

# Brook's Clothes Sensation

## 1/3 OFF

### Regular Price

#### On All of Our Suits and Overcoats

- \$16 Suits and Overcoats... \$10.00
- \$20 Suits and Overcoats... \$13.34
- \$22.50 Suits and Overcoats... \$15.00
- \$25 Suits and Overcoats... \$16.67
- \$30 Suits and Overcoats... \$20.00
- \$35 Suits and Overcoats... \$22.34

## Manhattan Shirt Sale

- \$1.50 Manhattan Shirts now... \$1.15
- \$2.00 Manhattan Shirts now... \$1.38
- \$2.50 Manhattan Shirts now... \$1.75
- \$4.00 Shirts now... \$2.45

See Window 2



## "Just Say" HORLICK'S

### Original and Genuine MALTED MILK

The Food-drink for All Ages. More healthful than Tea or Coffee. Agrees with the weakest digestion. Delicious, invigorating and nutritious. Rich milk, malted grain, powder form.

A quick lunch prepared in a minute. Take no substitute. Ask for HORLICK'S. Others are imitations.

## Doctors Endorse

If we did not believe doctors endorsed *Ayer's Cherry Pectoral* for coughs and colds, we would not offer it to you. Sold for 70 years.

### REST AND HEALTH TO MOTHER AND CHILD

MRS. WINDLOW'S SOOTHING SYRUP has been used for over SIXTY YEARS by MILLIONS of MOTHERS for their CHILDREN WHEN TROUBLED WITH FEVER, COLIC, DIARRHOEA, SCARLET FEVER, CHOLERA, AND ALL THE OTHERS WHICH INFANTS ARE SO LIABLE TO. IT IS THE BEST REMEDY FOR DIARRHOEA. It is absolutely harmless. Be sure and ask for "Mrs. Windlow's Soothing Syrup" and take no other. Twenty-five cents a bottle.

## OMAHA DEATH RATE IS LOW

### City Makes a Remarkable Record by Comparison with Others.

#### HEALTH OF THE CITY IS GOOD

Majority of Deaths is of Persons Between Ages of 50 and 60—606 of the Number Resided Outside Omaha.

Omaha's death record for the year 1912 was the lowest of any midwest city and is among the lowest of any city in America. The deaths numbered 12 per 1,000 population, figuring the city's population at 131,000. The majority of deaths were of persons between the ages of 50 and 60 years and the principal causes of death were diseases arising from affections of the circulatory system, tuberculosis and diseases of the digestive system.

Tuberculosis claimed 311 during the year. Physicians reported but eight cases of tuberculosis to the city health department. The health commissioner has written all city physicians a letter calling their attention to this fact and asking for reports of all such cases in 1913 and threatening prosecutions for failure to report.

Children's deaths were due chiefly to infection & deaths from this cause being reported. Premature birth caused the death of 46 infants. The fact that only twenty-five fatalities occurred from cholera infantum, gastro-enteritis and intestinal intoxication is held by health officials to indicate the milk supply of the city is pure, as these diseases arise from the use of impure milk.

#### Ages at Death.

Total deaths for the year were 1,706, against a total of 2,963 births. Deaths from communicable diseases numbered 372, tuberculosis being the principal cause; 37 infants under 1 year of age died; 64 between the ages of 1 and 5; 22 from 5 to 10; 74 from 10 to 20; 131 from 20 to 30; 199 from 30 to 40; 202 from 40 to 50; 278 from 50 to 60; 215 from 60 to 70; 163 from 70 to 80; 82 from 80 to 90; 27 from 90 to 100.

Senility and debility was the cause of the death of 100; 176 died of "general diseases"; 229 of diseases of the respiratory system; 185 of diseases of the digestive system; 79 of nervous diseases; 124 of dis-

ease of the urinary system; 26 of the circulatory system; 188 of children's diseases; 42 of women's diseases; 70 by accidents; 41 by suicide; 12 taking opium; 5 were murdered; 36 were stillborn. Of the total deaths 485 occurred in hospitals and 129 of these were non-residents of Omaha.

The greatest number of those who died were born in America and the next greatest number were of German birth. Following is a table of the nationalities of those who died: United States, 1,251; Germany, 198; Sweden, 24; Ireland, 87; Denmark, 47; England, 25; Austria, 11; Scotland, 14; Norway, 11; Poland, 5; France, 3; Russia, 5; Italy, 7; Canada, 11; Holland, 3; Switzerland, 2; Bohemia, 28; unknown, 4; Turkey, 1; China, 1; Greece, 1.

## Residents to Hold a Protest Meeting Against Assessment

Twenty-eighth avenue residents who are protesting the payment of the assessment to open two blocks of the avenue will hold a mass meeting in Manhattan hall, Twenty-fourth and Ames, tonight to protest against the opening of the avenue and to raise funds if necessary to fight the payment of the assessment. These residents have appeared before the Water board and the city commission and objected to the assessment which they believe is confiscatory, but they have received no redress. They will, if the assessment is not lowered or the boundaries of the assessed district increased, take the matter to the courts and ask for aid.

#### Hinslow Moves to California.

FAIRBURY, Neb., Jan. 10.—(Special.)—Ex-Congressman Edmund H. Hinslow, who represented the Fourth congressional district from 1892 to 1899, has traded his handsome home on East Fourth street to E. R. Bee and has gone to Los Angeles to make his future home. It is said the reason assigned for leaving Fairbury was due to political reasons. Mr. Hinslow and his son were "progressive" leaders in Jefferson county during the recent presidential campaign and the latter was defeated for the state legislature.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

## Married Fifty-five Years



REV. AND MRS. E. A. RUSSELL

CELEBRATED ANNIVERSARY AT ORD, NEB. YESTERDAY.

Rev. and Mrs. E. A. Russell of Ord, Neb., celebrated their fifty-fifth wedding anniversary Friday. Both were students of New Hampton Seminary, New Hampton, N. H., and were married at Hill, N. H., January 16, 1858. Mrs. Russell was Abigail Marden. Mr. Russell was pastor of Baptist churches in New Hampshire, New York and Elkhart, Ind., until 1893, when he became Sunday school missionary of the American Baptist Publication society, which position he held for thirty-five years, from 1869 to 1894, fifteen in Indiana and twenty in Nebraska.

Mr. and Mrs. Russell have five children having lost but one child during the fifty years. They are Mrs. W. E. Howard of Omaha; Mrs. H. H. Chubb, Spokane, Wash.; Mrs. A. M. Russell, Kennewick, Wash.; Mrs. G. L. Pursell, Hattiesburg, Miss.; and R. G. Russell, Ord, Neb.

87 STORES-87 CITIES

**UNITED CLOTHES SHOP**

1512 FARNAM ST.

FROM MAKER TO YOU

NO MORE \$15 NO LESS \$10

### Extraordinary Price Reductions in Our Furnishings Department

All Underwear 20% to 33% Discount.

All Fancy Vests 25% Discount.

Outing Flannel Night Robes, 75c values, now for... 50c

Men's Sweater Coats, \$1 values, now for... 69c

Flannel Shirt, sizes 14, 14 1/2, 15 1/2, 2.50 values now, \$1.50

Shaker Wool Sox, 35c values now 25c

Fancy Silk Neckwear, \$1 values, now for... 35c

All Silk Mufflers 25% Discount.

Bradley Mufflers, 50c values, now for... 35c

Former selling records of this store completely outclassed. The first week of this sale resulted in the greatest week's business our store has ever witnessed, and well it should. Just stop to consider this. Thousands of suits and overcoats of the highest grade merchandise in the world that are selling at Half Price, in most instances for less than the cost of the fabric that is used in the making; and remember, also, that Berg's prices are always 10% to 20% lower than merchandise of equal merit can be found elsewhere. When we offer such makes as Kuppenheimer, Schloss Bros., Society Brand, Stein Bloch Suits and Overcoats at Half Price you will understand that it is a very special occasion, and in this case a complete clearance to make room for the new spring lines. Come early for the best choosing.

**Kuppenheimer, Schloss Bros., Society Brand, Stein Bloch Suits and Overcoats at One-Half Price**

**\$10 to \$40 Suits and Overcoats, Now \$5 to \$20**

**The Berg Clothing Co.** 20% Discount on All Fur Caps.

15th & Douglas

## HILL LINE LOSES BUSINESS

Burlington Freight Solicitors Having Hard Time Getting Traffic.

## LOSS IS QUITE NOTICEABLE

Many of the Men Who Were to Move to Chicago Have Secured Positions in Other Offices in Omaha.

The proposed removal of the Burlington auditing and claims offices from Omaha to Chicago is being resented by many of the heaviest shippers. Freight solicitors are noticing the difference in the business and some of them say that the business has fallen off as much as 50 per cent since The Bee first made mention of the removal.

The shippers who are quitting the Burlington say that the service given by the other roads is equally as good and that there is no reason why they should give the Hill system their business in and out of Omaha.

In the past the Burlington officials Omaha have regarded the best city of the system, outside of Chicago. As a shipping and receiving point, so far as freight has been concerned, it has been ahead of St. Louis, and very much better than Kansas City, Denver, or St. Paul and Minneapolis.

Solicitors for other roads say that they are securing large quantities of freight that heretofore they were unable to touch.

As things are now lining up, when the Burlington transfers its auditing department to Chicago, very few of the clerks will go. Scores of them have filed applications with the Union Pacific, taken the examination and placed on the waiting list. Others who have not filed for positions with the Union Pacific have sought employment with jobbing and other houses in Omaha, and it is said that many of them have been given places at better salaries than paid by the Burlington.

## HUNGRY MAN SNATCHES FOOD FROM HOTEL TRAY

So hungry that even the terrors of a possible stay in jail had no effect upon him, an unidentified man stood in the lobby of the Paxton hotel Thursday night and snatched a morsel of food from the tray being carried by a passing waiter. The waiter set down the tray to call the police and while he did so, the hungry man gorged himself on the expensive viands. When the patrol wagon backed up to the place a number of traveling men who witnessed the incident interceded in behalf of the man and Manager Kitcher dropped his complaint after the drummers made up a purse for the food snatcher and secured a bed for him at a Douglas street rooming house.

## TEKAMAH & DECATUR ROAD PROJECT REVIVED

TEKAMAH, Neb., Jan. 10.—(Special.)—Frederic Everett of Lyons and his son, Walter, of San Francisco were in Tekamah today to confer with Decatur and Tekamah men relative to resuscitating the hopes for a railroad between Tekamah and Decatur. Mr. Walter Everett, for himself and his father, made a proposition that he would build the road provided the people would give him a right-of-way and pay him \$2,000 per mile for his efforts. His proposition has been taken under consideration and there is again hope that there may be railroad connection between Tekamah and Decatur.

## Madison Officers Banquet

MADISON, Neb., Jan. 10.—(Special.)—The county officers, deputies and county officers elect surprised Commissioner Burr Traft who retired from the board of county commissioners yesterday with a banquet served at the Prince house last evening. Seventeen office holders gathered around the table about nine o'clock and after a sumptuous feed several hours were enjoyably spent. The program was informal. Art Koontz, county attorney, presiding as toast master.

## These Dealers Sell Swift's Premium Oleomargarine

### South Omaha, Neb.

P. Eggers, 159 South 24th Street.

Welsh Grocery Co., 2418 N Street.

R. C. Beavers, 529 North 24th Street.

Frank Caldon, 424 North 24th Street.

Parsley & Co., 618 North 20th Street.

August Miller, 617 North 33d Street.

Heyman & Berry, 1555 North 24th Street.

Chas. Stern, 2401 U Street.

John Pavlus, 24th and Q Streets.

E. W. Smith, 2791 Madison Street.

Kramolich & Swatek, 4092 L Street.

Hertens & Schrader, 622 North 24th Street.

Chester Penfield, 412 North 26th Street.

J. F. Smeick, 2621 L Street.

Reschke & Swoboda, 2411 N Street.

A. Katske, 21st and Madison Street.

Collins & Hannigan, 2723 Q Street.

Rudolph Dietz, 2594 N Street.

J. P. Krause, Albright, Neb.

Chas. Pingelios, 2651 Y Street.

Chas. Akoffer, 518 North 24th Street.

J. Sherman, 3591 North 30th Street.

L. Schiller, 2422-24 Sherman Avenue.

Mrs. Lena Woodruff, 3702 North 30th Street.

M. Wohler, 4104 Grand Avenue.

Joe Morgan, 4102 North 28th Street.

Mrs. S. Persels, 4422 North 24th Street.

Lorenz Peterson, 3602 Ames Avenue.

Wm. Rudloff, 2629 Sherman Avenue.

Armanda Peterson, 2311 Sherman Avenue.

Geo. Ross, 2717-19 North 24th Street.

H. Rachman, 2802 Sherman Avenue.

H. Zlotky, 3618 North 30th Street.

Wm. Roman, 3701 Gold Street.

Geo. Stribling, 1124 South 7th Street.

Louis Stenner, 2235 South 20th Street.

Oscar Schlafer, 1824 St. Mary's Avenue.

Joe Vopalka, 1324 South 5th Street.

Vachal & Co., 1302-4-6 Garfield Avenue.

L. Wohler, 622 South 16th Street.

Ed. Groth, 1922-24 South 16th Street.

Howell & Son, 1515 Leavenworth Street.

G. E. Harding, 2603 South 12th Street.

Hruby & Runa, 2204 South 13th Street.

D. J. Jourdan, 1701 Vinton Street.

J. P. Jeppeson, 24th and Mason Streets.

Johnson & Lofdahl, 2420 Leavenworth Street.

E. Karsh & Co., 1829-22 Vinton Street.

L. Kulakofsky, 1944 South 16th Street.

Julius Dreffos, 1944 Farnam Street.

Sam Greenberg, 1518 South 24th Street.

C. M. Zarp, 1505 Park Avenue.

Joe Lachin, 3702 South 12th Street.

Sam Melcher, 1902 South 4th Street.

C. E. Meyers, 1723 Vinton Street.

L. Muffinger, 1115 South 22d Street.

H. P. Margardt, 1622 South 19th Street.

R. H. Mohr, 2702 South 16th Street.

Nathan & Nathan, 2307-9 Leavenworth Street.

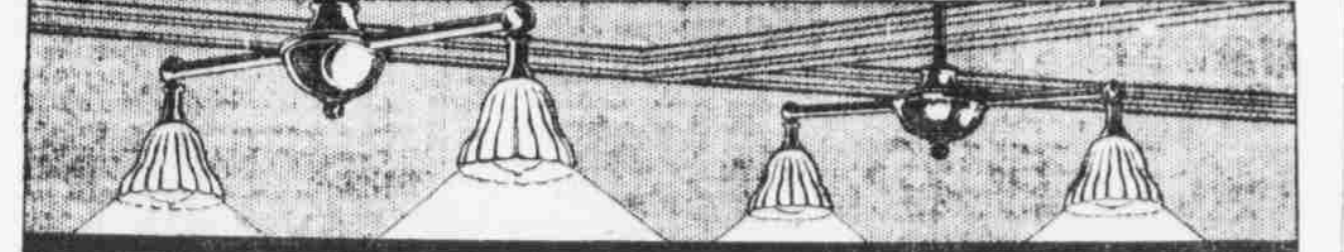
John Reznicek, 2711 Leavenworth Street.

**ORDER A POUND CARTON TODAY**

**Swift & Company**

U. S. A.

**A little want ad does the business.**



## The Well-Lighted Store Gets Most Trade

Where do you trade, Mr. Merchant? Just watch yourself and see if you do not unconsciously patronize the store that is brightest—most attractive. Why not realize now that your neighbor feels just the same about the brilliant, inviting establishment as you do? The Edison Mazda Lamp will bring trade to your door because the grateful glow of electricity extends a genial hand of welcome—makes your stock appear to the best possible advantage. And yet, Edison Mazda Lamps are most economical. You really should find out today how little it will cost you to use Edison Mazda Lamps in your store.

Omaha Electric Light & Power Co.

