

Omaha Representatives of Low Cost of Living Goods



PURE ICE
 SUPPLIED TO LEADING HOUSES OF OMAHA
 MANUFACTURED IN OMAHA
HAVE IT DELIVERED TO YOU
Omaha Ice & Cold Storage Co.
 Office, McCague Bldg. Plant, 5th and Leavenworth

Lower Your Laundry Cost
 Lots of people are needlessly spending from \$1.50 to \$4.00 per week for having their clothing washed and ironed. This expenditure continues year after year. Many spend as much money in one year as would buy and maintain a COMPLETE HOME LAUNDRY equipped with a "1900" ELECTRIC WASHER and SIMPLEX IRONER.
 Your clothing will last 50 per cent longer when handled this way, and besides you also have the knowledge of being independent of outside help. We will be glad to talk the matter over with you, and will gladly give you the benefit of the working knowledge we have gained in installing and maintaining more than 1,200 of these washers in Greater Omaha. Goods are sold either for cash or on easy payments.
"1900" WASHER COMPANY
 808 South 18th St. Booth No. 50. Phone Tyler 1011.

Be Sure to Visit
The Bankers Realty Investment Company's Bungalow
At the Low Cost of Living Show
 We'll explain there how you can make your rent money pay for a home, and how you can put your money to work where it will earn 7% and better.

For People Who Discriminate
"OLD MONK"
The Finest Olive Oil in the World

 PURITY ABSOLUTE
 NOTHING FINER PRODUCIBLE
 DELICIOUS IN MAYONNAISE AND FRENCH DRESSING
 Direct From the Famous Olive Groves of NICE, FRANCE
 To the Best Houses in Omaha

JAC. BASTIAN
 Groceries, Meats, Fresh Vegetables and Fruits.
 Phone Harney 606. Prompt Delivery 2305 Farnam St.

Eureka Egg Carrier
 Every Egg in a Nest of Its Own
 Eliminating 95% of the Breakage

PROGRAM
Low Cost of Living Show
 Omaha Auditorium, Friday, April 17
 Doors Open 1 P. M. to 11 P. M.
SPECIAL DAY
City Mission Fremont Day
W. O. W. NIGHT
 Lecture Room open 2:00 p. m. to 5:30 p. m.
 7:30 until 10:30 p. m.
 Dr. G. E. Condra, illustrated lectures, moving pictures.
 Prof. Charles Wilkinson, and others.
 Reception, Woman's Club Booth, 8:30 p. m.
 Royal Hawaiian Entertainers.
 1:30 p. m. until 3:00 p. m.
 4:00 p. m. until 5:30 p. m.
 7:30 p. m. until 10:30 p. m.
 Orchestra Concerts,
 2:30 to 5:30 p. m.
 8:00 to 11:00 p. m.

LOW COST SHOW FEATURES
 Theater in the Basement to Be a Most Busy Spot.
DR. CONDRA LECTURES DAILY
 Moving Pictures to Be Shown at Interesting Events in the Production of Foodstuff for the Low Cost Show.

The educational as well as diverting features of the Low Cost of Living show will be the free lectures, talks and moving pictures given almost from the opening hour until midnight. These entertainments will take place in a miniature theater in the basement of the Auditorium. Chairs have been placed, a stage built and equipped with a moving picture and stereopticon machine and experienced operators. Starting with the daily lectures by Dr. Condra, these talks being mostly on Nebraska industries, farming features, school day work and pleasures, etc., the next extensive attraction will be the talks by Ralph Sheafe, lecturer on the many Luther Burbank subjects. The Californian will tell all about the home life of the plant wizard, the methods he pursued in his hybrid culture and also a number of views on the uses of the new forage, spineless cacti. These views are autochromes slides and the colors of some of the flowers will be absolutely unassailable.
Comic Cartoons.
 Another new attraction that will be educational as well as amusing to the visitors in the theater will be the cartoons made by a prominent local cartoonist dealing with the trials and tribulations of the Omaha retail grocer. The methods of ordering goods whereby a truck weighing many hundreds of pounds is sent clear out many blocks with a yeast cake which has been omitted from a previous order, or a cartoon shows a woman ordering a postage stamp from her grocer, or some one kicking over a 2-cent-a-pound raise in butter and paying \$5 a ticket for grand opera. The very apt nature of the pictures on the screen tickles the base grocers themselves when rehearsed yesterday. Thirty of these cartoons will tell of grocer-troubles ordinarily often enough to be quite pathetic from the retailers' standpoint.
 D. F. L. Lechner of Kansas City, Mo., who is chief of the drug and food law department of the Bureau of Agriculture, will come over on assignment from the government and deliver four instructive lectures of a nature that will emphasize the pure food and the economical cost proposition outlined by the show management. These lectures will be delivered next week and will attract a great deal of attention.
Show Omaha Factories.
 The little theater will also be utilized for a number of industrial "movies" of Omaha factories and mercantile houses, showing methods of making, packing and shipping Omaha products. The Iren Biscuit company, the Krug Brewing company, the M. E. Smith & Co., etc., will be shown. Manager Parrish of the bureau of publicity, Commercial club, will have certain days and nights to tell of the prosperity, the life, the educational features, scenes on the business and residence streets, of the home town.
 Then there will be travel pictures, several children's educational moving pictures, and the art department of the Omaha Women's club will put on a number of colored pictures of celebrated paintings, as well as some views showing methods of home sanitation, efficiency, etc.

Many Apply for Jobs as Local Policemen
 To fill three vacancies of the local police force and take care of an increase of seven new members, just 360 applications were received at the city hall by Police Commissioner Kugel. The vacancies are the result of two retirements and one resignation. The new officers will be chosen this afternoon.
 Key to the Situation—See Advertising.

Union Pacific Has Ordered Fifty-Four New Locomotives

President Mohler of the Union Pacific announces that orders have been given for the construction of fifty-four new engines, to be put in service on the western lines of the Harriman system of railroads. The cost of these engines will be around \$700,000. They will be delivered next year. Speaking of the expenditure for new rolling stock, President Mohler said:
 "While the ordering of the construction of these engines is new, the fact that they were to be bought is a bit old. The appropriation to pay for them was provided for in the budget of the fiscal year ending last July, and has nothing to do with the business of this year."
 "While we have no use for new engines now, we hope that next year, when travel starts to the Pacific coast, we will need them."
 Of the engines ordered, twenty-five are of the Pacific, and fifteen of the Mikado type, intended for passenger service. Then there are four for the Oregon-Washington lines two of which are oil and two coal burners. All are super heaters. The order included fourteen switch engines.

CUSCADEN REINSTATE AT GALLAUDET SCHOOL

Scott Cuscaden, son of Dr. Gertrude Cuscaden, 3201 Webster street, has returned to Washington, D. C., where he has been reinstated in Gallaudet, the government school for the deaf. Young Cuscaden was suspended last October by the faculty for student offenses, which are recognized as perfectly fitting and approved by the students, but are disapproved by the faculty. He was reinstated because of good grades made this winter while studying here under the tutoring of Prof. J. W. Sowell.
 It seems last fall that Cuscaden had officiated at the "ducking" of a prep student. When Cuscaden was a "prep" he was the honored guest at many a "ducking" party, and he determined to make up for lost time when he became a freshman. The second "prep" to attend one of Cuscaden's parties informed the president and ten demerits were promptly registered against the Omaha youth. The old English "fag" system is also in vogue at Gallaudet, and Cuscaden had a "fag" to do his chores. This "fag" he failed to dismiss, and the president one day walked into Cuscaden's room to find the "fag" busily engaged in cleaning up the room. This brought ten more demerits and suspension.
 According to the students, there was no just reason for suspension and they made a vigorous protest, but without effect. While minor offenses, both of them, Cuscaden was very much worked up. He considered the suspension a disgrace and was very much pleased to learn that he was reinstated.

DATE IS FIXED FOR THE HAPPY HOLLOW OPENING

Happy Hollow club will open its season Saturday, May 23, with a dinner dance and special program of games and entertainment. Directors have just announced the date, but say the details have not been completed.

To the Housewife.
 Madam, if your husband is like most men he expects you to look after the health of yourself and children. Coughs and colds are the most common of the minor ailments and are most likely to lead to serious diseases. A child is much more likely to contract diphtheria or scarlet fever when it has a cold. If you will inquire into the merits of the various remedies that are recommended for coughs and colds you will find that Chamberlain's Cough Remedy stands high in the estimation of people who use it. It is prompt and effective, pleasant and safe to take, which are qualities especially to be desired when a medicine is intended for children. All dealers—Advertisement.

PLEA IS FOR CLEANER ADS

Julius Schneider Addresses Commercial Club on Publicity.

WOULD ELIMINATE ALL FAKES
 Chicago Expert Declares the Right Kind of Advertising Soon Outdoes Underhanded Methods of Unscrupulous.

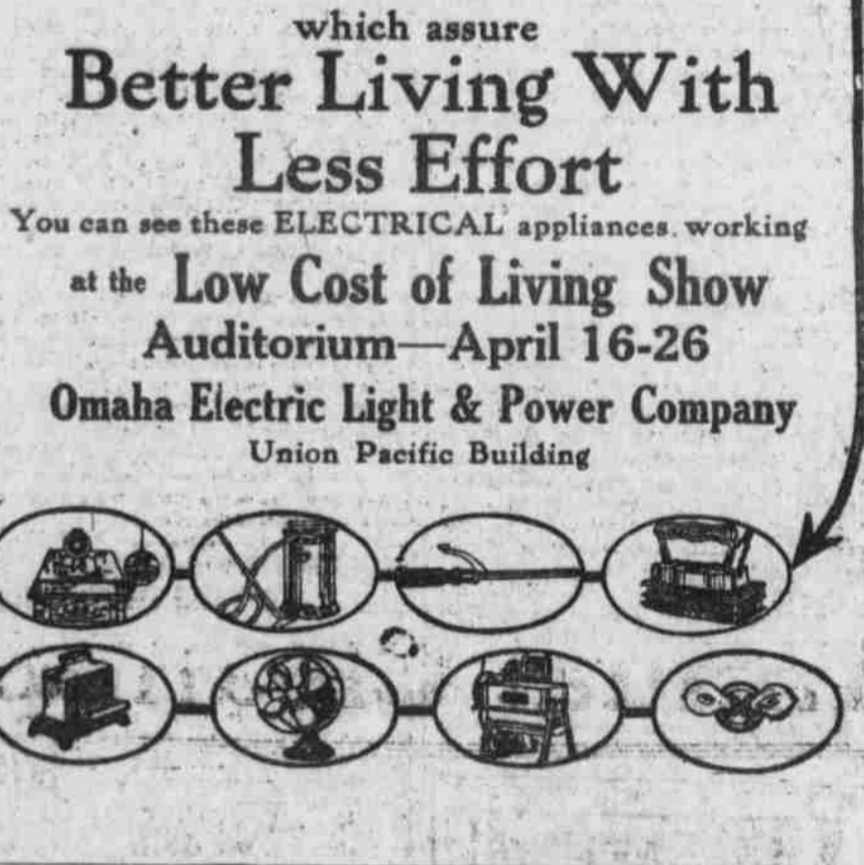
A plea for constructive advertising and the elimination of advertising of the quick doctor, the fake medicine and the "bunk" schemes designed to get money from the public fraudulently was made by Julius Schneider, advertising counsel for the Chicago Tribune, in his address to the Commercial club at the public affairs luncheon. The "Constructive advertising" he spoke of as the new advertising and declared it was just coming into its own as a force in modern business.
 The speaker attacked the plan of advertising in special booklets put out by this, that or the other concern or organization in a city, and said business men had for years been paying 100 pieces to get their pictures or the pictures of their place of business into such publications, calmly charging the item to advertising without ever knowing whether it brought them any return or not. He spoke of such publications as a fire department's annual review, a church annual, a real estate men's boomer, etc. "There need be no quarrel with these," he said, "for they may serve a purpose, but this is not real advertising."
 "Such things as these," he said, "have bred in the minds of the average business men the idea of advertising that could be best described by such words as holdup, bunk, blackmail and graft."
All Want Business.
 "The modern sales manager wants orders, of course, just as much as the older advertising solicitors. But he looks to the interest of the man buying the advertising. He looks toward selling him advertising that will really help him to create a market for his goods instead of looking only to selling the space and getting the money for it. He studies the problem of creating a demand for the goods of the man whose advertising he solicits.
 "Constructive advertising then cannot ride in the same columns with the advertisements of fake drugs, quack medicines and other abominations that are designed solely to fleece the public out of its money."
 Talking of what his own paper had done, he said the Chicago Tribune had within three years eliminated objectionable advertising to such an extent that it had turned down 1,200 columns of advertising annually, which he said would amount to \$250,000. As a result of this clean-up campaign he declares the Tribune now publishes more advertising than it otherwise would.
 Mr. Schneider spoke to the Ad club at a banquet at the Hotel Rome last evening.

Key to the Situation—See Advertising.

Across Squad Burns Residence.
 LONDONDERRY, Ireland, April 15.—A suffragette squad equal burned a large residence here today. "Apply for damages to Sir Edward Carson" was one of the placards left behind.

E. J. Davis
SAFE MOVER
Heavy Hauling
 1212 Farnam
 PHONE DOUGLAS 353

This Little Switch Gives You the Use of All These Modern Appliances
 which assure
Better Living With Less Effort
 You can see these ELECTRICAL appliances working at the Low Cost of Living Show Auditorium—April 16-26
Omaha Electric Light & Power Company
 Union Pacific Building



C. V. WARFIELD
GROCERIES and MEATS
 Phone Webster 317
 2209 Military Avenue

We Can Reduce Your Fuel Bills
 See Us at Booth 11
HYDRAULIC-PRESS BRICK COMPANY

Flodman Bros. Co.
 Cor. 40th and Cuming Sts.
 The quality that satisfies in groceries, meats, fruits and vegetables. Always ready to serve you.
 Phone Harney 3720.

Our High Standard of Efficiency
 will reduce the Cost of Moving, which is an essential in the Low Cost of Living.
GORDON FIREPROOF WAREHOUSE & VAN CO.
 219 N. 11th St. D. 394.

Hibbeler & Co.
 Wm. Hibbeler R. F. Winkelman
 Dealers in
Groceries, Hardware, Meats, Flour, Fruits and Vegetables of All Kinds
 Tel. Doug. 556.
 2310-12 Vinton St.

WILKIE & MITCHELL CO.
Choice Groceries and Meats
 40th and Farnam.
 Phone Harney 884.

UNCLE SAM HEALTH FOOD
 A POSITIVE Relief for **CONSTIPATION**
 Requires No Cooking. Call at Our Booth.