Sweetheart Soap

Is the BEST toilet soap made today. You're probably from Missouri---therefore we will publish a coupon in next Sunday's Bee, redeemable for a full-size cake Sweetheart Soap at any grocery. We want you to try it at our expense. A trial will convince you of its superiority.

Note the exquisite perfume--the smooth, creamy lather in any kind of water and the restful feeling it imparts to your skin. Where ordinary soap merely cleanses, "Sweetheart" cleanses, feeds, heals and helps to provide proper skin nourishment. Its absolute purity makes it "the" soap for the nursery.

There is all the difference in the world between buying cheap toilet soap and buying toilet soap cheap. Pay as much as you will for soap—you will get no more soap merit than you will find in Sweetheart Soap at 5c. Cut out the coupon next Sunday—try it and be convinced.

Manhattan Soap Company, New York

SITE FOR CRACKER FACTORY

Lots at Twelfth and Davenport for Loose-Wiles Company.

FIVE STORIES AND FIREPROOF

Omaha Will Thus Become the Manufacturing Center of the Biggest Concern of Its Kind in the Land.

The Loose-Wiles Cracker and Candy company of Kansas City Thursday closed a deal for a site at Twelfth and Davenport streets on which it will build a modern cracker factory at a cost of $100,000.

Mr. Loose has advised The Bee that the company is sure to erect a plant here during the year, as the sales of the branch house established in March had exceeded by several hundred per cent all anticipation.

The new plant will be located at Twelfth and Davenport streets on a lot 68x122 feet which was bought Wednesday by C. E. Gould, secretary of the Loose-Wiles Cracker and Candy company from George & Co. The plant will be on Union Pacific trackage and the building will be five stories and basement of fireproof and slow burning construction. Three ovens will be placed on the top floor, each weighing 600 tons and constructed of the best of material, steel and enameled brick.

The new cracker factory is the pioneer industry in the manufacturing district which has been selected by the Commercial club as the ideal location for new industries. The Loose-Wiles company opened a jobbing house in Omaha three months ago to handle a general line of biscuits and confectionery. It placed fifty men in charge of the warehouse and in the territory adjacent to Omaha as salesmen.

Soon Looks for New Site.

Less than three weeks after the house opened the firm was looking for a factory site in Omaha. Four weeks after the opening of the sales agency, the company announced that at no distant time a factory would be erected, as Omaha had the key to a territory so vast that figures seemed to lie. The present deal means that the largest independent cracker company in the world will make Omaha joint owner with Kansas City in the plant and 125 persons will be employed by the new factory in Omaha as a start.

The opening of the Loose-Wiles Cracker and Candy factory in Omaha interferes in no way with L. Iten & Sons of Clinton, Ia., who have determined to open a cracker factory in Omaha not later than August 1 and have bought a building for $50,000, which is now being equipped with the latest machinery for making crackers.

Last year the National Biscuit company, commonly known as the "cracker trust," closed its factory in Omaha arbitrarily and the independent manufacturers have taken advantage of the situation. Where the so-called "trust" has thrown 125 people out of work, the independent manufacturers have promised work to more than 300, and just now the goods of I. Iten & Sons and the Loose-Wiles Cracker and Candy company are the only crackers on the market for Omahans.

IG. GOES WITH THAT SPEECH

Dunn Leaves for Denver with His Declaration Nominating the Quadrennial Candidate.

The Bryan league of Pittsburg will arrive in Omaha by special train on the Rock Island early Saturday morning. The Minnesota delegation will occupy six cars and will arrive Sunday, going west on the Rock Island. The West Virginia delegation will occupy four cars and will arrive at midnight Saturday.

Ig. J. Dunn, delegate-at-large, left Thursday afternoon for Denver with his declamation with which he is to charm the delegates into nominating Bryan for the presidency.

Democrats from the south of the United States from the states of Mississippi, Alabama, Florida and North Carolina will arrive in Omaha Saturday morning at 8 o'clock over the Burlington and will proceed at once to the Millard for breakfast. There are 135 persons in the party.

Caught in the Act

and arrested by Dr. King's New Life Pills, bilious headache quits and liver and bowels act right. 25c. For sale by Beaton Drug company.

FAMILY IS LEFT DESTITUTE

Woman and Four Little Children Deserted by Husband and Father.

Deserted by her husband ten days ago and herself and children left in want, Mrs. Charles Crume filed a complaint in police court Thursday morning charging her husband with wife and child abandonment. Prior to his disappearance Crume had been chef at the Union Pacific shops, where noonday lunch was served to foremen and officials. Mrs. Crume asserted that the couple had a small amount of money saved, which Crume took with him when he left. With four children on her hands, all of whom are under 13 years of age, and with the rent due and no money with which to provide for herself and children, Mrs. Crume is in a destitute condition at 1158 North Sixteenth street.

An Economical Vacation.

Round trip tickets at figures but slightly in excess of one way fares to a hundred or more resorts in Canada and New England will be placed on sale on various dates after June 1, 1908.

Full particulars of dates of sale, limits, stopovers and descriptive literature can be obtained by writing George W. Vaux, Assistant Passenger and Ticket Agent, Grand Trunk Railway System, 135 Adams street, Chicago.

The Fourth at Krug Park.

If the weather is favorable on Saturday the celebration of "the ever glorious Fourth" at Krug park will be one long to be remembered by the thousands of people who will observe the national anniversary there. A large special order of fireworks, manufactured by the Gregory company, Chicago, has been received and will be burned up at the park Saturday evening. Bandmaster Finn has arranged a popular program of national airs and Mlle. Pallausch, soloist, will sing songs appropriate to the day. Mlle. La Carroll will present her acrobatic arena act. The Cafe Luxus will present a special bill of fare for that day. Superintendent Carter expects to get his new concession, the National Pleasure Wheel, in full operation for Saturday. The flower beds are taking on new beauties every day. Krug park will be an ideal place to spend the Fourth.

The Big July Sale

Of Fine Furniture

Commences Monday morning, July 6. This will be the bargain event of the season.

Selling manufacturers' drop patterns at unusual prices.

ORCHARD & WILHELMN.

Successor to D. O. Ives.

ST. LOUIS, July 3.—Assistant General Traffic Manager W. C. Maxwell of the Wabash railroad has been promoted to the office of general traffic manager to succeed D. O. Ives, who became chairman of the official classification committee with headquarters in New York. Announcement of the promotion was made today, becoming effective August 15.

You will enjoy the climax of Summer Comfort if you wear one of our cool

Two-Piece Suits AT $7.50

At the same time you will secure a Remarkable Bargain.

At this price we offer you an assorted lot of two-piece Suits, embracing a variety of summer fabrics, including some splendid blue serges that have been selling at $10 and $12.00.

These suits are well made, fit perfectly and hang gracefully.

They are exactly right for your Fourth of July outing.

This Store Will Be Open FRIDAY Evening until 10 o'clock

WE CLOSE ALL DAY JULY 4th

Men's Straw Hats —REDUCED—

PAY 1.35 And get a $2.00 Milan soft brim straw—or real China split sailor in the shapes that dapper young fellows are wearing this summer.

PAY 1.85 And enjoy the distinction of wearing a $3.00 straw. You can pick from the finest shinkee flexible straws in nifty little mushroom shapes and wide brim straight sailors.

PAY 2.85 And walk under an Italian Milan—one of those breezy, comfortable, classy hats that say unmistakably "summer, 1908." Newest Planter and Telescope shapes.

PAY 2.50 And a swagger Panama like other hatters sell for $4.00, is yours. Woven down in Ecuador, blocked in the correct planter negligee and telescope shapes.

MEN'S PATENT LEATHER OXFORDS

These Oxfords are an exceptional quality for the price asked. They are trim well built shoes, constructed on stylish models and are equal in appearance to oxfords you'll buy at $3 to $3.50.

WEAR A PAIR JULY 4TH.

2.50

OMAHA'S LEADING CLOTHIERS

Nebraska Clothing Co

FARNAM & 15TH

ASK MORE WATER WORKS TAX

Florence Citizens Complain to Board that it is Not Enough.

CLAIM DISTRIBUTION IS UNFAIR

Protestants Assert that This Corporation Does Not Pay as Much Personal Tax Comparatively as it Should.

Complaint that the real estate of the Omaha Water company is not assessed high enough was made to the County Board of Equalization Thursday by residents of Florence. The complaint says the improvements, fixtures and buildings in Florence are not taken into account in the real estate assessment. The company is assessed for $557,750 on its real estate in the village. The complaint was signed by J. P. Brown, R. H. Olmsted, B. C. Fowler and E. L. Platz.

Florence residents have also complained to the board of what they assert is an unjust distribution of the personal assessment of the water company among the five municipalities in which it operates. The personal assessment as it now stands is $3,500,000. On a one-fifth basis this amounts to $700,000. The assessor has distributed this as follows: Omaha, $573,000; South Omaha, $80,000; Florence, $40,000; Dundee, $4,000; East Omaha, $3,000. The Florence people assert the $40,000 apportioned to the village is too low in comparison with the $80,000 allowed to South Omaha, inasmuch as the pumping station and the settling basins are in Florence. The board will hear both sides of the matter.

Building Permits.

Mrs. Partridge, Ninth and Dodge streets, brick dwelling, $2,000; C. H. Foster, Ninth and Francis streets, frame dwelling, $2,500; D. C. Keester, Twenty-seventh street and Camden avenue, frame dwelling, $2,500; Peter Sip, 1721 South Eleventh street, frame dwelling, $2,000.

BRIEF CITY NEWS

Use a Root Print it.

William W. Blackburn for congress. Adv.

Vote for Zimmer for county attorney.

Joseph M. Swoboda, Accountant-Auditor.

Swan, 17 N. 16, Douglas shoe, $3.50.

Cigars, for Quality cigars, $10 S. 15th.

Photographer, 18th & Farnam.

Life, Paul Morton, president.

Sight drafts at maturity. H. D. Neely, manager, Omaha.

Agents wanted. Co., now in new quarters, 1516 Howard. Gas, electric fixtures, Wilson.

Trailer to Motor Car — The motor car service of the Union Pacific from Omaha to Valley over the old route is proving so popular that it is likely another trailer will be added to the equipment.

Divorce for Extreme Cruelty—Florence O'Neill Cannon has been granted a divorce from Thomas Patrick Cannon on the ground of extreme cruelty and has been given the custody of their son.

The Omaha Bureau of Press Clippings, established many years, has grown to be the largest and most complete in the west. Thousands of papers read for items. Good service guaranteed. Note address, 230-232-234 Bee Bldg.

Internal Revenue Collections—The internal revenue collections for Omaha show an increase of $31,195.32 for the month of June, as compared with June, 1907. The receipts for June, 1908, were $222,162.38 and for June, 1907, $190,967.06.

Train of Pittsburg Shriners—One of the best equipped trains which will pass through Omaha with tourists to the convention at Denver will carry the Pittsburg Shriners. The party, with eight cars, will continue on to Yellowstone park after the convention and return via St. Paul and the northern route.

Seven Thousand for Death of Hostler—A verdict for $7,500 was returned Thursday morning in Judge Sutton's court against the Union Pacific in the suit for damages brought by Pearl Sternberg. The suit was for the death of Louis P. Sternberg, an engine hostler in Council Bluffs, who was crushed while working in an engine cab by the collision of a string of cars with the engine.

No Grain Market July 4—Notices were posted on the boards at the Omaha Grain exchange Thursday that the exchange would adjourn at noon Friday until 9:30 Monday morning and there will be no market on the Fourth of July. Similar notices were received from Chicago and other grain markets. All commission houses will close Friday at noon, not to open again until Monday.

McDonald Died in Rosewater Room—Friends of the late Sheriff McDonald are commenting on the peculiar feature of his death. He died in the Wise Memorial hospital in the very room fitted up as a memorial to Edward Rosewater, who has been chiefly instrumental in raising the funds for the building. In their life time it was seldom that McDonald and Rosewater were found on the same side of the political fence.

Mormon Missionaries Are Busy — As showing that the Mormon missionaries in Europe are not idling away their time, 160 men, women and children passed through Omaha Thursday morning bound for Utah, converted to the Mormon faith and bent on buying Mormon land. They came from various sections of Europe and were converted by the American Mormons, who are scattered over the old world preaching their faith.

Assert Suits Are to Harass—Asserting Fred Hogg has been bringing suits for false imprisonment, merely to harass his mother-in-law, Mrs. Grace Hamilton and her attorney, Arthur C. Pancoast, the latter have filed a motion in district court to dismiss his latest petition. The accompanying affidavit says Hogg filed a similar suit last summer, but dismissed it without paying the costs incurred. The suit is for alleged false imprisonment for wife abandonment.

Eagles Will Entertain Tourists—Omaha aerie No. 28, Fraternal Order Eagles, will entertain any member of the order who stops here enroute to the Denver convention. President Flynn has appointed this reception and entertainment committee: George F. West, Charles E. Black, Emil Brandeis, J. A. Tuthill, W. S. Stryker, K. S. Fisher, H. W. Dunn, James Sonnenberg, Dr. M. J. Ford, Dr. W. A. Hostetter, A. Matthews, Jules Althous, H. Asher, A. V. Dresher and D. W. Canon.

McKay Wants to Be Coroner—Report of the serious illness of Coroner Davis produced one application before the county board for appointment as his successor in case it is necessary to appoint a successor. Wednesday afternoon when Mr. Davis' condition was very unfavorable, W. M. McKay called on member of the county board and solicited their support for the expected vacancy. McKay was one of Mr. Davis' principal opponents for the office at the republican primaries last fall.

Auto Trip in Lake Region—Deputy County Attorney and Mrs. A. G. Ellick and Mr. and Mrs. Frank H. Brown are planning an extensive automobile trip through the lake region of Minnesota. They will go to Lake Madison, Lake Washington, Minneapolis, St. Paul and Lake Minnetonka on the tour, traveling the whole distance in Mr. Brown's car. They had intended starting Thursday morning, but owing to the rain postponed the journey until the skies clear.

Suit to Compel Payment of Warrant—J. L. Brandeis & Sons Bankers have begun mandamus proceedings in district court to compel C. A. Melcher, treasurer of the city and school district of South Omaha, to pay a warrant for $150 drawn in favor of H. B. Fleharty in payment for his services in representing the school district in the suit to restrain the old board from making contracts with teachers and janitor. The warrant has been held up by the school district treasurer.

Blackmailer is Fined—For trying to get $150 by blackmail Frank Hobart of South Omaha was fined $250 and costs Thursday morning by Judge Sears. Hobart sent a threatening note to Gotlob Anderes, an aged German, demanding $150. The note was delivered by Parnell Smith, a boy who led the officers to Hobart, who was waiting to receive the money. Hobart pleaded guilty. Judge Sears gave him a severe lecture before fining him. Hobart's previous reputation saved him from a severer penalty. The fine will mean a jail sentence of about ninety days.

Damages Asked for Fractured Leg—For a fractured leg he received, when a handcar he was on collided with a freight train standing on a side track, Mane Krajnovic has begun suit against the Chicago & Northwestern railroad for $25,000 damages. Krajnovic was a laborer employed at Thatcher. He was with a gang on a hand car late one night. In order to clear for an approaching train the hand car was placed on a sidetrack. The gang was running the car at a good speed, when a freight train loomed up in front of it. The petition asserts the brakes failed to work and the hand car crashed into the rear end of the train disabling Krajnovic.

What Else Please?

WASHBURN-CROSBY'S

GOLD MEDAL FLOUR

Nothing Else Thank You

Just GOLD MEDAL FLOUR

LIGHT AND CRUSTY

bread is the kind most people are looking for.

BUSTER BROWN BREAD

is the result of good wholesome flour and long experience in baking.

FOR SALE AT YOR GROCER

5c

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U. P. BAKING CO.

Have ROOT print it

You can't catch money spenders with penurious looking printed matter

A. I. Root, Incorporated, 1210-1212 Howard Street, Omaha

ALAMITO BOTTLES

are thoroughly sterilized ALAMITO MILK and CREAM is PASTEURIZED by the most modern process.

Use PASTEURIZED MILK and CREAM and you are never in danger of disease germs.

The Alamito PASTEURIZED MILK

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NEW ENGLAND BUTTER NUT BREAD

The quality is assured if the proper label is on the loaf.

LOOK FOR "BUTTER NUT BREAD"

For Sale at All Grocers 5c

"THE LABEL IS ON THE LOAF"

NEW ENGLAND BAKERY

2217 Leavenworth St.

PHONE DOUGLAS 1507.