THE BEE: OMAHA, THURSDAY, MAY 1, 1913.



More Mileage and easy riding Diamond Tire Advantages that cost you no more

Diamond (NoClinch) Tires



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Mileage Vitalized Rubber with

made of

More

Perfect 3-Point Rim Contact

that holds with a vise-like rim grip, absolutely preventing the tire from breaking above the rim, insuring perfect rim fit and eliminating all rim troubles. Also the

No-Pinch Safety Flap

for inner tube protection.

So this time buy Diamond Vitalized Rubber Tires-you can get them to fit your rims at any one of the

25,000 Diamond Dealers always at your Service

TEDRUB THREE

CONTACT

Cross Section of Dian Safety Tread

ur camp, No. 16. Woodmen of the World, gave a stag party Tuesday vening at their club rooms in the Board f Trade building. The evening was spent with cards, a musical and some features, n the way of a kangaroo court and audeville performances by the members. There was an attendance of about 150 and all enjoyed themselves thoroughly. The kangaroo court elicited the attention of all and brought out a great deal of

numor at the good-natured expense of some of the members. Light refreshments were served after the entertainment was over.

missioner, were assured of hearty and united support at the elections. Cattle Steadily Drop.

The following are the names of those

Cattle and hogs are steadily slumping WASHINGTON, April 20.-Attorneys for in the local market, as indeed they are he Union Pacific filed today with the said to be falling throughout all the supreme court their brief in reply to At- western live stock markets. A fall of 39 torney General McReynolds' objections to to 25 cents was registered Monday, and a longer extension of time than July 1 with 13,000 hogs on the market it is exfor an agreement upon a dissolution plan. The railroad lawyers contended that to pected that a heavier fall will follow. allow only until July and no further ex- A large supply of meat in the big cooler tension would be inadequate, and renewed of the packers, it is said, offers the their plea to have the court's mandate base for a bellef that a long slump is in modified to permit the circuit court to sight for the feeders and farmers. Fifty-Six Get Licenses.

Fire and Police Commissioners Hoc-CREIGHTON TENNIS MEN tor, Devine and Donahue yesterday in-REACH THE THIRD ROUND sued licenses to fifty-three saloon men whose bonds were approved. There are still

The first and second rounds in the some thirty applications to be passed upon ournament now being carried on by by the board and the work will be contennis players of the high school de- cluded today, it is thought. Every one partment of the Creighton university, of the fifty-six bonds presented by the were concluded Tuesday afternoon. The men who obtained the liquor licenses third round will be played today, and yesterday was furnished by the Illinois the winners will compose the team Surety company through Andy Gallagher which will represent the high school deof Omaha. Gallagher was recently invited to become the democratic campaign

Attorney General

determine the question.

partment The results of the first two rounds: manager in South Omaha, it is said. First Round-Scott heat Phil Daly, 6-2, 6-4; Dunn beat O'Brien, 6-1, 6-0; Willams beat Epstein, 6-1, 6-1; Pfaff beat whose bonds have been approved and to

Powers, 6-2, 6-1; Downey beat Lowe, 6-4, whom licenses will issue:

Iams beat Epstein, 6-1, 6-1; Plaff beat Powers, 6-2, 6-1; Downey beat Lowe, 6-4, 5-5; D. Refferrath beat O'Nelli, 6-4, 6-2;
Schall beat Muldoon, forfeit; Riley beat Houlihan, 6-4, 6-2; Crowloot beat Geraid 6-4, 6-2; Langdon beat Duffy, 6-2, 7-5;
Walker beat Barton, 6-2, 6-2;
Second Round-Beveridge beat Green, 7-5, 6-6; Scott beat Reifenrath, 6-3, 6-2;
Epstein beat O'Rien, 6-1, 4-6, 7-5; Grow-ney Leat Plaff, 6-2, 6-1; Schall beat O'Neill, 2-6, 6-2, 6-4; Riley beat Crow-foot, 6-4, 6-3;
WOMAN EIGHTY YEARS OLD COMES ALONE FROM ABROAD
Mrs. Johanne Michaelsen, mother of Carl Michaelsen of the Wolfe Electric combany, will make a trip from Copen-hagen, Denmark, to visit her son this summer. She will sail Thursday on the steamship I mitsel states, and will come to Omaha immediately after arrival in New York. The fact that Mrs. Michaelsen will whichaelsen to regard, her trip as muto out of the ordinary. Mr. Michaelsen with make the trip alone has caused Mr-Michaelsen to regard, her trip as muto out of the ordinary. Mr. Michaelsen with mother in June, visiting there his brother at his country home in Atlantic High-lands. at his country home in Atlantic High-



John Riches, 322 North Twenty-fourth; W H. Sheeine, a northwest corner Baulevard and L: J. J. F. Stelling, 2801 Q: John Stanek, 106 North Twenty-fourth; Willam Stokes, 401 North Twenty-fourth; Joseph Schlitz Brewing Company of Nebraska, 2767-9 L: Alois Sovs, southeast corner Thirty-ninth and L: K. Traynowicz southeast corner Thirty-first and Q: Vac-lav Waskelewicz, 2233 Q: Peter P. Wor-niak, 3222 L: Geo. A. Walker, northeast corner Railroad avenue and Polk: Joseph Urzendowski, 755 North Twenty-seventh, B. Wrede, 1862 North Twenty-seventh B. Wrede, 1862 North Twenty-fourth; Fat Hannigan, 360 Q: Antone Ollwicki, north-B. Wrede, INC AOTH Twenty-Robert, Fat Hannigan, 380 Q. Antone Ollwicki, north-east corner Rairoad avenue and Poll. Vincent Wrzesinski, southeast corner Thirty-third and K.

J. P. Henderson, general traffic man-ager of the Missouri Pacific, is enroute to Omaba. He is on a tour of the EYstero

PERSONAL PARAGRAPHS

southwest corner Thirty-second and A John Riches, 322 North Twenty fourth; W

5-inch taffeta ribbons in all good milliners shades-very special, at yard 15c fruit and nut centers, at 1b. 25c at per 10c pound Wait for the Big Event! Special Afternoon Luncheon In Green Tea Room 40c Pompeian Room Branders Stores May Sale of Waists Bigins Saturday! From 2 till 5 p. m. daily THURSDAY MENU Consomme Royal Salted Wafers **Pickled Beets** Celery Fried Chicken Livers and Bacon Potatoes Au Gratin Sliced Tomatoes Lemon Custard Pie Demi Tasse

A whole bottle of medicine in one dose won't cure you

Why does the doctor tell you "to take a teaspoonful every two hours" instead of the whole bottle at one gulp1 Simply becauce it takes time to produce changes

in the human The Omaha Bee body. goes to the homes and enables you to go there

It likewise takes time to produce effects on peoples'

minds.

too, every day.

Time is one of the necessary things in advertising. You advertise today not only for tomorrow, but more particularly to make everybody know about you and your goods-where you are located and how you do business

Building up a line of customers is a slow process.

Advertising doesn't work as the fake doctor claims his "cure-all" will, but as the real physician's slow, patient "teaspoonful every two hours."

Advertising is sure, because the laws that govern the human mind are as certain as the laws of gravitation. If you repeat facts about your business to newspaper readers day after day for a long period, those facts are bound to become a part of practically every reader's common knowledge.

Every reader of The Bee knows where certain Omaha stores are what kind and class of goods they keep and a good deal about the men behind the goods-whether they have ever been inside the store or not.

What stores are these? ABSO-LUTELY WITHOUT EXCEPTION THEY ARE THE STORES THAT ADVERTISE IN THE BEE DAY AFTER DAY AND YEAR AFTER YEAR.

Regular-patient and persistent advertising is the sure road to business success. You-Mr. Merchant-who have been timid-or doubtful-or careless-why not start now-Today?

It's continuous advertising that pays