

### Gloom, Glare Are Enemies of Eyesight

#### President of Electrical League Supports Better Home Lighting Act.

"Elimination of gloom and glare in the home by teaching the proper use of light is the object of the Home Lighting essay contest which is being held among school children in the United States and Canada." A. D. Barber, president of the Omaha Electrical League, which is sponsoring the activity in Omaha, said Saturday.

It has long been known that lighting in the home is an important matter, as it affords not only personal convenience and happiness but eyesight and health. The rules that govern good light are simple and definite yet very few persons know the fundamentals of this problem. This is shown by the fact that 25 per cent of school children of the country have defective vision, due partially to improper lighting in the home.

### Return Articles Privilege Abused

#### Retailers Take Measure to Protect Themselves of Loss.

Following a thorough investigation of the "return merchandise privilege" recently conducted by the Associated Retailers of Omaha, the fact was disclosed that this privilege was being grossly abused. This discovery led the members of the association to adopt a resolution whereby merchandise should not be received for credit or exchange unless returned within three days after date of purchase and accompanied by the original sale check.

According to Allen T. Hupp, association secretary, this newly adopted rule will have little effect on the vast majority of people, but it will serve to check the habitual abusers of the "return merchandise privilege." Mr. Hupp said: "Merchandise sold that has been out of the store longer than the allotted time for return is considered by the store as satisfactory, but if returned, the same procedure as before the sale has to be gone through with again. Consequently, this causes higher overhead to the store owner and one who studies the situation carefully can readily determine in his own mind that if the practice of returning goods were stopped, merchandise of the same quality could be had at a lesser price."

### NEW WINTER HATS RIOT OF COLOR

Hat styles and colorings are more beautiful and stunning than ever, according to Miss Stiel Shanahan, who has just returned from an eastern buying trip. Miss Shanahan, in her millinery department of the Julius Orkin store, 1512 Douglas street, has been a close student of hat styles for a number of years and she predicts unanimous approval for the new winter hat styles.

A statistician tells us 90 per cent of runaway husbands have blue eyes, and experience tells us that if they hadn't run away 90 per cent of those would have had black.—Columbus Dispatch.

### John A. Downs Joins George H. Lee Company



John A. Downs of Omaha, widely known as sales manager and sales instructor for the Diamond Products company of Chicago, has resigned to become sales manager of the George H. Lee company, Omaha, manufacturer of poultry and stock remedies. He took up his new work October 1. Mr. Downs came west in 1911, and for many years visited the drug trade in nearly every town in Nebraska, the Dakotas, Minnesota, Iowa, Missouri and Kansas. For two years he was sales manager of his company's Sioux City house, and more recently was instructor of salesmen in the middle west territory. "While 'on the road' I learned that the George H. Lee company is one of the most widely-known Omaha manufacturers, whose products are sold in every state and in several foreign countries," said Mr. Downs. "His selling plans are unique and in advance of the ordinary methods, and I expect a big future for this 36-year-old Omaha concern." Mr. Downs is married, has two daughters, 19 and 17, and is a member of several Omaha clubs.

### Chairs Are Only Chairs to This Bachelor Reporter, but He Enjoys "Homzy" Furniture Exhibit at Hartman's



A city editor who is married, with rare lack of judgment, selected a reporter who is single to go to the opening of the remodeled Hartman furniture and carpet store, 413-417 South Sixteenth street, to write an account of the atmosphere of charming homes to be found on exhibition there.

The reporter lacked the preliminary training necessary to carry out his mission. He had never been engaged. His peculiar type of beauty, his lack of hair, his big feet and hands and his lanky figure had never attracted sufficient attention from any potential homemaker to cause him to look at furniture. Life had passed him by carelessly. Indeed, he is one of life's little jests.

The writer found himself about as much at home among the tasteful decorations of Hartman's as Victor Berger would be at a luncheon of bankers. In his colorless past, an arm chair to him was only an arm chair, a necessary article which should be comfortable to sit on. A stove also appeared to be a quite necessary evil, for the reporter had a vague idea that edibles were prepared on them. Stoves had never attracted his attention so much as a sweet brier pipe, a chow dog or a brigadier general. Tables, dining room chairs, bedroom suites, lamps, carpets and similar things did not lure him on as did a good horse race, a James Stephens book or a sirloin steak smothered in onions.

It was all a plot, the humble scribe thought, to interest him in the joys of matrimony so he might successfully woo one of the pretty girls in the business office and settle down. He attached himself to the genial person of C. V. Kenna, assistant manager of the store, and listened to his plot describe the charm of furniture much as a Chinese teakwood carving would listen to Kat Lung while away the golden hours. For Kenna's heart is in his draperies, his soul is surfeited with black walnut bedroom sets and overstuffed chairs for a gentleman's den. Good furniture is his art, and he expresses that art nobly.

A young couple, obviously still unmarried, for they were holding hands and addressing each other tenderly, also looked over the rooms of the five-room model apartment on the fifth floor. They did not see as the narrator did, an array of mere furniture; they saw a home. Furniture to them had taken on gigantic proportions. They planned and conspired against their bank account with all the eagerness and pleasure of a retired sea captain fitting up a sloop.

The reporter then began to see the light. Furniture was not, after all, just furniture. It became a part of one's being, outlived one's children, and each individual piece could have, unless one were lacking entirely in imagination, a personality quite apart from the personality of an automobile or a cherry tree.

With skill and patience, Kenna guided the reporter through the maze of house furnishings on the six floors of the Hartman building. On the top story was a mirror and lamp room, the house of a theatrical lamp, surely. Such a great change had come

### Store Holds Get-Together Meeting

To celebrate fittingly the opening of its Progressive sale, which commemorates 43 years of business in Omaha, an assembly, composed largely of the sales organization of the Brandeis store, was held Friday morning.

Music by Randall's Royal orchestra, singing and addresses by various officials of the store made up the program during which arrangements that had been completed for conducting the Progressive sale were fully explained and discussed.

One of the features of the sale will be a jockey race between the different divisions in the Brandeis store. Numerous prizes will be awarded the departments which maintain leadership during the sale which opens Monday. Hundreds of additional salespeople are being added for the event.

### Crowd Awaits Admission to Orkin's Sale

#### Begin to Assemble at Door Hour Before Anniversary Sale Saturday.

There appeared in the Omaha Bee exclusively Friday, the announcement of Orkin Brothers' 18th anniversary sale. It was a message to the readers of an important event in the store's merchandising calendar.

As early as 8 Saturday morning the crowds began to assemble in the entrance way to the store. When the doors opened at 9, more than 500 people were awaiting admission. The use of elevators was abandoned and the crowd rushed up the stairway to the second floor, for both the ready-to-wear and millinery sections. Although more than 50 additional salespeople were on hand to serve the crowds, they proved inadequate.

Frank Lelesky, manager of the Orkin Brothers' store, who has spent the past two weeks in New York making purchases for this event, declared: "I naturally looked for very intense buying, but I am frank to admit that today's response is three-fold greater than my fondest expectations. It is a vivid demonstration of the result-getting qualifications of The Bee. I made purchases which bring our present stock to a size that exceeds anything in the history of this store. In fact we were obliged to buy more than a thousand extra garment hangers to care for the excess stock."

The anniversary sale continues for 10 days.

Helene Chadwick will appear for the first time as a daughter of the west in the picturization of Zane Grey's, "The Border Legion."

### BLANKETS Large Assortment REAL BARGAINS Priced From 95c to \$6.95

Scott Omaha Tent and Awning Co. 15th and Howard Opposite Auditorium

### BANISH GRAY HAIR

Wm. J. Brandt's Liquid EAU DE HENNA Hair Color Restorer

Covers the gray and brings back the color As Natural As Nature

The work done by EAU DE HENNA is truly wonderful. No one will know that the color of your hair has been restored.

Wm. J. Brandt's EAU DE HENNA will restore the color to gray, faded, bleached or streaky hair. It permeates the hair, covers ALL the gray hair, leaves no streaks or spots. Will cover any gray, no matter how stubborn, or no matter how caused.

EAU DE HENNA LEAVES THE HAIR Soft, Glossy and Natural. Does not give that flat, dead look so common to many restorers. The use of Eau de Henna does not interfere with permanent waving. Eau de Henna is two liquids, one application. It colors at once. No mess. No pack.

ANYONE CAN PUT IT ON

Will not rub off. Not affected by sea bathing, sun, shampooing, permanent waving or straightening iron. Will withstand tropical climates. It stays on for a long time. WILL NOT BREAK THE HAIR.

WONDERFUL FOR TOUCHING UP

You can put it on just where it is needed. Can be used to touch up where powder henna dyes have been used. The shades blend beautifully. Can be used over other hair dyes or restorers.

Full directions in English and Spanish in each box.

Eau de Henna comes in the following colors: Black, Dark Brown, Medium Brown, Light Brown, Dark, Blond, Auburn. Prices for bottles sufficient for one head, \$2.50 (4 C. O. \$2.60). Order through your Department Store, beauty parlor or druggist or direct from us. Accept no substitutes.

Hair Specialty Co., Dept. 212, 112 East 23d St., New York.

For Sale in Omaha by SHERMAN & MCCONNELL DRUG STORES

Harcney-16th and Dodge-19th and Farnam-24th and Farnam

Men as well as women can use Eau de Henna to advantage.

### How Signs Of Old Age Creep Into Your System When The Iron In Your Blood Runs Low

For Want of Iron, You May Be Old At Thirty—Nervous, Irritable and All Run-Down—While at Fifty or Sixty, With Plenty of Iron in Your Blood, You May Be Young in Feeling and Brimming Over with Vim and Energy.

#### IRON IS THE RED BLOOD FOOD

This Helps Strengthen the Nerves, Restores Wasted Tissue and Aids in Giving Renewed Force and Power to the Body. Physicians Explain Why Administration of Simple Nuxated Iron Often Increases the Strength and Endurance of Delicate, Run-Down People in Two Weeks' Time.

Old age has already sunk its talons into thousands of men and women who ought still to be enjoying the springtime and summer of life simply because they have allowed worry, overwork, nervous strain, dissipation and occupational poisons to sap the iron from their blood and thereby destroy its power to change food into living tissue, muscle and brain. You will find plenty of people at 40 who are broken in health and steadily going downward to physical and mental decay while others at 50 are strong, active, alert and seemingly growing younger every year. One class withers and dies like leaves in autumn while the other by keeping up a strong power of resistance against disease may pass the three score and ten mark with surprising health, strength and vigor. But you cannot expect to look and feel young and vigorous unless you have plenty of iron in your blood, and physicians explain below why they prescribe organic iron—Nuxated Iron—to supply the iron deficiency in the weak, nervous, and run-down so as to build them up into stronger, healthier men and women.

When, as a result of iron starvation you get up feeling tired in the morning, when you find yourself nervous, irritable and easily upset; when you can no longer do your day's work without being all fagged out at night; when your digestion all goes wrong, or you

YOU ARE AGEING if you have lost the spring of your step and your movements are cumbersome

YOU ARE AGEING if you are wearing in the activities of your daily life.

and endurance in two weeks time by this simple experiment. But in making this test be sure that the iron you take is organic Nuxated Iron which people usually take. Organic Nuxated Iron is like the iron in your blood and like the iron in spinach, lentils and apples, while metallic iron is iron just as it comes from the action of strong acids on small pieces of iron.

Nuxated Iron represents organic iron in such a highly concentrated or form that one dose is estimated to be approximately equivalent (in organic iron content) to eating half a quart of spinach, or one quart of green vegetables. It is like taking extract of beef instead of eating pounds of meat. Your money will be refunded by the manufacturers if you do not obtain perfectly satisfactory results. At all druggists.

YOU ARE AGEING if your skin is shrinking and your face looks wrinkled, careworn and old

have pains across the back and your face looks pale and drawn, do not wait until you go all to pieces and collapse in a state of nervous prostration, or until in your weakened condition you contract some serious disease, but add plenty of spinach, carrots, baked apples or other iron-containing fruits and vegetables to your daily food and take organic iron—Nuxated Iron with them for a while and see how much your condition improves.

Thousands of people have surprisingly increased their strength, energy

### NUXATED IRON INCREASES THE NERVE FORCE AND GIVES NEW STRENGTH AND ENERGY

### FAIR MUSICIANS AT FONTENELLE

The Merry Musical Maids, an organization of five comely novelty entertainers, opens the fall season Sunday noon, October 12, in Hotel Fontenelle main dining room. Programs will be given daily thereafter at luncheon and dinner, a mezzanine concert following. There will be special Sunday morning concerts on the mezzanine floor.

Miss Mabel Moran, drums and mezzo soprano, is leader. Miss Dorothy Rotzlee, cornet and soprano; Miss Maja Heerman, cello and contralto; Miss Mary Jones, violin, piano and soprano, and Miss Marjorie Schoel, pianist and soprano, complete the organization. Miss Heerman is a new member of the orchestra, a sister of Emil Heerman, concert master of the Cincinnati Symphony orchestra.

Luncheon programs will be given from 12 to 2 p. m., dinner programs from 6 to 8, and mezzanine concerts from 8 to 9, daily. Sunday morning mezzanine concerts from 10:30 to 11:30. Arrangements are being made to broadcast some of the numbers; specially favored by Fontenelle diners.

### CIGARET SALES MAKE NEW MARK

A new record in sales has been made by Liggett & Myers, manufacturers of Chesterfield cigarettes. Chesterfield sales this year have increased 61 per cent. Liggett & Myers estimate new smokers are being acquired at the rate of more than 1,000 a day.

Big advertisements heralding this large increase in Chesterfield sales are being published by Liggett & Myers.

When in need of help try Omaha Bee Want Ads.

### Ludwig Professional TRAP DRUM

Outfit Complete \$60

Equipped with the Ludwig "Universal" model metal shell snare drum—a popular price facsimile of the original Ludwig.

Consists of

- Ludwig Junior Pedal complete.
- 11-inch Ludwig Spun Brass Pedal Cymbal.
- 11-inch Genuine Chinese Crash Cymbal.
- Upright Crash Cymbal Holder.
- Ludwig Two-Tone Wood Block and Holder.
- Pair Ludwig Hickory Sticks.

Terms as Low as \$2 Per Week

Agents for Conn Band Instruments

### ED. PATTON MUSIC COMPANY

16th and Farnam Streets

### In the World of Barter

We have traveled a long way from the primitive selling efforts of the early trades people, and today modern business demands methods in keeping with the progress and development of the times.

Advertising illustrations, made possible by clean, forceful cuts, is the modern vehicle to convey a sales message quickly and authentically. Let us tell you more about the possibilities of our "better engravings" as related to your sales problem.

Phone Atlantic 1000

### The Bee Engraving Department

Ernest Sherer, Mgr.

### Children Cry for Fletcher's CASTORIA

MOTHER! Fletcher's Castoria is a pleasant, harmless substitute for Castor Oil, Purgative, 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 *Wm. C. Fletcher* Proven directions on each package. Physicians everywhere recommend it.