

THE OMAHA BEE

DAILY (MORNING) - EVENING - SUNDAY

FOUNDED BY EDWARD ROSEWATER

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THE BEE PUBLISHING COMPANY, PROPRIETOR

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Spruce up awhile for the coming of King Ak.

Keep your eye on The Bee-improving every day.

Also keep your eye on Ak-Sar-Ben-improving every year.

Still too many automobile accidents! Slow up and drive more carefully.

All things except eternity must have an end, not excepting the war and the Villisca ax murder trial.

The early senatorial bird may not pluck the worm in October, but has a cinch on a subsequent frost.

To a man up the tree it would seem that Colonel Roosevelt and Senator La Follette had parted company for good.

After the diamond race comes the gridiron battle. Off with blanket-on with the pigskin. Don't be a slacker. Kick in!

Yes, but how long have the details of all this German plotting in this country, now made public, been buried in our State department?

Allies won a mile of ground in Flanders, while the central powers scored six miles in Russia. The star of victory for both sides points eastward.

The projected aviation service from coast to coast suggests an early revision outward of the standard "air line" claims featuring railroad literature.

Convicting bootleggers is no small job when they are defended by partners or office associates of police magistrates and deputy county attorneys.

While King Ak-Sar-Ben sounds a war note in his smooth artistic way, loyal subjects far and near are assured his intentions are as peaceful as always.

Some of the occupants of our county court house are also down as "acting suspiciously" when road paving and bridge contracts were coming up for consideration.

Every stranger visiting Omaha has good words for our city and mighty few complaints. It is up to us to see to it that there is no cause for anything but praise.

Still the promise that prohibition would empty our jails is not going to prevent us from putting up a new police station to provide modern accommodations for the prisoners.

Sweden aroused puts the ban on all cipher messages sent through its diplomatic channels. Belated vigilance emphasizes the annoyance of being caught with the goods.

Greater economy in the use of sugar carries a double appeal to those anxious to serve. Reduced rations prolong the life of the sweet tooth and radiate nubbins of joy in the dental profession.

No! Congressman Heflin did not mention any names when he said he knew thirteen or fourteen members of the two branches of the national legislature who had been "acting suspiciously." Some of the suspicious actors, however, wear the label.

Some time must elapse before Count von Bernstorff can gauge the thrills distributed in the United States by the publication of his slush fund letters. Constantinople is a long way from Washington, and mail service might be uncertain. However, his talent in that line need not gather rust among the Turks.

Then and Now

Minneapolis Journal

The battle of Long Island came near being fatal to the revolutionary cause. Recently at the observance of its one hundred and forty-first anniversary in Brooklyn James Sullivan, director of archives and history, said that before that battle "New York had been a hotbed of conscientious objectors, pacifists, slackers and Tories."

It is well to bear this in mind when considering present conditions. Henry Adams in his history estimates that at the time of the revolution two-thirds of the "better classes," the rich and the educated, were opposed to the patriot cause. Today the nonpatriots are neither numerous nor influential.

Mr. Sullivan drew a parallel between the present pest of spies and mercenary kaiserite agents and the Tories of the revolution. A Tory was then defined as "a thing whose head is in England, whose body is in America and whose neck ought to be stretched."

Traitors and copperheads were numerous in the civil war. Indeed, traitorous tactics today are insignificant compared with those of a hundred and forty odd years ago. Another of Mr. Sullivan's instructive parallels was this:

"Now that Germany cannot attain new ends it is asking for peace. George III wanted peace after General Burgoyne had been defeated at Saratoga in 1777 and sent a peace commission which offered the colonists everything except independence. But the patriots of that day passed up the proposal and determined to fight the war to a successful end. The day of negotiation had passed. The spirit of 1777 was to see the conflict through. How similar are Germany's peace moves today and how similar is our determination that the time for negotiations has passed!"

Impressive and Startling.

The city Department of Accounts and Finance has issued a comparative tax levy statement covering five years, which Omaha taxpayers would do well to study and ponder. Taking just the first and last columns we may draw some notion as to the jump taken by the tax gatherer in this short period.

In 1914 the school board levy was 19.5 mills and produced \$665,324; for 1918 the levy is 35 mills and will produce \$1,672,884.

In 1914 for the city general funds the levy was 29.19 mills and produced \$1,062,475; for 1918 the levy is 31 mills and will produce \$1,547,344.

In 1914 the water board levy was 2.75 mills, to yield \$100,096; for 1918 the levy is 3 mills and will yield \$149,742.

In 1914 the sinking fund levy was 6.88 mills, to produce \$250,422; for 1918 the levy is 9 mills and will produce \$449,228.

In 1914 there was nothing whatever for two new levies, the bond redemption fund and the special new fire equipment fund, which appear in the 1918 levy at 2 and 1.4 mills, respectively, to yield \$99,828 for one and \$69,880 for the other.

In 1914 the total school and city levies aggregated \$8.32 mills, yielding \$2,078,314; for 1918 the combined levies are 81.4 to produce \$3,088,908—almost double the amount of five years before.

None of these figures takes into account the other or nontax sources of revenue which, with the exception of the money paid in for liquor license, has steadily increased from year to year.

This exhibit is calculated to startle and to suggest the question, Where are we likely to head in?

Eliminate Live Stock Speculation.

Notice is given from the office of the food administrator that speculation in food animals is to go along with gambling in grain. Such action has too long been delayed. Men who are familiar with conditions are agreed that the speculation is responsible for the extreme high prices of live stock. The world shortage is acute, but in itself is not alone the cause for the sudden upturn in market quotations. Speculators have had control at all principal markets for many months and have played the game wide open. Dealing always on public needs and relying on want that must be provided for, these reckless gamblers have not hesitated to shove prices up, knowing they could force profits for themselves. The men who put wheat up to above \$3 a bushel and threatened to send it to \$10 are not one whit more reprehensible than are those who have within a year kited hogs from \$8 to \$18 and talk now of sending the price above \$20. Packers and other legitimate buyers have been powerless in presence of the scalper. The public has paid through the nose that these profiteers might flourish. Elimination of this evil may not lower the price of meat, but it should have the effect of ending danger of further extortion.

Shumway to Save the Schools.

Land Commissioner Shumway waves his wand over the alkali lakes of the sand hill section of Nebraska and from them gush forth streams of gold to sustain our public schools. The bitterness of the cursed water of Marah is transmuted into such sweetness of service that the taxpayer is to be relieved of a modicum of his burden, while our great system for free education will rest secure on a basis of potash. In all seriousness the plan is more attractive and feasible by far than some plans that have had much greater attention. Potash is real and exploiters of the fields are reaping rich reward for their enterprise. No good reason is known why the state should not share in this and why the revenue so obtained should not increase as years go by.

Nor is it reasonable to draw a distinction between school lands of the state and say that this shall divide between those producing potash and those producing grain or grasses. The Bee had this view many years ago when it exposed the operations of the corrupt ring that was defrauding the free schools of the state of their great endowment and it held the same opinion last winter, when it opposed the effort made in the legislature to secure the passage of law to permit the sale of school lands now held under lease.

The state's interests have not been properly served in this matter of school lands and it is high time something were done to secure the public rights. The people should have a full share in the wealth that comes from the school lands, no matter what the form in which it is produced.

Plot and Counterplot in Russia.

Reports from Petrograd indicate that the Russians have a capacity for politics greatly exceeding their ability for statesmanship. The Bolshevik now accuse Kerensky of conniving with Korniloff to threaten revolt in order that the proletariat might be put down and clamorously demand an inquiry. A whirlwind of debate again sweeps the capital and while the troops are digging in along the Dvina the "delegates" are disturbing the air with fiery speeches, "full of sound and fury, signifying nothing." Plot and counterplot are the order of the day in Russia. Kerensky still has his work cut out for him, but appears to be gathering whatever exists of solid quality in Russia to his support. Winter is fast coming on there and necessity soon will drive the extremists from their idleness to effort. When the people get back to working for themselves they will have less time if not of inclination to listen to the vapors of the visionaries and once they sober down they will stand an excellent chance of saving their full liberty. General Winter may indeed be the savior of the Russ.

"Heaping Coals of Fire."

The Noonday Journal of Berlin says the Kaiser's note to the pope heaps coals of fire on President Wilson's head. That assertion well illustrates the viewpoint to which official Germany clings and to which they wish to hold the people of that country. Against it may be set the disclosures now coming from the State department, showing when the Kaiser and his advisers took a different course; when they heaped insult and injury, calumny and cheat on the president as representing his country. They took advantage of our efforts to maintain neutrality, abused our hospitality, outraged our confidence and laughed at our simplicity, all the time mistaking our temper, underestimating our strength and overestimating our patience. The spectacle of the German war lord now trying to disguise himself as a champion of peace may be preserved for amusement in after days, when folks can laugh again. Just now it will produce only the effect inevitable when a detected culprit plays the baby act.

An astonishing example of deliberate waste grips the attention of Philadelphia authorities. Three thousand loaves of stale bread were secretly thrown on the city dump. Who are responsible for the act is not yet known. Evidently the authors took this means of destroying food rather than help the poor by reduced prices.

Department Store Schools

By Eric J. Haslin

Washington, Sept. 21.—Department store education has now emerged from the experimental stage. It has proved its value. A few years ago a store that sent its saleswomen to school was unique; today the custom is general. Even small stores that cannot afford schools maintain evening classes in salesmanship, while the larger establishments have even added foreign languages to their school curricula. Salesmanship has become a profession.

While such education is purely a business measure, for the good of the firms offering it, it has accomplished a great deal for the individual. It has given a large number of persons opportunity for education. For this reason the United States Bureau of Education, anxious to encourage the movement, has made a study of the Boston School of Salesmanship, which they consider an excellent model for other stores desirous of introducing courses in salesmanship.

The Boston school was the first of its kind in existence and encountered all of the prejudices always aroused by an innovation. In 1905, the Women's Educational and Industrial Union of Boston started an investigation of the problems of saleswomen. On the executive committee of the union was a Mrs. Lucinda Wyman Prince, a Wellesley graduate and a social worker, who became so interested in the results of the investigation that she decided to espouse the saleswoman's cause.

At that time she was the leader of a club of fifty working girls who met at the union two evenings a month. Among them were many girls who worked in department stores. Already the majority of them, past 30, were derelicts. They hated their work, they grumbled at their small wages, and they lived small, starved and discontented lives. Mrs. Prince realized that they were probably not worth any more to their employers than the small wages they were paid, and yet, many of them had bright and receptive minds.

If only they might go to school, thought Mrs. Prince, and thereupon laid plans to start one. The women's union contributed the room, the necessary equipment and the services of a few other members, and the Boston School of Salesmanship began. But there were no pupils. The local merchants remained unconvinced. They certainly would not let their employees off for two or three hours a day to go to school, they told Mrs. Prince, and denied that education had anything to do with salesmanship. One merchant reminded Mrs. Prince that she had never sold goods herself, and therefore knew nothing about it. At which the lady undertook to show him.

She volunteered as a saleswoman during a bargain sale, and sold so much goods that the merchant cheerfully threw up his hands in way of surrender and the Boston School of Salesmanship began. But there were no pupils. The local merchants remained unconvinced. They certainly would not let their employees off for two or three hours a day to go to school, they told Mrs. Prince, and denied that education had anything to do with salesmanship. One merchant reminded Mrs. Prince that she had never sold goods herself, and therefore knew nothing about it. At which the lady undertook to show him.

The idea is to discover the girl's best talent and develop it. If the school finds, as sometimes it does, that the girl has no talent whatever for selling goods it tries to direct her abilities into other lines of work which she can do. The subjects taught in the course are given in the report as follows:

Salesmanship—To teach the technique of selling and to develop a professional attitude toward the work. Textiles—To give information about the stock and to develop an appreciation of its qualities. General Merchandise—The same. Hygiene and Physical Education—To promote good health and develop an attractive personality. Arithmetic—To develop accuracy. Store System—To give familiarity with the rules and forms of the store. English—To develop forceful speech. Color and Design—To train color sense, to set standards of good taste, and to develop a sense of beauty.

The first lesson deals entirely with the topography of the store. A map of the store shows its relation to the nearby streets, its exits, elevators, stairways, fire-exits and the general distribution of merchandise by departments and floors. This is because the first and most important duty of the saleswoman is to direct customers.

Next the girls are instructed in the care of stock. Department stores may lose thousands of dollars through the carelessness of their employees in this respect—a fact which usually does not trouble the untrained salesgirl.

The study of salesmanship itself is divided into four parts: First, lessons on the technique of selling; second, informal discussions of pupils' daily experience; third, store system and fourth, demonstration sales. The trained saleswoman, for instance, soon learns to drop her weary method of approaching a customer and inquiring if she is "waited on." She is there to sell them goods and not to "wait on them." She is a professional. Therefore, she inquires instead, "Can I show you some new materials that have just come in?" or "Have you seen the new waists that were advertised in this morning's paper?"

Perhaps only the trained saleswoman understands how annoying it is to be followed around a counter by a silent but watchful saleswoman who manages to imply by her manner that she is there to guard rather than to sell the goods. For the trained saleswoman sometimes assumes the role of customer at the school. There are demonstration sales in which one girl arranges the merchandise, another sells it, another buys it, and still another acts as floorwalker. She also learns to drop her effusive endearments when talking up her goods to a customer, for "honey" and "dearie" in the Boston School of Salesmanship are strictly taboo.

The training in color and design that the saleswoman receives at this school is of inestimable value to her in her work. Color is one of the greatest influences in life, and therefore, an understanding of it is important. Any trained saleswoman can tell you, for instance, that an attractive grouping of stock with regard to color and design will at once draw customers to it. On the other hand, most people will instinctively shun a counter where there is an ugly arrangement of colors. A saleswoman should also know what colors can best be worn by certain types of women.

The report for the bureau of education was prepared by Helen Rich Norton, associate director of the Boston School of Salesmanship, and constitutes one of the most authoritative contributions that have ever been made on the subject of department store education. It is interesting to the salesgirl who wants to get ahead in her profession; to the business man who is anxious to increase his profits, and to the customer who may get an interesting view of herself as others see her.

Nebraska Press Comment

Ainsworth Journal: Edgar Howard mildly points out the fact that doing and not talking is the true mission of the State Council of Defense.

RIGHT IN THE SPOTLIGHT

Samuel D. McCall, who is a candidate forrenomination for governor in today's primaries in Massachusetts, is now completing his second term as chief executive of the Bay state.

McCall is 65 years old, a native of Pennsylvania, and a graduate of Dartmouth college. He began his political career in 1888 as a member of the Massachusetts legislature. Subsequently he served five years in the national house of representatives, where he made a distinct reputation as an "independent" sort of republican. Governor McCall is an orator of great ability. He has a thorough knowledge of American history and is the author of lives of Thaddeus Stevens, Thomas B. Reed and other American statesmen.

One Year Ago in the War.

Allies captured Cambes after many days of hard fighting. German airship raid over England caused the death of thirty-six persons.

Ex-Premier Venizelos of Greece reported to have joined the Cretan Rebels.

In Omaha Thirty Years Ago.

C. S. Higgins tendered to the newspaper men of Omaha a complimentary banquet at his new restaurant—The St. Cloud. W. C. Gregory of the Republican presided, and Master Charlie Higgins and his Daisy Higgins furnished the music.

The Douglas county prohibitionists held a caucus and chose the following candidates: County treasurer, John F. Hein, county judge, John J. Weishans; county clerk, Charles Watts; register of deeds, G. G. Wallace; sheriff, John P. J. J. J.

The Emmet monument association held a large and enthusiastic meeting for the purpose of arranging for a grand ball. The names of those in charge of the arrangements are: Deputy County Treasurer Groves, P. O'Malley, J. J. Barrett, J. M. McMahon, Michael Lee, J. T. Moriarty, S. J. Erickson and T. J. T. T.

The latest acquisition of H. G. Darrell, cashier at McCord-Brady, of which he is very proud, is a young and lusty son.

Dr. Mercer is making excellent progress in the construction of his motor lines to the business portion of the city. He personally superintended the construction of the curves at Fourteenth and Douglas streets and the extension of the line across Douglas.

This Day in History.

1654—Dutch from New York captured the Spanish forts of the Delaware and took possession of the country.

1777—The British army, under General Howe, encamped at Germantown, Pa.

1780—Benedict Arnold escaped in a British ship after attempting to betray his country.

1806—Napoleon Bonaparte left Paris to begin the campaign against Prussia.

1850—Opening of the first Russian railroad built by American engineers.

1855—Convention met at Sioux Falls to frame a constitution for South Dakota.

1889—Daniel H. Hill, celebrated confederate commandeer, died at Charlotte, N. C. Born in South Carolina in 1821.

1914—French bombarded and occupied Tientsin, Dalmatia.

1916—Entente allies began a great drive against the German front from Verdun to the North Sea.

The Day We Celebrate.

R. M. Wahlgren was born across the river in Council Bluffs just twenty-nine years ago. He is in business on this side of the river, being treasurer of the Omaha Optical company.

Admiral William S. Benson, U.S.N., chief of naval operations, born in Georgia, sixty-two years ago today.

Charles Edward Russell, who represented American socialists on the Root mission to Russia, born at Daytonport, Ia., fifty-seven years ago today.

Paul O. Husting, United States senator from Wisconsin, born at Fond du Lac, Wis., fifty-one years ago today.

William Morris Hughes, prime minister of Australia, born in Wales, fifty-three years ago today.

Bishop Wilbur P. Thirkield of the Methodist Episcopal church, born at Franklin, O., sixty-three years ago today.

Timely Jottings and Reminders.

St. Louis is to be the meeting place today of the annual convention of the International Association of Sheriffs and Peace Officers.

The Memorial Spiritualists' association of the United States and Canada is to open its twenty-fifth annual convention today in New York City, with headquarters at the Waldorf-Astoria.

The general conference of Unitarian and other members of the churches of which former President William H. Taft is president, is to open its sessions this evening in the Church of the Messiah, Montreal.

A conference of coal miners and operators of central competitive district, embracing Illinois, Indiana, Ohio and western Pennsylvania, meets in Washington today to consider an increase in wages.

Members of the American Poultry association meet in convention at Milwaukee today to discuss ways and means of co-operating with the Council of Defense in eliminating food waste and increasing the future production of poultry.

Storyteller of the Day.

Billy Sunday told a story about an apathetic Missourian congregation. "This bunch's preacher," he said, "has wasted among 'em for thirty seven years and never an encouraging word but one has he got in all that time."

"He told me about it with tears in his eyes. He said he was on the way home to dinner when a demon hailed him. The demon shook him by the hand and then actually said: "'Ah, parson, that was a beautiful text you preached from last Sunday evening!'"—Washington Star.

THE CONSUMER'S SOLILOQUY.

When prices go up, it seems to me, The world is full of discontent. And every dealer knows it. The grocerman, of course, 'gets' wise. The butcher, when he sees his eyes, The elevator makes his prices rise; The shoeman will not compromise; And 's' our coal bill shows it.

The Bee's Letter Box

Germany Passed Chance. Benson, Neb., Sept. 22.—To The Editor of The Bee: If Germany had shown as keen a desire for arbitration in July, 1914, when the British foreign officials and diplomatic corps were laboring day and night in an effort to prevent a clash, as it professes to do now in its answer to the pope's peace proposal, there would not have been any war.

Scoutmasters Are Wanted. Omaha, Sept. 20.—To The Editor of The Bee: Omaha is deeply interested in its boys. When the Rotary club started a campaign for the Boy Scout movement for \$15,000 Omaha responded by subscribing nearly \$20,000. Now we are calling for men, not money. The boys have come in such numbers that the directors and executive are swamped. Almost half of our scoutmasters have responded to the call of the government and are now in training in camps in this country or abroad. What are we going to do to replace these men? The need is most urgent. The men who are subject to draft or who volunteer their services to the government are not wanted for scoutmasters; their duty is elsewhere, but in the great city of Omaha there must be men who care for boys who would be willing to give a little time to this work.

It has been a revelation to those of us in charge, the effect it has had on the men as well as the boys. It is a work that is worth while and any man who can devote the time to mastering the work and one evening a week to meeting with the boys will find that it is the most profitable and pleasant time that he can spend. Our executive, Mr. English, is doing all in his power to fill the breach, but we must have help. Take it up with Mr. English. E. C. HENRY, President.

Pledge to Our Fighting Men.

Saskatchewan, Saskatchewan, Sept. 21.—To The Editor of The Bee: A pledge to every soldier, sailor and officer of the United States, Great Britain and their allies: Since you have responded to the call of our nations and made the great self-sacrifice of leaving home and country, we as citizens of this country are pledging to you our every means of support and comfort that is possible for us to render. We shall continue to be generous toward giving to and working for the Red Cross so long as our means and health shall permit, believing it to be the most efficient way to reach the needy boys in France with aid, and if it should ever by chance be our lot to not be in position to assist through the Red Cross and other avenues of helplessness we can continue to pray for the preservation and safety of your good bodies and lives while you are performing a great task for us.

The most that we can do for you, even though it be our all, is, in my estimation, nothing as compared with what you are offering for us and if we as a people at this critical moment to our great nations would all think, speak, act and serve together, as a people should, and spring to the great task under the impulse of loyalty, we could prevent rivers of blood from being spilled by our good boys and millions of heart-broken fathers and mothers, sisters, brothers and wives and greatly hasten the end of the struggle which has been forced upon our civilized, peaceful and Christian nations and we believe, hope and pray that every boy from the United States or the allies who fatally falls in this great cause for humanity is second to the Savior of the world and shall be provided with a home in heaven and will enjoy even greater blessings throughout eternity for having served us such.

And in conclusion will say that if our great nations and cause for which we are fighting is worth the lives of our dear soldiers, sailors and officers, surely it is worth our every means of support who stay at home, and since you have responded to the call of our nations the noblest deed you have done, we wish you Godspeed and success and a safe return to your homes. MR. AND MRS. D. J. HOWARD AND DAUGHTER, PEARLE, 3119 Pacific Street, Omaha, Neb.

Signposts of Progress.

There are 480 irrigation companies operating in the state of California.

A new shaving mug has a lamp in its base for the purpose of heating the water.

Japanese utilize the hides of sea lions for the manufacture of a waterproof leather which has various uses.

A woman is the patentee of a new post hole digger with a hinged socket to remove all the loose earth from a hole.

A new bathroom scale with a dial facing upward to enable the person standing on it to read his own weight, is a recent invention.

The Japanese government, which is in charge of the country's telephone system, is unable to keep up with the demand for 'phone service.

It is now proposed to use rubber sponge molded to fit the inside of the tire casing, and in this manner produce a puncture-proof tire. The car still rides on air, but this air is confined in innumerable little sacks.

Eczema in Rash On Girls' Heads

Started With Dandruff. Scapls Inflamed. Itched Considerably. Scratched and Irritated. Hair Fell Out Badly. Cuticura Healed.

"Our little girls had measles and about a month afterward I noticed their heads were getting terrible with a peculiar dandruff which kept getting worse. It finally became eczema in the form of a rash and their scalp was inflamed. The scratching caused them to scratch and they would irritate their scalps. Their hair fell out badly. Then I sent for Cuticura Soap and ointment. In a few weeks their heads were healed." (Signed) Mrs. Peter Luchinger, Box 133, Renwick, Iowa, December 5, 1916.

Cuticura Soap daily and Cuticura Ointment occasionally prevent pimples. For Free Sample Each by Return Mail address post-card: "Cuticura, Dept. H, Boston." Sold everywhere. Soap 25c. Ointment 25 and 50c.

Low Fares for Eastern Trips

For round trip tickets from Omaha, on sale daily to Sept. 30th with return limit of 60 days not to exceed Oct. 31st, and providing for liberal stopovers en route. Fares from adjacent points are correspondingly low.

Table listing fares for various routes including Circuit Tour Fares, Direct Route Fares, and specific destinations like New York, Boston, Buffalo, etc.

Our fast, through train service is excellent. There are 7 DAILY TRAINS. Excellent Double Track. All-Steel Equipment. Automatic Safety Signals.

Call us on the phone and we will arrange all details of your trip. It's the easiest way—costs no more. Phone Douglas 2740 or write or call on us at 1401-1403 Farnam Street, Omaha.

THE OMAHA BEE INFORMATION BUREAU

Enclosed find a 2-cent stamp, for which you will please send me, entirely free, a copy of "Storing Vegetables."