

NEW RATES SURE, SAYS GUILD

Revision of Nebraska Tariffs, He Thinks, is Inevitable.

NO DEMAND FOR DISTANCE RATES

McVann Likes Idea of Caldwell that More Grain and Live Stock of State Should Come to Omaha.

Revision of the Nebraska railroad rates with a schedule for jobbing and distributing centers lower than the regular rates between stations is inevitable, according to Commissioner J. M. Guild of the Commercial club, who has returned from Lincoln after attending a meeting here of the railroad commission on distance tariffs.

"When Omaha went on record at the hearing on distance tariffs it was only after all the inland towns of the state present had been heard," said Mr. Guild. "Omaha and Lincoln waited purposely that they might have no influence in either way."

"I was not surprised to find no demand for a distance tariff in this state," said the commissioner. "With the exception of P. A. Caldwell of Edgar, who represents the agricultural people of that section, and one individual shipper from Omaha, who appeared entirely on his own responsibility and argued for the adoption of the Iowa distance tariff in Nebraska, without reference to the general good of the state, there was no showing to justify a change in the plan now used for making railroad rates."

"Not Content with Rates Now." "Although opposed to an inflexible distance tariff, my testimony was to the effect that we are not satisfied by any means with the Nebraska rates and, acting under instructions, I made it known that a general revision of the existing distance tariff and distributing rates is imperative."

"On my statement that the jobbing rates of the state are as high as 100 per cent of the present distance tariff being charged, I was able to give specific reference to half a dozen different towns where such is the case, showing that we are practically operating under a distance tariff today, but flexible and capable of being adjusted to meet other factors besides that of distance. I urged the commission to be cautious in its adoption of any schedule which would impair railroad service and retard the growth of the lines without a corresponding benefit to someone. So far there has been no testimony given to show how any class or community would derive advantage from the application of the Iowa tariff in this state."

McVann Likes Caldwell Split. In the idea of Mr. Caldwell asking for the hearing on the distance tariff the grain interests of Omaha were interested, as the man from Edgar showed an evident desire to see more grain sent to the Omaha market instead of being diverted to Kansas City and St. Louis. Secretary E. J. McVann of the Omaha Grain exchange said: "I was impressed with the evident fairness and sincerity of Mr. Caldwell, as he said himself he was a man with a grievance and did not at any time say that a distance tariff would cure him of which he was complaining."

"It may be interesting to Omaha people to know that Mr. Caldwell's grievance arises from the belief that the railroad rates are so adjusted from the South Platte territory that a large proportion of the grain and live stock from that country is sent outside of the state of Nebraska instead of being marketed in our own markets of Omaha and South Omaha. Mr. Caldwell evidently believes that our material property would be advanced if a larger per cent of the grain and live stock in the South Platte territory were converted by the mills of Omaha and the packing houses of South Omaha, thereby creating property taxable here and adding to the sum of the wealth of the state. "I do not think that anyone in Omaha will quarrel with these sentiments."

Red Cross - Cough Drops. Druggists have none "just as good." 5c.

THIEVES VISIT POSTOFFICE

One Gets Away with Woman's Purse and Another Drops Such an Article. Two thefts were perpetrated at the post-office building Wednesday evening. A Mrs. Bradner was buying a money order and carelessly left her purse lying on the desk while she went to the money order window to secure the order. A man then immediately landed on the purse and disappeared with it. It contained several dollars and some papers of value only to Mrs. Bradner.

Another woman living near Florence left her horse and buggy hitched at the Dodge street front of the postoffice while she went in to buy a money order and while she was gone a thief made a raid on her buggy and stole a hand basket containing several purchases that she had just made and a set of furs. The thief was observed making the theft and was pursued by the postoffice police force. He managed to escape, but dropped his plunder at Seventeenth and Davenport, all of which was recovered. The thief was still going when last heard from.

Skinned from Head to Heel was Ben Pool. Throat, Ala., when dragged over a gravel roadway, but Bucklen's Arnica Salve cured him. 3c. For sale by Beaton Drug Co.

NO PARDON TO WIFE BEATER

Clemency for Man Who Abuses Family Refused by Mayor Dahman.

Mayor Dahman has refused a pardon for Charles Goff, sentenced to thirty days in jail for abusing his family, despite the combined pleas of his wife and those of the man's seven children. Goff threw his little girl down cellar, cuffed his wife, cut his oldest boy with a curry comb and abused all the members of the family with the exception of one little boy who was especially solicitous for the pardon. The mayor, however, does not want to be responsible for the man's actions and he is to remain in custody another fifteen days, half his time having been served.

Given Up to Die. E. Spiegel, 124 North Virginia street, Evansville, Ind., writes: "For over five years I was troubled with kidney and bladder affections which caused me much pain and worry. I lost flesh and was all run down, and a year ago had to abandon work entirely. I had three of the best physicians who did me no good, and I was practically given up to die. Foley's Kidney Cure was recommended and the first bottle gave me great relief, and after taking the second bottle I was entirely cured." Why not let it help you? For sale by all druggists.

Friday—A Day of Special Bargains REMNANTS!!

Thousands of yards on big bargain squares at greatly reduced prices. Careful buyers save money on every yard of this new 1908 merchandise Friday.



Remnants of Fine Wash Goods IN OUR GREAT BASEMENT.

Fine India Linons, 40-inch Victoria Lawns, Fancy Lace Lawns, Imported Lingerie Cloth and great special new lots of fine white materials, sold off the bolt, at yard, 10c-12 1/2c

Black Lace Striped Lawns that are worth 15c yard, at yard, 3 1/2c

Seersucker and Chambray Gingham lengths suitable for dresses, children's wear, skirts, etc., regularly sold off the bolt at 1 1/2c yard, thousands of yards, at yard, 8 1/2c

Full standard black and white and grey and white Dress Prints, desirable lengths, at yard, 3 1/2c

FORENOON ONLY Various odd lots, all kinds, plain, printed and woven cotton goods in short lengths, will be sold out quickly, at yard, 2 1/2c

AFTERNOON ONLY Yard wide Bleached Muslin, Cambric and Long Cloth Remnants better than the regular 10c grade, will go at, yard, 5c

Remnants of Laces in three lots Laces and Insertions, also Crochet Edges, Insertions, Galloons, Venise Appliques and Medallions in white, cream and ecru, Vals and Torchons, worth up to 30c yard, at yard, 2 1/2c-5c-15c

Remnants and Odd Lots of Embroideries Narrow and medium Nainsooks and Cambrics, Edges, Insertions and Beadings, worth up to 15c yard, at yard, 5c-7 1/2c

All Over Embroideries, Laces and Nettings This includes 18-inch Allover Embroideries, 18-inch Allover Laces, 40-inch Dotted and Figured Lace Nets, very special values, worth up to \$1.00 yard, at yard, 39c-59c

Corset Embroideries and Flouncings Very wide Nainsook and Cambric Embroideries in those neat and desirable open patterns, worth up to 35c a yard—at, yard, 12 1/2c-19c

ODDS AND ENDS OF FLOWERS FOR TRIMMING All kinds of Flowers for trimming spring millinery—only a few bunches of a kind—various kinds of roses and other flowers for trimming—on big bargain tables, bunch, 25c



NEXT SATURDAY

We Announce a Sale of THE SMARTEST, CLASSIEST

SPRING CLOTHES FOR MEN

ALL THE SAMPLES OF "Lawrence Modeled Clothes" 718-720 Broadway, N. Y.

Many are in extreme styles—all the very newest patterns and colors; twenty-five dollar suits at, 13 7/5

NEXT SATURDAY AT BRANDEIS

Chicago Great Western Railway advertisement with logo and text: THE RIGHT ROAD TO ST. PAUL, CHICAGO GREAT WESTERN RAILWAY, Two Times Each Way Daily—Finest Equipment and Service, Information and Tickets From W. G. DAVIDSON, City Passenger and Ticket Agent, 212 Farnam Street, Omaha.

Arwood milk comes from healthy cows. Which would you rather pay a few cents for Arwood milk than dollars to the doctor? W. RICHTER WOOD, Prop. Tel. Harney 1489.

ABOUT ADVERTISING—NO. 2.

The Cannon That Modernizes Japan

BY HERBERT KAUFMAN.

Business is no longer a man to man contact, in which the merchant and the patron establish a personal bond, any more than battle is hand-to-hand grapple where bone and muscle and sinew decide the outcome. Trade as well as war has changed in its aspect—both are now fought at long range.

Just as a present day army of heroes would have no opportunity to display the individual valor of its members, just so a merchant who counts upon his personal acquaintanceship for success is a relic of the past—a business dodo.

Japan changed her policy of exclusion to foreigners after a fleet of warships battled down the Satsuma fortifications. The Samurai, who had hitherto considered their blades and bows good enough, discovered that one cannon was mightier than all the swords in creation if they could not get near enough to use them. Japan profited by the lesson. She did not wait until further ramparts were battered to pieces but was satisfied with her one experience and proceeded to modernize her methods.

The merchant who doesn't advertise is pretty much in the same position as that in which Japan stood when her eyes were opened to the fact that times had changed. The long range publicity of a competitor will as surely destroy your business as the cannon of the foreigners crumbled the walls of Satsuma. Unless you take the lesson to heart, unless you realize the importance of advertising, not only as a means of extending your business but for defending it as well, you must be prepared to face the consequences of folly as great as that of a duelist who expects to survive in a contest in which his adversary bears a sword twice the length of his own.

Don't think that it's too late to begin because there are so many stores which have had the advantage of years of cumulating advertising. The city is growing. It will grow even more next year. It needs increased trading facilities just as it's hungry for new neighborhoods.

But it will never again support neighborhood stores. Newspaper advertising has eliminated the strength of being locally prominent, and five cent street car fares have cut out the advantage of being "around the corner." A store five miles away can reach out through the columns of the daily newspaper and draw your next door neighbor to its aisles, while you sit by and see the people on your own block enticed away without your being able to retaliate or supply new customers to take their place.

It is not a question of your ability to stand the cost of advertising but of being able to survive without it. The thing you have to consider is not only an extension of your business but holding what you already have.

Advertising is an investment, the cost of which is in the same proportion to its returns as seeds are to the harvest. And it is just as preposterous for you to consider publicity as an expense as it would be for a farmer to hesitate over purchasing a fertilizer if he discovered that he could profitably increase his crops by employing it.

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Portland Cement advertisement: \$30 TO Portland Cement Every Day TO APRIL 30TH, 1908. This Low One Way Rate is in effect to Many Points in the Northwest, via Union Pacific. Enquire at City Ticket Office, 1524 Farnam, Phone Doug. 1828.

A Tiffany Wedding Ring is the proper kind these days—Don't buy your ring until you see us. We will make any style you would like. Spend a few minutes in our store. LOOK FOR THE NAME S. W. LINDSAY, Jeweler 1516 Douglas Street.

Advertising Designs AND ARTISTIC DESIGNS for BOOKLET COVERS, FOLDERS AND GENERAL PRINTING. Our Work will Prove Satisfactory and will be Delivered When Promised. THE C. D. THOMPSON ADVERTISING AGENCY 220 2nd Floor, Omaha, Neb.

Hotel Tuller advertisement: WHEN IN DETROIT Stop at HOTEL TULLER. Absolutely Fireproof. Cor. Adams Ave. and Park St. In the center of the Theater, Shopping and Business District. A la Carte Cafe, Grill Room. Service Unexcelled. EVERY ROOM WITH BATH. SUBURBAN PLAN. RATES, \$1.50 PER DAY AND UP. L. W. TULLER, Prop. E. A. Shaw, Mgr.

Friday Is Remnant Day

Unusually Great Bargain Opportunities. HAYDENS THE RELIABLE STORE. Wanted Merchandise at Less Than Mill Cost.

Another Carload of Remnants

Our buyer just returned from the Eastern markets with the greatest line of Mill Lengths that was ever shown in Omaha. All the new Spring styles. Most wonderful bargains ever known.

50c AND 39c SILK WARP WASH GOODS 10c Arnold's 50c Silk Imprime; Arnold's 50c Spider Silk; Arnold's 50c Printed Voiles; Arnold's 39c Mousseline; 50c Silk Warp Gingham; 50c Silk Warp Batistes; 3 1/2c Voiles, plain; 3 1/2c Silk striped Organdies and other 50c goods, all on this sale, yard, 10c

25c AND 39c WASH GOODS 7 1/2c Arnold's Swiss Applique; Arnold's Silk Warp Tissue; Arnold's Drape de Linde; Imported check and striped white goods; imported 40-inch Lawns; fine India Linons; Persian Lawns, and Long Cloths; all will go at one price, yard, 7 1/2c

19c, 12 1/2c AND 15c WASH GOODS 5c YARD. 12 1/2c Percaloes, 12 1/2c Duck Suitings, 19c Swiss Applique, 10c Amoskeag Chevotias, and other goods in white as well as printed, up to 19c yard, long lengths, yard, 5c

12 1/2c AND 10c WASH GOODS 3 1/2c YARD. Holy Batistes that sell at 12 1/2c; Pacific Batistes 10c quality, 10c Organdies, 15c Dotted Swiss, all will go at, yard, 3 1/2c

EXTRA SPECIALS

FROM 10 TO 11 A. M. AND FROM 2 TO 3 P. M. One Case of 7 1/2c Apron Checks, fast colors, at a yard, 3 1/2c

FOR ALL DAY All day A. F. C. and Toll du Nord Gingham, 15c quality, will go at, a yard, 7 1/2c; 3 cases 35-inch Percaloes, 12 1/2c grade, will go at, a yard, 7 1/2c

Extraordinary Silk Bargains Friday

\$1.25 Black Peau de Soie, 36-inch wide, nearly 800 yards in the lot at, yard, 59c

85c Black Taffetas, 35-inch wide, just 536 yards in this lot, at, per yard, 45c

Beautiful Rajah Silks, in all weaves, odd lots, nearly 500 yards, at, yard, 49c

\$1.00 Foulards, cut lengths used for window and department trimmings, nearly 700 yards, at, yard, 59c

PLAIN AND NOVELTY SILKS—Choice patterns and colorings, regular values to \$1.00 yard, on-silk square, Domestic Room, at, yard, 29c

High Grade Linen Department

10,000 yards of fine Irish, Scotch and German Linens, worth from 75c to \$1.50 yard, in 4 lots— LOT 1...25c LOT 3...49c LOT 2...39c LOT 4...59c

5,000 yards of White Goods, Fancies, worth 39c, 25c and 19c yard, will go at, a yard, 10c

5,000 yards of Swisses, Organdies, Long Cloths, India Linons etc., worth 12 1/2c and 15c yard, 5c

5,000 yards of White Goods, worth up to 10c yard, all kinds, 3 1/2c

COME EARLY AND GET FIRST CHOICE.

Curtain and Drapery Snaps

Every offering a bargain. You'll find it impossible to duplicate. Come early. 50c Ruffled Swiss Curtains on sale at, pair, 25c

Lace Curtains worth \$2.75 pair, matchless bargains, each, choice Friday, \$2.98

TWO ROUSING HOUR SALES FRIDAY. FROM 8:30 TILL 9:30 A. M. All \$3.00 Barnett and Cable Net Lace Curtains, pair, at, 1.98

FROM 2:30 TILL 3:30 P. M. All our \$5.00 Cable Net Lace Curtains, at, pair, \$3.50

Grand Notion Sale

Friday in the Domestic Room. Big Bargains in Staple Notions. Pearl Buttons, dozen, 1c

Gold Eye Needles, package, 1c

Tapes, all sizes, 1c

Hump Hook and Eyes, 25c

Shoe Laces, pair, 1c

Thimbles, each, 1c

Crochet Silk, per ball, 2 1/2c

15c Taffeta Ribbon, yard, 5c

Safety Pins, 3 dozen, 5c

Kings 200-yard Thread, at per dozen spools, 21c

Warming Eggs, each, 2 1/2c

25c Needle Books, 3 1/2c

15c Dressing Combs, 4 1/2c

10c Fine Combs, 4 1/2c

Kid Cutlers, per dozen, 4 1/2c

Colored Scrim—36-inch wide, special at, yard, 15c

Couch Covers, 60-inch wide, worth \$5, choice Friday, \$2.98

Another sale of entirely new goods, worth from 75c to \$3.50 yard, all kinds of high grade goods, in four lots

LOT 1...19c LOT 3...39c

LOT 2...25c LOT 4...49c

75c NOVELTIES FOR 15c YARD. 75c Wool Novelties in grey, 36-inch wide, 46-inch wide and other goods, long remnants, at, a yard, 15c

During the Free Demonstration of Naiad Dress Shields ODORLESS, HYGIENIC, WARRANTED. Can be washed and ironed. SEE THEM SURE FRIDAY.

Some Introductory Grocery Prices For Friday's Sale

10 bars Best Brands Laundry Soap for 25c

10-lb. sack best white or yellow Corn-Meal, 15c

6-lb. choice Japan Rice, 25c

6-lb. best pearl Tapioca or Sago, 25c

Orphan Oats Company Toasted Wheat Flakes, per package, 15c

Bromelagon, Jellycon, Jell'O or De Zerta, package, 15c

1-lb. cans assorted Soups, 15c

Condensed Milk, per can, 15c

Peanut Butter, per jar, 30c

Oil or Mustard Sardines, per can, 30c

1-lb. can Fancy Red Alaska Salmon, 15c

1-lb. package best domestic Macaroni, 15c

4 cans fancy Sweet Sugar Corn, 25c

2-lb. can solid packed Tomatoes, 30c

3-lb. can Golden Pumpkin, Hominy, Squash, or Baked Beans, 15c

The best crisp Fritoles, per pound, 15c

The best crisp Ginger Snaps, per lb., 5c

The best Soda or Oyster Crackers, lb., 5c

Choice California Prunes, per pound, 15c

Fancy Cleaned Currants, per pound, 15c

Fancy Cleaned Raisins, per lb., 15c

Lemon, Orange or Citron Peel, per lb., 15c

The best Tea Siftings, per pound, 15c

The best Golden Sifted Coffee, per lb., 15c

COOKIES. COOKIES. COOKIES. We bought the entire surplus stock of the largest cracker and cookie factory in the world. The cookies are regular 15c, 20c and 25c per pound goods; as long as they last we will continue to sell them at, per pound, 10c

Butter, Eggs and Cheese for Friday. Choice Dairy Butter, per pound, 21c

Fancy Dairy Butter, per pound, 21c

A big supply of Fresh No. 1 Country Strictly No. 1 Fresh Country Eggs, doz., 35c

Fresh Vegetable Prices for Friday. Fresh Spinach, per peck, 15c

Fresh Ripe Tomatoes, per lb., 10c

2 Heads Fresh Leaf Lettuce, 5c

Large head lettuce, per pound, 15c

6 bunches Best Carrots, 15c

10 bunches Fresh Parsnips, 15c

2 bunches Fresh Radishes, 10c

4 bunches Home Grown Onions, 5c

Large Cauliflower, each, 10c

Fresh Pie Plant, per bunch, 10c

5 bunches Fresh Parsley, 5c

Best Carrots, Parsnips, or Turnips, per lb., 10c

Fancy Red Onions, per lb., 10c

Fancy Holland Seed Cabbage, per lb., 10c

Large Egg Plant, each, 10c

Big Highland Sweet Orange Sale Friday—\$1. per dozen 10c, 15c, 17 1/2c, and 20c

Another sale of Men's \$1.00 and \$1.50 Shirts, Griffin and other well known brands, at, 59c

Ladies' long Kid Gloves, manufacturer's stock, worth to \$4, at, \$1.49. See Window Display.

TRY HAYDENS' FIRST