

Remarkable Showing New Fall Merchandise

Combined with phenomenal value giving in the disposal of all summer stocks to make the last week of August selling the most interesting and profitable to you of the season.

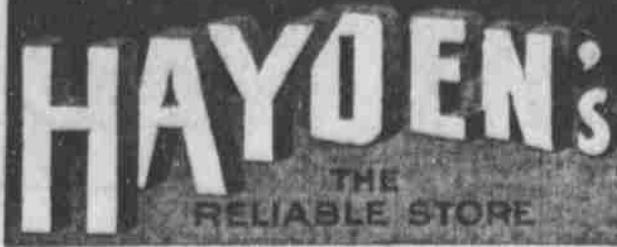
Exquisite New Fall Laces

Never before in the history of our store have we been so splendidly ready to supply your every wish. Every new idea in coloring or weave that Dame Fashion most favors, you'll find displayed here for your inspection and approval.

Rich Brocaded Crepe de Chines, the ultra fashionable fabric for fall wear; handsome Silk Moires, Matlasse, Silk Suitings, Brocaded Velvets on Chiffon grounds, Crepe Meteora, Charmeuse, Silk Poppins, etc., in an almost endless assortment of colorings; charming values at a yard, up from **\$1.00** to **\$1.50** a yard.

Four Splendid Specials for Monday's Selling

- Bulgarian and Roman Striped Silks, in all the most beautiful color combinations, yard, **\$1 and \$1.50**
- Beautiful Silk Poppins, in a full range of street and evening shades, full 40 inches wide, at **98c**
- Handsome Plaid Silks, so much in demand for fall trimmings, 60 patterns, **85c to \$1.50**
- 36-inch Imperial Silk Musakin—\$1.25 quality in every wanted shade, including the very popular Kelley green, **88c**



New Fall Draperies

The broadest assortment of Curtains and Draperies of all descriptions we have ever attempted to show. Your preference and the size of your purse is the only consideration to control your selection here. At each price you'll find the assortments widely varied and the qualities uniformly superior. Careful, critical comparisons of values are welcomed. See our offerings before deciding on your curtains and draperies—you'll find it pays.

BLANKETS

Blankets, Bath Robes, Indian Robes and Automobile Robes opened up and now on sale. Cotton Blankets, pair, from **39c to \$3.00**. Wool Blankets, pair, from **\$2.50 to \$30.00**. Cords, Agilettes and Trimmings for Bath Robes, at per set **25c**. Comforters, each, from **59c to \$20.00**

Comparison is the True Test of Worth

We abide cheerfully by the test of our values through the most critical comparison and urge customers to satisfy any doubt however slight in that convincing way.

Extraordinary Values in New Embroideries

Our embroidery buyer has just returned from the east and the first arrivals of his purchases go on sale Monday.

25c Flouncings, 15c—consisting of beautiful 17-in. flouncings and corset cover embroideries as shown in windows.

LOOM END EMBROIDERIES—Most remarkable line of high grade Novelty embroideries we have ever shown, to 75c yd. values, in the extreme and dainty new patterns, in very fine materials; edges, bands, galloons, insertions and dainty flouncings, at, yard, **10c to 25c**

50c Flouncings, 25c—A beautiful line of 18-inch flouncings, worth fully 50c and of an exceptionally fine quality.

New Laces The most exquisite new designs from every part of the world have been selected and are arriving daily. The women of Omaha know that if they want the newest in laces they always find it at Hayden's. This season we expect to surpass the showing of any previous season—watch for announcements.

In the Ladies' Suit Department Monday.

The New Fall Styles in CROWN JEWEL Tailored SUITS \$25

Twenty-five distinctive models for your selection in an almost unlimited variety of fabrics and colorings, well worth \$35.00.

In the Ladies' Suit Department Monday.

Big Mill Purchase Fall Dress Fabrics at About Half Actual Retail Worth Monday

Surplus stock of Fall Dress Fabrics, made to sell up to \$2.00 a yard, offered right now, at the time you want them most, in two big lots at prices scarcely half their retail worth.

- 54 and 56-in. Tailor Suitings, 54-inch Diagonal Suitings, 54-inch All Wool Serges, in full line of colors, **68c and 88c**
- For Monday's Selling.
- 100 Pieces of 36 and 40-in. Wool Dress Fabrics, including Serges, Panamas, Whipcords, Ratines, Bedford Cords, Etc., plain and fancy weaves; actual values to 75c a yard, on sale at **38c and 48c**
- 54-inch Whipcords and Fine Vienna Cloths, also 44-inch All Wool Serges, the very choicest new weaves, **68c and 88c**

For **2** Weeks

LADIES' SUITS

Made to Measure Skippers Satin Lined

\$25.00

Latest Fall Fabrics No Deposit Required

For **2** Weeks

Ladies' Custom Tailoring Department

WE OFFER FOR \$25.00

to make Ladies' Suits during next two weeks—and give you choice of over 200 shades and weaves of the newest Fall Suiting Fabrics. We line the Coat or Suit with Skinner's Satin—guaranteed for two seasons.

We give you choice of the latest new Fall Fashion designs. The suit will be thoroughly man tailored.

We ask for no deposit with the order. **WHEN COMPLETED**—if the suit fits and the workmanship is perfect—you to be the judge—you pay us **\$25.00**.

It's Hayden's Way of Guaranteeing Satisfaction

Other Distinctive New Tailored Suit Styles in the selection of which greatest care has been exercised to see that the high standard of excellence which has made Hayden's famous, is fully maintained. Exceptional values at—**\$35.00, \$39.75, \$45.00 up to \$89.00**

Final Clearance of Summer Dresses

All the summer dresses, ladies' and misses', juniors' and children's, must be disposed of in the next few days. Materials alone could scarcely be purchased at prices garments are offered.

- Ladies' and Misses' Summer Dresses, at \$5.00 values, at **\$1.95**
- Summer Dresses that sold to \$15.00, at **\$3.95**
- Children's Dresses, values up to \$2.00, in all sizes 2 to 14 years, at choice **69c**
- Summer Waists, values to \$2.00, at **95c**
- Silk Underskirts, to \$3.00 values, at **\$1.39**
- Ladies' and Misses' Summer Dresses, values up to \$10, at **\$2.95**
- Spring and Summer Suits to \$25.00 values, at **\$6.95**

Monday Specials That Will Make Our Big Domestic Room a Busy, Economical, Interesting Spot

- 36-inch Bleached Muslin, 7 1/2c values, **5 1/2c**
- Farmers' Choice Half Bleached Muslin, 36-inches wide, 10c values, **7 1/2c**
- Hope Muslin, 36-inches wide, 10c values, **7 1/2c**
- 72x90 Made Sheets, good muslin, 50c values, **33c**
- Toga 72x90 Made Sheets, soft finish, 50c values, **33c**
- Wametta 81x90 Sheets, good \$1.10 values, **55c**
- 9-4 Unbleached Sheeting, good weight, 24c values, **19c**
- 9-4 Bleached Lockwood, 28c values, **24c**
- Pillow Cases, good Muslin, 42x36, 12 1/2c values, **10c**
- Rob Dry Towels, 25c size, **19c**
- Lockwood Heavy Gaiting, 42x24, 15c values, **12 1/2c**
- Paritan Antiseptic Diaper Cloth, bolt 10 yards, 81.15 values, **55c**
- 58-inch Bleached Table Damask, 50c values, **38c**
- Hemmed Bed Spread, good size and weight, \$1.25 values, **95c**
- Ruseline, 70r skirts and linings, 25c values, **19c**
- Dress Gingham, good patterns, 12 1/2c values, **8 1/2c**
- Percales, light and dark colors, good patterns, 12 1/2c values, **7 1/2c**
- Voiles, neat stripes, good colors, 18c values, **10c**
- Ginghams for aprons, blues and browns, 7c values, **5c**
- Lawn, good patterns, values to 12 1/2c, **7 1/2c**
- Silkolines, good patterns, 36-in. wide, 15c values, **10c**
- Curtain Scrim, fancy border, 36-in. wide, 18c val., **12 1/2c**
- Anthracite Blue Prints, 6c values, **4c**
- Poppins, plain and striped, good colors, 25c values, **15c**
- Shepherd Checks or Scotch Plaids, 15c values, **10c**
- Cotton Batts, large assortment, from **\$1.00 to 8c**
- Black Sateen, 30 inches wide, 15c values, **10c**
- Heatherloom, for skirts and linings, 35c values, **25c**
- 40-inch Longcloth, soft finish, 10c values, **7 1/2c**
- Ruseline, 70r skirts and linings, 25c values, **19c**

BUY THAT PIANO YOU'VE BEEN TALKING OF PLACING IN YOUR HOME. WE KNOW NO REASON WHY YOU SHOULD NOT. WE CAN SHOW YOU MANY REASONS NOW WHY YOU SHOULD. LET US HAVE THE OPPORTUNITY.

Wash Dress Goods

Always leaders in showing of new Fall Wash Fabrics. We surpass all previous efforts this season. The largest, most complete and best assorted line of high grade Wash Goods ever shown in this city now on display in our Wash Goods Dept. New Fall Ratines, also double fold and single fold Silk Satines at yard, **50c, 75c, 85c and \$1.00**. New Cloth, 80 shades, **25c**. Printed, Mercerized, Taffetas, yard **20c**. Crepes **15c and 25c**. CLOSING OUT ALL SUMMER GOODS.

Closing Out All Summer Hardware

Rubber HOSE

- 15c "Buck" 6-ply, 1/2-in., at **9c**
- 15c "Buck" 6-ply, 3/4-in., at **10c**
- 15c "Liberty" 7-ply, 1/2-in., at **10c**
- 15c "Liberty" 7-ply, 3/4-in., at **11c**
- 15c "Wixom" 7-ply red hose, 1/2-in., at **11c**
- 17c "Wixom" 7-ply red hose, 3/4-in., at **12c**
- 17c "Wixom" 7-ply red hose, 1-in., at **13c**
- 17c "Wixom" 7-ply red hose, 1 1/4-in., at **14c**
- 17c "Wixom" 7-ply red hose, 1 1/2-in., at **15c**
- 17c "Wixom" 7-ply red hose, 1 3/4-in., at **16c**
- 17c "Wixom" 7-ply red hose, 2-in., at **17c**
- 17c "Wixom" 7-ply red hose, 2 1/4-in., at **18c**
- 17c "Wixom" 7-ply red hose, 2 1/2-in., at **19c**
- 17c "Wixom" 7-ply red hose, 2 3/4-in., at **20c**
- 17c "Wixom" 7-ply red hose, 3-in., at **21c**
- 17c "Wixom" 7-ply red hose, 3 1/4-in., at **22c**
- 17c "Wixom" 7-ply red hose, 3 1/2-in., at **23c**
- 17c "Wixom" 7-ply red hose, 3 3/4-in., at **24c**
- 17c "Wixom" 7-ply red hose, 4-in., at **25c**
- 17c "Wixom" 7-ply red hose, 4 1/4-in., at **26c**
- 17c "Wixom" 7-ply red hose, 4 1/2-in., at **27c**
- 17c "Wixom" 7-ply red hose, 4 3/4-in., at **28c**
- 17c "Wixom" 7-ply red hose, 5-in., at **29c**
- 17c "Wixom" 7-ply red hose, 5 1/4-in., at **30c**
- 17c "Wixom" 7-ply red hose, 5 1/2-in., at **31c**
- 17c "Wixom" 7-ply red hose, 5 3/4-in., at **32c**
- 17c "Wixom" 7-ply red hose, 6-in., at **33c**
- 17c "Wixom" 7-ply red hose, 6 1/4-in., at **34c**
- 17c "Wixom" 7-ply red hose, 6 1/2-in., at **35c**
- 17c "Wixom" 7-ply red hose, 6 3/4-in., at **36c**
- 17c "Wixom" 7-ply red hose, 7-in., at **37c**
- 17c "Wixom" 7-ply red hose, 7 1/4-in., at **38c**
- 17c "Wixom" 7-ply red hose, 7 1/2-in., at **39c**
- 17c "Wixom" 7-ply red hose, 7 3/4-in., at **40c**
- 17c "Wixom" 7-ply red hose, 8-in., at **41c**
- 17c "Wixom" 7-ply red hose, 8 1/4-in., at **42c**
- 17c "Wixom" 7-ply red hose, 8 1/2-in., at **43c**
- 17c "Wixom" 7-ply red hose, 8 3/4-in., at **44c**
- 17c "Wixom" 7-ply red hose, 9-in., at **45c**
- 17c "Wixom" 7-ply red hose, 9 1/4-in., at **46c**
- 17c "Wixom" 7-ply red hose, 9 1/2-in., at **47c**
- 17c "Wixom" 7-ply red hose, 9 3/4-in., at **48c**
- 17c "Wixom" 7-ply red hose, 10-in., at **49c**
- 17c "Wixom" 7-ply red hose, 10 1/4-in., at **50c**
- 17c "Wixom" 7-ply red hose, 10 1/2-in., at **51c**
- 17c "Wixom" 7-ply red hose, 10 3/4-in., at **52c**
- 17c "Wixom" 7-ply red hose, 11-in., at **53c**
- 17c "Wixom" 7-ply red hose, 11 1/4-in., at **54c**
- 17c "Wixom" 7-ply red hose, 11 1/2-in., at **55c**
- 17c "Wixom" 7-ply red hose, 11 3/4-in., at **56c**
- 17c "Wixom" 7-ply red hose, 12-in., at **57c**
- 17c "Wixom" 7-ply red hose, 12 1/4-in., at **58c**
- 17c "Wixom" 7-ply red hose, 12 1/2-in., at **59c**
- 17c "Wixom" 7-ply red hose, 12 3/4-in., at **60c**
- 17c "Wixom" 7-ply red hose, 13-in., at **61c**
- 17c "Wixom" 7-ply red hose, 13 1/4-in., at **62c**
- 17c "Wixom" 7-ply red hose, 13 1/2-in., at **63c**
- 17c "Wixom" 7-ply red hose, 13 3/4-in., at **64c**
- 17c "Wixom" 7-ply red hose, 14-in., at **65c**
- 17c "Wixom" 7-ply red hose, 14 1/4-in., at **66c**
- 17c "Wixom" 7-ply red hose, 14 1/2-in., at **67c**
- 17c "Wixom" 7-ply red hose, 14 3/4-in., at **68c**
- 17c "Wixom" 7-ply red hose, 15-in., at **69c**
- 17c "Wixom" 7-ply red hose, 15 1/4-in., at **70c**
- 17c "Wixom" 7-ply red hose, 15 1/2-in., at **71c**
- 17c "Wixom" 7-ply red hose, 15 3/4-in., at **72c**
- 17c "Wixom" 7-ply red hose, 16-in., at **73c**
- 17c "Wixom" 7-ply red hose, 16 1/4-in., at **74c**
- 17c "Wixom" 7-ply red hose, 16 1/2-in., at **75c**
- 17c "Wixom" 7-ply red hose, 16 3/4-in., at **76c**
- 17c "Wixom" 7-ply red hose, 17-in., at **77c**
- 17c "Wixom" 7-ply red hose, 17 1/4-in., at **78c**
- 17c "Wixom" 7-ply red hose, 17 1/2-in., at **79c**
- 17c "Wixom" 7-ply red hose, 17 3/4-in., at **80c**
- 17c "Wixom" 7-ply red hose, 18-in., at **81c**
- 17c "Wixom" 7-ply red hose, 18 1/4-in., at **82c**
- 17c "Wixom" 7-ply red hose, 18 1/2-in., at **83c**
- 17c "Wixom" 7-ply red hose, 18 3/4-in., at **84c**
- 17c "Wixom" 7-ply red hose, 19-in., at **85c**
- 17c "Wixom" 7-ply red hose, 19 1/4-in., at **86c**
- 17c "Wixom" 7-ply red hose, 19 1/2-in., at **87c**
- 17c "Wixom" 7-ply red hose, 19 3/4-in., at **88c**
- 17c "Wixom" 7-ply red hose, 20-in., at **89c**
- 17c "Wixom" 7-ply red hose, 20 1/4-in., at **90c**
- 17c "Wixom" 7-ply red hose, 20 1/2-in., at **91c**
- 17c "Wixom" 7-ply red hose, 20 3/4-in., at **92c**
- 17c "Wixom" 7-ply red hose, 21-in., at **93c**
- 17c "Wixom" 7-ply red hose, 21 1/4-in., at **94c**
- 17c "Wixom" 7-ply red hose, 21 1/2-in., at **95c**
- 17c "Wixom" 7-ply red hose, 21 3/4-in., at **96c**
- 17c "Wixom" 7-ply red hose, 22-in., at **97c**
- 17c "Wixom" 7-ply red hose, 22 1/4-in., at **98c**
- 17c "Wixom" 7-ply red hose, 22 1/2-in., at **99c**
- 17c "Wixom" 7-ply red hose, 22 3/4-in., at **100c**

at Prices Below Factory Cost

All of our cheap rubber hose has been sold. The following high grade numbers should interest you at these very low prices:

REFRIGERATOR PANS

- 25c size heavy galvanized refrigerator pans, at **15c**
- 35c size heavy galvanized refrigerator pans, at **19c**
- 40c size heavy galvanized refrigerator pans, at **25c**
- 40c size heavy galvanized sprinker pans, at **25c**
- Water Coolers, All Sizes, 1/2 Off.
- Any size and style plain bearing lawn mower, worth up to \$2.75, at **\$1.99**
- Any size and style Champion lawn mower, worth up to \$4.50, at **\$4.50**
- Ovens for Gas and Gasoline Stoves, \$1.99 special, Monday at **\$1.19**
- 1 1/2 oven, special, Monday at **\$1.29**
- Many other bargains too numerous to mention.

Rug Department

- SPECIALS FOR MONDAY**
- \$18.50 Tapestry Brussels Rugs, seamless, 9x12 size, fine line of patterns at **\$11.49**
 - \$30.00 Axminster Rugs, heavy quality, 9x12 size, 35 patterns for your selection at **\$19.98**
 - \$10.00 Wool Fiber Rugs, 8-3x 10-6, size, all colors, exceptional bargains at **\$6.98**
 - \$22.50 Seamless Velvet Rugs, 9x12 size, in a big line of patterns at **\$15.93**
 - \$6.50 Seamless Art Squares, 9x12 size, snap at **\$3.98**
 - 9x12 Body Brussels Rugs, just 15 of them in this line, beautiful, perfect at **\$24.98**
 - \$2.00 Velvet Rugs, 27x54-inch size, on sale, **\$1.25**
 - \$3.15 Velvet Rugs, 36x72-inch size, on sale, **\$2.50**
 - 9x12 Curtain Stretchers, made of basswood, non-rustable pins, special at **85c**

It's Hayden's for Groceries, Vegetables, Fruits and Meats

Our Motto is "Quality and Low Prices for the People." SPECIAL FLOUR SALE MONDAY—The outlook is for another advance in old wheat. We secured 10 carloads which we are going to give our customers the benefit of. Monday, Best High Grade Diamond H Flour—nothing finer for bread, pies or cakes; **\$1.00** per 48-lb. sack.

- 11 lbs. Best Granulated Sugar, **\$1.00**
- 10 bars Best-Em-All, Diamond C or Lenox Soap for **25c**
- 10 lbs. Best White or Yellow Corn meal for **25c**
- The best hand-picked Navy Beans, per lb. **5c**
- The best Domestic Macaroni, Vermicelli or Spaghetti, pkg **7 1/2c**
- 2 cans oil or mustard Sardines, **25c**
- 3 cakes Fancy Toilet Soap for **10c**
- 4 lbs. Fancy Japan Rice for **25c**
- Large bottles Worcester sauce, pure tomato Catsup or Pickles, assorted kinds, per bottle **8 1/2c**
- The best Tea, Sittings, per lb. **10c**
- Golden Santos Coffee, per lb. **20c**

OUR THIRD CAR OF CALIFORNIA PEACHES will go on sale Monday. Peaches have advanced 10c a box but will go up higher. We advise our customers to buy now. This car

is extra Fancy Elberta and Salway Freestone Peaches, nothing finer, Monday, per case, **80c**

THE VEGETABLE MARKET OF OMAHA FOR THE PEOPLE.

- Fancy Sweet Corn, per dozen, **10c**
- 6 bunches Fresh Radishes or Onions **5c**
- 4 bunches Fresh Beets or Carrots, **5c**
- 3 Summer Squash for **5c**
- 4 bunches Fresh Parsley **5c**
- 6 Green Peppers **5c**
- 4 lbs. Fancy Ripe Tomatoes, **10c**
- 15 lbs. New Potatoes, **25c**
- 2 stalks Fresh Celery for **5c**
- Denver Cauliflower, lb. **15c**
- Fancy Wax or Green Beans, lb. **5c**
- Fresh Turnips, lb. **15c**
- Large Egg Plant, each, **7 1/2c**
- Good Cooking Apples, per pk. **15c**
- Whitney Crab Apples, market basket for **25c**
- Large Basket Concord Grapes, **50c**
- Fancy basket Peaches or Pears, **25c**
- Fancy Basket Loupines, **25c-50c-75c**
- The Best No. 1 Creamery But-ter, per lb. **28c**

Linen Department

- Specials for Monday**
- 33c White Goods, in checks, stripes and plain, 39c values, yard **25c**
 - 59c Flaxons, new goods, in checks and plains, 59c values, yard **35c**
 - \$1.00 Plain White Voiles, full width, round thread, **1.00**
 - White Embroidered Voiles, all the newest and latest figures, **1.39** values, yard **1.00**
 - \$1.45 Ratine, a new and exclusive weave, yard **1.00**
 - \$2.75 Embroidered Swisses and Batistes, an endless variety, values up to **\$2.75**, yard, **1.95**
 - Pure Linen Embroidered Cloth, size 8x10, worth **5c**, each, **3.25**
 - Unhemmed Pattern Table Cloth, double damask, size 8x10, worth **8c**, each, **4.95**
 - Heavy weight Bleached Satin Damask, 7 1/2 inches wide, worth **1.50**, yard, **1.00**
 - Dew Bleached Dinner Napkins, full size, pure flax; worth **15c** dozen, 8 for **1.50**
 - Scalloped Towels, full size; worth **50c** each, **35c**
 - Heavy weight Turkish Towels, 17x27 inches, worth **50c** at **35c**
- Send for Sample.

FIGHTING DISEASE IN MILK

Department of Agriculture Issues a Statement Outlining Its Plan.

WORK OF EDUCATIONAL KIND

Purpose of Campaign is to Require Dealers to Bring Their Products Up to the Highest Standard.

WASHINGTON, Aug. 23.—The Department of Agriculture has issued the following statement outlining its policy in dealing with the milk situation in the United States:

"It is erroneously supposed that the Department of Agriculture has established absolute standards and bacterial counts to which all milk coming under its jurisdiction in interstate commerce must comply. The department has established no absolute standards. It certainly has not and will not establish any rule declaring that milk containing less than a certain number of bacteria per cubic centimeter is good milk. Under such a standard, milk containing less than a certain number of typhoid or tubercle bacilli would automatically be passed, as coming up to standard. A simple count of the bacteria is not in itself sufficient to determine absolutely its safety. The nature of the bacteria as well as their number also must, if possible, be considered. The presence of only a few disease-producing bacteria might make the milk dangerous, while several thousand harmless bacteria could be present without necessarily indicating that the milk was unsafe. The presence of even a few coliform bacilli is presumptive that cow manure has been allowed to get into the milk between the cow and the consumer. Similarly, a high count of the kinds of bacteria that normally are present in milk indicates that the milk is dirty, or that it has not been held at low temperature or that it is old.

Work Fairly Educational.

"The department in its milk activities is carrying on an extensive campaign of education to help dairymen produce and market good, clean milk. This work is carried on principally by the dairy di-

vision of the bureau of animal industry.

This division exercises no policing function. It has no power under the law to seize milk or to prosecute milk dealers. Its work is purely educational. This division issues many educational bulletins based upon its experiments in the economical production of clean milk. It supplies farmers with these bulletins and also sends men into the field to show milk producers how to make changes within their means which will raise the quality of their milk and also increase their profits. These demonstrators have helped milk producers who supply over 200 cities. In such city, these demonstrators co-operated with the local health authorities, not to help them set evidence or bring prosecutions, but to improve the local system of inspection whereby the inspectors can aid the milk producers of the territory to bring their milk up to the city's own standard without being called upon to make excessive expenditures.

How the Inspector Helps.

"With the inspectors, the demonstrators visit the dairy farms as friends of the farmer. They may show him that certain cows in his herd do not yield enough milk to pay for their feed. Or the demonstrators may point out certain changes in feeding which will greatly increase the yield. They help the farmer build an inexpensive milk house, and show him how a window or two or a water-proof floor for his barn, or a little whitewash or more frequent cleaning will actually increase his profits. Where desired, they explain methods of pasteurization and shipping and handling of milk. Through this bureau, the department supplies tuberculosis for testing herds. These demonstrators have no power to compel the farmer to follow their advice—they merely try to show him that these measures are for his own good. They do not and cannot require the farmer to pasteurize his milk. Where they find a herd that is not tested for tuberculosis, or milk being produced in an unclean way, they advise that the milk be pasteurized, using any one of a number of competing machines or a home-made pasteurizer. As a result of this work, thousands of farmers have introduced new and sanitary methods of producing and shipping milk—not because they were forced to do so, but

because they saw the justice of protecting their consumers and found that they lost less milk and made greater profits by following the specialists' advice.

Also instruct consumers.

"The Dairy division advises the pasteurizing of milk unknown or of doubtful purity because in large measure it protects the consumer from dangers that might be incurred by using such milk in the raw state. Pasteurization is not recommended as a substitute for sanitary precautions, but is an additional safeguard where the inspection is not sufficient to guarantee the purity of milk.

"The Dairy division also is conducting an extensive campaign among consumers. In the first place, it is trying to convince them that it costs more to produce clean wholesome milk than to produce dirty and dangerous milk. In the second place, it aims to show the householder how to keep milk after it has been delivered by the milkman. Clean milk, if allowed to become warm, if kept in unclean vessels, or if exposed to the dust of rooms or left within reach of flies, quickly deteriorates and may become dangerous.

Works with Local Authorities.

"Whatever power the department has to compel milk dealers to produce safe, clean milk, comes to it from the food and drug act. Under this act, the department has power to request the department of justice to order prosecutions or seizures only in the case of milk that enters interstate commerce. In this work, the department does not set up standards, but accepts the standards of the city into which the milk is being shipped across state lines. The Bureau of Chemistry, which has only a limited number of inspectors, does most of its work by co-operating with local authorities in the case of milk produced across a state line. Where milk is found to be adulterated, it is of course seized. Where indications are found that the milk is not properly produced, and is likely to become dangerous, the dairyman is warned to clean up and it is shown how to improve his milk. If he fails to act on this warning, prosecution follows.

Perseverant Advertising is the Road to Big Returns.

Only Fat Women May Answer Arkansan's Call for a Helpmeet

A man comes out of the razor-back region of Arkansas and extends the hand of hope to some fat woman. His name is Earl Hamrick, and he is the prophet of obesity. He is not a fat man, but he has wearied of this people—the lank, lean and hungry. In a letter to Chief of Police Henry W. Dunn, Hamrick asks for help in finding a wife who is rather obese, well past the "billy age," and one who has not more than a single child.

Hamrick says a traveling man told him the Omaha police could find all manner of fat women who would be willing to go to the Arkansas homestead Hamrick owns in the southern part of the state. The man says he would keep his wife on the homestead only six months of the year and she could live where she chooses the remainder of the year.

Hamrick is spending a vacation in Wichita. He is a brakeman on a railroad. He says he has grown lonely and has reached the unalterable conclusion that it is time for him to "guit being selfish" and get married. Closing his letter the Arkansan man reiterates that he wants a fat woman.

BATTLE OF ELKHORN BRIDGE

(Continued from Page One.)

mander-in-chief, all of whom took part in the battle and drills, follows: Adjutant General Phil L.