

MORE AD MEN FOR OMAHA

Pilgrim Publicity Association of Boston Latest Acquisition.

CONVENTION WELL ADVERTISED

Delegations from Omaha Ad Club Have Made Many Trips to Visiting Cities to Boost for the Convention.

Advertising men from all parts of the country will gather in Omaha this month, many coming from as far east as the New England states for the National Ad Club convention, which meets here July 18, 19 and 20. President S. C. Cobbs wired the Omaha Ad club Sunday, saying: "The Pilgrim Publicity Association of Boston has joined the Associated Advertising Clubs and this means a delegation from New England. This association affiliating with the association is the most important accomplishment of my administration."

Mr. Cobbs wired from Atlanta, just after returning from New England, where he went to interest the advertising clubs of that section in the work of the national association and succeeded in inducing them to join.

The Pilgrim Publicity association includes not only Boston, but numerous others in the New England states and is one of the most famous in the country.

It was the Pilgrim association which originated the advertising craze which says, "I believe that advertising men will get all they deserve. I believe that advertising is a science and the practice of it an art. Protect me from the cant of the unfeeling system, from the temptation to knock the work or character of another, and from the necessity of advocating a damnably bad cause for good wages in preference to a good one for poor. Give me strength to be a booster always—a kicker never—and that I may always play the game like a gentleman. And in the end, may God protect me from the belief that I am superior in knowledge or performance to my brothers and find me a place in the Sacred City of our ideas."

George Gillespie, chairman of the committee on invitations, has received the acceptance of C. M. Weasels, president of the Allied Grocery and Trade Press Association of America, who is coming from Philadelphia to speak on the program and represent the trade publications of the country. The program is now about complete and will be published the coming week. A local committee is whipping it into line. This committee consists of George Gillespie, Ralph E. Sunderland, Penn F. Fodrea, Will A. Campbell, with F. W. Harwood and C. C. Rosewater in an advisory capacity.

Advertising Campaign is Made. The Omaha Ad club has made a unique campaign for this convention and if it does not bring to Omaha "America's business creators" it will not be any fault of the Omaha Ad club.

Here is a list of some of the cities visited by a committee of the Omaha Ad club, where Omahans made addresses and told about the convention:

- St. Joseph: O. E. McCune, J. D. Weaver, E. A. Higgins and F. W. Harwood. Kansas City: Publicity club: F. W. Harwood, Sidney Ranger, J. D. Weaver and others. Kansas City Ad club: Will A. Campbell, J. D. Weaver. Sioux City Ad club: Rome Miller, Will A. Campbell, A. S. Borglum. Des Moines Ad club: Harry Fering, Will A. Campbell and F. W. Harwood. St. Paul Town Clerks' club: Will A. Campbell. New York Press club: C. C. Rosewater. Publicity Club of Minneapolis: Will A. Campbell. Waterloo Town Clerks' club: Laurie J. Quinby. Lincoln Ad club: F. W. Harwood, A. L. Gale and others. Kearney Publicity committee: Will A. Campbell.

In addition to these President S. C. Cobbs has made a trip from coast to coast advertising the convention and bringing new clubs into the fold.

BEGIN WORK ON POSTOFFICE

Building of New Government Building at Sioux Falls to Be Pushed with Vigor.

SIoux FALLS, S. D., July 4.—(Special.)—Former Senator Kittling of this city, who a year ago winter secured an appropriation of \$100,000 for the enlargement of the government building in Sioux Falls, which was increased by an additional \$100,000 by the congress which has recently adjourned, is in receipt of a letter from the supervising architect at Washington in reference to when the work of enlarging the building could be taken up.

It was originally stated that nothing could be done until next spring, not even the preparing of plans for the enlarged structure. However, at the urgent request of the former senator, the supervising architect states that the work of preparing the drawing will be taken up this month and "pushed to completion as rapidly as possible." It is the hope of the former senator that the drawings can be completed in ample time so the contract for enlarging the building can be awarded in the fall of this year, so the stone to be used in the construction can be quarried and the actual work of construction commence as early in the spring as the weather will permit.

The present government building cost \$175,000, so when the building is enlarged it will make a total of \$275,000 that Uncle Sam will have invested in his building in Sioux Falls.

Army Notes

First Lieutenant Owen C. Plisk, Medical Corps, having reported at Fort Crook for duty, pursuant to instructions from the adjutant general of the army, has been ordered to Fort Omaha for temporary duty. First Lieutenant Blase Cole, Sergeant Paul M. Lang, Private First Class Frederick Gilmour and Private Abraham Shapiro returned to the hospital Friday evening, after having accompanied the Sixteenth Infantry to Seattle, Wash., where the troops boarded the transport Buford for Alaska June 24.

FIRECRACKERS CAUSE FIRE

Small Boy Celebrates and Flames Destroy Over \$7,000 Worth. YANKTON, S. D., July 4.—(Special Telegram.)—A small boy with firecrackers caused a fire here on the eve of the Fourth that destroyed the Henry Rathjen store, a blacksmith shop, store and residence, the H. W. Robinson residence and several barns in the worst fire here in years. The flames raged over a half block. The total loss will be over \$7,000. One fireman was slightly injured and several children of Rathjen had close calls for their lives. The insurance will be about \$1,000. A Ton of Gold could buy nothing better for female weakness, lame back and kidney trouble than Electric Bitters. For sale by Beaton Drug Co.

Swedish Citizens

Hold a Fest at Elmwood Park

Three Thousand Men, Women and Children Hear Dahman and Witness Sports.

Three thousand Swedish-American residents of Omaha and South Omaha took part in the initial annual patriotic celebration at Elmwood Park, Sunday afternoon. The event was a complete success, the weather and the conditions of the park being perfect, the accommodations large enough for the crowd and the events of the day went off without a flaw. The Swedish societies taking part were: The Monitor club, Svea Athletic association, Swedish Building association, Swedish Odd Fellows, Sweden Library association and the Viking club of South Omaha. Admission to the grounds was charged, the proceeds to go into the building fund of the Swedish National home. At the entrance to the grounds a huge arch had been built, decorated with Swedish and American flags entwined, and bearing the sign "Valkommen."

The first event of the day was a parade in the park, followed by the raising of the May Pole, in which all present took part. Afterwards a national parade of all the children took place, each child carrying an American flag, producing a very beautiful effect.

Some twenty of the younger people were dressed in real Swedish gala costumes of bright colors, and by the pensants on holidays in their native land. Folk dances with Swedish music played on a fiddle were given by them. The Norden Singing society furnished several selections and a band was in attendance all day.

Fred Flodman, grand marshal of the day, was in charge of the events. Mayor J. C. Dahman was the first speaker. He was introduced by Mr. Flodman and he made a very pleasing address. Freshal Malenborg of Chicago, editor of the Swedish-American, spoke on "Sweden and Patriotism." As a committee aiding Mr. Flodman were Louis Henderson, R. E. Erickson, A. J. Anderson and Neil Thorson.

After the speeches of the day several athletic events were contested, in which the Svea Athletic club members were chief winners. As prizes for the events were a silver loving cup, given by Gustafson & Hendrickson, a silver candelabra, donated by Albert Edholm; a solid gold watch and chain, donated by Jacobson & Turan; a ladies' silk umbrella and a vase, donated by Broadbent; and a pair of ladies' silk slippers, donated by Fred Flodman.

MEXICO'S DANDY BULL FIGHTER

An American Soldier of Fortune and His Career in the Bull Ring.

Of all the soldiers of fortune who have helped to make Latin-America interesting in recent years, none was more picturesque than young Harper Lee, who nearly lost his life in the bull-ring at Guadalajara the other day. Whether he will get well and take up bull-fighting again, the Mexican dispatches have not yet made quite clear. It wouldn't be surprising if he did, for it isn't the first time that he has been reported dead.

Last October the papers told how he had been badly gored while raving the life of a fallen picador, and it was supposed that the young daredevil would retire then. But he recovered, only to add still more daring performances to those which he had already made him a hero to the crowd which follows bull-fighting in Mexico. He was very popular down there, both with Mexicans and with Americans, both with those who flock to the Plaza de Toros, as our crowds flock to the polo grounds to see the Giants beat the Brooklyn, and with those who, perhaps, considered bull-fighting a cruel and barbarous amusement and kept away from it. That meant a pretty all-round popularity. To novellists there of Herzegovina and unheard-of little European courts and Zenda scenes, we commend this tall and agile young man, standing, sword in hand, awaiting the charge, in the dancing sun of the Mexican morning, with the snort and soldiers and politicians and promoters—all that curious, vivid crowd—watching with bated breath.

It has been said that he is a Harvard man, a Princeton man—all sorts of stories have been told about him. As a matter of fact, he isn't a college man at all. He came from Texas. His grandfather was Colonel George Baylor, a Confederate veteran and Indian fighter. He went to work, while a boy, for the Mexican Central railway, and most of his young life—he is not yet 30 years old—has been spent in Guadalajara.

Several years ago he took up bull fighting as an amusement, very much as young men up here go in sometimes for boxing. He began to appear as an amateur in the ring at Guadalajara, and there, it is said he attracted the attention of an old Spanish bull fighter, who at once took the young gringo under his wing. Lee improved rapidly, and finally—like "Gentleman Jim" Corbett, for instance—became a professional. It is a lucrative business. He probably received \$5,000 "Mex" for each performance in Mexico, and a popular bull fighter makes a good many appearances during the season. As a money-maker he compares favorably with an operatic tenor of the first class here; socially his position is like that of a successful prizefighter. Often appearing at several smaller rings, Lee made his metropolitan debut in Mexico City about a year ago. In the minutest details of dress and deportment Lee was all that the most dandy bull fighter should be. And everything goes to perfection in bull fighting. The ring was crowded to the roof. As the American torador entered he towered by a head above the other two matadors. He killed his first bull, a powerful black animal, in slaying style, and the ring rang with the shouts of "El Americano!" and "Es otro Monte!" (He is another Monte.) Monte was perhaps the most famous of the Spanish bull fighters.—Collier's Weekly.

MANAWA READY FOR FOURTH

Popular Resort Has Unusual Attractions to Offer for Independence Day. The aquatic sports proved a big card at Manawa Sunday. Hundreds visited Manhattan Beach and men and women took to the limp waters like ducks. It was one of the biggest days the resort has had and the attendance from Omaha shows that the resort is growing more and more in favor here. A record breaking Fourth of July attendance is expected. The program for today is calculated to make the eagle screech. The finest exhibition of fireworks that has ever been attempted at the lake is promised in the evening. The pyrotechnic display was ordered direct from the Pala factory and consists of heavy pyrotechnics such as are used in the big Pain spectacles. Both afternoon and evening programs by the Manawa Concert band will include patriotic music.

HARD TO BEAT UNCLE SAM

Curious Experiences of Redemption Department of Treasury.

DEALING WITH "LOST WEALTH"

Fragments of Alleged Money Mutilated by Goats, Dogs and Calves—Rules Governing Redemption.

Uncle Sam has made millions through efforts of people to place money where thieves cannot reach it, and the redemption division of the treasury reveals many interesting stories of "lost wealth." The chief of the division had one novel experience. He was forced to make an examination of a dog's stomach to satisfy himself that it contained the remains of a \$20 bill which the animal had chewed up. The dog's stomach was sent to the Treasury department accompanied by a letter, in which the writer stated that his dog Fritz had swallowed a \$20 bill while he was playing with him. The aforesaid Fritz was not regarded by the owner as being worth \$20, so he was shot and the stomach sent to the Treasury department to see if the bill could be put together sufficiently to be redeemed. With the assistance of the experts in the division of redemption the badly chewed up bill was taken out and it was redeemed at its face value.

"And this is the way we have to go about getting money together to redeem it," said one of the experts. "It comes here in every shape and not infrequently entirely out of shape, and it sometimes takes the greatest care and most delicate work to get it in such condition that we are able to satisfy ourselves that some effort is not being made to swindle you Uncle Samuel out of good money. We have our rules for redemption and these rules are adhered to strictly. Somehow calves appear to have the inside track on all animals for destroying money, and they literally eat it up when they get hold of it, while goats give the stuff a 'lick and a promise,' so to speak, and it is found in large pieces when sent here for redemption. Goats do not chew it up fine like other animals. It is not often that dogs get hold of money, but frequently pigs and hogs make sad havoc with a roll of bills.

Redemption Rules. "Here are the rules, briefly, for the redemption of mutilated money: For a piece of currency greater than two fifths and less than three-fifths of the original note, one-half the face value of the note is given. For a piece as great as three-fifths, the whole value of the note is given. For a piece two-fifths in size of the original nothing is given. But this last provision is limited by law, which gives discretion to the Treasury department to give full value for a note if the owner can prove to the satisfaction of the authorities that the note, or the missing part of it, was destroyed. This last provision opens the door to possible fraud, and many are the efforts made by dishonest persons to take advantage of it. The fragments of money which come here for redemption are turned over to the expert and sorted out under the microscope for identification. They are picked apart and each piece assigned to its place like a puzzle. This is usually done on glass and the pieces are placed between glass so they can be measured to ascertain how much of the note is there.

"Unless there was the most perfect system here we would frequently be taken in by dishonest people. A man in Kansas sent in the halves of some small bills, with the edges nicely charred, accompanied by an affidavit that he had put the money in his pocket, hung his coat on a fence, and that the coat had been burned. It happened that the other halves of these notes had been identified. They were broken in New York more than two years previously. The Kansas man was arrested and fined \$1,000. A Chicago man sent in fragments of two \$20 bills and one \$10 bill with an affidavit saying the rest had been destroyed. With the same mail a Chicago banker sent the other halves. The man who made the affidavit got a two years' sentence. We keep tab on every bill which is redeemed or sent for redemption, and that is the way we keep from being buncoed.

Variety of Mutilated Money. "It not only is mutilated money that comes here, but dirty and old money, all kinds after it is worn so badly that it will not pass current. This is placed in the hands of experts to decide whether it was issued by the government and whether it should be redeemed at its face value. Some bogus money has got past the expert.

"Decidedly the larger part of money sent here for redemption has been the work of fire, the parlor stove being a great source of loss, people stepping rolls of bills in these places for safekeeping in the summer and neglecting to remove them before building fires in the fall. Railway wrecks cause great loss of money by the burning of mail and express cars, but in such cases it is not difficult to have every dollar redeemed if only small portions of the notes can be found. A few bits, so hopelessly charred as to

ROOSEVELT SURVEYS SCENE OF BATTLE AND IS SILENT

OYSTER BAY, July 4.—Colonel Roosevelt's preliminary survey of the field of battle has been completed. Like a good general he has nothing to say of his plan, but he is in all probability until after several other specialists have been summoned in consultation. The most important of these consultations will be that between Colonel Roosevelt and Governor Hughes, when a discussion for the republicans candidates for the governor's successor will receive careful consideration. It is regarded as sure that Colonel Roosevelt will have a great deal to say about that most perplexing question. Colonel Roosevelt went to church this morning with Mrs. Roosevelt. He announced that he would not be able to attend the Transmississippi congress at San Antonio, Tex., next November.

INDIGESTION

Horsford's Acid Phosphate

GARBAGE

IMPORTANT NOTICE

Do not call City Garbage Co. D. 1887, as they do not and can not haul garbage. If you live west of Eighteenth, south of Cumings, north of Leavenworth to the city limits, telephone Web. 2295. All outside of this district call Web. 497. If not attended to, call Health Office, Doug. 3181.

PILES—FISTULA

PAY WHEN CURED. All Rectal Diseases cured without a surgical operation and guaranteed to last. Free trial. Examination free. Write Free Book. Dr. E. W. YARRY, 224 Bee Bldg., OMAHA, NEB.

Reliable Dentistry

Taft's Dental Rooms

Country Club Links Crowded With Host of Devotees.

GOLF COURSE MORE POPULAR

None Appears to Prosecute Men Charged with Illegal Liquor Selling by Reported Members of Anti-Saloonists.

The Shamrock Athletic association will celebrate at Seymour lake. The invitation has been generally extended and over 2,000 guests are expected. The Ralston car service has been arranged to accommodate all who wish to attend.

The feature of the day will be the big picnic dinner. All are requested to bring full baskets and make this a success. In addition, the committees have planned races, boating contests, swimming and diving stunts. A baseball game will be pulled off in the afternoon. The members of the club will be watched with greatest interest. All are requested to see that all arrangements are completed.

Prizes for all competitions are provided. Special attention is given to the races of the boys and girls.

Country Club Lively.

A larger number of golfers than usual played the South Omaha course yesterday afternoon. The early cars brought a large number, and greater interest is being taken since the permanent greens are used. The greens are better than they have been and have improved with the rain. The fair greens of the course have never been so good as at present.

No matched games were played yesterday except by arrangement. Some of the first pairs of the annual championship competition were played off. H. C. Marling won his match with Clarence Ewell Saturday, by a score of 5 up and 4 to play. Charles Mann won against L. A. Kellow, 6 up.

Cash Payment Discussed. Cash payment by the South Omaha packers, instead of the check system which has been in vogue for many years, has become the topic of considerable discussion. Some of the local managers are participating orders to pay cash soon. The system in vogue at Swift & Co.'s plant is to pay cash to the men who request it and checks to the others. Checks are issued to all, but these are cashed at the company's office on request.

No Prosecution Appears. Chris Korbmaker, Michael Diggins, Con O'Brien and Y. R. Oakey were dismissed by Judge Caldwell Saturday from the charge of illegal selling of liquor on Sunday and at illegal hours. No one appeared to prosecute, although charges were preferred. It is said C. L. Wright, a man claiming to be a member of the Anti-Saloon league, swore out the complaints.

Magie City Gossip. William Dillar of Dillar, Neb., is the guest of Mrs. D. G. Robb.

W. J. Van Sant is said to be slightly improved after an illness of several weeks.

Mr. and Mrs. J. C. Bateman have returned from a visit of several weeks at Wald Lake, Ia.

Judge P. J. King, who has been critically ill, is said to have some chance of recovery as indicated by his present condition.

Ralph Campbell and Mr. and Mrs. George Campbell leave for Tilden, Neb., Tuesday morning, where they will be the guests of Dr. S. A. Campbell.

Mrs. E. H. Roberts underwent a serious operation at the South Omaha hospital Wednesday and is still in a very critical condition, although it is not thought she has fallen away.

Harry Keyser of Omaha addressed the congregation at the First Presbyterian church last night on the topic of the need of Sunday school training for children and the duty of the parents.

Mrs. Margaret Anderson was overcome by gas fumes Saturday afternoon. The gas jet was found open. G. W. Roberts happened to be within call and Mrs. Anderson, when she discovered her condition, called him and was soon revived.

BRANDEIS STORES

Store Closed All Day Monday, Fourth of July

TUESDAY BEGINS OUR

Great Semi-Annual Clearing Sale All Summer Goods Must Go Regardless of Cost Tremendous Bargains in Every Department

IT IS OUR FIRMLY ESTABLISHED POLICY NEVER TO CARRY OVER GOODS FROM ONE SEASON TO ANOTHER. WE OPEN EVERY SEASON WITH ALL NEW, FRESH, UP-TO-DATE GOODS. In Order to Sell Everything at Once, We Reduce All the Prices on Summer Goods, Down to the Absolute Limit. TUESDAY WILL BE THE GRANDEST BARGAIN DAY IN OUR HISTORY.

Brandeis Stores



Associated Ad Clubs Meet with America's business creators WRITE OMAHA AD CLUB FOR PROGRAM

INDIGESTION

Advertisement for UPDIKE'S PRIDE OMAHA FLOUR featuring an image of a flour bag and text: "If Ever You Try It Forever You'll Buy It"

Advertisement for NORTHERN MICHIGAN LINE featuring an image of a steamship and text: "The Elegant Steel Steamships 'Manitou'—'Missouri'—'Illinois'"

No matter where the price of rubber goes, Sterling Tires are always the same. We build only 100 per day—each one is hand made and five times inspected in process. With Sterling Blue Tubes inside they give longer and better service than any others. Dealers everywhere. Booklet on request. Sterling Rubber Works, Rutherford, N. J. For Sale by Paxton & Gallagher Co., Tenth Street Viaduct, Omaha.

Advertisement for THE BEE newspaper: "Prompt, Clean and Reliable THE BEE The News You Want to Read A Daily Mirror of Events"