

# 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 pieces to patrons is the novel way the Nebraska Clothing company will celebrate the 37th anniversary of the store, the week of November 13.

"Thirty-seven years," said John A. Swanson, 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 something to be considered. In those same 37 years the Nebraska Clothing company has grown with the city."

Old Days of Harter. "Many early residents of Omaha remember the old days of Harter, the days of the 'butter business' and the wonderful welcome extended the Nebraska when it opened its doors and announced its determination to sell at 'one price to all' and at that price the lowest."

"Previously to this the public had little confidence in clothing stores or clothing stores—their names in Omaha were advertising or window display. The Nebraska pioneered and originated many of the features that make present day shopping a pleasure."

Rated Among 10 Largest. "A national reputation has grown out of the Nebraska's policies and today it is rated among the 10 largest 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 merchandising."

The organization is headed by John A. Swanson and William L. Holman, treasurer. Both have seen over 10 years of service, having taken over the business from the founders who retired November 14, 1912.


The principals of the old firm are being carried 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 Saturday.

J. P. Mattern Takes Charge of Radio at Burgess-Nash. J. P. Mattern, local radio operator, recently has taken charge of the radio department at the Burgess-Nash company. Mr. Mattern has been connected with radio work for some time.

**BIG 1-CENT SALE**  
at  
**Sherman & McConnell's**  
Starts Tuesday Morning  
Read Monday's Papers

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**Rats and Mice**  
Are unwelcome intruders. The worst animal pest known. A menace to good health.



It is of vital importance that their lives be exterminated before inhabitation for the winter.

**BurnUmUp**  
**Rat Slayer**  
Is a wonderful accomplishment. Positive in action. Simple to administer. The carcass becomes emulsified, thus preventing bad odors. Obtainable at all drug stores.


Copell Bluffs Remedy Co.,  
Connell Bluffs, Iowa.

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**BurnUmUp**

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**Piano Tuning**



**PIANOS**  
TUNED AND REPAIRED  
All work guaranteed  
A. HOSPE CO.  
1513 Douglas St. Tel. Doug. 5358

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**ADVERTISEMENT**  
**This Treatment For You, Costs Only Twenty Five Cents**  
Red Cross Liver Pills.

A treatment whose effect and purpose is to remove the excess and rid the system with its excess, these pills are made and work especially saved in the treatment of appendicitis, gall stones, bowel inflammation, bowel irritations and chronic constipation.

Red Cross Liver Pills, nature's secret, act by removing poisons from the body, & destroying, not building, down excess drops, poor circulation and chronic diseases of the liver, stomach and bowels they always give results.

Put up in washable cases for the doctor, sold in Omaha at Sherman & McConnell Drug Store, Des Moines, Iowa, and other druggists for 25c. The price for the Red Cross Liver Pills is 25c.

# UNCLE JONATHAN, DICTATOR

By Morrow Krum

Down the east wind along with the first flakes of a belated February snow came the low, mournful drone of a deep-throated motor. Mechanics rushed from the hangars as the door increased into a voluminous roar when the airplane passed overhead and turned to glide down into the fast descending shadows of the early twilight.

The landing of the big ship was perfect. The wheels and the tail-skid touched the ground at the same instant and the plane rolled gently to a stop. Jefferson Aldrich, crack air pilot, opened the throttle and with a few short bursts from the motor drove 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 big mail carrier was being rolled to the postoffice. It had been brought from Cleveland in two hours and 40 minutes, beating the fastest train by five hours.

The whole thing was remarkable, Aldrich thought, as he sat in the pilot's place. The most modern of the present day breath-taking achievements of man, the flying of the mail was to Aldrich what the growth of their one-time primitive and unscientific methods of transportation was to the pioneer. 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 a record or two for speed in the flying of postal ships.

Privately in view of his guard-dog characteristics—he didn't consider 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. He learned all that in the army and learned it thoroughly. There, too, he had learned about the cost of maintenance, the cost of operations, the handling 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 who's forgotten such things, of course, he would have had need for the money now, but it 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 a trust—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 \$500,000 within his grasp and then by a mere clause in the will tie it up, interest and all, until he should become 21 years old? It had seemed unreasonable to the 21-year-old youth.

Street was anxious to have an interview printed. He never made an obvious move for publicity. In fact, he managed to place his name in the public prints with such adroitness that his own wife and family believed he disliked the advertising. Though he never refused to see a reporter, though he never demurred when a newspaperman asked him to have permitted the impression that he was a publicity seeker to go abroad.

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 extravagance 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.

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

"You may go in," she said. "The old gentleman was fumbling in the drawer of his mahogany desk when Aldrich entered."

"Sit down, young man," Street said with a smile. Aldrich was surprised. He smiled in return.

"I was just looking for an old pipe," the lawyer said. "Must have taken it home. Aldrich entered a cigar."

"I mean that the will states in very direct and simple English that I am to turn the estate over to you on 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. Therefore I shall be forced to keep it until you have settled your mind upon some sane program. When you do, call at my office."

A sharp clatter of the telephone interrupted the conversation. Street picked up the instrument.

"Hello—yes, this is Street—ah, how are you? What? No. Can't be true. I haven't heard a word about it. Why, I can't believe it. I—why, my God, yes, certainly. Thank you—good bye."

"The attorney tore open the envelope. He gasped.

"Read that," he ordered, tossing the paper to Aldrich. The pilot picked up the message.

"Mrs. Street dangerously ill. Come immediately. Do not arrive late," read the message. It was signed "Dr. Michaels."

The man glanced at the clock. It was 12:42 p. m.

"No use—Century leaves in three minutes," sighed Street.

**RADIO**

**Tips for Amateur Receiving Sets**

The following tips from experienced radio men will help you get the most out of your receiving set:

Never try to share your aerial with another fellow. It will not work. This applies to both outdoor and indoor antennas.

If you have to share the aerial, disconnect one set while the other is in use.

Don't expect too much of your indoor loop or frame aerial.

Either upon which electromagnetic waves are said to travel, permeates all substances, except possibly iron and steel, as easily as it does air.

If you want to shut out reception, throw your switch and disconnect your set from the antenna circuit.

We speak of the detector tube as oscillating when it is so regulated to receive signals at maximum antinuity.

According to scientists, life of some kind exists in all objects, even in a stone or iron. It is known that metals are sensitive not only to heat and cold, but also to narcotics and stimulants.

**Enrich the Diet**

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

**Scott's Emulsion**

of pure cod-liver oil abounds in health-building vitamins. If the body is run down in vitality, add the pure vitamin-richness of Scott's Emulsion to the diet. It builds up health.

Scott & Bowne, Bloomfield, N. J. 22-7

**URIC ACID?**

TRY THE WILLIAMS TREATMENT 85 Cent Bottle (32 Doses) FREE

Just because you start the day worried and tired, stiff legs and aching muscles, an aching head, burning and bearing down pains in the back—worn out before the day begins—do not think you have to stay in that condition.

Be strong, well, with no stiff joints, sore muscles, rheumatic pains, aching back or kidney trouble caused by body made acids. If you suffer from bladder weakness, with burning, scalding pains, or if you are in and out of bed half a dozen times a night, you will appreciate the rest, comfort and strength this treatment should give.

We want to prove the Williams Treatment gets results in Rheumatism, Kidney Irritation, Bladder weakness and all ailments caused by excessive uric acid, no matter how chronic or stubborn.

If you send this notice with your name and address we will give you an 85 cent bottle (32 doses) free. Please send 10 cents to help pay postage, packing, etc., to Dr. J. C. Williams Co., Dept. T-2448, P. O. Building, East Hampton, Conn. Send at once and we will mail you by parcel post one regular 85 cent bottle all charges prepaid. Only one free bottle will be sent to the same person, address, or family.

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Street and the secretary turned to the pilot.

"Now, John, if that is your name, don't move," Street said.

"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.


"You sit down, too—sit down, I say," roared Aldrich. "Don't talk back to me."

"The young man towered above the attorney 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 connection he desired.

"Hello—that you, Bert—is this Jeff?" he barked into the transmitter.

**"What You Don't Know CAN Hurt You."**



When the things you don't know about are the scores of different opportunities to save time and money that crop up all the while.

You're losing money every time you spend your money on something you could have bought for less.

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

The only way—and it's a mighty simple and easy one—to avoid these losses is to keep an eye on the daily opportunity news in the "Want" Ad section of The Omaha Bee.

You can't afford to miss this chance to keep in touch with the surprising advantageous offers in household goods, clothing, good things to eat, real estate and the other big interests of everyday life that appear in The Omaha Bee "Want" Ad section.

Read Omaha Bee "Want" Ads Regularly

**The Omaha Morning Bee—THE EVENING BEE**

**SAYS RED PEPPER HEAT STOPS PAIN IN FEW MINUTES**

Rheumatism, lumbago, neuritis, backache, stiff neck, sore muscles, strain, sprains, aching joints. When you are suffering so you can hardly get around, just try Red Pepper Rub.

Nothing has such concentrated, penetrating heat as red peppers, and when heat penetrates right down into pain and congestion relief comes at once.

Just as soon as you apply Red Pepper Rub you feel the tingling heat. In three minutes the sore spot is warmed through and through and the torture is gone.

Rowles Red Pepper Rub, made from red peppers, costs little at any drug store. Get a jar at once. Be sure to get the genuine, with the name Rowles on every package.

**OUCH! BACKACHE! RUB LUMBAGO OR STIFFNESS AWAY**

Just as soon as you apply Red Pepper Rub you feel the tingling heat. In three minutes the sore spot is warmed through and through and the torture is gone.

Rowles Red Pepper Rub, made from red peppers, costs little at any drug store. Get a jar at once. Be sure to get the genuine, with the name Rowles on every package.