of This City is Talk of Eastern

Moneyed Men.

"It has been years since I left Omaha

and the city has grown so that I am al-

around," asserted T. P. Mahoney, who

for a long time was connected with the

demand, Said Mr. Mahoney:

has been in years.

five years.

low prices,

Rusmisel Resigns

Board of Education.

forces for the day.

ment.

Chicago text book concern.

SWEDISH HOSPITAL GETS

Meat Injurious to the Kidneys

Take a tablespoonful of Salts if Back burts or Bladder bothers— Meat forms uric acid.

We are a nation of meat enters and our blood is filled with uric acid, says a The Bee EXCLUSIVELY. Find out what well-known authority, who warns us to the various moving picture theaters offer. be constantly on guard against kidney

The kidneys do their utmost to free the blood of this irritating acid, but become weak from the overwork; they get aluggish; the eliminative tissues clog and thus the waste is retained in

the blood to polson the entire system. When your kidneys ache and feel like pains in the back or the urine is cloudy full of sediment, or the bladder to irrithe night; when you have severe headaches, nervous and diszy spells, sleep- McNitt, retired on pension on account of lessness, acid stomach or rheumatism in bad weather, get from your pharmacist about four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast each morning and in a few days your kidneys will act fine. This famous salts is made from the acid of 12 to 19, by Governor Morehead . grapes and lemon fuice, combined with lithia, and has been used for generations to flush and stimulate clogged kidneys, to neutralize the acids in urine so it is no longer a source of irritation, thus ending urinary and bladder dis-

Jad Salts is inexpensive and cannot injure; makes a delightful effervescent lithia-water drink, and nobody can make a mistake by taking a little occasionally to keep the kidneys clean and active.-Advertisement.

Dr. Edwards' Olive Tablets Get at the Cause and Remove It.

Dr. Edwards' Olive Tablets, the substitute for calomel, act gently on the bowels and positively do the work.

People afflicted with bad breath find quick relief through Dr. Edwards' Olive Tablets. The pleasant, sugar-coated tablets are taken for bad breath by all who know them.

tablets are taken for bad breath by all who know them.
Dr. Edwards' Olive Tablets act gently but firmly on the bowels and liver. stimulating them to natural action, clearing the blood and gently purifying the entire system.
They do that which dangerous calomel does without any of the bad after effects.
All the benefits of nasty, sickening, griping cathartics are derived from Dr. Edwards Olive Tablets without griping, pain or disagreeable effects of any kind.
Dr. F. M. Edwards discovered the formula after seventeen years of practice among patients afficted with bowel and liver complaint with the attendant bad breath.

breath.
Dr. Edwards' Olive Tablets are purely a vesetable compound mixed with olive cell, you will know them by their olive Take one or two every night for a week and note the effect. 10c and 25c per box. All druggists.
The Olive Tablet Company, Columbus, O.

THE USE OF SOAP SPOILS THE HAIR

Soap should be used very sparingly looking its best. Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and ruins it.

The best thing for steady use is just ordinary mulsified cocoanut oil is pure and gren cheaper and better than soap or anything else you can use.

two tenspoonfuls will cleanse the hair and scalp thoroughly. Simply moisten the hair with water and rub it in. It makes an abund ance of rich, creamy lather, which ringes out easily, removing every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves the scalp soft, and the hair fine and silky, bright, lustrous, fluffy and easy to manage.

You can get mulsified cocoanut off at any pharmacy, and a few ounces supply every member of the family for months.-Advertisement.

HEADACHES

Thousands of men and women suffer from headaches every day, other thousands have headaches every week or every month, and still others have headaches occasionally, but not at regular intervals. The best Doctor is often unable to find the cause of many of these headaches, and in most other cases, knowing the cause, he does not know what will remove it, so as to give a permanent cure. All he can do is to precribe the usual pair relievers, which give temporary relief, but the headaches returns as usual, and treatment is again necessary. If you suffer from headaches, no matter what their nature, take Amil-kammia Tablets, and the results will be satisfactory in the highest degree. You can obtain them at all druggists in any quantity, loc worth, 25c worth of more. Ask for A.K Tablets.

SICK-HEADACHES

Sick-headache, the most miserable of all eighnesses, loses its terrors when A-K Tablets are taken. When you seel an attack coming on take two tablets, and in many cases, the attack will be warded off. During an attack take one A-K Tablet every two hours. The rest and comfort which follow, can be obtained in no other way.

ne A-K Tablete bear the K mone gram. At all druggists.



HORLICK'S The Original

MALTED MILK Unioss you say "HORLIOK'S" you may get a Substitute.

BRIEF CITY NEWS

Have Boot Print R-Now Beacon Press Burgess-Granden Co. Lighting fixtures. Friends of the Mother's Pension Law should vote its author, Edward Simon, ity commissioner.-Advertisement.

"Today's Complete Movie Program classified section today, and appears in One of the Prettiest Spots in Omahu

is the court house lawn, directly opposite the Bee Building, "the building that is always new." For offices inquire of superintendent, Room 168.

The State Bank of Omaha pays per cent on time deposits, 3 per cent savings accounts. All deposits in this bank are protected by the depositors' lumps of lead, and you have stinging guarantee fund of the state of Nebraska. L. R. Wood Premoted-At Salt Lake City, L. R. Wood, former assistant table, obliging you to seek relief during auditor of the Oregon Short Line, has been appointed auditor, succeeding C. J.

continued ill health, Delegates to Baltimore-M. Andreasen and Dr. F. A. Sedlacek have been appointed delegates from Omaha to the National Conference of Charities and Corrections to be held at Baltimore May

Foreman Ras Recovered-Emil Holm strom, foreman for the Carl Johnson company, who was injured last week by a fall from the second floor into the basement of the Carey apartments, undergohas sufficiently recovered to resume

White and J. J. Corbin were picked up | grades of cattle at the South Omaha Sunday and arraigned in police court and given ninety days' suspended sentence on their promise to leave town at once, All hall from Chicago and are on their way to California to engage in "business."

Want Bewer Put Desper-C. D. Armstrong and C. T. Kountze, interested in a new building to be erected on the old Board of Trade corner, appeared before the city council committee of the whole to request that the city change a sewer the packers by the meat markets for the from a fourteen-foot depth to a twentyeight-foot depth for the accommodation of the new building. The matter will given early consideration

Feeling for the Auto Owners-J. Calbert, itinerant, broke a bottle on th payement at Fifteenth and Farna streets and as a result was fined \$1 an costs in police court. Judge Britt though of the unblenfished tires on his new aut mobile and then of the broken glas "You should have more regard for the poor downtrodden auto owner," Britt's feeling rebuke before fining Ca

To Repeat Illustrated Lecture-T illustrated lecture, "The Little Ficwer Jesus," which was given Sunday afte soon before the Research club at i Berchmann's academy, will be repeate Wednesday evening at Creighton auditorium, for the benefit of the Belgian per pound; relief. Charles Bongard and James Martin will give the lecture, which was written by Father de Schriver. The last meeting of the Research club for this year will b the last Sunday in May, according to Father Quintan.

WISE MEMORIAL NURSES GET DIPLOMAS TONIGHT

The seventh annuss commencement the Wise Memorial hospital will be held | The atmosphere at both headquarters Tuesday evening, beginning at 8 o'clock. in Temple Israel. Fourteen young women, who have com-

pleted the course of training, will be graduated and receive their certificates, hr. Robert Gilmore will deliver the adby Dr. O. S. Hoffman. Rabbi Cohn will pronounce the invocation. Miss Minna Meyer will render several vocal solos. Following are the graduating nurses Bessie Marie Anson, Muriel June Brown, Edith Helen Johnson, Myra Louise Di mond, Stella Heasler, Hulrah Dorothy Johnson, Alice Pearl Vinnedge, Lenore Hoffman/ Lennah Johnson, Mabel Elizabeth Ekstrom, Mary Sullivan, May Belle Wagner, Anna Margaret Kovarik, Lucy

DOCTORS SAY THERE IS NO HOPE FOR TOM HUGHES

T. F. Godfrey, general agent of the pas senger department of the Missouri Pacific, has returned from St. Louis, where he went to speak Sunday with Tom Hughes, traveling passenger agent of the same road, who is in a hospital there suffering with diabetes.

Mr. Godfrey found Mr. Hughes in the doctor holds out no hope for his recovery. He had a bad sinking spell Saturday night and is very low. Gangrene his appeared in the foot affected and has progressed to such an extent that amputation would only hasten death.

GIRL GAVE POLICE WRONG ADDRESS AS HER HOME

Sam Williams, who lives at 222 Harney street, wants to inform the public that Smile, Be Happy! one of the girls arrested in connection with the trouble at the Auditorium drug store, 1909 Chicago street, gave the wrong address, and presumably the wrong name to the police. She does not live at 2321 Harney street, and Mrs. Williams, who does live there, has been much annoyed by the undesirable publicity she has received by reason of the statement given the police by the girl in

Summer Complaint Cured. Dr. King's New Life Pills will rid the system of fermenting foods and poisons Keep stomach and liver healthy. Sc. All druggists.-Advertisement.

SCREAM SCARES ROBBER **AWAY FROM THOMAS HOME**

Bent on getting into the home of Wil liam L Thomas, 614 Park avenue, burglar took a ladder from the yard of a next door neighbor and placing it be neath a second story window mounted to the sill of the opening. Mrs. Thomas happened to glance toward the window saw the man's head and screamed frightening the fellow away. 'The Thomas' come was robbed March IS or jewelry to the total value of \$1,000.

Making Good Work Possible. As long as one is on his feet, he can work after a fashion, no matter how badly he feels. But you cannot do good work-have ambition and energy, fell that life is worth living-with sluggish bowels or torpid liver. Foley Cathartic Tablets do away with that drowsy, dull, tired feeling. They never gripe or cause They're wholesome, cleansing nausea. and healthful. Most satisfactory for stout persons. Sold everywhere .- Adver-

PRICES FOR MEATS CHARGED IN OMAHA

Quotations on Live Stock and Wholesale and Retail Prices for Cut Meats Compared.

PRICES FROM RELIABLE SOURCE

Much discussion has been had during the last few days about the and three years ago was transferred to prices paid for meat in Omaha. It the army headquarters at Chicago as was announced one day last week quartermaster sergeant. thateretall prices had been practically doubled because of an advance in near Fourteenth and Jackson streets. prices by packers. The wonder was Parties have been making him numerous that this could be, as prices for ani- offers, some of them very alluring, and mals of all kinds, except lambs, at South Omaha were lower. Efforts have been made to get at the exact facts in the case, but some difficulty has been encountered. The packers do not want to give their Omaha selling prices, saying that this information must come from Chicago.

Source of Figures. The figures published herewith were taken from the files of The Bee for the prices on live stock, and from one of the ig retailers for prices on dressed meat, ing construction at \$23-25 Park avenue, and all refer to Friday, April 23, 1915, and the corresponding day for 1914.

On April 23, 1915, and on the corre Permitted to Leave Town-Charles sponding date for 1914, the average prices Morris, J. J. Wilson Andy Potts, A. L. on actual sales reported on the principal

yarda were.		
	1915.	1914.
Beef steers		\$8,01
Steers and heifers	7.45	7,33
Helfera	7.45	7.33
Calven,	8,60	9.13
Translati	1.03	8,2549
Lambs	10.850	6.76
Wholesale Ment	Prices.	

On April 23, 1915, and on corresponding date for 1914, the average prices paid to the great cities. principal cuts of meat were in cents per

BEEF.	4047	
Rounds	18 634	10
Flanks	714	-73
PORK.		
Loins	15 11 9	173 10 11
LAMBS.		
Hind quarters	16 13	12
Retail Ment Prices.		
On April 23, 1915, and on corredate for 1914, the average prices the meat markets by the consu	pal	d t

the principal cuts of meat were, in cents

a.	BEEF.		
1		1915.	
2	Round steak	30 -	
8	Chuck roast	121/4	
	Rib roast	20	
е	Sirloin steak	35 35	
0	Porterhouse steak	35	
	Plate bolling beef	814	
	Shank or soup bone	5	
	Flank boiling beef	10	
91	PORK.		
SJ	Chops	19%	
п	Spareribs	10	
м	Shoulders	1216	
	LAMBS.		
	Hind quarters	20	
*	Forequarters or shoulders	14	

is rather suppressed just now, like a the sale of carnations on the strouts of calm before the storm. The antis feel a the business district Saturday. trifle piqued at being referred to as "never-was-cs, has-beens, nincompoops bearing across their bosoms wide reliew and nondescripts," by City Attorney Rine ribbons inscribed "Swedish Mission Hos-Ag. Robert Gilmore will deliver the address and the diplomas will be presented by Dr. O. S. Hoffman. Rabbi Cohn will intend to attack the electric light and chairman and constraints and chairman and constraints. power rate ordinance throughout the

> Flynn Takes Command. Chairmen Flynn and Sutton have started issuing signed statements. Mr. Flynn is now in command at the administration headquarters in the Dahlman club rooms and says he has filled the bunkers of the Dahlman ship with enough coal to get the craft into port next week.

> The personal equation of the campaign grows apace. Chairman Sutton declares that Cits Attorney Rine would be better employed looking after the city's legal business than calling the antis names, Mr. Rine maintains the judge is sore because he was not made city attorney on

a certain occasion. Sammon Out Chasts Administration leaders relterate their promise to spring a lot of "personal and public history" during the week. One of the antis in an address declared that the very critical condition and asserts that present incumbents are incompetent. Ghosts of the political closet are being summoned from their hiding places. "Same old crowd of knockers," say the

ins of the outs. "Servants of the corporations," is an indictment returned by the antis agains he administration candidates. "Let us have peace if we have to figh for it," says a neutral spectator

Take "Cascarets"

Cheer Up! Remove the winter's poison from your liver and bowels.

Enjoy life! Don't stay bilious, sick, headachy and



Spend 10 cents-feel grand! Tonight take Cascarets to liven your liver and clean your bowels. Stop the hendaches, tongue, bad breath, sallowness and constipation-Take Cascarets and enjoy the nicest gentlest "inside cleansing" ever experienced. Wake up feeling fine

EYES OF ALL ARE ON OMAHA City Dads Will Not Delay the Viaduct T. P. Mahoney Says the Prosperity

City commissioners are not inclined to accede to a petition from the Omaha Automobila Speedway company and the SURPRISED AT ITS GROWTH Omaha Stadium Speedway company, ask ing that work on the Locust street viaduct be suspended until October 10. The petitioners contend that the viaduct most forced to hire a guide to show me

The councilmen take the stand that the city fought for years to compel the railroad companies to build this viaduct and now that the work has been started it would be unwise to interfere. A written petition was placed on file.

PERSONAL PARAGRAPHS.

The petitioners contend that the visiduct construction work will interfere with street car transportation during a time time time time transportation during a ti

the East Chaha speedway. Women to Take Hand in the Campaign

Members of the Omaha Woman's club this afternoon decided to enter the local campaign by requesting each of the fourteen candidates to express his position on civil service reform for the police and fire departments.

Further action on this subject will not be taken until



"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, Buffalo, N. Y.

The "Bilious" Note in Advertising

CAN'T FIND DANDRUFF

Every bit of dandroff disappears after

one or two applications of Danderine rub-

bed well into the scalp with the finger

tips. Get a 25-cent bottle of Danderine

at any drug store and save your hair.

After a few applications you can't find

a particle of dandruff or any falling hair,

and the scalp will never itch,-Advertise

The other morning at the railway station I saw a large, husky boy pushing and struggling with a fourwheeled truck. It was one of those wide tired vehicles used by express companies to haul packages to the door of the railway car. It was built to move easily on a wooden platform without the expenditure of much muscular energy. This truck had only a few packages on it, but it refused to move. The husky lad pushed, and puffed, and snorted, but the truck wouldn't budge. The train was coming and no time to lose. He wobbled the tongue from one side to the other and tried all sorts of angles in order to get the truck started. As the puffing engine of the train came closer and closer his muscular gyrations became more strenuous. Suddenly

dropped the tongue and quickly pulled a two by four plank from the spokes of the front wheels. The plank had been shoved through the front wheels to keep the truck stationary. These trucks have a habit of running off the platform unless blocked in this way.

The efforts of the husky lad to push a truck with its wheels blocked reminded me of some kinds of advertising. The advertiser persistently and stubbornly goes up against the prejudices and predilections of the possible consumer. The consumer refuses to be moved. The advertiser tries to put over something by going against a-psychological wall erected by centuries of convention. He violates all the elementary principles of salesmanship. He does not follow the lines of least resistance. He starts out by calling up associations that are repugant to public taste. He uses the negative instead of the positive. He tells what his product is not instead of telling what it is. If he is selling a shaving soap he tells you it

will not smart or crack your face. As you read the advertisement your skin begins to burn and you involuntarily rub your face to see whether it is really smarting. It is the first time you have associated "smarting" or burning skin with a shaving soap. -

If it is a beer advertisement, the brewer is apt to dwell at length upon the fact that his beer will not make you "bilious," and he further elaborates the statement that beer will not stand sunlight, and hence his beer is in brown bottles. Now, who wants to drink something that won't stand the sunlight on it, or under certain conditions will make you bilious? This is what we call "bilious advertising." It is probably the first time the writer ever associated biliousness with beer, and hereafter he will always think of beer as something that is apt to make him bilious.

Here is a manufacturer of a breakfast food who covers the package with advertising matter in which he states that his breakfast food "does not contain mealworms or bugs." Imagine the mental shock of the housewife the first time she sees the reference to mealworms and bugs on a package of her favorite breakfasft food. This is the first time sho ever thought of meal-worms in connection with a breakfast cereal and the manufacturer spent good money to tell her about it. Hereafter, if she associates breakfast food with meal-worms, whose fault is it?

Save the

United SHARING Coupons

around each package of WRIGLEY'S

they are good for many valuable

articles of high grade merchandise for

men, women, children and the home!

Advertising should follow the lines of least resistance. It should follow smoothly along the grooves of popular preference. It should be free from negative affirmations that suggest disagreeable associations. It should not offend popular prejudices, conventions or sentiments. It should be humanly optimistic, exciting only pleasurable associations. In other words, it should anpeal to that same Human Nature that is responsive to the arts of the clever sales-

TRUMAN A. DeWEESEL