

BAKERS HEAR TALK ON ADVERTISING

R. L. Nafziger Warns Bread-Makers of Dangers of Giving Away Premiums and Souvenirs.

SAYS STICK TO NEWSPAPERS

The usual lack of effectiveness of specialty advertising and the certain success of newspaper advertising were points emphatically brought out by R. L. Nafziger of Kansas City, who in the absence of Harry Goebrecht of Chicago, the scheduled speaker of the session, read a paper on "Specialty Advertising" before the Trans-Mississippi Master Bakers' association in the morning session. Mr. Nafziger emphasized the danger that specialty advertising might lead to premium advertising, which he condemned. He explained that the best specialty advertising, the giving of souvenirs, free goods, etc., is supplement to newspaper advertising, which is necessary. "Specialty advertising is of value only when one or two concerns in a town take it up and the rest of the competitors do not. If all the bakers in town turn to specialty advertising it simply results in a rapid shifting of trade from one shop to another, according to the newness and desirability of the plan," said Mr. Nafziger.

Urges Fixed Appropriation.

He advocated the plan of appropriating a fixed percentage of the receipts from 3 to 5 per cent, as an advertising fund and sticking to the appropriation. In the discussion that followed several bakers gave it as their opinion that 5 per cent was the most productive figure for an advertising appropriation.

The general opinion was that bakery advertising not based on quality products was worse than useless. Mr. Nafziger summed up this view with, "If your business is not worth advertising, advertise it for sale."

A large delegation of bakers from St. Louis is attending the convention with the purpose of getting the next meeting at the Mound City. The carrier pigeons brought with the delegation and liberated Tuesday with a message for those who stayed at the hotel not arrived and it is believed a hard rainstorm in southern Iowa must have interfered with the flight.

French Place Big Order with South Side Horse Dealers

The French government has placed an order for the purchase of 10,000 horses with South Side horse dealers. It is a rush order, and it is desired that it be filled not later than August 1. The horses to be bought are for the cavalry and artillery service.

The order just placed is the largest one that has ever been received by South Side horsemen, but they assert that they will have no difficulty in filling it, as farmers of Nebraska, Iowa and Kansas are pretty well along with the spring work and will have a large number of horses to sell.

It is expected that while the inspection of animals will be close, the army officers will not be quite as particular as they were a few months ago when they first commenced buying. It is known that horses have become a little more scarce and it is more difficult to find animals that will meet all the requirements that were formerly exacted.

Auto Bandits Kill Chicago Policeman

Chicago, June 14.—Two automobile bandits shot Herman Malow, a motorcycle policeman, to death and seriously wounded his companion, Policeman Thure Linde, after a spectacular holdup in a western suburb early today. The bandits, driving a stolen car, held up an automobile party, taking jewelry and money amounting to \$2,200. They escaped.

SITS ON THE TRACK UNTIL TRAIN HITS AND KILLS HIM

An unidentified man was run over and killed by a Union Pacific train on the company's North Platte branch at 6 o'clock yesterday morning. He was sitting on the rail and failed to move off when the engineer blew the whistle. The train was rounding a curve and the man was not seen until it was too late to stop the train before reaching him.

ACCUSED FUGITIVE, M. M'GURK, IS HELD HERE

Michael McGurk, who gave his address as the Northwestern hotel, was arrested Tuesday by Officer Brinkman and Walker and brought to the city jail, where he was charged with being a fugitive from justice. McGurk is wanted in Bloomington, Neb., on a charge of obtaining money under false pretenses, the police assert.

NEW FIRE APPARATUS OF CITY IS EN ROUTE HERE

The new gasoline trucks and other fire fighting apparatus purchased by the city is on the way here. Four carloads of the equipment reached Chicago Tuesday night and is now en route over the Milwaukee road, due to arrive Friday.

STATE BANKERS TO MEET IN OMAHA IN OCTOBER

The Nebraska Bankers' association is to hold its annual convention in Omaha some time in October. This was decided by the Nebraska bankers' executive council in session at the office of the Nebraska Bankers' association in the Woodmen of the World building. The council took lunch at the Commercial club rooms at noon.

Nolan's Liniment Relieves Congestion. As soon as you apply Nolan's Liniment, the congestion disappears and your pain is soon relieved. Buy a bottle today. See all drug stores.—Advertisement.

PRESIDENT ERNST and Members Thomas A. Fry and W. E. Reed led the school board's section of the long line.



Heard Along Parade Route

Superintendent Schreiber of the Welfare board marching with the city hall contingent, notwithstanding his statement on Tuesday that he would not walk. "I am patriotic and dare anyone to question that, but it does not set well with me when anybody says I will be fired if I do not march. That is not real patriotism," said Mr. Schreiber. Mr. Schreiber was a "cynosure" as he marched along, carrying a flag.

Gilbert Stubbs, former Omaha boy, now press representative of the Minneapolis Orpheum, came to Omaha to witness the flag day demonstration.

City hall marchers carried Charley Chaplin canes decorated with ribbons, and each carried a flag. One group wore red, white and blue ribbons on coat sleeves in an effective manner.

Michael Clark, road officer of the street car company, wanted to march, but had to look after traffic of his company. "I haven't had a holiday to myself for twenty-three years," stated Mr. Clark.

R. B. Howell, general manager of the water plant, marched with his men.

Gus Renze of the Ak-Sar-Ben sent to the city hall the powerful unfone used at the Den. This musical instrument was placed in a balcony of a window of Chief Dunn's office and was operated by Miss Charlotte

Alleged Agents of Group of Motor Car Thieves Arrested

San Francisco, Cal., June 14.—Four suspected agents of a group of automobile thieves whose operations were said by the police to have been world wide were under arrest here today while an investigation was continued into their alleged activity in stealing and disposing of more than 200 cars.

Eight of the stolen machines already have been recovered, a dozen more confiscated and traces have been found of others, the police said. Many of the machines were stolen in California and disposed of in other states and countries as far distant as England and New Zealand. The police said the men operated on a large scale and were able to dispose of the cars easily by rearrangement of tires, wheels and engines.

Like a Boy at 50 Bubbling Over With Vitality—Taking Iron Did It

Doctor says Nuxated Iron is greatest of all strength builders—Often increases the strength and endurance of delicate, nervous folks 200 per cent. in two weeks time.

New York, N. Y.—Not long ago a man came to me who was nearly half a century old and asked me to give him a preliminary examination for life insurance. I was astonished to find him with the blood pressure of a boy of 20 and as full of vigor, vim and vitality as a young man; in fact, you may say he really was notwithstanding his age. The secret he said was taking iron—Nuxated Iron. He had filled him with renewed life. At 30 he was in bad health; at 45 careworn and nearly all in. Now at 50 a miracle of vitality and his face beaming with the buoyancy of youth. As I have said a hundred times over, iron is the greatest of all strength builders. If people would only throw away patent medicines and numerous concoctions and take simple nuxated iron, I am convinced that the lives of thousands of persons might be saved, who now die every year from pneumonia, grippe, consumption, kidney, liver and heart trouble, etc. The real and true cause which started their diseases was nothing more nor less than a weakened condition brought on by lack of iron in the blood. Iron is absolutely necessary to enable your blood to change food into living tissue. Without it, no matter how much or what you eat, your food merely passes through you without doing you any good. You don't get the strength out of it and as a consequence you become weak, pale and sickly looking just like a plant trying to grow in a soil deficient in iron. If you are not strong or well you owe it to yourself to make the following test: See how long you can work or how far you can walk without getting weary. Then take two five-grain tablets of ordinary nuxated iron three times per day after meals for two weeks. Then test your strength again and see for yourself how much you have gained. I have seen dozens of nervous, run-down people who were

Abrams of 3532 Harney street. She is a Central High school girl. Her playing attracted considerable notice.

City Commissioner Jardine announced before the parade that the city hall was represented by 800 marchers. All of the firemen and policemen could not be released for the parade.

The city street cleaning and maintenance department turned out with 277 men under Dean Noyes.

Six thousand street car tickets were furnished school children at a cost of \$600.

R. C. Howe, general manager of the Armour packing plant, marched with his workers and might have been mistaken for one of the office clerks. He declined to make any distinction as to official position.

Nellie Malone, Mayor Dahlman's secretary, was in charge of the city hall women.

Juliette McCune and Eunice Ensor of the public school musical department worked several days rehearsing young men in the art of playing four national songs on cornets. The following led the school boys and girls with their instruments during the parade: Roland Caldwell, Charles Conhisen, Cyro Slingerland, Irving Ulmer, Cedric Side, Arthur Dutcher, Thomas Robel, Clarence Landen and Miro Kokulsek.

Agents of the gang were maintained in New York, the police asserted. The men under arrest are William Miller, W. F. Graham, John Cabbage and Frank Cooper. All are automobile mechanics.

HASKELL NAMED SECRETARY OMAHA BUILDERS' EXCHANGE

Paul A. Haskell of Florence is to be the new secretary of the Omaha Builders' exchange, to fill the vacancy made by the resignation of Clark Shelley. He was elected at a meeting of the board of directors and is to take his office probably within a few weeks.

Mr. Shelley will go to California, where he is engaged in the chicken business on a large scale. Mr. Haskell has been employed by the Al-falfa mill in East Omaha and was in the past connected with the Sunderland company and the Urdike Lumber company.

PEEVISH DOGS BITE THREE AND KEEP DOCTORS BUSY

An epidemic of peevish canines are keeping physicians at police headquarters in practice. Ed Youngren of Lincoln, F. Patterson, 2450 South Twentieth street and A. L. Gustafson, 516 North Nineteenth street were bitten by dogs this morning. None of the wounds were particularly deep, and were dressed by Drs. Charles Shook and Barney Kulakofsky.

PURE, SWEET AND MELLOW IS "OLD KENTUCKY"

Has the Luscious Flavor of Ripe Fruit—A Wonderful Chew

BEST PLUG TOBACCO MADE

The natural juices of choice tobacco leaf have an appetizing, wholesome relish—and the only way you can get their full benefit is to chew good plug tobacco.

The choicest Burley leaf pressed into golden-brown plugs of Old Kentucky makes a chew that has never been equalled for mellow quality and pleasing taste.

The pressing of Old Kentucky is done so slowly that not a particle of the juice escapes, so that every chew of Old Kentucky is full of the wonderful fruity flavor and wholesome quality that nature put into the leaf.

You simply can't get so much delicious appetizing flavor out of any other chew.

Try a toe plug of Old Kentucky and you'll get more solid tobacco enjoyment out of it than you ever had before. Ask your dealer for Old Kentucky—Advertisement.

A TRIUMPH IN PURITY

Storz BEER

PROMPT DELIVERY TO PRIVATE FAMILY TRADE

MAIL ORDERS SHIPPED IMMEDIATELY

CHAS. STORZ

CONSUMERS DISTRIBUTOR 1827-29 SHERMAN AVE. OMAHA, NEB. PHONE WEB. 1260

THREE PLANS FOR GUARDING TRACKS

City Planning Board Has Three Schemes for Changing the Belt Line.

ONE IS TO MOVE THE TRACKS

Superintendent Kvenild of the City Planning board is working on three propositions in connection with the belt line tracks between Leavenworth and Chicago streets. In a week or two the board will meet with interested citizens, who will be given an opportunity to express themselves. Later the board will make a recommendation to the city council for formal action.

One proposed plan is to move the tracks westward from a point between Dewey avenue and Leavenworth street on the south and at Chicago street on the north. The greatest change from the present track location would be at Dodge street, where the tracks would be pushed west about 400 feet, at Farnam street about 350 feet and at Harney street about 300 feet. It is explained that should the tracks be moved westward the reason would be to enable the construction of viaducts without disturbing the present grades of the streets. Viaducts over these tracks as they are now established would necessitate changing the grade level in several instances. One plan is to recommend viaducts over the present track location. The third plan is to elevate the tracks above the crossings.

Superintendent Kvenild is not ready to say which plan would be the best. He is preparing all of the data for consideration by the board. A survey has been made of the proposed change of the track location as outlined.

Your Last Chance

Only 2 Days More

See Announcement on page 5.

LET US GIVE YOU MEDICAL ADVICE WITHOUT COST

If you suffer from Rheumatism, Catarrh, Malaria. If you have chronic sores, pimples, itchy and blotchy skin. If you have blood trouble in any form.

In the laboratories of the Swift Specific Company, in Atlanta, trained physicians have been working for fifty years making the most careful and thorough study of all blood diseases. Those which are known to be handed down from previous generations and those contracted, but not necessarily of an hereditary nature. These blood diseases are commonly known as Catarrh, Rheumatism, Malaria, Eczema, Tetter, Rash, Hives, Salt Rheum, Lupus, Poisoned Blood, Scrofula and the blood troubles incident to old age. These are the blood diseases which have absorbed the time of our specialists in exhaustive experiments, rigid tests and laboratory work for upwards of fifty years.

A great many of these troubles you yourself have known. Possibly you are a sufferer from Catarrh, Rheumatism, Scrofula, Eczema or one of the many so-called skin diseases. If so, you doubtless have lotions, salves, douches and various "Sure Cures" to relieve yourself of your trouble, only to find in the long run that the treatment in many cases aggravated it rather than gave relief. Physicians in many cases are wrong in their methods of treatment of such diseases, and for the simple reason that they have not had the experience with blood diseases as have come under the observation and treatment of the specialists of the Swift Specific Company.

It is an undoubted fact that the sufferer from Rheumatism, Scrofula, Eczema, Malaria-Poison, and the so-called skin diseases is running a fearful risk to allow these troubles to continue. It is evident from their continued recurrence that they are not being given the proper treatment. You must realize that the trouble is in the blood whether contracted from the germs of other sufferers or inherited. Do not trifle with these diseases, but if you have the slightest manifestation of trouble, get a bottle of S. S. S. and write to us for medical advice; it is free.

If you suffer from any of the troubles mentioned, go at once to your druggist and get a bottle of S. S. S. It is the most marvelous blood cleanser and blood tonic known, and it will be what you need for the reason that the source of Rheumatism, Scrofula, Eczema, and Catarrh is in the blood, blood weakened and debilitated so it cannot perform its normal functions of giving strength and vigor to the body. S. S. S. will purify your blood, but we want to advise you of any additional treatment necessary and help to restore you to the glorious feeling of perfect health so you may feel the rich, pure blood tingle with vigor as it courses through your body.

Don't delay, but write today and let us give you medical advice absolutely free. Don't let anyone persuade you to take a substitute when you go to buy S. S. S. There is none "just as good." Write Medical Department 13, Swift Specific Co., Atlanta, Ga.

Hops

THE BETTER THE HOPS THE BETTER THE BEER FLAVOR

ANHEUSER-BUSCH have by many thousands of pounds more Saazer Hops in their giant storage houses than has any other brewery in Europe or America. Before the war our President, while abroad on his annual hop-buying pilgrimage, bought 775,000 pounds (1550 bales) of Bohemia's very finest Saazer Hops. To this add the 500,000 pounds we had on hand, and you will see that we can guarantee our millions of patrons that **BUDWEISER will continue, as always, to have the same exclusive Saazer Hop flavor which has helped its sales to exceed any other beer by millions of bottles.**

ANHEUSER-BUSCH · ST. LOUIS, U.S.A.

Visitors to St. Louis are courteously invited to inspect our plant—covers 142 acres.

Budweiser

Means Moderation

Anheuser-Busch Co. of Nebr. Distributors, Omaha, Nebr. Families Supplied by G. H. Hansen, Dealer—Phone Douglas 2506

The express charges on the cheapest beer are just as high as on the best.