a yard values; cream grounds with hairline stripes, also greys and tans; Wm. F. Reed's Landowns in checks and stripes; Silk Voiles in plain and novelty weaves, etc.; all on sale Thursday, 68c-98c

Some Rousing Specials in Our Domestic Room

19c Linen finish Suits, 34 inch wide, snap 12 1/2c 10c Lawns, neat new patterns, at 5c 10c Shaker Flannels, unbleached, 24 in. wide 7 1/2c 15c Pillow Cases, size 42x36, will go at 10c 15c Plisse Cloth, 30 in. wide, white only, yard 10c 7c Dress Ginghams, blues, reds and browns, 4 1/2c 19c Curtain Scrims, bordered or figured, 15c

May Sale Embroideries

\$2.00 Dress Flouncings 98c—A beautiful line of patterns in both plain white and ecru for your selection, regular values to \$2.00 a yard, choice 98c. Three Other Remarkable Special Lots for Thursday. 46-in. Flouncings, yd., 89c 46-in. Flouncings, yd., 35c 27-in. Flouncings, in dainty baby patterns, yd., 35c Embroidered Robes—A swell new line just received—added to our stock, remarkable values at the closing sale price Thursday \$3.98, \$4.98, \$5.98 and \$6.98

Drugs, Toilet Goods and Drug Sundries

25c size Mennen's or Williams' talcum powder for 10c; 3 for 50c 50c size Sunthorpe hair shampoo, 30c 25c bars of Cuticura, Packery's Tar or Vaseline, 15c 25c bar of regular 10c and 15c One big lot of regular 10c and 15c a bar toilet soaps, all standard brands, but slightly soiled, at per bar 15c Four bars of Ivory or Wool soap for 15c 25c size Best Hygiene, Perseid, and Ransdell's, Hunter's or Perseid Paste Cream, sale price 15c 25c size 1c. Lyons' tooth powder, sale price 15c 15c Shinola shoe polish for 5c One full pint of pure Witch Hazel and bottle for 15c 50c size pure Sodium Phosphate for 35c All Rubber Goods at Just 1/2 Regular Price. 25 dozen of \$1.00 values in Rapid Fountain Syringes, extra special at 35c

May Clearance Bargains in Furniture Dept.

1,000 pairs of Feather Pillows, clean, new, dustless feathers with fancy art tick. "Winnall," \$1.75 value, chicken feathers, 6 lbs. to pair, \$1 18x26 size, at pair \$1 "Buck" \$2.50 value duck and chicken feathers, 7 lbs. to a pair, size 18x27; snap at the pair \$1.50 Special Leader—Regular \$1.75 value, 20x27 size; on sale at the pair \$1.25 Verne Martin Bed—Heavy 2 1/2 inch post, any size, Thursday at \$4.95 Collapsible Go-Cart—\$1.75 value, with hood and rubber tire, black or green; on sale at \$4.00

For Saturday A Sale of Wash Dresses

that will surpass in value-giving any ever known in this part of the country. Beautiful Summer Dresses, made to sell at \$1.50 to \$10.00, will go on sale at \$3.95 at one price. See 16th Street Windows.

May Clearance Specials in Drapery Department

\$1.25 Lace Curtains 75c—100 pairs of pretty Nottingham curtains, full 3 yards long—in this splendid lot Thursday. 15c Curtain Swisses 3 1/2c—full 36-inch wide; matchless value. You Save from 50% to 100% Fresh Spinach, peck 75c 4 bunches fresh Radishes for 5c 3 bunches fresh Asparagus 5c 6 bunches fresh Onions 5c 2 head homegrown Leaf Lettuce, 5c 3 large Soup Bunches 10c 4 large bunches Parsley 5c Large Cucumbers, ea., 15c, 10c, 7 1/2c 1 bunches fresh Flat-leaf 5c Fancy Ripe Tomatoes, per lb., 10c Fresh Beets, Carrots or Turnips, 10c per bunch 10c 3 large Green Peppers 10c Fancy Ripe Strawberries, quart, 10c Extra Special—All Figs and Vegetable Seeds, 3 pkgs. for 5c

Try HAYDEN'S First