#### Aged Man May Die as Result of Car Crash

Madz Mortenson, 80, Seriously Injured in Collision at Creighton Boulevard and Lake Street.

Madz Mortenson, 80, 6125 North Twenty-fourth street, was badly cut about the face and head and received possible fatal internal injuries, and his sister-in-law. Mrs. Emma Morrison, 65, 6514 Florence boulevard, a passenger of his car, was less seriously hurt when their machine was struck by a Ford coupe in which two women were riding at Creighton Monday morning.

Mortenson was driving north on the boulevard and the coupe was driving west on Lake. Mortenson swung out to avoid collision with the other car, which struck the rear end of his ma-

chine, overturning it. Both Mortenson and Mrs. Morrison were taken to the Methodist hospital by the two women, who did not give hospital authorities their names.

While Patrol Conductor Schwager was waiting at the hospital, a woman, who said she witnessed the accident, called to learn the condition of the victims. She refused to give her name or address. No other eye witnesses have been found.

Mortenson had taken his wife and a friend to a doctor's office this morn- something black. ing and was taking his sister-in-law to her home when the accident oc-

Hospital authorities said his con-

dition is critical. police he witnessed the accident from a distance. He said he would be ed on Danny's short tail. Danny

## Restless Youth

Fruit of Seeds Planted During the War.

Columbus, O., July 30 .- That the "freedom" of young folk today originated during the world war to a considerable extent is the claim made by Mrs. A. H. Reeves, editor-in-chief of Child Welfare magazine and member of the national board of the National Congress of Mothers and Parent-Teachers' association, in an ad-

"Seeds for the freedom about which parents now are complaining were planted by them when they encouraged girls to go to public dances arranged for soldiers and to pick up in their automobiles anyone in uni form," said Mrs. Reeves.

The big factor in dealing wit the high school and college prob lem is to remember we ourselves sowed the tares." continued Mrs. Reeves. "We must be more patient "I've got to get there. I've got to get with the rising generation than we are and set higher standards. We to the 'deminition bow-wows,' just be- anything but run. But he knew he cause they are full of life and spirits. must get to a safe hiding place soon.

trouble with our children is their that he would be safe. in the 'school of the street' than in over to himself as he ran. And it own training that can influence our faster. He did get there, but only children. We must work in all ways just in the very nick of time. Just

#### **Priest Attacks** 'Pest' Reformers

Local Pastor Brands Professional Workers as Hypocrites and Modern Pharisees.

Professional reformers are the publicans and the Pharisees of modern life, Father Sinne, pastor of St. Mary Magdalenes church, told his

congregation Sunday. He called them "pests" and declared them guilty of one of the unforgivable sins, hypocrisy.
"Just as the Pharisees were the

thindrance to the work of Christ in His public life, so today the modern Pharisees, better known as reformers, are the chief stumbling block to the work of Christ," Father Sinne said. "The reforemer of today is a busy-

body and a hypocrite," he continued. "He pretends, just as the Pharisee of old, to be just a man. He gives to the support of the church, he tells you he doesn't smoke tobacco, he doesn't drink, he doesn't play cards, he doesn't dance, and he thanks God he

is not like other men. "Yet what has he done? The only Christian reform is the individual reform. Reform, like charity, begins

Father Sinne declared that Christ cannot forgive a hypocrite because the hypocrite has no humility, and humility is an essential integer of con-

To Be, Not Have, Road

to Wealth, Says Pastor Columbus. O., July 30 .- "Every great movement for the world's betterment has risen from a great per sonality," asserted Rev. Danel F. Rittenhouse, local Baptist clergyman, addressing an audience of over 200

'True Greatness." "Riches of life rests in being some thing, instead of having something," said Rev. Dr. Rittenhouse, "The power which each man exerts in his munity depends upon his indivi-

Columbus boys on the subject of

BUILD WITH CÖMMON BRICK Costs Less--Everlasting KRITENBRINK & SON

#### Burgess Bedtime Men Told How Stories

By THORNTON W. BURGESS.

Who always does his very best Alone is fit to meet life's test.

—Old Mother Nature.

Danny Has a Close Call. There is such a thing as being too afe. Yes, sir, there is such a thing as being too safe. It is a good thing to have to watch out for danger at least once in a while. Those who don't have to are apt to forget that there is such a thing as danger.

Meadow Mouse. Since he and Nanny had made their home in the old scarecrow in Farmer Brown's cornfield course none of their enemies ever thought to look for them in such a place as that old scarecrow. So day boulevard and Lake street at 7:30 after day, and night after night, viewers aghast, "what makes you they played about and went and came as they pleased. At first Danny had kept a sharp watch for possible danger as he had been obliged to do all his life. But as the days went by he thought of danger less and less

> Early one morning he ran over to the Green Meadows which began just beyond the fence that bounded Farmeating a blade of grass when happening to look behind him he saw the they get used to it." grass moving as if someone were was just pure good luck that Danny have to do?" had looked back when he did. Through the grass stems he saw It was Black Pussy the Cat from Farmer

often, and finally not at all.

Brown's house! Danny dropped his piece of grass and started to run. Black Pussy's ears must have caught the faint Sam Geilott, 3724 Ohio street, told sound of Danny's footsteps, for ine to identify the two women if squeaked with fright, and my, my, my, how he did run! It didn't seem as if those short legs of his could

move so fast. Now it is probable that if the grass had been short I would have no more stories to write about Danny Meadow Laid to Parents stories to write about Danny Meadow Mouse. But the grass was tall, and Black Pussy couldn't see Danny. She had to be guided by her ears and by Speaker Says We Are Reaping movements of the grass as Danny ran through it. Several times she all but pounced upon him. It was a long time since Danny had been in such danger.

At first Danny was too frightened



"When we parents think the Then into his head popped the memschools are to be held responsible ory of that old tin can at the foot for the education of our boys and of a fence post on the edge of Farmer girls we are unjust. The great Brown's cornfield. If he could reach

lack of concentrated interest in any- "I've got to get there! I've got to thing. Many times they learn more get there!" he kept saying over and either school or home. Public opin- seemed somehow as if just saying ion is the biggest force outside our that over and over helped him to run that our sons and daughters shall as he whisked in through the little not be 'spoiled darlings' but good round hole in the end of that old can Black Pussy made a last swift spring, and Danny actually felt one of her claws. He squeaked with fright and pain, and then he was inside. He was safe for the present. But it had been a close call. Yes, sir, it had been a very close call. Had he had to run any further Black Pussy certainly would have caught him. (Copyright, 1928.)

President of Cosmeticians Says "Leave Liquor Alone"-Women to Quit Rouging.

By International News Service. Chicago, July 30.-No more than the convention of the American So- plained. ciety of Cosmesticians got under way today, a large sized discussion began on what to do to give our men a clear

This is the way it was with Danny skin, rosy cheeks and bright eyes. "Any man," said Dr. Nell Cooper of Baton Rouge, La., the president, they hadn't been in danger once. Of choristers, truck drivers, brokers, was an official of the American Wood himself easily."

"Oh, doctor," shrieked her inter think men are interested in it?" The doctor, quite nice looking her

self, rolled her eyes up, down and across several times. "My dearest own," she sighed "aren't the half of my clients men?"

"Are they?" "They are. And you'd be surprised. Once they get to coming to a beauty shop they wouldn't go back to barber er Brown's cornfield. Danny had gone shops for the first. Usually their to get his breakfast. He was busily wives-or someone-bring them. But they get used ot it. Dear, dear, yes,

"Well, now, doctor, if I should wish creeping through it very softly. It to become beautiful, what would I

"Complete abstinence from alcohol is necessary, coupled with exercise whereby the foods are complete oxidized, with external cleanliness and look after themselves," he said.

application of constructive cosmet-

The doctor said letting a barber to Be Beautiful make mud ples on one's face with eauty clay was terribly wrong. Dr. Cooper said clay was good only for

Asked what sort of makeup would occeed the recently popular leaden nd rust complexion with brilliantly armined lips, Dr. Cooper said there would be none at all. "That was just a fad," she ex-

John H. Regan Dies. New York, July 30 .- John H. Regan of Tacoma, Wash., died today of heart disease at the Hotel McAl pine, where he had been stopping for taking in with a wave of her hand, a week. At the hotel it was said he motermen and such, "can beautify Pipe company. He was about 58 years of age.

> "Clear Traffic and Let Pedestrians Look Out for Themselves"—Butler

Traffic on Omaha streets is to e speeded up. This was the announcement Mon-

day morning of Police Commissioner Butler in commenting on the new traffic ordinance sponsored by Commissioner Dunn, which, he says, eliminates the pedestrian traffic officers on downtown corners. The righthand turn is also rein-

lefthand turns 'The officers now have instructions to clear the traffice as fast as possible, and let the pedestrians

stated, although there will be no

You want a mild smoke - and here it is



LIGGETT & MYERS TOBACCO CO.





Mayonnaise Products the

best you ever tasted, that we

have instructed your dealer

to return the price you pay if you do not think they are.

Delivered to Your Dealer

Fresh Every Day

HICKMAN BUTTER CO.

Distributors

JA 5804

415 S. 12th

### A name that means something When you think of salads,

think of MacLaren's Mayonnaise. There's a product you can absolutely depend upon. If you couldn't; if there was any chance that it would be good one time and not the next, it would never have the MacLaren name on it. All you need to make sure of is that name; your salad will be a treat.

J. L. KRAFT & BROS. CO. Chicago . New York . San Francisco



# THE BRANDING STORIE

### "Save the Difference"—The Slogan of Our August Furniture Sale

\$200,000,00 worth of all new Furniture is being offered during this Sale, at prices that enable you to save 15% to 50%. We have worked months, planning this great Sale for you. Don't delay making your purchases. Come in Tuesday, and buy. ALL FURNITURE SOLD ON OUR EASY TIME PAYMENT PLAN





265.00 3-Piece Library Suite, 195.00

"Save the Difference"



Three massive pieces, consisting of full size davenport, arm chair and blue Baker velours. Don't fail to see these three pieces. 195.00 wing chair to match, Richly upholstered in a choice combination of

"Save the Difference"

175.00 8-Piece Dining Room

Suite, 139.50

#### China Cabinets

Fifteen odd
China Closets —
In the American
walnut, and oak.
Some that have
been left out of
line Dining room
Suites. All at
one price. 39.50



#### Telephone Stands

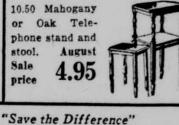
or Oak Telestool. August

369.50 2-Piece Suite, 285.00

"Save the Difference"

30.00 Blackstone Mattresses

at 19.75





For those who require just a Table and a Set of Chairs, we feature this Genuine American Walnut, oblong Table, with Set of real, leather seated Chairs, Tuesday for

2.50 Folding Sewing Table With yard measuring mprint; firmly praced legs.

"Save the Difference"



"Save the Difference" 39.75 Spinet Desk 24.50 With genuine mahogany top and writing

bed. Limited quantity.

375.00 4-Piece Dining Room Suite, 225.00

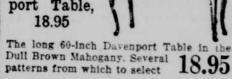
during the August Sale

finished American walnut. Full dustproof constructice throughout. We call your special attention to the 48-inch dresser or full vanity, and large chifforobe. You may buy the dresser, bed and chifforobe. August Sale Price,

Two very massive pieces of Library Furniture. Richly upholstered in a heavy grade of mahogany. Choice of the walnut taupe shades. Special for this 285.00 finished in the Italian Gray. The Buffet measures 66-inches. Chairs have genuine Blue Seats. A remarkable value This mattress "Save the Difference" contains 55-lbs. of

layer cotton felt. Fine grade of art ticking. Four stitching. All regular "Save the Difference"

30.00 Davenport Table,





Three massive pieces, richly upholstered in genuine me hair. Choice of either the walnut or taupe shades. Loose

Take Advantage of Our Easy Time Payment Plan



The full sized davenport is quickly converted into a comfortable bed. The upholstering is all fine taupe me hair. These three pieces illustrated, com-

"Save the Difference"

475.00 4-Piece Bedroom Suite, 349.50

Marshall spring filled cushions on each

piece. Three pieces. August Sale Price,



Artistically decorated in the two-tone finish. The large Dresser meas ures 50 inches. All pieces are perfectly matched. 349.50 A regular \$475.00 value. August Sale Price

625 Solid Walnut, 8-Piece Suite 465

18.00 Steel Coil | 7.00 All Steel Link Spring, 12.95

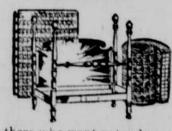
A full 99 Steel Coll Spring with the small helical Spring, tied top. Reautifully finished in the French Gray Enamel. For wood or iron bed 12.95

Fabric Top Spring

This is a special for Tuesday only. It may be had in all regular sizes, wood or from beds.

45.00 3-inch Post Simmons Brass 27.9 Bed, Finished in the ribbon banded satin. Full size.

75.00 Mahogany Poster Bed Outfit 55.00



For those who want not only a good looking bed outfit, but a comfortable one, we have assembled this fine suite. Consisting of a heavy mahogany poster bed, a guaranteed, tempered steel coil spring and a 45-lb. layer cotton felt mattress. A regu lar 75.00 outfit. 55.00 ! Tuesday,

75.00 Box Spring, Mattress and a Pair of Pillows



rest, we are featuring this complete outfit. An all hand tied steel coil box spring, 45 lb. all layer cotton felt mattress and a 45.00 pair of feather pillows, special ....

14.00 All Cotton Mattress, 9.95



ALL FURNITURE SOLD ON EASY TIME PAYMENTS