

MONSIEUR LAIRD THANKS CHILDREN

Madam Borglum Gets Letter in Which Omaha Children Are Remembered.

SOCIETY CHANGES ITS NAME

In recognition of what Americans have done in aiding the French orphans, the Society Orphelinat des Armees has taken officially the name "Fatherless Children of France," the English equivalent, and retired the French name to a subtitle, according to a letter received from Monsieur L. Laird, rector of the University of Paris, by Mme. A. M. Borglum, in

charge of the local Franco-Belgian relief work.
Monsieur Laird writes a personal letter to Mme. Borglum expressing gratitude at the hearty reception accorded Miss Laurence Schofield and Miss Eleanor Fell when they were in Omaha in the interests of the relief fund.
Writes to Children.
To the American children who "adopted" French war orphans Monsieur Laird writes in part:
"My Dear Children: Old ties bind your country to mine. When your great grandfathers took arms for their independence some Frenchmen, led by Lafayette and Rochambeau, went to fight with them. You had been told this and you remembered it.
"Today France is engaged in a terrible war. She is defending her invaded soil. She is fighting for ideas which are also those of your fathers; the rights and liberty of nations.
"You know this and you have understood it.
"You also know that a war like

this one makes many victims and many orphans. You do not ignore that a large number of these orphans need aid and protection.
"Then you said to yourselves: We, little American boys and girls, we also wish to help the orphans of France, our friend.
"Be blessed for this generous inspiration. France, profoundly touched, is grateful to you for it.
"To the ties which already united your country to ours you have added the touching bond of a fraternal affection.
"The orphans of France who are or will be helped by you thank you."
CAN'T BREAK INTO HOUSE. THIEVES RAID CHICK COOP
Mrs. D. Napier's home at 1524 North Twentieth street was visited Thursday night by thieves, who failed to break into the house, stole five chickens from a coop to the rear of the dwelling.

Milwaukee and Rock Island May Use the Same Tracks East

The old rumor that the Milwaukee and the Rock Island roads will enter into a traffic arrangement whereby they will tie up and jointly use each other's tracks from Council Bluffs to Neola, a distance of twenty-five miles, has again been revived.
From the Bluffs to Neola the tracks of the two roads run side by side, at no point more than 200 feet or so apart. It is asserted that to jointly use these tracks for several years would be much cheaper than for the two roads to double track their respective lines and that by the joint use there would be a great saving of time in the handling of trains.
It is asserted at the local offices of the two companies that the deal for joint use of tracks is being worked

out in the Chicago offices and that if anything comes out of it the deal will be consummated in time for the handling of the heavy business next fall. It is said that the proposition contemplates the use of the single track of one of the roads for freight traffic and the other for passenger train bus-

ness. If the deal goes through, east of Neola, where the lines separate, each company would use its own tracks.
In time it is expected that the Milwaukee will double its line from Manilla west, but nothing is expected to be done this season.

THREE-YEAR-OLD LAD IS STRUCK BY STREET CAR
Gorman Trucker, aged 3 years, sustained severe scalp lacerations when struck by a street car near his home, 1618 Clark street. The child was attended by Dr. O. Meyers, who took several stitches in the wounds.

Second Floor Shops Rose Bldg. Up-to-the-Minute Shops for Women and Men—Low Prices Quality, Quantity; Style Is Found in Every Shop on the Second Floor

STORES ON SECOND FLOOR OF BUILDING

Retail Store Rooms on Second Floor of Rose Building Just Like the Ground Floor Stores.

EVEN HAVE BIG SHOW WINDOWS

The stores on the second floor of the new Rose building, Sixteenth and Farnam streets, are just like stores on the ground floor, except in one respect; namely, that they are not on the ground floor.
Good elevator service whisks patrons up to the second floor stores, where they find elegant appointments, plenty of light, big show windows, attractive buying conditions.
Here is Budd, who sells shoes at cut prices. Budd's shoe store is large and carries an immense stock. His Omaha store is only one of a number which he has in various cities.
"Immense buying power for the combined output of our numerous stores is a large part of the secret

of how we give such big shoe values," said N. F. Peterson, local manager.
The store fixtures are a delicate satin green. Velvet carpets and long lines of opera chairs make shoe fitting a pleasure.
New Selling System.
Barker's clothes shop is another of these second story stores. Barker's has a new plan of selling men's clothing—big values because of low rents, no delivery system, no charge accounts.
The clothes shop has a large sales room with fine fixtures of mahogany and plate glass.
The straight price is \$15 and at this figure even tuxedo and full-dress suits, silk lined, are sold.
Splendid natural light floods the shop from the big windows all along the west side.
Smart Shop for Women.
Lamond's, a shop of "smart wear for women," occupies the south store room. It has light from two sides. The fixtures are delicate French gray and old ivory, with mahogany counter tops. Ivory and black make the color scheme of the window drapings. Flowers and palms add a delicate touch.
Smart styles at low prices are the attraction here. It is not a "bargain

store," but a store where big values are given.
H. S. Lamond, the proprietor, is a man of long experience in this line of merchandising. He was in charge of the cloak and suit department of the Globe department store, Traverse

City, Mich., before coming west. He opened and managed the women's wear store of Joe Smith & Co., Council Bluffs, before opening his present store.
Midsummer styles are now on display, sport skirts, coats and so on.

A "Smart Shop" and Reasonable Prices

That's a hard combination to find, but here it is. You're invited to visit this shop.

Saturday, June 17



We Believe You Will Like This Shop

The courteous treatment you'll receive, and, most of all, we think you'll like the atmosphere of the place and our prices.

A Style Shop You Can Afford to Patronize

Rose Building.



Suite 208 Second Floor.

Take Elevator--Save \$10 Do Men Know Clothing Values

THEY DON'T. In more times than not they are disappointed in the so-called Bargains that they get at clothing sales.

The big ground floor high-rent stores take advantage of this fact during their big sales. We do not mark \$20 suits down to \$15, nor what is more to your interest mark \$10 SUITS UP TO \$15 and then advertise GREAT BARGAINS. By eliminating High Ground Floor Rents, Costly Fixtures, Charge Accounts and Delivery Systems, we are able to offer you the same BIG VALUES EVERY DAY OF THE YEAR.

\$25 SUITS

\$15

If You Can Duplicate These Regularly For Less Than \$25.00 Come in and Get Your Money Back ALTERATIONS FREE FIT GUARANTEED

BARKER'S Clothes Shop

Second Floor Rose Building—16th and Farnam.

BUDD SPORT SHOES

Oodles.



And in the proper styles you want—embracing White Nubuck Boots and Oxfords, Tan Calf, Gun Calf with White Rubber Soles, White Canvas, etc.

Budd Prices An Agreeable Surprise

\$2.50 TO \$4.00

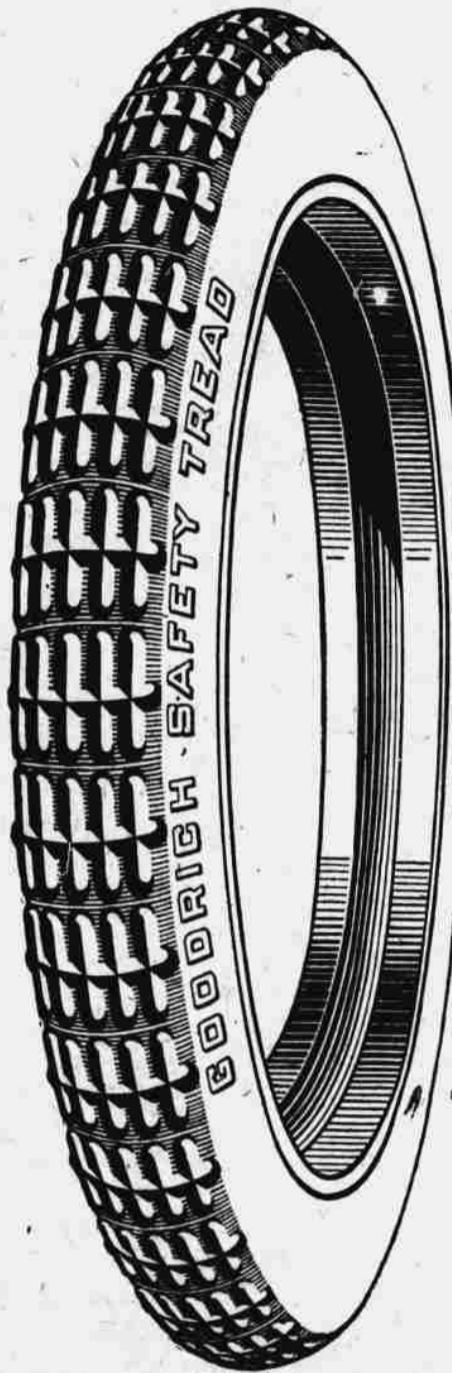
Why Pay More?

BUDD

2nd Floor, Rose Bldg., Sixteenth & Farnam

OMAHA'S CUT PRICE SHOER

The "Gold-Standard" in Tires



VALUES spring from Conditions that are logical as the Laws of the Universe.
The best-intentioned Tire Manufacturer cannot AVOID being heavily handicapped when competing against:
1st—The longest Experience in Mfg. the Product.
2nd—The greatest Leverage on purchasing of Raw Materials at lowest prices, through ability to take largest quantities.
3rd—The lowest Cost of Manufacturing, through largest VOLUME of Output.
4th—The clearly-demonstrated INTENTION to give Consumers and Dealers the full benefit of the large ECONOMIES resulting from possession of three Cardinal Advantages above defined.

PLACE behind this set of Conditions a 47-year Record for Dependability, —Good-faith, —Initiative, —and you have a Summary which fits no other Tire Mfg. Concern, in the American field, than the B. F. Goodrich Co., which is:
1st—The largest Rubber Factory in the world.
2nd—With a 47-year Experience in Rubber-Working.
3rd—With a raw-material Purchasing-Power indicated by the 130,000,000 pounds of Rubber Goods made, and marketed, during its latest fiscal year.
4th—With the Manufacture and Sale, during its latest fiscal year, of 50% MORE Motor-Car and Truck Tires combined, than were produced and sold by the next largest Tire Concern in America.

THE Product of such a Tire and Rubber Concern,—when marketed under such conditions,—giving the benefit of such huge Economies to Consumers may well, and logically, be considered —The "GOLD-STANDARD" in Tire Values.
Therefore:
—When you pay MORE than the Goodrich Fair-List prices here printed, for ANY Fabric Tire, you are merely "contributing" the difference.
Because,—You CANNOT get "better" Fabric Tires,—at ANY price!
Test them thoroughly,—and see!

THE B. F. GOODRICH CO. Akron, O.

Goodrich "Fair-List" Prices (SAFETY-TREADS)		
30 x 3	Ford Sizes	\$10.40
30 x 3 1/2		\$13.40
32 x 3 1/2		\$15.45
33 x 4		\$22.00
34 x 4		\$22.40
35 x 4 1/2		\$31.20
36 x 4 1/2		\$31.60
37 x 5		\$37.35

GOODRICH "Black-Tread" TIRES

Local Address, 2034 Farnam St.

"TEXTAN"—The New Goodrich Shoe Soles (for your Feet). —Does for your SHOES what the black "Bare-foot-Rubber" Tread does for Goodrich Tires.
—Wears longer than Leather! —Is Non-slippery! —Is more Flexible than Leather!
—Is Waterproof! —Is Lighter than Leather! —Is EASIER on your Feet!
Ask your Shoe Dealer or Shoe Repairer, for Textan Soles on your next pair of Shoes.

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.



See announcement on page 8

See Want Ads are sure to bring results.

FOR Willow Springs Beer Phone Doug. 1306 or 2108