RUSHTON MAKES GOMPARISON Fairmont President Matohes Local
and Earopean Creameries. bUTTER ABOUT SAME IN PRICE

Zimman Strikes a
Snag When He Tries
to Talk About Gas

radge Kennedy of Board of Control
dige Kennedy of Board of Cont
Favors the Proposition. BOARD MAKES INVESTIGATIO




## CONFIDENCE MAN TAKEN

 WHILE FLEECING VIIITOR

NEXT SATURDAY WILL BE
Elections is Now FIVE DOLLAR DAY II OUR Being Considered CLOAK AND SUIT DEPT

AUGUST REDUCTION SALES
Mean Big Price Savings and Perfect Quality Satisfaction. Don't Mlss Them
$\left.\begin{array}{c}\text { Men's and Wo- } \\ \text { men's Fur- } \\ \text { nishings at } \\ \text { About Half } \\ \text { Regular Prices }\end{array}\right)$
$\$ 2.50$ Embroideries, 98c
$\$ 1.50$ Allovers at 59 c Yd. Highest grade Allover Enbroideries and Waist
Frontings, in a big variety of exquisite designs; regmarar $\$ 1.00$ and $\$ 1.50$ a yard
values.
SUMMER DRESSES at Prices Which Represent Really Less Than Worth of the Materials


## SUSPICION

Paralysis of progress is born of SUSPICION
The business of the world and the happiness of the home are founded upon the presumption of honesty.

Why not apply this law of the universe to the unnamed and unknown cily officials of Omaha to be elected in future years?

Every so-called argument against the rate-reduction gas tranchise is based upon the ground that the men you elect to public office in the future cannot be trusted, even though you have the power of recall.

No regulation of public utilities is possible unless regulatory powers are lodged with some one or more public officials.

Do you believe in suspicion?
The two leading charges by the objecting newspaper, if they mean anything at all, are as follows:

That because the gas company is advertising the
duction franchise, the franchise necessarily is bad.
That because the gas company is willing to make an im-
mediate reduction in rates which will save gas users more
than $\$ 700,000$ during the next $51 / 3$ years alone, the franchise must be
The first is an unjust indictment of all advertising.
The second is a misleading appeal to baser prejudices.
The $\$ 5,000$ which the gas company is spending in meeting the attacks of the objectors, published front page, free, is a small item compared to the amount spent annually in advertising by any of the big stores of Omaha.

But you would not believe anyone who told you that merchandise of the big stores is bad because it is advertised.

Here we have a newspaper, evidently desperate in its lack of real argument, saying that the rate-reduction franchise is bad because it is advertised.

As for the other charge, if you think it over, you certainly will realize how primitive and unworthy it is.

Supposing you were dealing with a man, and he conceded a valuable point and you were able to agree.

Would you consider him dishonest?
Could any agreement of any kind be made if the advice of the objecting newspaper were followed?

Charges of improper or undue spending of money by the gas company are FALSE. They are further cvidence of the weakness of real arguments against the rate-reduction franchise.

OMAHA GAS COMPANY
$\$ 1.69$ to $\$ 12$

## Thursday's Specials Wash Goods Department Domestic Room



We Advise Our Customers to Put Up Peaches, Pears and Tomatoes Now


Try Hayden's First nom

