#### **Clothing Store** to Celebrate 37 Years of Service

Innovation by Nebraska Clothing Will Be Distribution of Gold Pieces to

Patrons.

Distribution of \$2.50 and \$5 gold pleces to patrons is the novel way the Nebraska Clothing company will celebrate the 27th anniversary of the store, the week of November 13.

"Thirty-seven years," said John A Swanzon, president, "in the life of the world is a mere drop in the bucket, but in the life of a city like Omaha, which practically has grown up in that length of time, it is some thing to be considered. In those time 37 years the Nebroska Clothing company has grown with the city

Old Days of Barter.

"Many early residents of Cmuha remember the old days of barrer, the days of the buyer beware and they recall the wonderful welcome a perded the Nebraska when it opened its doors and announced its deformination to sell at one price to all-and that price the lowest' Previously to this the public had Bittle confidence in cluthing prices or elothing stopes the amoust in one's purket determined the price asked by

gony changed this. "Then there was no systematic werchandiung in vogue; no scientific purchasing. Intellegent, attentive store service, efficient sales organizations, advertising or window display. The Nebraska pioneered and origi-nated many of the features that make present day shopping a pleasure.

The Nebruska com-

the proprietor.

Rated Among 10 Largest.

A national reputation has grown out of the Nebraska's policies and today it is rated among the 10 larges clothing stores in America from the standpoint of business volume and rate of 'turn over' which enables the company to operate on the closest margin known to retail merchandis

The organization is headed by John A. Swanson and William L. Holzman, treasurer. Both have seen over 10 years of service, having taken over the business from the founders who retired November 14, 1912. The principles of the old firm are being tarried on by the new management and the personnel is actively engaged in the completion of plans for the anniversary week, Monday, November 13 to November 18, the following Baturday.

J. P. Mattern Takes Charge of Radio at Burgess-Nash

J. P. Mattern, local radio operator, recently has taken charge of the radio departmne tat the Burgess-Nash company. Mr. Mattern has been connected with radio work for Amateurs are urged to consult

Mr. Mattern, who will give any help or advice desired. His station is known as 9ASO.

BIG 1-CENT SALE

Sherman & McConnell's Starts Tuesday Morning Read Monday's Papers



that their lives be, extermin-

#### BurnUmUp Rat Slayer

carcass becomes embalmed. thus preventing bad odors. Obtainable at all drug stores. Council Bluffs Remedy Co.,

Council Bluffs, Iowa.



ADVERTISEMENT. This Treatment For You, Costs On ly Twenty Five Cents

Red Cross Liver Pills.

A treatment whose intent and purpose remove the owner and reliave the patient; with its use, many serious operations may be avoided and much expense naved in the treatment of appendiction galf stones, bowel inflammation, howel im

partiess and chrunts constitution. Red Clear Liver Fills, Rattere's navistiand, and he communing polenta from the hady; & drepopals, sick headacts, disciness, dropes, near empelation and chroms diseases of the fiver, attempt and formale.

they always gore reachts. Fut up in watch shaped server top betice, told in Qualta at Sheeman & Mc-Cannott Brug Storer, Seattle Street Co. and other designed for the The combahas the find Crovs Imagens proved on tea-

# UNCLE JONATHAN, DICTATOR Morrow Krum

the first flakes of a belated Februery snow came the low, mournful drone of a deep-throated motor. Mechanics rushed from the hangars as the drone increased into a voluminous roar when the airplane passed overhead and turned to glide down into the fast descending shadows of

The landing of the big ship was perfect. The wheels and the tailskid touched the ground at the same instant and the plane rolled gently to a slop. Jefferson Aldrich, crack are mail pilot, opened the throttle and with a few short bursts from the motor rolled the ship to the headline beside the hangars.

The mechanics clambered up on the wings and commenced unfastening the mail cockpit before Aldrich cut the ignition and stopped the motor. Within five minutes the 500 pounds of first class mail would be racing along the boulevards to the It had been brought from Cleveland in two hours and 40 lingtes, beating the fastest train by

five hours. The whole thing was remarkable, Address thought, as he sat in the pilot's pince. The most modern of the present day breath taking a hieraments of man, the flying of the mail was to Aldrich what growth of their one time fiedgling inventions meant to Edison and Mar-That mind of man! What miracles it has worked! Yet he was glad he was through with the mail service. For he was going one step

beyond the flying of mail. The next time Jefferson Aldrich took an airplane into the air there would be paying passengers riding in the ship and he would be the flying president of his own commercial aviation company. That would be a true accomplishment, better by far than serving on a pilot for the goverement. The thought that he had done his work well increased his He had carried more mail through the air at near the scheduled time than any pilot in the transcontinental service. The records at Washington would prove that. He had even established one or two records for speed. One time he had been forced to fly throughout the entire night when officials desired to demonstrate that the serial postal service could function after the sun had dropped behind the western rim and the blackness of a cloudy night had blotted out the emergency landing fields below. Even this last trip had been made within three minutes of the record for the division, a good performance for the final bit of work with the service. He was smiling when he climbed

from the ship. Privately-in view of his guardian's prosaic characteristics-he hadn't considered his service with the air mail a necessary part of his training for the superintending of the Aldrich Airline. He had been a capable pilot before he became engaged in the flying of postal ships; ie learned all of that in the army and learned it thoroughly. There, too, he had learned about the cost of maintenance, the cost of operations, the haridling of pilots-in short, the general information a man must have if he is to make a

success of an aerial transportation company. He swore a little as he remembered that he had forgotten to ask the superintendent about his pay check, and then boarded the electric car that was to carry him into the city. A man shouldn't forget such things. Of course, he would have

little need for the money now, but t was a matter of principle. The thought turned his mind to his estate. Never before in his life had Jefferson Aldrich been glad his father left the entire estate completely in trust. There had been times-most of them around his 21st birthday-when he had almost hated his parent. Why shouldn't a man be allowed to have his own? he had thought. Why should his sire place \$5,000,000 within his grasp and then by a mere clause in the will tie it up interest and all, until he should become 30 years old? It had seemed

on a honeymoon in an airplans.

The taxicab drew up under the parts-cochers. Well, young man, I suppose you are very happy today," said Jonathon Street as the pair settled down in the huge leather chairs of the old man's den. "I can remem

or my fith birthday. How old I thought I was!" "I am desply impressed with my age," said Aldrich. "An old man I

There was a shirt silence. You feel that you are ready to take over your estate and conduct as your father would have wished?" asked the guardian I do," answered Aldrick storely.

"I not supe I will not waste a "I hope sot," said fitzest. "Of course you know that I have never placed much muldeness by your Conners ability. You know I have never been in favor of this flying fundaharen A good sports & supprop. and entitude a necessary part of a war for of no communical value, and I am sum you will agree

"Blat, now that you are 20 and

that you are through with flying mind upon more rational affaire." Aldrich smiled.

Well, sir, I cannot quite say that I will," he said cautiously, have studied aviation thoroughly

"Yes, I know," said the guardian impatiently. "But now that you have to take care of a fortune that is greater than any man should really have you will, of course, give it up."

A frown wrinkled the old man's forehead. He had been dusting the ashes from his cigar when Aldrich made his statement and his arm was haited, extended over the ash He was waiting for a reply "Bir, I had planned to put some

of the money into the formation and operation of an aerial transportation system," the young man said deliberately.

"I plan to organize, finance and perate a company for the rapid cansnoftation of passenger and

Street rose. He walked to the enter of the room "You are determined?" 'I have been, sit," answered Al-

There was but slight hesitation the part of the huardian. "Then, sir, I shall be forced to sform you that I cannot turn the

money over to you," he said. "What-why-what do you

"I mean that the will states in very direct and simple English that I am to turn the estate over to you your 30th birthday, providing I think you are capable of taking the proper care of such a fortune. I do not consider your plans favorably. I do not believe you can be trusted with the money at this time. Therfore I shall be forced to keep it until you have settled your mind upon some sane program. When you do, call at my

He walked from the room. The interview had ended. "So that's the situation, Helen,

and I don't know how I can alter it a bit," said Aldich. He was slumped down in the huge divan in the girl's "But he'll have to change his

mind-he just must," she said. Aldrich looked at the girl beside him. The pucker between his brows disappeared.

"Helen, dear, you are very beautiful tonight," he said. "Let's forget this other thing if we can. my birthday, you know. Let's play." 'Jeff, didn't you bring a book full of figures one night?" she asked. "Didn't you show me in black and white what the cost of operation of

an airplane company would be?" \* "Well, sweetheart, if I am not mistaken those figures might help to change Mr. Street's mind," she said. "I remember that you told me the cost was unusually low; that much lower than the popular belief. Take them to him. Show him the figures.'

"I don't believe he would listen," said Aldrich. "How do you know? Take them and talk business. Don't let him put you off. Tell yourself that you have something tangible and then tell him. Talk to him as you-well, as you talked to me one night about

a year ago. Well, I'll try," Aldich said. "I don't believe it will do much good. but you can be sure that I will try." 'Here's to the Aldrich Airline-

and us. Jeff, dear." Jefferson was not particularly elated as he gave his card to the telephone operator in Jonathan Street's law office. Despite the optimism of his sweetheart, he felt that his call would only result in widening the breach between himself and his guardian. The old man, long recognized as a power in the city, was as easy to sway as the

Jonathan Street had started out in the business world when he was

estly sought by the newspapers. His name was a valuable addition to a banquet program. His picture was printed and reprinted in weekly and

othly magathes. Jorosthan Street was power. His final establishment on the city's roll of hence was probably due more than anything to a secret rafty desire for personal publicity. As a young reporter he had recognized the value of his having his name housed to the bendlines of public prints. As he continued his steady climb to success lie had nevor failed to seize an opposignite that would result to the came of Junathan Street, attorney, appear ing in a newspaper. A reporter never cooled his beels in the waiting room of Street's office. No person bearing the identification card of a newspaper was ever teld that Junathan Street had nothin gio say. He always said something and he niways enil it in a may that sent with the fening that he had gained

all amount and inforcement Street guarled this passen for publicate unrafulty. No newspaper permitted to believe that Jonathan Street was anxious to have an interview printed. He never called on a newspaper. He never made an obvious move for publicity. In fact, he managed to place his name in the public prints with such adroit-

I-why, my God. Yes, certainly. believed he disliked the advertising. Trank you-good-bye." Though he never refused to see a reporter, though he never demurred at giving an interview, the old man switchcoard operator entered. had never permitted the impression that he was a publicity seeker to go 'Have you any telegrams for me

Aldrich, thinking this over while he waited to be admitted, became more and more pessimistic. He was, he thought, perhaps the only man who knew of Street's hidden desire for publicity. Too, he knew full well of the man's hatred for extragance in financial matters, of the inborn desire to pile up dollar after dollar. The visit would result in no good . Of that Aldrich was sure.

ness that his own wife and family

His meditations were interrupted by a gentle buzzing at the telephone switchboard. The operator answered. She turned to the young

'You may go in," she said. The old gentleman was fumbling in the drawer of his mahogany desic when Aldrich entered. "Sit down, young man," Stree

prised. He smiled in return. "I was fast looking for an old the lawyer said. "Can't seem to find it. Must have taken home. Have you a cigar?" Aldrich threw a good cigar on the

said with a smile. Aldrich was sur-

Well, you have come to tell me that you have changed your mind about the aviation company, I presume," said Street as he struck

"If you insist I will say yes," answered the pilot. "But won't you let me show you some figures?" "What figures?" Street expelled great clouds of smoke from his

lungs. The cigar was mellowing the "I want to show you that my plan is not as wild as it sounds-I want to show you that money can be made by such a company as I

"I tell you it is no use, I am con vinced. You are 10 years ahead of time, perhaps 20."

But sir. you would listen to a bond salesman if he came in here. You would hear the argument of any reimble person who wanted to show you to make some money. ! at least have a right to be heard. It won't take long."

The lawyer knocked the drawer of his desk closed with his foot. 'Well, go ahead-make it short." Aldrich put a picture of a gigantic De Haviland monoplane on the

big man's desk. What kind of a man-killer is this?" inquired Street. That is a 10-passenger airplane. It carries 11 persons, 10 passengers and a pilot. It has an average

speed of 100 miles an hour. The actual cost of operation of that air plan has been proven to be 8 cents mile per passenger. That airplane-the one in the picture, I mean-has flown more than 10,000 miles. It has never been in an ac that ship. It has been in service only two months. It will fly 200,-660 miles before it goes to a junk pile. The figures I have just given are based upon the actual tests, on actual flights extending over 10,-900 miles. And each one of thost

miles was flown at the speed of 190 miles an hour. "With that ship you could leave Chicago at noon and be in New York before 9 o'clock the same day. It will make the trip 99 days out of 100. It will keep as near a schedule as the Twentieth Century limited. All flying is safe. My

own record of more than 4,000 hours in the air proves that. "Now the distance between Chicago and New York is a little more than 750 miles when you fly. The actual cost per passenger of that trip would be about \$60. Now, sir,

don't wonder that you are enthus! one in the world because you have been flying a long time. You can't

But I can and I do. I have been flying since 1817 and I have flown zero than 4,000 hours."

The old man smiled "You know that one little slip of something on your machine will send you to your death."

There are no little slips on the conclainer that I fly. I am careful." A soreastle grin spread over the "I inspect my machine durunghis before I leave the ground and I fly excefully. I take ca chances. I would rather fly tion rate along crowded boulevards IN & BOTTO BALL

The optimize of youth," Breed remarked. "You'll sever get my feet off the ground, my boy "One fittle ride would convince on, sir- con little trip. You would station it the hear speet you ever

had for the first hour and then it would become as uninteresting it. THE ARE VERY MADE BOTH BURNEY OF MAIN can't charge not much. Street and

A sharp clatter of the telephone

ter. "Say, Bert, does that promise bell interrupted the conversation. Street picked up the instrument. old crate is there now wheel it out on the line and fill it with gas, old "Hello-yes, this is Street-ah, how are you? What? No. Can't boy. I'll be there in 25 minutes and be true. I haven't heard a word about it. Why, I can't believe it.

Street slammed the received upon the hook. He pressed a buzzer. The

Miss Gary?" the attorney barked. "Yes, wir, here is one that just came," ahe said, handing him the massage. The attorney tore open the er

elope. He gasped.
"Read that," he ordered, tossing

the paper to Aldrich. The pilot picked up the message. "Mrs. Street dangerously ill Come immediately. May not survive 24 hours," read the message.

It was signed "Dr. Michaels." The men glanced at the clock. It was 12:42 p. m. "No use-Century leaves in three minutes," sighed Street. "Get a cab-no, your clock is

slow. The train has already gone. said Aldrich, glancing at his watch The old man slammed his desk "Who called you?" asked Aldrich. "Phillips of the Echo-asked me

if I had heard about Mrs. Street. The telephone rang again. 'Hello-yes-just \* heard-didn't know in time-yes, I'll do thatgood idea, Phillips-thanks."

Street rang for his secretary. 'John, get the general passenge ugent of the New York Cefitral quick," he ordered. "Tell him I want a special to overtake the Cen-

tury." The man stepped quickly from the room. Street and the pilot remained affect until the secretary returned "Have him on the wire," the young man stated. "Says he can't catch the Century. Says he can give you a special clear through Said it would cost \$2,500. Leave here at 2 p. m. and get you in New York at noon tomorrow.

"Twenty-five hundred - that's murder. Tell him I'll let him know in 10 minutes." Street glanced at Aldrich

"Certainly it is too much," said the younger man. "But you must make the trip." "I suppose so The telephone rang again,

"Yes--thank you, Dwyer-yes, I am hiring a special." The attorney turned again to Aldrich. "That was the News," he "Catherine must be very sick." He pressed the buzzer again.

'John-tell them to get that train

Aldrich rose in his chair. "Now just a minute-just a min-Street and the secretary turned to

the pilot "Now, John, if that is your name, don't move." "Young man, I give the orders in this office. John, make that telephone call."

The secretary turned to go. Aldrich caught him and pushed him down into a chair. "Sit there until I tell you to The old attorney jumped to his

"You sit down, too-sit down, I say," roared Aldrich. "Don't talk

back to me." The young man towered above the attorney. He grabbed his guardian firmly and pushed him down into the chair. Street felt the viselike grip of his ward's hands. He sat down. It was one thing to issue orders to his corps of assistants, but the business of refusing to obey a young lion who had suddenly gone

mad was quite a different matter, Aldrich, seeing them seated, picked up the telephone. Within two minutes he had completed the con-

nection he desired. "Hello-that you, Bert-this is

# Jeff," he barked into the transmit-

when your back is seen and lame, or undergo, printing, of thrumation has you stiffened up, don't suffer! that a amuli trial bodds of old boomst \$4 formba this at any dripp attern, posts a little in your band, and rub it right on your aching back; and by the time you count fifty the sociorum and

Don't stay ougged! This morthise. penetrating oil avails to be used only once. It takes the min right out and

I don't house in any think on the local or discounting

RADIO

lips for Amateur

The following tips from experiennest out of your receiving set: applies to both outdoor and Indoor

door loop or frame aerial. ates all substances, excepting possibly iron and steel, as easily as it does

orney, he said, "Come on-get that coat on-we haven't a minute to throw your switch and disconnect our set from the antenna circuit. "Hut, see here, young man, who His shouts were muffled as Ald-

office buildings giving way to houses -outskirts of the city-airplanes The sparsely settled portion of standing in line-dirty mechanics Aldrich motioned to a mechanic and together they lifted the man

short circuits. Use the same kind of wire for stringing up your insulators that you use for the antenna itself. Rope will stretch and shrink with the changes of weather and will cause the an tenna to sag and tighten up. This strain may cause the wires or the

tle for the taxi down the field and the turn into the wind. Then came a deafening roar as Aldrich opened the throttle wide and the ship's tail rose under the blast from the propeller. It moved faster and faster, then left the ground. The wind was on the tail of the

ship, pushing it eastward fifteen miles an hour faster than its usual Seven hours later the bumping of the wheels on the Long island landing field aroused Jonathon Street from the deep sleep that had come over him when the ship passed above Cleveland. The plane

still go? Atta boy, Bert. If that

I'm your friend for life. O. say.

"Now don't say another word to me, Mr. Street. I can waste no

time talking to you-you're old-

Aldrich walked to the mahogany

"Now, John, you call every news-

paper in town and tell them Uncle

lonathan is flying to New York to

rdered Aldrich. Turning to the at-

rich lifted him from the floor. In

two minutes they were on the street

selow and Aldrich was storning a

Events followed in swift succes-

Careening taxicab-business and

rushing about-a roar from a mul-

"Come on, Uncle Jonathen, this is

our ship-you ride up there in front

into the mail compartment of the

He was adjusting his belinet and

There was a shrill scream from the man tied fast in the front cock

pit as Aldrich jumped into his seat.

It was drowned by the roar of the

motor as the pilot opened the throt

Tie him in, Al," shouted Aldrich.

nicylindered motor. Then-

blg airplane.

see his wife, who is dangerously ill."

you think---

ocker and took his guardian's over-

cout from a book. He tossed it on

Hert-I'll have a passenger, too."

"What!" roared Street.

rolled to a stop beside the hangars. "Wake up-we're on the ground again-wake up," shouted Aldrich mechanic unfastened the old man's life belt. He rose to his feet. "Why, it's dark-where are we?"

he asked. "On Long island." "What time is it?"

"A few minutes past eight." Well, I'll be damned." The pilot's uncle fell back into the When he stood up again he had a sheet of paper in his hand. "There, my boy, I've just written a release for your money," he said. A smile spread over his face. "I guess you're right after all." He handed the slip to Aldrich.

"Thank you, sir." The old man started to climb from the ship. Then he turned to Aldrich.

"Er-you might wait until I find out about Catherine," he said. "1 think I'll be your first paying passenger. Fly back, you know."

Receiving Sets

ced radio men will help you get the best advantage is one that each fan Never try to share your aerial with by simply varying his dials until he another fellow. It will not work. This discovers the selective spots.

connect one set while the other is in dials, but if you try to make exactly

Don't expect too much of your in- set it may not work. Ether, upon which electro magnetic waves are said to travel, perme-

If you want to shut out reception,

#### Sparks

The most complete Radio system in South America will be that of Brazil, according to American Charge d'Affaires Crochy at Rio de Janeiro.

northern Canada is to be linked to the cities and towns of southern Canada by a broadcasting station to be installed by the Manitobs government. Condensor knobs and dials should always be turned slowly and, under no conditions should they be twirled. Careless manipulation of the knobs may cause the movable plates to hit against the stops at either end of the scale and result in bent plates or even

## AND LOOK YOUNG TRY THE WILLIAMS TREATMENT 85 Cent Bottle (32 Doses)

derful effect. By asking at any drug store for 'Wyeth's Sage and Sulphur Compound,' you will get a large bottle of this old-time recipe, improved the of this old-time recipe, improved the control of th

it darkens so naturally and evenly that nobody can tell it has been ap plied-it's so easy to use, too. You simply fampen a comb or soft brush and draw if through your hair, taking ne strand at a time. By morning the gray hair disappears; after another application or two, it is restored to its natural color and looks glossy

ty. In this oscillating it throws off a small amount of energy which leaks through the receiving set into the

These signals, thrown off by the serial, will be heard by those nearby who may be tuning in to the same

wave length. This is a great source of annoyance and it requires skill in tuning to avoid

The problem of tuning in to the will have to work out for himself-

You may see a set receiving very satisfactorily at a friend's home or in If you have to share the serial, dis- a store and note the positions of its the same arrangement on your own

It all depends on the location of the receiving station, the height and length of the aerial, the length of the lead in and the size of the wire used. No rules can be laid down for tun-

According to scientists, life of some kind exists in all objects, even in a We speak of the detector tube as stone or iron. It is known that metweillating when it is so regulated to als are sensitive not only to heat receive signals at maximum audibili. and cold, but also to narcotics and

### **Enrich the Diet**

When the diet is deficient in health-building vitamines, children and adults suffer in body and strength.

## Scott's Emulsion

of pure cod-liver oil abounds in health-building vitamines. If the body is run down in vitality, add the pure vitamine-richness of Scott's Emulsion to the diet. It builds up health. Scott & Bowne, Bloomfield, N.J. 22-27

ADVERTISEMENT.

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Grandmother kept her hair beautifully darkened, glossy and attractive with a brew of Sage Tea and Sulphur. Whenever her hair took on that dull faded or strenked appearance, this simple mixture was applied with wonderful effect. By asking at any drug sive.

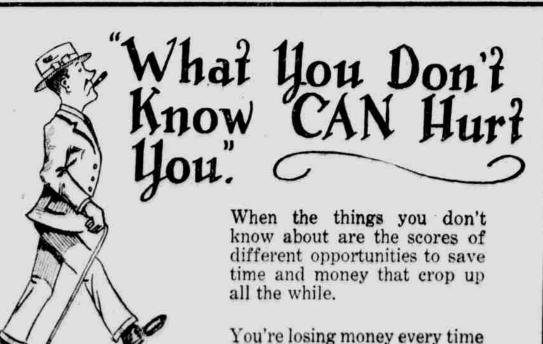
by the addition of other ingredients, all ready to use, at very little cost. This simple mixture can be depended upon to restore natural color and beauty to the hair.

A well-known downtown druggist says everybody uses Wyeth's Sage and Sulphur Compound now because it darkens so naturally and everyly to the same person, address, or family.

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Sherman & McConnell's

Starts Tuesday Morning Read Monday's Papers



soft and Leautiful.

You're losing time whenever you worry and hunt around for some bargain you could have found immediately.

for less.

you spend your money on some-

thing you could have bought

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The Omaha Morning Bee\_ THE EVENING BEE

