

## THOMAS TELLS HOW OMAHA IS KEPT ON MAP

Persistency Pays in Advertis-  
ing City, Publicity Director  
Advises Associated  
Ad Clubs.

Indianapolis, Ind., June 9.—(Special Telegram.)—The steady, continuous influence of persistency pays in the advertising of a city as in all other publicity, declared Arthur Thomas, publicity director of the Omaha Chamber of Commerce, in addressing community advertising department of the advertising convention here. He showed that there has been a change in sentiment as to community advertising, that cities are getting away from the idea of spending large sums to try to get free space and are buying advertising space just as do business houses.

"We do not measure our advertising by inquiries, because our copy is not inquiry producing copy. We are merely trying to let the world know that Omaha is the trade center of a large inland empire," he said.

"We want people to know Omaha is on the map. We have on file unsolicited reports from scores of Omaha business men who have found in other cities a different conception of Omaha since our advertising began. The most cherished of these letters is one from a man who was absolutely against paid advertising in national mediums. When he saw the effects of it, he graciously acknowledged his change of heart. Our expenditures have been small, but continuous. If I were asked to explain our plan of advertising in a sentence it would be: 'A modest amount of advertising appearing continuously rather than large amounts spent in a spurge.'"

### ADVERTISEMENT

## PAINS NEARLY DOUBLED ME UP

Nothing Helped Me Until I  
Took Lydia E. Pinkham's  
Vegetable Compound.

Wyandotte, Mich.—"For the last four years I have doctored off and on without help. I have had pains every month so bad that I would nearly double up. Sometimes I could not sweep a room without stopping to rest, and everything I ate upset my stomach. Three years ago I lost a child and suffered so badly that I was out of my head at times. My bowels did not move for days and I could not eat without suffering. The doctor could not help me and one day I told my husband that I could not stand the pain any longer and sent him to the drug store to get me a bottle of Lydia E. Pinkham's Vegetable Compound and threw the doctor's medicine away. After taking three bottles of Vegetable Compound and using two bottles of Lydia E. Pinkham's Sanative Wash I could do my own housework. If it had not been for my medicine I don't know where I would be today and I am never without a bottle of it in the house. You may publish this if you like that it may help some other woman."—MRS. MARY SPENDER, 120 Orange St., Wyandotte, Mich.

Orange St., Wyandotte, Mich.

## Movies

Rialto—"A Master Stroke."

Cast of Characters.

Yale Durant.....Earle Williams  
Minnie Patten.....Vale  
Jack Millington.....Lee Hill  
George Trevor.....John Elliot  
Blanche Trevor.....Rhea Haines

"A Master Stroke" is a story of high finance, Wall street, fortunes lost and won, and a despondent young idler who makes up his mind that the only way out of a bad situation is to commit suicide. Mr. Williams has the role of the careless ne'er-do-well, who has come to the end of his rope. He is prevented from killing himself by his private secretary. The father of his sweetheart asks him to lend him \$30,000 to save him from financial ruin. Durant figures that inasmuch as life is no longer desirable he might just as well steal that money and help the girl's father. The private secretary sees him take the money. Suddenly life again looks good to Durant and an exciting chase begins to return the money before its loss is discovered.

Bill Hart got two of his ribs broken this week when working on location in a new picture. Bill was out near Owensmouth, a San Fernando valley town, when the horse he was riding suddenly skidded off the road into the brush. Bill was scraped off the horse by the limb of a tree and struck the ground with such force that two ribs cracked by the impact. However, Bill showed up at the studio the next day.

Talk about all-star casts—the picture folks out in Hollywood are giving a stage presentation this week of "Arizona" for the benefit of the American Legion, and this is who are to take part: Clara Kimball Young is Estella, Lew Cody, Capt. Hodgman, Sylvia Ashton, Mrs. Canby, Dustin Farnum, Lieut. Denton, Lewis S. Stone, Col. Benjamin, Theodore Roberts Henry Canby, Bill Desmond, Tony Mas, cano, Bessie Barriscale, Bonita, Sessue Hayakawa, Sam, the Chinaman; Gloria Swanson, the schoolma'am; Wanda Hawley, Lena; Bryant Washburn, a lieutenant, and Clarke Irvine is taking care of exploitation and publicity.

## AT THE THEATERS

At the Orpheum this week the head-line attraction is contributed by Billy Montgomery and Minnie Allen. With their song compositions they are the applause hit of the show. The comedy eccentricities of Mr. Montgomery at the piano furnish such amusement. If you want to be sure of excellent seats for the vaudeville part of the show, you will be doing well to attend the performance which starts at 8:40. Just before, and just after this vaudeville performance, the feature film, Eugene O'Brien in "His Wife's Money," is presented. In the afternoon the vaudeville part of the bill starts at 2:40, and there is a second vaudeville show in the evening. This starts at 9 o'clock. This week this bill is one of unusual popularity.

Heading the Empress bill for the last half of the week is "The Jail Bird," a musical comedy, featuring Dainty Dolly Davis, George B. Hall, and a bevy of beautiful girls. Bert Cowdray, Chicago's famous detective, will present a monologue. Mr. Cowdray gives a unique act. Hall and Shapiro offer a comedy skit entitled "Bundles of Nonsense." The Thomas Trio will present a comedy gymnastic act which will make a hit. Their comedy is clean and refreshing.

Sister Only Attendant  
At Funeral of Suicide

Funeral services for Mrs. Anna Slaussen, 808 North Sixteenth street, suicide victim last Friday night, were attended yesterday afternoon at Gentlemen's mortuary only by her sister, who refused to give her name. Nothing has been learned concerning the whereabouts of Mrs. Slaussen's husband, who disappeared following the finding of the woman's body. The sister paid the funeral expenses.



Earle Williams as Yale Durant, in "The Master Stroke," opening at the Rialto theater today for the rest of the week, decided his affairs were in such shape that he must needs commit suicide. Instead, he stole \$30,000 to help a friend.

Downtown Program  
Sun—Emma Dunn, in "Old Lady 31."  
Rialto—Earle Williams, in "The Master Stroke."  
Strand—Constance Talmadge, in "The Love Expert."  
Moon—"Burning Daylight," with Mitchell Lewis.  
Orpheum—Eugene O'Brien, in "His Wife's Money."  
Empress—Max Linder, in "The Little Cafe."  
Muse—Alice Brady, in "Red Head."  
Neighborhood Houses.  
Suburban—Tom Mix, in "The Davy Crockett."  
Hamilton—Vivian Rich, in "Would You Forgive?"  
Grand—Doris May and Douglas MacLean in "Mary's Ankle."  
Apollo—"The Cinema Murder," with Marion Davies.

## ADVERTISING

MOTHER!

"California Syrup of Figs"  
Child's Best Laxative



Accept "California" Syrup of Figs only—look for the name California on the package, then you are sure your child is having the best and most harmless physic for the little stomach, liver and bowels. Children love its fruity taste. Full directions on each bottle. You must say "California."

## Tent Colony Permits Will Be Issued at Park Office

Permits to persons who wish to live in the tent colony proposed on acreage about Carter lake will be issued by the city park department, Commissioner Thomas Falconer announced yesterday.

"Eight prospective tent colonists have already sent in applications to establish the movement," Mr. Falconer said.

The city commissioner explained that there soon will be 25 acres available for tent colony purposes. Dan B. Butler, city commissioner

## Identify Recovered Loot As Taken From Milford Store

Recovery of a cache of hardware and firearms and the arrest of two men and a woman at 2015 Leavenworth street yesterday dispelled the fear that honor convicts, working on county roads, have been responsible for the burglary of the Schuck-Mather hardware store at Milford, Neb., May 31.

Part of the recovered loot has been identified as goods from the Milford store, police say. The three persons arrested were Ernest Vanserhoff of Stanley, Wis., Lloyd Mashburne and his wife.

## Much Fireworks for Fourth.

Fireworks costing \$2,000 will be used at the Fontenelle park Fourth of July celebration this year. Members of the association conducting the affair will be assessed \$1 each to defray expenses of the enterprise. A program of sports will be featured during the afternoon. Col. T. W. McCullough will be one of the speakers.

## A Clothing Sale Supreme

# HAYDEN'S

THE CASH STORE



Three  
Days  
Thursday  
Friday  
Saturday  
9 a. m.  
till  
6 p. m.

Three  
Days  
Thursday  
Friday  
Saturday  
9 a. m.  
till  
6 p. m.

## A Really Worthwhile Reduction

on

Over 1,000

# Hart Schaffner & Marx

Men's and Young Men's  
Spring and Summer Suits

That Sell Regularly

At \$60, \$70 and \$80

ONE  
PRICE

44 44

ONE  
PRICE

ALL  
SIZES

No  
Alterations

These suits were all bought for spring and summer, 1920 selling and are all this season's newest and most approved models, patterns, colors and materials—greys, greens, blues, browns, in fact, all the best shades.

Men like our guarantee; they know they'll get their money's worth—if not, they'll get their money back.

In this case you're sure to get more, much more than your money's worth in any selection you may make—and our guarantee goes the same as if sold at regular prices.

# UNION OUTFITTING COMPANY

Sixteenth and Jackson Streets

New York's Smartest Modes in

# Summer Apparel

Sport NEW Charming  
Skirts Waists Dresses

Models that define summer's silhouette and the fashion accepted ideas in decoration are shown in a wide range of fascinating styles. There is VALUE in material, style and tailoring to a very high degree, due to their moderate prices.



Any Coat, 30%  
Silk, Wool or Taffeta Dress Off

If you are in need of a smart, practical coat for cool summer evenings or several dresses for street or vacation wear, this 30% discount brings a saving of many dollars.

## A Skirt

And several becoming waists for a change is almost as good as two dresses.

Some very stunning skirts have just arrived, tailored in Kumsi Kumsa, Fan-Ta-Si, Dew Kist and other smart materials, in plain shades and youthful patterns, at



\$8.95  
up

All NEW 30%  
Millinery Off

Thursday--Regular \$18.50

Boys'  
Suits  
\$13.85

Mothers! These "Super-value" suits are the famous "Strongbilt" and "Right Posture" clothes that appeal to a boy because of their style—that appeal to parents because of their wear.

Boys'  
Shoes

Solve the footwear problem for your boy with a pair of "Every-boy" brand shoes. A new pair if they fail to give satisfactory wear. A pair—

\$3.25  
up



### Use your credit

It's the modern, practical way of clothes buying. Save your ready cash for emergencies.

# BEDDEO

1417 Douglas Street

### Open an account

Your name will find a welcome on our books—no red tape. Investigate.



Thursday  
600 Blouses Worth to \$12.50

The greatest Blouse purchase ever consummated by this organization makes these wonderful values possible. Never in past years have we equaled these offerings.

\$3.95

Blouses in such variety of styles that your every idea can be met.

All the new colors, and both short and long sleeves.

Georgettes—Crepe de Chines—Novelties

Blouses for business, street and dressy wear. Not a Blouse in the entire 600 worth less than \$7.50, and many worth to \$12.50. All go at one price Thursday—\$3.95.