

### Your Health How to Guard It

#### Brodegaard Has Been in Business 41 Years



Fred Brodegaard.

#### Contagious Diseases.

This is one of a series of articles written for The Omaha Sunday Bee and authorized by the committee of public affairs of the Omaha Douglas County Medical Society.

The word contagion means to touch closely. Catching is used in a similar sense. The more prevalent contagious diseases are diphtheria, scarlet fever, measles, mumps and whooping cough. These diseases are acquired in two ways:

Immediate, occurring as the result of direct contact with the sick—in sick rooms or in a crowded hall—or by inhaling the droplets as the result of coughing or sneezing.

Mediate, effected through the medium of persons or objects, as clothing, etc., that have been in contact with the sick. Some diseases, as diphtheria, can be carried by persons apparently well, and conveyed to others. While the above diseases are called diseases of children, they are not limited to any age. As a rule, one attack confers immunity, hence an individual having had one of the above named diseases in childhood does not acquire it in adult life. Diphtheria is the most frequent exception to this rule. Experience shows the younger the patient, the more serious the disease and the higher the mortality. Fortunately, infants are less often attacked than children, simply because they are less subject to exposure than children old enough to run about.

#### Neglect Is Fatal.

With these preliminary remarks the writer will give the well established facts concerning diphtheria. Without modern treatment this is one of the most fatal of the contagious diseases. It is sad to realize that lives are needlessly sacrificed because of failure to apply the remedy in time, because when recognized early, the use of serum greatly lowers the death rate, but when neglected for five days the serum treatment is of little benefit.

As the result of one of the recent discoveries of modern medical science it is now possible to prevent this dread disease.

The germ causing diphtheria is as definitely known and as readily recognized in the laboratory as any object in nature, as certainly as the botanist can recognize one species of plant from another, or the farmer one strain of cattle from another. The diphtheria germ elaborates or excretes a poison. This is readily taken up in the circulation and in sufficient quantity it is highly poisonous, both to men and animals, indeed, often fatal.

Every child with a sore throat should be examined. If there is doubt as to the nature of the sore throat the city board of health will furnish a sterile cotton swab with directions for using. A competent inspector will be sent to the home if necessary. This can be sent to the city laboratory for examination free of charge. No child need be neglected on account of poverty. If there be observed on the throat a membrane of usually white or grayish color, then it is safer to give the serum without waiting for a report from the laboratory. Every family physician is competent to administer the serum in proper doses. Children with diphtheria do not act or appear as sick as with measles or scarlet fever, hence are often sent to school and expose others. It is a tragedy that any one assuming to treat this disease by any method would neglect the above mentioned methods of diagnosis and treatment. Parents should know that recovery from diphtheria depends in a large measure on its prompt recognition and serum treatment. The importance of early treatment has been proven by statistics, so certainly that no unbiased person can read the facts and truthfully deny the conclusion.

Some Are Immune. Some children are immune to diphtheria, that is, they will not catch the disease even when exposed. This is true of other diseases also. In recent years there has been discovered a test by which it can be determined what children are susceptible and those immune. In former years this disease was more prevalent and more fatal in homes and hospitals for children than with children in the community. At the present time it is banished from all well managed institutions. More important than this test, medical science has also discovered a simple and safe treatment to prevent diphtheria. In New York city this treatment has been given to over 300,000 children with uniform success. Every family physician can give this preventive treatment. The membrane of diphtheria is not limited to the throat. In some cases it forms in the windpipe. This type was formerly called membranous croup. It is now known that the condition is due to the diphtheria germ. The membrane occludes or fills up the windpipe, preventing the entrance of air into the lungs and causing death by suffocation, unless relieved by intubation or serum. However, when

recognized early this type of diphtheria also responds to the serum treatment in most cases. Another type of the disease is known as nasal diphtheria. The germ developing the membrane in the cavity of the nose, often out of sight. There are three symptoms that should lead parents to suspect the nature of the trouble, namely, evidence of obstruction to the entrance of air—a bloody discharge—a foul odor.

It is not to be understood that the serum is the only treatment. Some cases are complicated by other disease germs and sometimes by other diseases, as for example, measles and scarlet fever. Hence attention to the diet, the functions of the bowels and kidneys, local and internal medication are all important, and should be directed by a competent physician. One necessary—indeed sometimes life saving—part of the treatment, seems so simple that it may be neglected, namely, rest in bed for some days after apparent recovery. Children naturally like to be up and about. They have no fear of consequences, hence, parents should be informed as to the reason for prolonged rest. The reason for the value of rest is that the poison of diphtheria often affects the heart. It is like the thief in the night, it is subtle and unseen. Rest conserves the heart. It is heartrending for a child apparently recovering to die suddenly from heart failure.

In cases where diphtheria develops in families where there are other children or in case a child has a known exposure to diphtheria it is possible to prevent it developing the disease by injecting a small dose of serum. However, the protective influence does not last more than one to three months. It is for immediate protection, whereas, the toxin-antitoxin treatment is for permanent protection.

In Conclusion. Co-operation as between the general public, boards of health and the entire medical profession, including all who assume the responsibility of treating the sick—by whatever name they may be called—in the light of modern medical science, would eliminate this dread disease from among civilized nations.

#### Britain Perfecting Noiseless Airplane

London, Nov. 22.—Secret and exhaustive air ministry experiments have practically resulted in the invention of a silent bombing plane. A motor silencer has been evolved which eliminates the tell-tale hum of the engines without reducing the power of the machine. Efforts are now being directed toward the elimination of the sound produced by the propeller and by the singing of the wind through the bracing wires. Experts declare that had the raiding German Gothas, during the war, been able to silence their engines London would have been devastated from the air.

Allen Post Office Improved. Allen, Nov. 22.—To accommodate the large crowd which gathers in the postoffice lobby at post time and to make more room for Postmaster Martin and the carriers, extensive improvements have been made in remodeling the interior of the postoffice building here. The lobby has been enlarged and partitions have been removed from the back rooms.

# The Jewelry Sensation of 1924---Startling Values

### Unparalleled in Scope Are Offered in



# Brodegaard's

## Forty-first Anniversary Sale!

This Great Quality Jewelry Store is packed to capacity with the most wonderful stocks of beautiful and practical Gift Goods in its entire 41 years of business.

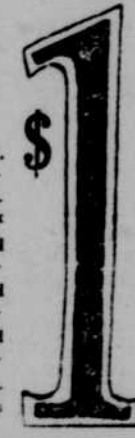
### \$100,000 Stock of Gift Jewelry at Prices You Never Dreamed Were Possible

Brodegaard sets the pace for others to follow. Sets the pace in values, in quality, in assortments—and right now this leadership is the most pronounced in the store's history.

Every item here listed is a quality article at a drastic saving. Supply your gift needs, buy for personal use. Come Monday—take full advantage of these startling values.

This Week On Our Dollar Counter Sheffield and Dutch Silver

- Silver Salt and Pepper. This week . . . . .
- Silver Bon Bon Dish—gold lined. This week . . . . .
- Silver Nut Bowl—gold lined. This week . . . . .
- Silver Pickle Dish—gold lined. This week . . . . .
- Dutch Silver Salt and Pepper. This week . . . . .



Only a limited number of these articles in stock. Come early.

### Never Before! Never Again! Such Marvelous Values in

## Pearl Necklaces

You Cannot Resist Such Offerings—Brodegaard Has Smashed All Value Records

### Half Price This Week Only

- 30-inch Bluebird Pearl Necklace, with 18-karat white gold clasp, two diamonds and sapphire. Guaranteed indestructible pearls. Regular price \$76.00. This week . . . . . **\$37.50**
- 30-inch Bluebird Pearl Necklace, with 18-karat white gold clasp, diamond, white gold clasp, beautiful graduation. Regular price \$40.00. This week . . . . . **\$20**
- 30-inch Bluebird Pearl Necklace, smaller diamond clasp, 18-karat white gold, perfectly graduated. Regular price \$17.50. This week . . . . . **\$17.50**
- 30-inch Bluebird Pearl Necklace, diamond clasp, 18-karat white gold, beautiful graduation, large pearls. Regular price \$30.00. This week . . . . . **\$15**
- 24-inch Orienta Pearl Necklace, 18-karat white gold clasp set with diamond. Regular price \$30.00. This week . . . . . **\$15**
- 24-inch Orienta Pearl Necklace, 18-karat white gold clasp, Barrell white gold clasp. Regular price \$40.00. This week . . . . . **\$20**
- 30-inch Orienta Pearl Necklace, 18-karat white gold clasp set with sapphire. Regular price \$25.00. This week . . . . . **\$25**

These go on sale Monday. Come early.

### Extra Special for Monday Only

- 24-inch Leonardo Indestructible Pearl Necklace, Sterling Silver Clasp, set with white sapphires. Regular price \$3.75. Monday . . . . . **\$1.39**
- 24-inch Leonardo Indestructible Pearl Necklace, Sterling Silver Clasp, set with white sapphires. Regular price \$5.75. Monday . . . . . **\$1.98**



### Wonder Values in CUT GLASS

- Many new and beautiful Christmas Gifts which will sell quick; come early this week while selection is the best.
- Cut Glass Sandwich Trays, with Handle. This week . . . . . **\$1**
- Cut Glass Flower Basket, with Handle. This week . . . . . **\$1**
- Cut Glass Creamer and Sugar, footed. This week . . . . . **\$20**
- Cut Glass Salt and Pepper. This week . . . . . **\$20**
- Cut Glass Compotes, several sizes. This week . . . . . **\$17.50**
- Cut Glass Candy Jars. This week . . . . . **\$15**
- Cut Glass Sanitary Syrup Pitcher. This week . . . . . **\$5**
- Cut Glass Butter Tubs. This week . . . . . **\$15**
- Cut Glass Lemon Dish. This week . . . . . **\$15**
- Cut Glass 8-inch Berry Bowl. This week . . . . . **\$5**
- Cut Glass Nappies of all kinds, with Handle. This week . . . . . **\$5**
- Cut Glass Candlesticks. This week, each. This week . . . . . **\$5**
- Cut Glass Bud Vases. This week . . . . . **\$5**
- Cut Glass 10-inch Flower Vases. This week . . . . . **\$5**
- Cut Glass Milk Pitchers. This week . . . . . **\$5**

You must see this counter to appreciate these wonderful values. Come early.

### Reliable Wrist Watches

Guaranteed to run and keep time—at just Half of their Regular Price—This Week Only

- 14-karat solid white gold, rectangular Ladies' Wrist Watch. Several patterns to select from, with genuine 17-jewel Brunner movements, guaranteed to keep perfect time. Regular price \$37.50. Price cut in two this week, to— **\$18.75**
- 14-karat rectangular white gold filled case, fitted with genuine 17 Brunner movement. Many new and beautiful styles and best of timekeepers. Regular price \$30.00. Cut in two this week, to— **\$15.00**
- 14-karat white gold filled Watch, handsomely engraved, in three styles—Octagon, Cushion, and Turned. These watches are fitted with genuine 16-jewel Brunner movements. Regular price \$17.50. Cut in two this week, to— **\$8.75**

This is the week to buy your Ladies' Wrist Watch at these prices. The prices have positively been cut in two on nearly all watches in our large and complete stock.

### Gentlemen's Watches

Reduced prices this week on all Gentlemen's WATCHES. Some prices cut right in two. **\$11.75**

Elgin, Waltham, Hamilton, Howard, Illinois—very best American Watches, and the most reliable timekeepers in the world. We talk from practical experience as watchmakers for 41 years. This week we will sell you an Elgin Watch, most reliable timekeeper. White gold filled case, complete, for . . . . . **\$11.75**

### In 41 Years Never Has Omaha Seen Such a Diamond Sale THIS WEEK

500 of the finest blue white Wesselton DIAMONDS, guaranteed perfect color and cut, and mounted in the most exquisite and very latest styles. Ladies' and Gentlemen's Rings. Wedding Rings. Bracelets, Bar Pins, etc. Platinum and 14-karat White Gold.

### 25% Discount

off regular prices this week. Each and every Diamond, loose or mounted, marked in plain figures. You take the DISCOUNT.

### Extra Special for Monday--- \$7.75

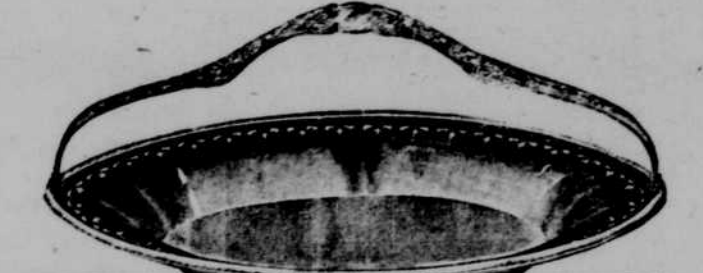
Blue White full cut Diamonds, mounted in 18-karat White Gold fancy Rings. Monday—

Can be exchanged any time for larger Diamonds, at full value.

### Oh, Boy! See What \$1 Will Do This Week IN BUYING CHRISTMAS GIFTS

- Sterling Silver Sugar Spoons. This week . . . . . **\$1**
- Sterling Silver Olive Spoons. This week . . . . . **\$1**
- Sterling Silver Lemon Forks. This week . . . . . **\$1**
- Sterling Silver Olive Forks. This week . . . . . **\$1**
- Sterling Silver Sardine Forks. This week . . . . . **\$1**
- Sterling Silver Napkin Rings. This week . . . . . **\$1**
- Sterling Silver Pickle Forks. This week . . . . . **\$1**
- Sterling Silver Sugar Tongues. This week . . . . . **\$1**
- Sterling Silver Marmalade Spoons. This week . . . . . **\$1**
- Sterling Silver Curved Handle Baby Spoons. This week . . . . . **\$1**
- Sterling Silver Tea Spoons, each— This week . . . . . **\$1**

This week only, or as long as they last.

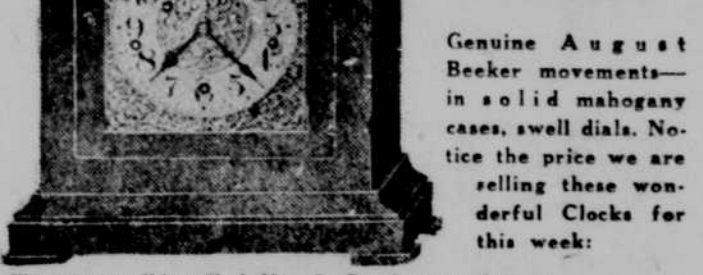


### Extraordinary Specials for Monday

Each and Every Article Will Make a Useful and Highly Appreciated Christmas Gift	Reg. Val.	Monday
Dutch Silver Candlesticks . . . . .	\$7.00	\$3.75
Dutch Silver Flower Vase . . . . .	6.75	2.88
Sheffield Silver Double Vegetable Dish . . . . .	10.50	4.95
Sheffield Silver Flower Vase, 12 inches high . . . . .	10.75	4.95
Sheffield Silver Gravy Boat . . . . .	8.75	4.95
Sheffield Silver Oval Berry Bowl . . . . .	10.50	4.95
Sheffield Silver Meat Platter . . . . .	9.50	4.95
Sheffield Silver Casserole, large . . . . .	10.75	4.95
Sheffield Silver Sandwich Tray . . . . .	9.50	4.95
Sheffield Silver Flower Basket with handle . . . . .	10.00	4.95
Sheffield Silver Candlesticks . . . . .	9.75	4.95
Sheffield Silver Creamers and Sugar . . . . .	10.00	4.95

COME EARLY MONDAY AND SECURE ONE OF THESE WONDERFUL VALUES

### Imported Westminster Chime Clocks



- Genuine August Beeker movements—in solid mahogany cases, swell dials. Notice the price we are selling these wonderful Clocks for this week:
- Westminster Chime Clock No. 7—Regular price \$125.00. This week . . . . . **\$85.00**
- Westminster Chime Clock No. 11—Regular price \$105.00. This week . . . . . **\$75.00**
- Westminster Chime Clock No. 17—Regular price \$105.00. This week . . . . . **\$75.00**
- Westminster Chime Clock No. 21—Regular price \$95.00. This week . . . . . **\$70.00**
- Westminster Chime Clock No. 27—Regular price \$75.00. This week . . . . . **\$55.00**
- Westminster Chime Wall Clock No. 60—Regular price \$80.00. This week . . . . . **\$60.00**

Get one of these Westminster Chime Clocks for Thanksgiving or Christmas, this week, at above Cut Prices.

### A Most Extraordinary Sale of Whiting-Davis Mesh Bags

All new styles in White and Green Gold, the best and most reliable Mesh Bags made in the United States.

- Lot No. 11—Values up to \$9.00. On sale this week at . . . . . **\$3.75**
- Lot No. 7—Values up to \$13.00. On sale this week at . . . . . **\$6.50**

A most useful and appreciated Christmas Gift

### 26-Piece Silver Service \$11.75

Beautiful Shakespeare Patterns—Six Knives, six Forks, six Tablespoons, six Teaspoons, Butter Knife, and Sugar Shell—all in chest. Price this week— **\$11.75**

**OUR NEW TELEPHONE NUMBER AT - 4 - 4 - 4 - 4**

**Consumers Coal & Supply Co.**

ILLINOIS LARGE LUMP A Very High Grade Coal Hot and Long Lasting Per Ton **\$8.00** Delivered

ILLINOIS FURNACE LUMP The Same High Grand Smaller in Size Per Ton **\$7.50** Delivered

Deliveries to All Parts of Greater Omaha

**Monday**

Special offering of Silk, Cloth and Flannel Dresses formerly sold for and up to \$25.00—

Choice at **\$10.00**

**Julius Orkin**

1512 Douglas St.

We Give S. & H. Green Trading Stamps

**Brodegaard Bros. Co.**

16th and Douglas Streets

We Give Cash Saving Script

Mail Orders Filled