

### Doctor Explains How Human Body Resists Disease

#### Brain, Spoken of as Human Dynamo, and Spinal Cord as the Cable.

By Dr. FELIX W. BEYER.  
Chiropactic proves that man is a philosophical completeness. Predisposition to a disease is lowered vitality. A deficiency of natural resistance. Because of structural interference with a supply of vital impulses, all worthy authorities agree that the individual vitality determines to a great extent the chance of escaping a contagious disease. That being true, we must unite the physical with the mental. From mental originates power. This force must be transferred from the brain and sent to all organs and parts of the body. As long as they receive this power, they will retain their normal resistance.

Chiropactic speaks of the brain in terms of the human dynamo. A spinal cord as cable, and the nerves coming from the spinal cord the wires of transmission from all parts of the body to the educated brain or human dynamo, that sends out resistance or power of reconstruction. Speaking of a sick person getting well, it is always said that it depends upon their strength. This can only be defined that one must depend upon the fighting blood that nature gave them. This statement alone would give us ample room for thought, inasmuch as it is used by all of the sciences. If this is true, then the strength to get well lies in the body itself.

Creation is always perfect. Then if there are no subluxations (small bones of the spine out of position) which produce pressure on the nerves and thereby interfere with their carrying capacity and their paths remain unobstructed so that there is uninterrupted correspondence between brain cells the place where mentality resides and performs its work of transformation to tissue cell, we have health. Chiropactic is concerned about the transmission of the created force and it is its duty to work to see to it that the path is unobstructed. No one can improve the work of Innate as pertaining to creation, but by adjusting the subluxation it is possible for Innate to more perfectly express herself in the body. By so doing, we have a natural resistance and construction, and therefore health.

### Omaha Musicians Honor Roentgen

#### Minneapolis Orchestra Leader Predicts Successful Season for Symphony Here.

Ernest Roentgen, assistant conductor of Minneapolis Symphony orchestra and guest conductor of the new Omaha Symphony orchestra, has been made an honorary member of the Omaha Musicians' association. Mr. Roentgen left Saturday night for Minneapolis after spending 19 days in Omaha in rehearsal with the orchestra. Group and ensemble rehearsals were held during the last week. "There was a very noticeable improvement in the orchestra since last May," said the director. "I attribute it to the confidence of the men in the orchestra. There are 64 musicians in the orchestra this year and it is unusual to find so many fine ones in Omaha. In Minneapolis we had to import musicians to complete our orchestra."

The three concerts to be given this winter under the auspices of the business and professional women's division of the Chamber of Commerce are sure to be a tremendous success, according to Mr. Roentgen. "Ernest Nordin, the assistant conductor, had put the orchestra through an excellent preparation before I came this year," he said. "The first concert will include difficult selections that have never been heard in Omaha, such as the New World Symphony, by Dvorak. The program of the first concert will also include 'Afternoon of a Faun,' a modern tone picture; 'Tannhauser overture' and the Edmont overture."

### STORE RETURNS CAUSE HUGE LOSS

Millions of dollars worth of merchandise purchased each year in retail stores is returned. The unnecessary handling and rehandling caused by returns involve an enormous sum of money, uselessly spent. The Associated Retailers of Omaha are urging the public to give more thought to the waste of time and money they innocently cause. "Goods should be returned if found defective or not represented, but many persons make too hasty selections, or let their inclination get the better of their judgment," states a bulletin issued by the retailers. The return of merchandise is an expensive abuse, since the transaction must pass twice through the hands of the receiving clerk, the wrapper, the delivery clerk, the sales check sorter, the auditor, the marker, the biller, the driver, the floor supervisor and the credit manager. In addition, the store may have lost the opportunity to sell the goods to someone else.

#### Moose Juniors Organize.

The Junior Order of Moose will be organized Sunday afternoon at 2:30 at a meeting of Omaha boys at the Moose headquarters in the Crouse block. An invitation is extended to all Omaha boys between the ages of 16 and 21.

A. L. Payne is organizing the junior division and has been appointed its governor by the Moose lodge.

#### PRESIDENT COOLIDGE SAYS.

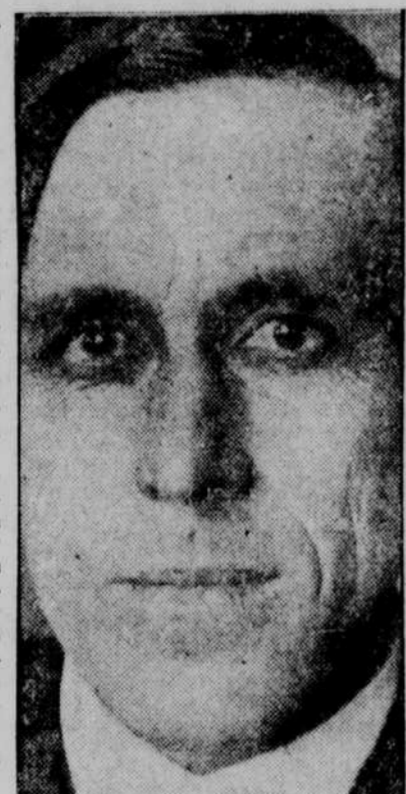
I do not favor a corporation Government, a bank Government, a farm Government or a labor Government. I am for a common-sense Government by all the people according to the American Constitution.

### "General Store" in Town of 1,300 Does Business of \$300,000 a Year; Secret? Service and Advertising

#### Cozad Merchant's Feat of Enterprise Equaled by Two in Whole World.

Fred W. Anderson worked on the farm until he was 23. He had saved \$800 out of his earnings of from \$20 to \$25 a month, and his ambitions knew no bounds. He decided to be a business man, but instead of migrating to one of the great cities he drove a team of horses six miles over the prairie to the nearest town, Cozad, in Dawson county. That was in 1906.

Today Anderson is head of a department store which does an annual business of \$300,000. It must be remembered that Cozad has only 1,300 inhabitants, and Anderson's record is scarcely paralleled anywhere. It is said that two, or possibly three, stores in towns of Cozad's size have an equal volume of trade annually, and that only one of these exceeds the figure. These comparisons include the entire world.



Fred W. Anderson

The young farmer's first job in Cozad, in the store of a local merchant, paid him \$25 a month, and he had to "board" himself. He arose at 5 o'clock every morning, built the fire, swept out the store, and worked until 9 p. m. He kept this up for a year and a half and then felt he had had fundamental training necessary for striking out on his own. He borrowed \$2,200 from a local banker, added his \$800 savings, and rented a store room 25 by 40 feet.

#### Store is Community Center.

Anderson is a firm believer in advertising and in giving service. His store, from the start, has been a community center. He outgrew his earlier quarters, moved into larger ones, and in 1917 constructed his first building, 25 by 140 feet, in the central business district. Two years later he built a similar building adjoining the first one, and devoted the space exclusively to men's clothing. There was a space at the rear of the store on which he constructed a third building, which is used for his notion department. In all, his store occupies 37,000 square feet of floor space, has seven departments, with a manager for each, and has 40 feet of window for display purposes.

Anderson was in Omaha Wednesday on his way home from Des Moines, where he addressed the Iowa Dry Goods and Apparel association. A reporter for The Omaha Bee asked him a question that doubtless has been asked him many times in the past.

"How did you do it?"

"Service," was his reply, "and that means everything. It includes advertising, community spirit, helpfulness, honesty. I believe in advertising; it is so powerful it can change my breakfast; it can change my shave; it can change my automobile; it can change my place of living. I tell business men to advertise their churches, their chauntaus, their chambers of commerce and fair associations, or any and all things that go to build their country and city."

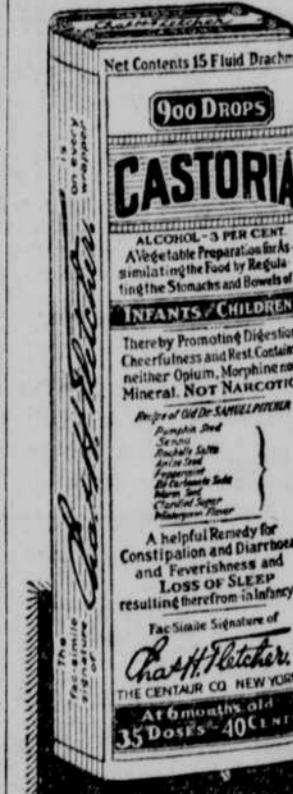
"I tell fellow merchants, I say: 'Take a leading part in all local and community affairs. Write your advertisements as if you were talking to your people. Do not knock other merchants or business men, but boost them.'"

The interview took place at the Omaha Chamber of Commerce, and Anderson took occasion to say that Cozad also had a live chamber, with an active membership of 75. The merchants of the town give free movies for the public, support a twilight baseball league of seven teams.

Has Never Borrowed.

After his initial start, Anderson has never had to borrow a dollar to carry on his business. In addition to advertising in the newspapers—he uses a full page in every issue of the semi-weekly local paper—he has a mailing list of several thousand customers who are kept informed regularly.

Church and civic affairs, such as sales, dinners and the like, are advertised in his full page without cost. If the women of a church wish to raise funds by selling cakes or pies or pastries, he gives them free space.



### Children Cry for FLETCHER'S CASTORIA

MOTHER! Fletcher's Castoria is a pleasant, harmless substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, prepared for Infants in arms and Children all ages.

It has been in use for more than 30 years to safely relieve Constipation Wind Colic To Sweeten Stomach Flatulence Diarrhea Regulate Bowels Aids in the assimilation of Food, promoting Cheerfulness, Rest and Natural Sleep without Opiates

To avoid imitations always look for the signature of Dr. J. C. Fletcher. Proven directions on each package. Physicians everywhere recommend it.

### 1,200 to Attend Bankers' Meeting Here This Week

#### Nationally Known Speakers to Address Nebraska State Association Convention.

Several prominent speakers have been secured to address the annual convention of the Nebraska Bankers' association at Hotel Fontenelle next Wednesday and Thursday.

Among those on the program will be Charles Cason of New York, vice president of the Chemical National bank; W. F. Gephart, vice president of the First National bank of St. Louis; W. H. Brokaw, director extension bureau, State College of Agriculture, Lincoln; Dan E. Stephens, president of the Fremont State bank; Van E. Peterson, secretary Guaranty World theater, and Thursday.

At the present time Minnesota, California and other states have amendments pending which will permit them to take advantage of the provisions of the McNary-Clark law. It was pointed out that Nebraska, in order to be the beneficiary of this federal aid, must adopt the measure rejected at the last two sessions of the legislature. This bill, it was said, would be introduced again next winter, and will call for the creation of a state forestry department.

The Federation of Women's Clubs, which has just closed its session at Grand Island, adopted resolutions supporting the proposed measure, as did the Isaac Walton league, which has branches in 23 counties.

On both Wednesday and Thursday evenings there will be theater and dancing parties. On Wednesday night the bankers and their families will go to the Orpheum theater. Dancing at the hotel will follow. On Thursday night they will go to the Wood theater, attending a dance later. Edwin Kahn's orchestra has been engaged for the dancing parties.

It is expected that 1,200 persons will be in Omaha for the convention.

### Sorenson Sued by Dan Butler

#### Progressive Candidate for Governor Asks for \$25,000 Damages.

Lincoln, Oct. 18.—C. A. Sorenson, attorney of this city, is made defendant in a suit for \$25,000 brought by Dan E. Butler, progressive candidate for governor. The action is based on the alleged statement by Sorenson that Butler is the "candidate of the worst element in Omaha," and is represented by "Ed Moriarty," attorney for Omaha's underworld.

In his recent difficulties in connection with the filing of his name with the secretary of state, Mr. Butler was represented by Attorney John F. Moriarty, assistant city attorney of Omaha, who is now taking a keen interest in the Butler campaign. Mr. Butler stated that the "Ed Moriarty" referred to by Sorenson is probably meant for John F. Moriarty. One of Omaha's pioneer lawyers is Ed F. Moriarty.

In his action against Sorenson, Butler charges slander.

### McCullough Is Chosen State Forestry Head

#### Federal Agent Tells Steps Necessary to Obtain Government Aid.

T. W. McCullough of Omaha, was re-elected president of the Nebraska Forestry association Saturday at the annual meeting of the organization held at the Chamber of Commerce.

The following officers also were chosen: Mrs. J. H. Corrick, Pallade, vice president, and Woodruff Ball, Valentine, and Jay Higgins, Halsey, executive committee. The executive committee will appoint a secretary.

W. J. Johnson of Denver, assistant federal forest supervisor of the district in which Nebraska belongs, explained the workings of the McNary-Clark bill, passed at the last session of congress. Under the provisions of the new law, federal financial aid will be given for the planting of windbreaks, woodlots, and trees for general purposes, provided the states make appropriations also. Uncle Sam will give to each state a sum equal to the amount appropriated by the legislature.

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### HAYDEN BUYERS MAKE PURCHASES

Thomas Flynn, president of Hayden Bros., returned Saturday with his force of buyers from an extended buying trip to New York, Chicago and St. Louis.

Mr. Flynn reports very fortunate purchases, including all lines women's and men's winter apparel, together with other lines of merchandise in demand for the present season.

Preparations have been made to immediately give the buying public the benefits of the tremendous cash purchases, this sale coming at a most opportune time for buyers of winter merchandise.

The announcement of a manufacturer's surplus stock sale will appear in daily papers in the near future.

**FREE DANCE—Tues., Oct. 21**  
EMPRESS RUSTIC GARDEN  
Given by  
DUNDEE WOOLEN MILLS  
Northwest Corner 15th and Harney  
Call at Store for Tickets

### H. C. Reed New Head of Mickel Department



H. C. Reed

H. C. Reed has been made head of the band and orchestra instrument department of the Mickel music house, agents for the King line of musical instruments.

Reed who has spent his entire life in this business has always been engaged in training and conducting bands and orchestras. He comes from Des Moines, where he has been director of the well known Des Moines ladies band, which played at the Omaha auditorium last May.

#### Simmons Makes Talk.

Special Dispatch to The Omaha Bee.

Scott, Neb., Oct. 18.—Congressman Robert G. Simmons outlined the issues of the campaign in a speech here at the Selks theater last night. Later he addressed a meeting of the Women's club of Scott. He was entertained by the Business men's club.



### Do Not Emphasize Gray Hair

Present day styles make no allowance for gray hair. Short hair emphasizes even a thread of silver. Keep it young looking with Brownstone. Easy to apply, quick in action—no waiting for results. Gray, faded, streaked or bleached hair tinted to any shade of golden, blonde or varying shades of brown or black. Two sizes—3c and \$1.50. Two colors—lightest blonde to medium brown, and dark brown to black. Sold and recommended by 50,000 drug and department stores. Send 2c for trial bottle. Indecolor color wanted. The Kenton Pharmaceutical Co., 1510 Coppin Bldg., Covington, Ky. GUARANTEED HARMLESS

### BROWNATONE

TINTS GRAY HAIR ANY SHADE

### Dad-Lad Week to Be Opened Formally Here

#### Speech Broadcast From WOA-W Will Begin Observance Over Nation.

J. G. Masters, principal of Central High school, has been named chairman of the speakers' bureau for Omaha Father and Son week, to be observed from November 9 to 23. J. H. Beveridge is general chairman for the Omaha father and son committee and Hugh Wallace is music chairman, while E. E. Middlewright is executive secretary of the committee. Mr. Masters will help churches, clubs, lodges and other organizations to secure speakers for the father and son affairs. He is maintaining a list of prospective speakers.

Father and son bulletins will be mailed to churches, noon luncheon clubs, schools and parent-teachers' association, regarding the two-week father and son period and plans for its promotion.

**Omaha Week at Omaha.**  
Father and Son week will be opened officially for the entire country from Omaha this year, according to word received from H. P. Demand, national director of the father and son movement. The Woodmen of the World radio station has consented to have the official opening message for the entire country sent out from this station at 9:30 Sunday morning, November 9. A father and son talk will be featured from station WOA-W every evening during Father and Son week.

New Omaha song sheets which promise to be the best ever have been composed by Hugh L. Wallace. The song sheet will have a beautiful cover in colors and an original poem on the cover by O. Lawrence Hawthorne, Omaha poet.

Bee Want Ads Produce Results.

## Rogers Furnaces

### Install Now!

Winter is nearly upon us. Will you again go through the hardships of a long cold winter with an antiquated and inefficient heating plant or stove—Don't Delay—You can place your order for a Rogers Furnace now and be ready for the first cold days.

Sold On Convenient Terms If Desired

ESTABLISHED 1855

## MILTON ROGERS AND SONS COMPANY

Hardware and Household Utilities  
1515 HARNEY ST.

Furnace Department—1405 Harney St.

## H-E-A-T

When and Where You Want It

### Special Installation Sale Until October 31st

**\$100 DOWN** Balance on Easy Payments with your monthly gas bill.  
Until October 31 only we will deliver and install free of charge (if not more than 6 feet of pipe is required.)

Costs **Less Than 4c** Per Hour to Operate  
Actual cost of operation by positive test on regular meter runs less than 4c per hour.

## GAS DEPARTMENT

METROPOLITAN UTILITIES DISTRICT  
AT-5767 1509 Howard Street AT-5767

### SKY-SCRAPERS

Building a strong bone structure is like laying a foundation for a mighty skyscraper that is expected to endure through the years. For fifty years

## Scott's Emulsion

rich in vitamins has helped a great host of boys and girls build sturdy bodies, strong bones and healthy teeth.

Scott's should be included in the diet of most children, in fact many need it every day in the year. Help your boy or girl build for the future—with Scott's!

### The Secret Of A Clear Skin Daily Use Of Cuticura

Bathe daily with Cuticura Soap and hot water to thoroughly cleanse and stimulate the pores and give the complexion a fresh, healthy glow. Assist with Cuticura Ointment when necessary.

Sample Free by Mail. Address: "Cuticura Laboratories, Dept. 517, Malden, Mass." Send every winter, Soap 2c, Ointment 2c and Box 1 10c each. **Cuticura Products Are Reliable.**

## GIRLS!

### This Beautiful L'Elco Pearl Necklace Is FREE!

Here is an L'Elco Pearl Necklace—beautiful almost beyond description. The finely matched, graduated L'Elco Pearls are gathered together with a Rhinestone set safety catch and the 24-inch strand is incased in a silk-lined imported container.

You can own and wear this necklace—without one cent of cost to you.

I would like to tell you more about these pearls, and how, in turn for you doing me a little favor, you get these beautiful L'Elco Pearls FREE.

Go to your telephone Monday (or to the telephone of your nearest neighbor) and call AT lantic 1000 (The Omaha Bee) and ask for Miss Andrews.

I'll tell you all about it, so you can have the pearls right away.

Call me up!

(Note: Of course, if you live outside of Omaha and Council Bluffs, you must address a letter to "The Omaha Bee, Circulation Department, Omaha, Neb.," instead of using the telephone.)

Miss Andrews Atlantic 1000

## The Omaha Bee