SINGLE COPY TWO CENTS.

TWO-CENT PASSENGER FARE ACTS OF THREE STATES ARE UPHELD

Bupreme Court Affirms Laws Passed by Legislatures of Missouri, West Virginia and Arkansas.

FREIGHT RATES ALSO VALID Court Holds There is no Interference

with Interstate Trade.

FEW EXCEPTIONS IN MISSOURI Tariffs Prescribed for Some Lines

Are Confiscatory. OREGON RATES ARE ALSO GOOD

Opinions Which Are by Justice Hughes Affirm Principles Promulgated in Minnesota Rate Decision of a Week Ago.

rallroads as confiscatory were htld valid. also were approved.

All claims that the state laws attacked interferred with interstate commerce

In the majority of the Missouri cases and in the Arkansas case the court held the railroads had presented too general data on which to base a claim that their property was being taken without compensation through the operation of the new state rates.

Justice Hughes said the question of

Missouri Case Decision. In the Missouri rate cases the supreme court held the rates confiscatory on the St. Louis& Hannibal, the Kansas City,

Clinton & Springfield and Chicago Great

Western railroads, The court held the rates valid as to the St. Louis Southwestern, the Missouri Pacific, the St. Louis, Iron Mountain & Southern, the Wabash, the Chicago, Milwaukee & St. Paul and the Chicago &

The court also sustained the rates of the Missouri law as to the Chicago, Burlington & Quincy, the Atchison, Topeka & Sante Fe, the Kansas City Southern, the Missouri, Kansas and Texas, the Chicago, Rock Island & Pacific (including the St. Louis, Kansas City & Colorado) and the St. Louis & San Francisco. In all of these cases the decrees of the lower courts in favor of the railroads journed

were reversed. The decision holding the rates confiscatory as to the Chicago Great Westrailroads, to the Quincy, Omaha & Kanthe maximum freight law.

Justice Hughes, who announced the decision, held that the point sought to be made by the railroads, to the effect that the Missouri rates were an interference with interstate commerce, must be decided against them for the same reasons given by the court in the Minnesota rate cases.

Oregon Freight Rates Good. The supreme court todayupheld as valid the rates imposed by the Oregon railroad commission out of Portland. thus affirming the federal court of that

ern Pacific company.

That by the Oregon railroad and Navgation company was brought to restrain March a maximum of \$8.42 and a minithe enforcement of an order of the rail- mum of \$6.9 9in wages for a full week 22, 1908, prescribing freight rates. The order and rates named would be an un-

In the case of the Southern Pacific (in road company was joined as complain- father and that he told her she was was a steady downpour for more than ant), the suit was brought to restrain carning \$2 a week. She admitted that two hours, ranging from three-fourths road commission made September 21, 1910, prescribing freight rates.

Not Responsible for Flood. The supreme court today decided that the federal government was not financially responsible for the flooding of more than 100 plantations on the Missippl as a result of levee construcgovernment responsible for the value of the lands flooded, in all about \$7,000-

2:15 o'clock the court adjourned until next October, without announcing a decision in the intermountain rate cases or passing on an application for a review of the Sompers'Mitchell-Morrison contempt of

Applications for re-hearings of the cut er case were denied.

Partial Victory for State. constitutionality of a state 2-cent passenger law of a maximum freight law was determined in the Minnesota Jesso Spalding is affoat and making remain dutiable at 10 cents a bushel and case, where the court held that a state way slowly with a big patch of canvass had a right to pass such laws, provided the rates imposed under them were not enfiscatory. This application was made to the Missouri case today. The decislon is a partial victory for Missouri as the lower court had held the rates con- Spalding, arrived here during the early fiscatory on all the roads.

In the cases in which the rates were held confiscatory, the supreme court today modified the lower court's decrees so that the rallroad commissioners and the attorney general of the state may

(Continued on Page Two.)

CURRENCY MESSAGE READY

President Wilson Probably Will Read it to Congress.

INSISTS UPON ACTION NOW senator Owen Says Talk of no Legis-

Intion Now Comes from Persons Who Do Not Want Any Action at All.

Wilson probably will read his currency sessage, possibly to both branches of ongress assembled in the hall of the He finished writing his message today. mmediate revision of the banking and currency laws.

The president expects the currency bill some time this week. It represents the administration's views, and, according to Mr. Wilson, himself, will be "no man's bill", but the result of common counsel among currency advocates, whose suggestions were condensed and formulated by Secretary McAdoo of the Treasury department, Chairmen Owen and Glass currency committees, respectively, with WASHINGTON, June 17.-Valdity of At the regular semi-weekly conference look upon the next ten days as the most the two cent passenger laws and max- with the Washington correspondents tomum freight rates in Missouri, West day, the president was asked for an ex-Virginia and Arkansas were upheld by planation of some of the principles of the supreme court today in another series currency reform, but said that inasmuch Fowler of the Nye-Schneider-Fowler of decisions in the noted state rate cases. as the bill and his own message would Elevator company, has this to say in his

No decision was announced in the Ken- be made public within a week, he would weekly report of this date: "Conditions tucky case. In the Missouhi case the refrain from comment. The president are ideal. The hot weather of the last great majority of rates contested by the was undecided as to whether his message few days removes the only complaint on State freight rates established in Oregon vance of the currency bill or whether been too cool. The dry weather has given same time. The impression prevailed, their corn, which is now perfect. however, that the bill will be introduced were swept aside, following the precedent in both houses by Wednesday or Thursset in the Minnesota rate decision a day of this week, and that the presiabout June 23.

Action Needed Now. The president did declare, however, today that there were no essential variations among the leading democrats with whom he had consulted concerning currency reform. As to the intimation from interference with interstate commerce the capitol that currency legislation was was decided in favor of the state for the not desired at this session, the president reasons assigned in the Minnesota rate declared no such information had been decision. No question of confiscation conveyed to him. His impression was was presented in the West Virginia that the need of currency legislation was recognized, but that the only objection raised against its enactment at the extra session was the approaching hot previously

Harmony of purpose, but perhaps not harmony of opinion, is the way the White House sizes up the currency situation. With the feeling that the framers of the bill have been walking on sound ground, the president and democratic leaders hope to reconcile differences so that there will be party agreement eventually. There is no disposition to regard the currency bill as it is launched as the final word of this administration on the sub-

Bill is Completed.

Chairmen Owen and Glass conferred again today and Mr. Owen afterward announced that the bill practically had been completed, would be considered in committee this week and taken up and weather was a little too cool, it is now passed before the extra session ad- making wonderful progress and the con-

"This talk of no currency legislation at this session," gald Senator Owen, "is based on artificial sentiment. It is sentiern, was made to apply by virtue of ment stirred up by persons who don't stipulation between the state and the want currency legislation. Some of it, of course, springs from the idea that It sas City railroad, and the St. Joseph & is a deep subject which will require pro Grand Island railway. The decision was longed study and debate. This is because based on the two-cent passenger law and no concrete proposition has been submitted for consideration of senators When we present a tangible proposition I think they will see that the problem is not such a one, after all.

Ipswich Mill Girl Attempts to Deceive Court About Wages

IPSWICH, Mass., June 16.-The industrial reputation of Ipswich was vigorously defended by Judge Charles A. Sayward The Origon rate cases consisted of at the resumption today of the case of two suits brought by the Oregon Bailroad nineteen persons charged with rioting and Navigation company and the South- during the strike disturbances last week. The court had examined mill records indicating that January, February and

road commission of Oregon made April of fifty-four hours were paid Poulitsa Bizou, a young Greek girl, who testified principal ground of attack was that the on Saturday that during a year and a of the state. Over a portion of the Mohalf in the mill she received about \$2 a constitutional interference with interstate week, "never more and sometimes less." Recalled to the stand to explain her earlier testimony the Bizou girl said that which the Oregon and California rail- she turned her pay envelope over to her to beyond O'Neili, nearly 200 miles, there

the enforcement of an order of the rail- even while she was learning her work to an inch. in the mill she received \$5 a week. they began an examination of tenements Scott's Bluff, Oskosh, Gering and over occupied by Greeks to learn whether the

sanitary laws are being violated. Anticipating eviction from tenements owned by the hosiery company, many tion. Efforst were made to hold the families of strikers are planning to establish a tent colony, but this will not be permitted unless proper sanitary arrangements are made.

Two Steamers Collide

Superior yesterday, arrived at Saulte Ste. voted down Senator Hitchcock's amendwith the crew safe, according to a tele- McReynolds. gram received here today from its captain, L. A. Garu.

DULUTH, Minn., June 16.-The steamer a countervalling duty, except oats, which covering its injured side. The steamer Citrus fruits were unchanged. Charles Hebbard, Captain Franks, saw the steamer yesterday at 19:30 a. m. off Manitou Island and spoke to it. The Snyder, which was on collision with the morning. It is damaged forward.

Mrs. Pankhurst Released. LONDON, June 16 .- "Hunger strike"

CROP REPORTS ARE MOST OPTIMISTIC

Experts Are Still Predicting Bumper Yields of All Kinds of Grain.

CONDITIONS ARE NOW IDEAL WASHINGTON, June 16 .- President So Declares Frank Fowler in Weekly Report to the Trade.

ouse, as he did his tariff message. BURLINGTON FIGURES GREAT It is about 1,200 words long and urges Says Corn is Now Making Most Wonderful Progress.

o be reached in both houses of congress CORN IS FREE FROM WEEDS Showers Sunday Night Over Great Part of the State Increase the Chance for an Enormous Yield.

Failroad freight men are watching the growing crops of Nebraska's small grain of the senate and house banking and as closely as nawks watch the country enteken yards, noting changes in conthe advice and assistance of the president. ditions as rapidly as they occur. They critical period for the wheat, predicting Relative to the crop at this time, Frank would be presented to congress in ad- corn and oats, for which it previously had both would be made public about the the farmers an opportunity to cuitivate

"There is a promise for the largest total rop that Nebraska has ever harvested. The promise is for a wheat crop of from dent will pronounce his views to congress 50,000,000 to 55,000,000 bushels, which with perfect conditions for the next few days. can be swelled to 60,000,000 to 65,000,000 bushels, or just as easily, by imperfect conditions, be reduced to 35,000,000 to 45,-000,000 bushels.

"At this time there is sufficient mois ture in our territory to carry the crop along, but abnormally hot weather in the near future before the wheat in the he is fully matured, might cut the yield in

Burlington Report Optimistic. The Burlington's weekly crop report of this date is fully optimistic as any issueud. By divisions, on the basis of a ten-year average, it is as follows:

Wymore division McCook division These figures are from compliations

made by the agents of the system and in commenting upon the summary, General Superintendent Allen insists that the estimate is much too low. On the Omaha, Lincoln and Wymore divisions, he says, on the ten-year method of figuring, it would be safe to raise the estimates 10 to 15 per cent.

So far as the corn is concerned, while until the latter part of last week, the dition is about normal.

Corn Free from Weeds. The Northwestern's weekly crop report shows ideal conditions everywhere, and without any section of the state having suffered for lack of moisture. Agents who make their reports to General Manager Walters, comment specially upon the corn, saying there has never been a from weeds and when such rapid growth has been noted

Assistant General Freight Agent Clifton of the Union Pacific, who spent all mail line and tributary to the branches trouble. They number about 15,000. to the north, is back and says that he has never seen crop conditions as favorable. There are some localities where a little rain would be welcome, but generally it is not needed for a few days the milk,

While rain was not general Sunday night, there were many scattered showers over the state and many spots of wide area given a thorough wetting Along the Burlington there was one and one-half inches of precipitation during the night at Greeley, Central City and Columbus and over the country fributory. There was a full inch at Schuyle and Lyons; one-half inch at Grand Island and a dozen other points in this section Cook division, there were heavy rains. washing out 200 feet of grade near Cul bertson.

Along the Northwestern from Fremont

The Union Pacific reports fairly good The health authorities became involved rains around Gothenburg, and from onethe industrial difficulties today when halif to three-fourths of an inch at much of the country from Grand Island to Gothenberg.

Hitchcock's Tobacco Tax Plan Rejected by

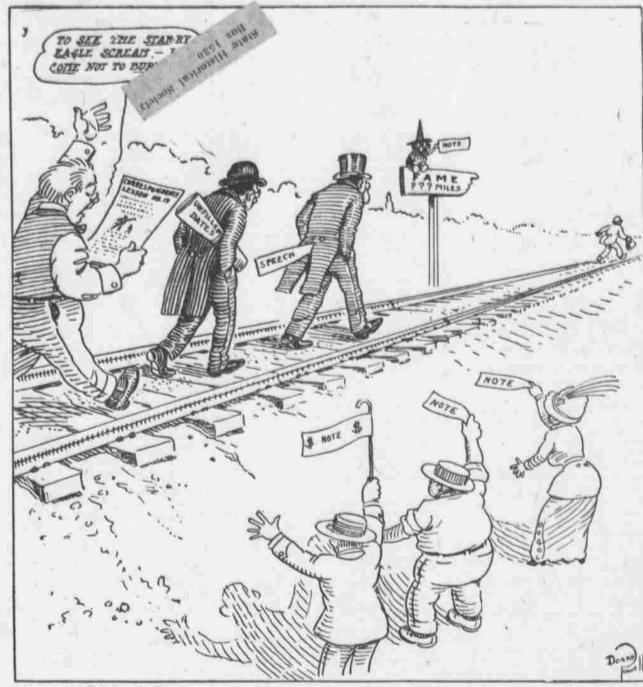
WASHINGTON, June 18 .- A gradin Lake Superior uated tax on tobacco as an amendment to the tariff bill was unanimously re-Spalding which was in collision on Lake senate finance committee today, who

The committee approved placing oatmeal at 33 cents a hundred pounds.

CATTLE REACH NEW

from Holloway fall owing to 117 banks, | shantage

The New Chautauqua Salute



Drawn for The Bee by Powell.

COAL MINERS VOTE TO STRIKE Frisco Policemen West Virginia Men Charge Operators with Breach of Faith.

SITUATION IS AGAIN CRITICAL Fears of Further Violence in Paint Cabin Creek and New River Districts Expressed by

State Officers. CHARLESTON, W. Va., June 16 .- With

along the creeks. The union attorneys, appearing before tion that a confession be made. the committee, said that they were certain There were in all eight conspiracy in decided to quit. With the New River from not guilty to guilty. Judge Dunne state officials today watched the situation requested and took the matter under with fear and trembling. For days the of last week in the territory along the New River miners have threatened

The miners' meeting at Eskdale and Kayford yesterday, according to reports voted to renew the strike on the ground that the operators had not lived up to their agreement to take the strikers back and until just as the grain is going into to work without discrimination. This claim and the story that mine guards har "beaten up" four men on Cabin creek on Saturday, caused the decision.

Contradiction and explanation of the tories told all last week by the men and women who lived through what former Governor Glasscock called a "reign of terror" in the strike district, was the program of the operators and they had seventy witnesses on hand to pove their case. Only Senators Swanson, Martine and Kenyon were on hand to begin today's hearing, Senators Borah and Shields having returned to Washington.

Glances of bitter resentment and as ccasional muttered word among the cores of men gathered about the committee's hotel today bore witness to the nouldering ill feeling.

The presence of John P. White, prest dent of the United Mine Workers of America today resulted in several conerences among Union officials.

The committee today continued the takng of a vast amount of testimony mostly of a routine character, as to conditions in the fields before the strikes began. A score of miners testified that the trouble was caused by the activities of the mine guards. Elizabeth Fish, a 19-year-old girl, described how a party of guards had forced her and another giri to wade Cabin creek at the points Finance Committee of guns, meanting taunting them with

SALAZAR CHARGED WITH VIOLATING NEUTRALITY LAW

EL PASO, June 16.-The Juarez garri son was reinforced today by the arrival rate patent decision and the Denver wa- Marie-today with its bow stove in, but ment suggested by Attorney General of 300 federal regulars under Colonel Casstranded for several days on the Mexican burned the bridges repaired as the train moved north.

> Inez Salazar, a former Mexican rebel leader, now commanding federal frregulars, was arrested in El Paso by Deputy United States Marshal Charles Moore HIGH MARK AT CHICAGO this afternoon, charged with violating the United States neutrality laws in CHICAGO, June 16.-The price of cat- conspiring to smuggle ammunition. The He today reached a new high mark for charge is an old one and arises out of day signed a treaty extending for an- is dead at his home, making the third a normal year, selling at \$9.20. Receipts an attack attributed to Salazar when he other term of five years, the special arwere 18,000 head, against average receipts was in arms against Madero. He came bitration treaty between the United spotted fever induced by the bites of once more brought about the release from of 25,000 head. The market today recalled to Juarez today with reinforcements and States and Norway, which will expire wood ticks. Kenneth McRae, a wool jall of Mrs Emeline Pankhurst, the mili- attention to the recent bulletin of the De- crossed to El Paso this afternoon to visit by limitation on June 24. This makes grower of Casper, and Solomon Brown tant suffragist leader. She was set free partment of Agriculture on the beef a local restaurant, when he was ar- fifteen such treaties now before the sen- of Thermopolis were the two other re-

Plead Guilty to Charge of Felony

SAN FRANCISCO, Cal., June 16.-Five suspended members of the San Francisco police force pleaded guilty today to indictments charging conspiracy with bunco men. Each was sentenced to nine months in the county jail. Two other policemen, similarly charged, pleaded not guilty. Over the heads of the five who industrial war again declared in West pleaded guilty to felony are indictments of the National Editorial association at Virginia, the senate coal committee today charging grand largeny as the result of Colorado Springs passed through Omaha afronted a situation critical and com-cated. Word from the isolated sec- guilty are Joseph L. Droulette, John be guests at a motion picture entertaintions of Paint Creek and Cabin Creek that Sullivan. William McHugh, Charles Gos- ment at the Commercial club and an aucthe strike was again on, drifted into sepp and Sergeant James McGowan. The mobile ride over the city. Charleston from a half a dozen sources same five offered last week to plead A special train from Chicago brought franchise is limited to the distrubution and representatives of mine operators, guilty if the sentence of former Detective editors and their wives from various for power and heating purposes. ners and state officials, sought in vain Frank Esola, convicted of grand larceny for definite world from the little camps in connection with the bunco ring, might be lessened. Each spurned the sugges-

the men had declined to go back to work dictments, one having been found against tornado reel was also displayed for them. today. There were comparatively few former Detective Frank Esola, sentenced union men in the field, they said, but they to five years in the penitentiary. Esola impressed with the fast rebuilding of believed both union and non-union men changed his plea to this charge today the tornado district. year when the fields have been so free district a few miles away from the doubted whether a man might serve out Creeks, awaiting only the match to set a county jail sentence, while serving off a conflagration of excitement, the another in the penitentiary as counsel consideration.

Arthur MacPhee and Charles Taylor pleaded not guilty. They were not indicted upon the felony count.

Oxnard Will Form Another Trust if Sugar is Made Free

WASHINGTON, June 16.-Henry T. Oxnard, vice president of the American Beet Sugar company, told the senate lobby committee that free sugar would result in the formation of a new "sugar trust." Only the best managed sugar factories would be able to survive free sugar, he said, and a combination would

"Then you are going to form a new 'trust?' " asked Senator Reed.

"I have that in mind," said the witness "In violation of the anti-trust law?" "No sir; there is no law to prevent it have been advised by counsel, Oxnard told how he assisted in ganizing the old sugar trust in 1888, exchanging his company with a capital of

the American Sugar Refining company, the so-called trust. Oxnard said he received \$10,000 a year as vice president of the American Beet Sugar company, but denied that he was paid that salary "for legislative work."

\$100,000 for \$750,000 new stock. The new

corporation later was taken over by

Twister Damages Farm Buildings in Vicinity of Norfolk

NORFOLK, Neb., June 16 -(Special Teletre on a troop train, which had been destroyed. The path of the twister was the completion of his twenty-five years' stranded for several days on the Mexican destroyed. The path of the twister was peaceful reign with an emphatic "I hope stock and grains on the free list with Central railway. The rebels already have about one mile long and it came from the we shall have twenty-five years more of southeast. There were no fatalities.

Arbitration Treaty With Norway Signed

WASHINGTON, June 16 - Secretary ate for ratification .

TRAIN OF EDITORS GOES WEST

Stop Few Hours in Omaha Enroute to Colorado Springs.

IMPRESSED WITH REBUILDING Are Given Motion Pleture Exhibition at the Commercial Club Rooms and Are Taken for an

Automobile Ride. Nearly 300 delegates to the convention

offices and towns of the east. A special ommittee from the Commercial club met the train and escorted the visitors to the Commercial club rooms. There they were shown Omaha in moving pictures. The The auto ride followed and they were

Eastern States Represented. Editors and their wives were in the party from Minnesota, Ohio, Illinois, northern Missouri, North and South Dakota and many other eastern states.

Among the number were R. E. Dowdell of Artesian, S. D., former president of the National Editorial association; B. B. Herbert of Chicago, the first president of the national organization, and A. D. Motfett of Elwood, Ind., the present president, who will preside at the Colorado Springs meeting.

Among the more prominent visitors were E. L. Hoard of Fort Atkinson, Wis., son of the former governor of that state; H. E. Dawes of the Fulton (Ia.) Advocate and Mrs. L. R. Eastwood of the Watertown (S. D.) Herald. The party resumed the journey west at 30 o'lcock in the afternoon

Americans Presnt Peace Address to Emperor William

BERLIN. June 16.-The twenty-fifth anniversary of the accession of Emperor William to the imperial throne was celebrated today throughout the German empire as a general holiday.

The commemoration, which had been deferred from its actual date out of respect to the memory of the emperor's fa ther. Frederick, coincides with the fortysecond anniversary of the triumphal return of his grandfather at the head of his victorious army after the Franco Prussian war and was naturally marked by considerable military display.

Emphasis, however, was laid also or the peaceful aspects of the emperor's quarter century reign-industrial and civic developments, and the material prosperity of the country.

The presentation of an address from the American Peace society by Andrew Carnegie, R. S. Brookings of St. Louis and J. G. Schmidlapp of Cincinnati, gave the gram.)-A twister of about thirty seconds emperor an opportunity of bringing out duration visited the country about half this aspect of the occasion. He responded a mile cast of Norfolk at 19:30 last night. to Andrew Carnegie's congratulations on

Three Men Die from Bites of Wood Ticks

CHEVENNE, Wyo., June 16 .- J. Nel Bryan and Norwegian Minister Bryn to- son Clark, an oll man of Evanston, Wyo.

OMAHA LOSES SUIT AGAINST ELECTRIC LIGHT COMPANY

United States Supreme Court Holds that Company Has Right to Sell Heat and Power.

ITS FRANCHISE IS PERPETUA. Ordinances Passed by City Indicate

VAN DEVANTER READS OPINION Decision of Bench on All Points ir

Reciprocal Arrangement.

Case is Unanimous. COURT CAUTIONS THE COMPANY

It Must Not Further Extend Its Bus-Iness Unless It is Given Direct

Right to Do So by

the City.

(From a Staff Correspondent.) WASHINGTON, June 16 - (Special Tels. gram.).-The city of Omaha loses in the case of the Omaha Electric Light and Power company against Omaha. The supreme court today decided that the Omaha Electric Light and Power company had the right to engage in heating and power business as well as lighting business under the franchise ordinance passed by the city, and, furthermore, that the franchise was a grant in per-

petulty. Justice Van Devanter rendered the decision, which was unanimous. The court however, cautioned the company that i must not further extend its business, un less a direct right is given by the authorities of the city. Justice Van Devante reviewed the history of the case and said that the city had exacted a certain amount from the company, which would indicate a reciprocal arrangement. He cited the decision of the supreme court of Nebraska in the case at bar as interpreting local ordinances and held that the compliance of the company with al the ordinances previous to the ordinance ordering cessation of the company's activities in extending lines and directing the electrical engineer to remove poles, wires, etc., is tantamount to a grant in

perpetulty. The decision of the United States district court is reversed and the supreme court of the state is upheld.

History of Franchise. After reviewing the history of the organization of the Omaha Electric Light and Power company, as a successor of the new Omaha Thomson-Huston Electric Light company, Justice Van Devanter said that the principal questions presented in the case of the old Colony Trust company, appellant? against the city of Omaha were, whether the Omaha Electric Light and Power company has a substitting pranchise to occupy and use the streets, alleys and public grounds of the city of Omaha in the distribution of electric current and whether if so, the

If there be a franchise it rests brimarily on an ordinance adopted by the council in December, 1884. The Thomson company, to which the grant was made was not then incorporated, according to Mr. Justice Van Deventer's opinion, but was subsequently incorporated under the laws of Nebraska for a term which was to expire September 26, 1905. It accepted the grant constructed and put into operation a central generating station and an extensive distributing system and thereby placed itself in a position to supply electric current to those desiring to use it.

In 1903 the entire plant and all rights under the ordinance were transferred by the Thomson company to the Electric Light and Power company, and the business of the power company has been conducted in increasing volume by the latter. In 1891 the gross earnings from current for lighting purposes was \$101,-646.67, in 1963 these figures were increased to \$261,421.89 and \$50,390.11, respectively and in 1908 to \$563,477.57 and \$130,637.72.

City Sanctions Improvements. The court then said the city through various ways acquiesced in, encouraged and directly sanctioned the action of the two companies in equipping and adjusting the electric plant at great expense for the distribution of current for power and heat. In the case at bar the Colony Trust

company against the city of Omaha seeks to enjoin the enforcement of a resolution passed by the city council of Omaha directing the city electrician to disconnect "on or before July 1, 1908, all wires leading from the conduits or poles of the Omaha Electric Light and Power company transmitting electricity to private patrons or premises to be used for heat or power and to take such steps as may e necessary to prevent the said com-(Continued on Page Two.)

Readers Have

Faith in Ads. People no longer read the advertisements in a newspaper with skepticism.

The people of today have faith in the advertisers and their advertisements. They know that great businesses are built on honest advertising statements.

They know that most mer-chants do not trifle with the truth, and they feel that when they patronize the stores that ad-vertise in THE BEE, they are getting their money's worth — full value for what they pay.

Leading merchants everywhere are truthful, conscientious, and honest. Business today is conducted along broad lines; service of real value is given; merchandise of real value is given. The policies of the stores are liberal; the people are getting rightful return for their dollars.

Then, too, the reputable news-paper guards its columns against deceptive advertisements. Ads that do not ring true are not knowingly accepted.