

AD MEN STUDY ADVERTISING

Speakers of National Reputation Are to Be Heard.

CLUB OF VARIED ACTIVITIES

Busy Year is Mapped Out for the Members, Including Study of Improvement in Street Lighting—State Advertising.

The Omaha Ad club, not content with having just handled the most successful convention of the National Association of Advertising Clubs, is already evolving plans of the most ambitious sort for the coming months.

The membership is now a bit under 400, but present indications are that it will very soon reach the limit—500. The small expense of the club makes the membership fees merely nominal.

Another important reason is that the Omaha Ad club is an active organization. We lunch together on the first Tuesday in each month and have dinner together on the third Tuesday.

Much of the attention of the club in the near future is to be directed toward the study of advertising in all its phases. This is to be done through addresses by members of the local association and invited speakers.

Another phase of the club's work will be in the direction of city and state advertising, a subject embracing the whole range of public improvement, taxation and publicity.

While nothing involving a discussion of partisan politics is allowable at the club sessions, yet methods of government will be studied and a committee has been appointed to look into the merits and disadvantages of the commission form of city government.

An effort will also be made to show the state legislature the value of advertising and to secure an additional appropriation for advertising the state legislature at its last session.

Auto Speedway Will Be Ready in Near Future

Workmen Busy on Last Touches and Track is to Be Completed by Twentieth of August.

Workmen have been busy the last few days transforming the race track on the old State Fair grounds just south of Elmwood Park in West Omaha.

The old fair ground track which is a mile in length is being changed in many ways to accommodate it to its new purpose. The turns are being banked to a height of about fifteen feet to decrease the chance of accident and when the grading is completed, the track will be covered with a patent preparation and kept well oiled.

The place for grandstands are so arranged that the stands will be built in sections as they are found necessary. For the present a seating capacity of about 4,000 will be provided.

Those who are remodeling the track have promised the Speedway company that it will be in condition to use by August 20, and very soon after that it is the plan of the company to open the track with a big automobile racing meet.

After the initial meet it is planned to hold race meets every week or two in which the bulk of the spectators will be local cars, with large meets at longer intervals.

Fearful Slaughter of deadly microbes occurs when throat and lung diseases are treated with Dr. King's New Discovery.

Guests of Miss Ruth Sherwood



Miss Helen Case Miss Louise Boone

Among the Women's Clubs

Announcement is Made of the Dates for the Meeting of the Nebraska Federation—General Federation President Will Visit Nebraska—U. S. D. of 1812, State of Nebraska, Have Another Real Daughter—Notes.

The president of the Nebraska Federation of Women's Clubs, Mrs. Frederick H. Cole, announces October 11, 12 and 13 as the dates for the state convention to be held at Tecumseh.

At present Mrs. Moore is sojourning at Thunder Mountain, Idaho, and she writes that she hopes to be able to visit Nebraska at the dates planned for the meeting.

The United States Daughters of 1812, state of Nebraska have five real daughters, Mrs. L. W. Dickinson of Humphrey, Neb., having recently presented her papers.

The membership of the Nebraska organization is steadily increasing, and other new members are waiting to be admitted at the first meeting in the fall.

Mrs. Frederick Cole was the guest of honor at an interesting club picnic given Friday by the Valley Woman's club.

The Woman's Suffrage club will hold a meeting at the public library building Tuesday evening, M. O. McLaughlin will give a talk on "Commission Government."

Now it is the girls' turn to enjoy life at the summer camp of the Social settlement, maintained at Tyson lake.

Inasmuch as the clubwomen of Nebraska are keenly interested in the matter of a civil service reform law and the appointment of a state board of control, they are watching with special interest the outcome of the present state election.

Mrs. Henry H. Dawson of Newark, N. J., has resigned her office as recording secretary of the General Federation of Women's Clubs and the national board has appointed Mrs. George O. Welch of Ferguson Falls, Minn., as her successor.

Commenting upon the work in which Mrs. Perry Starckweather of St. Paul is engaged, Collier's Weekly says: "Mrs. Perry Starckweather occupies a position unique in the United States."

YOUNG MOTHERS

is woman's safest reliance; it is a medicine for external use, composed of oils and other ingredients which assist nature in all necessary physical changes of the system.

MOTHER'S FRIEND is sold at drug stores. Write for our free book for expectant mothers. BEADFIELD REGULATOR CO., Atlanta, Ga.

Nebraska's Oldest Woman Lives in Cuming County

The announcement that Mrs. Susanna Parish of Seward is the oldest living woman in the state of Nebraska is slightly inaccurate. A remarkable centenarian is Mrs. Dora Harstick of Cuming county, who is without doubt the oldest woman in the state, she having celebrated her 101st birthday March 25 last.



MRS DORA HARSTICK.

Mrs. Harstick has not been a hothouse flower, protected from the blasts of the world outside, nor has her path been strewn with roses. She is a pioneer of the state, came here when this region was a wilderness and took her share of the burdens in the days when the foundations were laid for that commonwealth of Nebraska.

At this time, hearing wonderful stories of that generation, impelled the little family to seek their fortunes in the land across the sea, and in the year 1854 they landed on the shores of America with their small possessions.

Mrs. Margaret Chanler Aldrich has entered the field of literature with a book entitled, "Bonnets for Choice." As Miss Chanler was one of the founders and for seven years president of the Woman's Municipal League of New York City.

Miss Harriet Hersey, chairman of the educational committee of the Nebraska Federation, writes that she is now in Switzerland and greatly enjoying the mountain land.

Miss Sylvia Packhurst will come to America about January 1 for a lecture tour of two or three months. Miss Margaret McMillan will also make a lecture tour after she speaks at the International congress in Washington on September 23.

Dr. Alice Hamilton, a long-time resident of Hull house, Chicago, received recently a number of degrees of speaking, and the honorary degree of master of arts. Until lately she was assistant to Dr. Ludwig Hektoen, head of the Memorial laboratory for the study of infectious diseases.

Suffragists in the summer colony at Shoreham, L. I., have won what they consider a highly important victory in electing members of their sex as trustees of the local school board.

The women were jubilant over the victory. They say it establishes an important precedent for them in the matter of claiming a voting residence of husbands.

COLLEGE GIRL AS A SERVANT

Experiences in Obtaining a "Place" and the Task Set Before Her.

Anne Forsyth, a college girl, who tried to be a "hired" girl, tells some of her experience in the September Delineator.

By night I was registered in five different agencies and felt proud enough, for I had passed muster well. You see, I had thought some one would discover me, and was both relieved and flattered when I was not even suspected of playing a part.

The greatest crisis in a woman's life is when first she becomes a mother. All the physical strength of her nature is demanded at such times, and it is necessary that her system be thoroughly prepared for the event, in order that her health be preserved for future years.

MOTHER'S FRIEND is sold at drug stores. Write for our free book for expectant mothers.

BEADFIELD REGULATOR CO., Atlanta, Ga.

SKIN TORTURED BABIES SLEEP TIRED MOTHERS REST



AFTER A SINGLE TREATMENT WITH CUTICURA REMEDIES

A warm bath with Cuticura Soap and a single application of Cuticura Ointment afford immediate relief in the most distressing eczemas, rashes, itching, irritations and scalings, permit rest and sleep, and point to permanent relief, when the usual remedies utterly fail.

The sale of Cuticura Soap and Cuticura Ointment has extended to every country on the globe. For more than 30 years they have realized every reasonable expectation in the preservation and purification of the skin, scalp, hair and hands of infants, children and adults.

Our Entire Office Furniture Department at Your Service

Whether you need an entire office equipment or just a single piece of furniture we want you to take advantage of our superior facilities and large assortment of modern office furniture.

- Roll and Flat Top Desks, Office Tables and Chairs, Typewriter Desks and Chairs, Letter Files and Document Cases, Card Index Files and Cases, Special Outfits and Single Pieces Shown.

Sole agents for Globe-Wernicke Sectional Bookcases and Filing Cabinets. A full line of Filing Cabinet Supplies carried in stock always.

Orchard & Wilhelm House, Hotel and Office Furnishings.

BAILEY & MACH DENTISTS

Best equipped dental office in the middle west. Highest grade dentistry at reasonable prices. Porcelain fillings just like the tooth. All instruments carefully sterilized after each patient.

WILL YOU come in on the glorious "final" of this "Bennett Piano Club?"

The 150 members we started out to GET have ALMOST been gotten! 'Twill take but a FEW—very few—members to COMPLETE the most sensational "summer of piano activity" ever noted in Omaha.

Table with 4 columns: Price (\$325.00, \$244.50, 16c, \$216.50), Description (That's the absolute value of the piano, That's the "Club Price," You save \$80.50, Cash Rebate for every advance payment, "Club" Price with all payments in advance), Club Logo, and Other details (175 That's the number of weeks in the Club Period, 30 makes offered before you make your final choice, 150 That's the number of members of the "Club", Number of persons not delighted with "Club").

"Club" Plan or no "Club" Plan, a better piano than the "Huntington," at the price, has NEVER been created--this will be proved!

Piano Department The Bennett Co. 16th and Harney Sts.