Other Forms of Human Conduct Are More Offensive.

PROFANITY WORSE THAN SWEARING

Deplored, but Morality Suffers More from Other Causes Than Picturesque Conversation.

M. Mann, pastor of Unity church, in his sermon on that subject yesterday morning. The criticism arising over the picturesque language employed by some of the naval officers in the late war with Spain supplied a reason for the discourse. His texts were from Leviticus xix, 12 and Jeremiah xxiii, 15, but he added another from Lawrence Sterne's "Uncle Toby," in the oath which the recording angel blotted out with a tear. Said

Fighting is generally accompanied by a great deal of swearing. There was doubt-less much of it in the last war. Considering the kind of luck they had, the Spanish probably swore worse than our men, but as it was in another tongue it was no under-stood by us and its effect is lost. A few of our naval officers acquired an unenviable reputation through their reckless use of expletives and this has made them subject to a deal of adverse criticism. A prom-inent eastern divine in taking up the cudgel in defense of these officers indulges in language which would make even them blush. Profane swearing is reprehensible, as is manifest in withholding from it in the presence of ladies. On shipboard its use has doubtless become so general that a sudden cessation of it would be inconvenient and impracticable, as with the use of narcotics. The most that can be said of swearing is that there are a great many worse things, and that contrasted with the high crimes it becomes a mere pecadillo. Many of us have heard of the rebuke of the old parson to a man he caught swearing profusely: "Do you not know, sir, that you are imperilling your immortal soul and, what is worse, incurring a fine of 5 shillings?" Which not only showed the low estimate placed upon the offender's soul, but the law's small estimate of the offense, A prominent man in Connecticut was fined for saying "Damn," and the papers took up the matter with much ridicule and a fear that the "Blue Laws of Connecticut" were about to be revived. Nevertheless, this offense is exalted to a decalogue and both Jeremial and Ezekiel reprimanded the people for their profaming the temple of their God.

Lowers the Standard.

The remarkable feature about profanity is that the reputation of God himself is at stake. A higher order of prophets thought less of victories of arms than of victories of morals. Amos and Isaiah knew that in competitive trial of religions the prize of superiority would go to that order of religion which could show the highest de-gree or human character. Baal, Chemosh. Astarte and many other gods all contended with Jehovah for the distinction of being the supreme delty and when he people profaned the name of Jehovah it degraded him in people. Thus cults of empires have come to nought. That is the best religion which makes the best men; that is the best authorrick Henry said there is no better way of judging the future than by the past. We Buddha—all have said: "Ye are the light of he world; fall not to let your light our banner than any other army in the

Like the law of the state, the obligation applies to all, whether good or bad. Our The unregulated lives of priests and kings have done infinitely more harm in keeping the standard of morality low than any other thing. The peccadillos of our great men are subjects for interesting gossip and fur-nish incidents for stories which we never seems not so bad. Those who devote their lives to wholesale robbery, carried on in lives to wholesale lobbery.

legal form, are still respected. The people are not surprised at the politician who amasses great wealth. No responsibility amasses great wealth. No responsibility seems attached to those who are in suprem power. Yet the debasement of public mor ality by men in public life is the most rep rehensible form of profanity, because it i a profanement of macred and transcendent realities. Slighting God's precepts, they

profane more than His name. Profanity that Comes Home.

Other kinds of profanity, said Dr. Mann, are the hypocritical professions in the name of human brotherhood, liberty and truth. On this point he observed:

We hear much said about human brotherhood. It is more than creed or right; it springs from without the church, as well of Solomon's temple in Jerusalem on Mount as from within. We find it in Lowell, Hugo Moriah, telling of the beauty of its archiand Browning—in all our great poets and novelists. It may be called the idea of the nineteenh century and the world would be poorer without it. But the profession of this sentiment results in a great profanity. No sconer are we through one war than we are ready for seather. The best here cated, the feast held in honor of its complethan we are ready for another. The brother hood of Christian nations is of a peculiarly feroclous kind, akin to that of wild beasts. It is the same with individuals in their firife and competition. Professors of it have upheld slavery. It does little now to lessen the distance between the aristocrat and the peasant. Nowhere is this more manifest than in the Protestant churches, So with liberty. Napoleon the Little, in the second empire, was profuse in his of the Lord filled all the place. This—the proclamations in the name of liberty. It divine presence—the pastor said was the has been the boast of all those who have crowning glory of the great temple that Solosought to curtail the libertles of the peo-ple. These are Judases, who make a pretense of loving Liberty only to betray her, and in this they have had wonderful success. This is profaning a holy word worse than the offense of the officer of the navy.

Likewise with truth Truth is at the end members of his congregation, he called at-

Ticket Office:

1502 Farnam St.

Telephone 250.

CUSS WORDS NOT THE WORST of the quest. It is not to be defended but to be discovered. About the most outrageous and irreverent profanation is the attempt to stiffe investigation of the things of the latternorm to stiff investigation of the things of the latternorm to stiff investigation of the things of the latternorm to stiff investigation of the things of the latternorm to stiff investigation of the things of the latternorm to stiff investigation of the latternorm to be defended but the new beauty of the church in which they were then assembled to worship and the glorious songs of praise in which they lifted up their voices. But these would universe, as though God's truth is in danger of being upset. Herein is where we differ from the orthodox churches, who are continually setting up defenses around about

GREAT SUNDAY SCHOOL RALLY.

Mary's Avenue Congregationa Church Opens Winter Campaign. The annual Sunday school rally at St. Mary's Avenue Congregational church occurred yesterday. Invitations had been ex-everlasting praise and all is happiness and tended to all deacons, former and present joy. It is a glorious promise. But better curred yesterday. Invitations had been expupils, and especially to parents, that they than all is the assurance that God will be might see what work is being done and how there, filling the place with the divine efmight see what work is being done and how More than one kind of profanity was found | the Sunday school is prospering. Another In human conduct generally by Rev. Newton purpose of the rally is to regain all the old pupils and arouse interest among the new for the coming year.

There was a large attendance present and much interest was shown by all. W. H. Russell, who was superintendent of the Sunday school thirteen years ago, spoke on 'The Sunday School as It Was Ten Years Ago." H. H. Harder, recently elected superintendent, spoke on "The Sunday School as It is at Present." Dr. S. Wright Butler, pastor of the church, spoke on "The Future of the Sunday School." David Vernor, sec ond vice president of the Commercial National bank of Chicago, who is a prominent Sunday school worker of the Congregational

church, talked of the work in general. Mrs. G. M. Nattinger, the present super intendent, called the school to order, and after the opening hymn, the Lord's prayer and a responsive reading, Miss Terry sang "The Ninety and Nine," Mrs. Nattinger explained the purpose of the rally as being to get new scholars, to arouse interest in the old scholars and to get the deacons and teachers more closely interested in their work. She then called upon Mr. Russell for a short talk on "The Sunday School as It Was Ten Years Ago." He said in the course of his remarks that he was made superintendent in 1886. The enrollment then was 299, the average attendance 190. Some of the Sunday school workers then were: Mrs. Putnam, Mrs. Bryant, Mrs. Jarvis, Mrs. Poor, Miss Connell, Miss Harney, Miss Ben-Miss Greenley, Mr. Williams, Mr. Bolter, Mr. and Mrs. Northrup, Mr. Scott and Mr. Belden.

Mr. Harder, the coming superintendent speaking on the present, mentioned several ways in which the Sunday school was now better equipped. He paid a tribute to Mrs. Nottinger by prophesying a big school in the He then cited John Wansmaker's Sunday school of 5,000 members in Philadelphia as an example to be followed. He told of Mr. Wanamaker going from Washington to Philadelphia every Sunday when was postmaster general, so that the work of the school would not lag. This was an example for school superintendents to fol low now.

Dr. Butler said: "There is one thing abou the school in the future. In thirteen years from now we will all be members still. We will stand a better chance to be in life then if we are Sunday school scholars. who are good live longest." He spoke of the United States army of 200,000 and the army of Sunday school children, 14,000,000, and the estimation of the nations. Nations and said that the latter could accomplish the their gods are judged by the character of the most good. Rallies enable the Sunday school army to charge up the hill and carry the flag of the Sunday school to victory. Patrick Henry said there is no better way of country, and we always will have."

Then the boys and girls who had attended school for six Sundays or more during July society. The good man has therefore an extra moral responsibility. If he sins the moral standard is lowered; he drags down the general resolution of heroes." Dr. Butler the general reputation of righteousness, gave them a short talk, saying the school the back eller and profanity in took pride in them. They were the same the back alley are intolerable, they seem kind of heroes as Stonewall Jackson, who got his name on the battlefield at Bull Run. They got the name attending school when others failed. They were: Mabel Higgins, Nellie Kinney, Bessie Knapp, Mattle Bliss Lela Scribner, Ada Patterson, Winifred Wilcox, Raymond Wilber, Frank Miller, Howtire of hearing. The man who would bribe and Blackburn, Donald Troup, Leslie Hig-a legislature to rob the public of millions wins Arthur Knapp, Montrose Lee Roy gins, Arthur Knapp, Montrose Lee, Roy Pierce, Harry Higgins, Kenneth Russell, W. D. Pierce, G. H. Perry, Frank Perry, Bur Talmage, Miss Higgins and Miss Forsythe.

GOD'S GLORY MAKES IT PERFECT

Effulgence of the Divine Presence i Necessary to the Church. The congregation of the Seward Street Methodist church last week completed the repairs and decoration of the interior of their house of worship and yesterday morning's service being the first to be held after the renovation, the pastor, Rev. A. C. Welch,

appropriately selected for his text II Chronicles vii, 1, "And the glory of the Lord filled the house

Dr. Weich first gave a minute description cated, the feast held in honor of its comple tion and the sacrifices of sheep and oxen that could not be told for the number. After the sacrifices he said the Levites who were singers, arrayed in white linen and carrying cymbals and harps, lifted up their voices in praise of God, saying, "He is good, for His mercy endureth forever." Then the house which are almost wholly given over to the was filled with a cloud so that the priests could not stand to minister and the glory mon had erected. Without it all the inlaid gold and precious stones and all the beautiful cherubim that adorned its interior would

have lost their lustre.

A Chance to

See a Great State

Visitors to Omaha who want to get a good idea of Nebraska's resources should take advantage of the Burling-

ton's Tuesday and Friday Excursions to Nebraska points.

One Fare For the Round Trip

Excepting to points, the regular rate to which is \$3 or

less. Tickets good 10 days. Stopovers allowed on going

New Depot:

10th & Mason Sts.

Telephone 128.

they lifted up their voices. But these would be but mockery and sham if the Divine were not among His people as they came together

in His name. Concluding, he reiterated the promise everlasting life in a home more fair than ever eye beheld or ear has heard described,

We read of a celestial city with streets of alabaster and gold inlaid with precious gems, whose gates are of pearl, where mu the air and the voices chosen are lifted in fulgence of His presence. This is the promise that awakens in man the hope of heaven. It is the longing to see God, to be near Him. to feel His presence, that makes us yearn for a home above.

Theosophists Reorganizing,

The Council Bluffs Theosophical society held a meeting in the lodge rooms of The Bee building last night. Their object was to gather together the theosophists of Omaha and to organize the branch which collapsed after the formation of the new national society under Mrs. Tingley. The officers of this branch, which remains faithful to the teachings of Mrs. Anne Besant, are Mrs. Harriette Griswold, president; Frank Lee, vice president, and L. A. Storck, The fundamental principle of secretary. this society is universal brotherhood regardless of religion, creed, sect, color or race. Apart from this history, both ancient scientifically and applied to the unexplained laws of nature.

which he set forth the doctrines and beliefs of the true theosophist. He told several interesting cases of hypnotism and ended with a plea for the theory of reincarnation.

Mr. Storck read a sketch of theosophy,

in Odd Fellows' hall, Council Bluffs. From

HOOKS CAUGHT IN A WRECK Motor Car on the Cross Town Line Smashes No. 2 Truck and Hurts

street. The truck left the house at Twentyfourth and Cuming street with Captain Dineen on the seat and five truckmen on the side steps. As it swung into Twentyfourth street running north the driver observed a street car approaching from the ame direction and endeavored to get the thity-foot truck across the tracks ahead of The car was too quick, however, and truck the truck fairly back of the middle. The latter was capsized, the wheels jerked from beneath it and the springs bent and Truckman Charles Mattson, who was on the step near the point of collision, was thrown violently to the pavement and hadly bruised about the body. He was at-

ome. His injuries will not prove serious. The other firemen went over when the truck capsized, but none of them are injured beond a shaking up and were not relieved from duty. Motor car 161 was somewhat damaged about the front platform. None of the pas-

ended by a physician and later sent to his

sengers were injured. The firm alarm to which the company responded was caused by a lamp explosion in the flat occupied by Mrs. Jaquith. Slight damage was done to the wood work of the bath room.

The same blazing kerosene lamp was the Slowby, 14 years old, who was on his way home to 1914 Charles street. As he was crossing Twentieth street near Charles he themselves providing the required reemerged directly in the path of Chief Win- claim being pioneers in the movement, but dom's horse and buggy as it was responding to the fire alarm at a rapid rate. The boy was knocked down and the wheels passed over his body. He was taken to his home in the patrol wagon. Severe bruises were found across his body, but it is not thought that there are internal injuries and his condition is not dangerous.

Dr. Bull's Cough Syrup cures the catarrhel affections that accompany measles. Flags. Omaha Tent and Rubber Co., 1311

The Grand court of the Exposition wonderfully beautified at night. No picture of it is so good as The Bee photogravure. Stop at The Bee office for one and some others. Three for ten cents.

C. St. P., M. & O. Ry, is selling round-rip tickets Omaha to Sicux City at \$3.95 Good for return to October 10. Account Sloux

MAGNIFICENT TRAINS

To All Principal Western Points Vit Union Pacific. trains daily, 4:35 p. m. and 11:55

TWO trains daily, 8:50 a. m. and 4:35 p.
for
Utah and California points.
ONE train daily, 4:35 p. m.

Utah, Idaho, Montana and Oregon points. For full information call at City Ticket office, 1302 Farnam St.

Itailroad to Chicago train. Leave Omaha 6: every day, arriving Chr. the same evening at 8:15, when close connections are made with all lines beyond. This train is 50 years
ahead of the times and is proving
immensely popular with Omaha
people. Other flying
trains leave for Chicago at 4:55 and 6:55 daily. City ticket office, 1401 Farnam St.,

"The Northwestern Line." YOU CANNOT DO ANYTHING ELSE

If You Want to Go East except take the "Northwestern Line" if you desire a fast daylight trip between Omaha and Chicago, because no other line runs a daylight train Leave Omaha 6:40 a connection with eastern lines. A good train? Emphatically YES. City office, 1401 Farnam.

NOTE THE HALF RATE

Vin the Port Arthur Route. Kansas City and return, October 2 to Pittsburg, Pa., and return, October 7 to iome Seekers' excursions, October 4 and 18 Pare and one-third round trip to St. Louis, on sale every Tuesday and Thursday until October 29. For all information call at Port Arthur Route office, 1415 Farnam street (Paxton Hotel block), or write Harry E. Moores, C. P. and T. A., Omaha, Neb

Pittsburg and Return, \$10.50, via Lake Shore & Michigan Southern Ry. Tickets will be on sale from Chicago Oct. 8 to 13, inclusive. Return limit may be exs to 13, inclusive. Return limit may be ex-tended to Oct. 31. Through sleeping car service will be in effect via this route, leav-ing Chicago 8:25 p. m., arriving Pittsburg 11:35 a. m.; returning, leave Pittsburg 6:00 p. m., arrive Chicago 7:50 a. m. B. P. Humphrey, T. P. A., Kansas City; F. M. Byrou, G. W. A. Chicago: A. J. Smith, G. P. A., Cleveland.

Exhibitors wishing photographs and fine cuts of their exhibits published may pro-cure them by calling upon J. F. Knapp. agent Omaha Bee, southwest corner Manu

Her Grand European hotel now open. El gant rooms, ladies' and gents' cafe and grill room. Cor. 16th and Howard.

HENRICKSON-William T. Henrickson, age 26 years, October 8, 1898.

Funeral 2 p. m. from residence of his mother, 1204 North Twenty-seventh street, Monday, October 18, Interment, Piorence, Neb.

Cattle Slaughtered in South Omaha to Grace London Butchers' Blocks.

GREAT ENTERPRISE OF ARMOUR & . CO.

Daily Deliveries of Fresh Beef in the English Metropolis Has Been Arranged For by the Prince of Packers.

An elaborate scheme for furnishing the people of Great Britain with American iressed beef has just been inaugurated by Armour & Co. and its effect will be important upon the packing house industry at South Omaha. The plan is to offer a daily service of dressed beef shipments from New York to London. This service will furnish American beef to the English markets direcfrom refrigerator cars without the intervention of wholesale houses or special agents.

The scale upon which the traffic is planned is such that the facilities at Omaha, ever with the model plant recently added to the company's equipment, and the Union Stock yards at Kansas City, will be inadequate to handilng the beef and preparing it for shipment. Plans are already in preparation for enlarging the Omaha plant and in addition to the sum of \$1,000,000 already expended modern, and religion will be studied three-quarters of a million more has been set aside for its improvement. The changes contemplated will practically double the capacity and will involve the erection of half dozen buildings. The benefit which the block), today at 1 o'clock, for the purpos nlargement will confer upon the city will be of attending the funeral of their lat enlargement will confer upon the city will be equal to that which was noted when the plant of Armour & Co. was originally lo-Every Sunday afternoon meetings are held cated there a few months ago. A marked stimulus to the stock-growing industry of time to time other meetings will be held in the surrounding country and the business interests of the city will be inevitally brought about

It is expected also that a considerable amount will be expended at the Kansas City plant. The money will not be used in enlarging the plant so much as in bringing it up to date and in centralizing the power plant. The power which is now generated Hook and ladder No. 2 was badly wrecked in about twenty-five engine rooms will be 7:30 o'clock last night in responding to centered in one power station and dis an alarm of fire at 1309 North Twenty-fourth | tributed by electrical transmissions to various departments. Three 400-ton refrigerating machines will also be erected.

> Line of Vessels Already Engaged. Arrangements for the daily service to England have already been completed so that the plan will be put in operation within a few weeks. Refrigerator space in vessels of several transatlantic lines has been engaged and sufficient room will be chartered in this manner to furnish the daily service. Most of the consignments will be carried by the Cunard and White Star lines and they will transport the beef to England as fast as it can be rushed from Omaha and Kansas City to the scaboard. Preliminary arrangements for the gigantic enterprise were completed in England several months ago by Arthur Meeker, export manager for Armour & Co., and since then the preparations for inaugurating the service have been carried out. A number of the firm's older employes, both from the Chicago and New York offices have arranged to locate permanently in Great Britain and the finishing touches to the deal are being given by J. Ogden Armour, who is now in England.

The details of the plans for distribution in Great Britain have not been fully worked out. The railway companies there will not cause of a serious accident to Clifford allow outside interests to operate cars over their tracks, as is done here, but this difficulty will be overcome by the railways stepped in the rear of a street car and frigerator service. The Armour people disnew departure. They are, in a sense, feeling their way in the British distributing

market. When Sir Thomas J. Lipton, one of the greatest British distributers of food products and who has a packing house at the Chicago stock yards, was in this country recently on a customary business trip, he had numerous conferences with Mr. Armour. Every packing house in the west has been watching the new enterprise with intense interest. The dressed beef companies here

hitherto have found small profit and great expense in exporting fresh beef by cold storage to England and none of them has ever ventured anything more than a weekly service. Armour & Co. have never gone into the dressed beef export business at all, though for years they have been exporting enormous quantities of canned and cured meats to Great Britain.

Will Control the Trade.

Rival packers say that Mr. Armour is going into the new export business on a scale that indicates he expects soon to control all the American dressed beef sales in the British Isles. Nothing stated by the

FRESH BEEF FOR THE BRITISH | Armour people, however, would give such

said, doing the bulk of the exporting.

The plans for the new industry are said to be largely the product of P. D. Armour's resourceful brain and it is also said that Mr. Armour first conceived the plan when he went to Europe one year ago and came back, declaring that England and Europe wanted all the American products they could get.

Armour & Co. have had men in all the big English cities for years and to this extent have lines established. Up to this time London has been the dressed beef trade center and the market fluctuates wildly, as supplies happen to be excessive or below requirements. If the American plan of distribution succeeds in Great Britain interior dealers will not have to depend on London, but practically will have supplies brought to their doors.

The Cost of Freeing Cuba. The United States are certainly entitled to retain possession of the Philippine Islands if the peace commissioners so decide, for the of the war runs far into the millions and the end is not yet. The money paid out reaches an astonishing total. To free the stomach, liver, bowels and blood of disease however, is not an expensive undertaking. few dollars invested in Hostetter's Stomac Bitters will accomplish the task easily. Th poor as well as the rich can afford it.

Elks-Funeral Notice. The members of Omaha lodge, Benevolent Protective Order of Elks, No. 39, are respectfully requested to meet at their lodge rooms, corner Fifteenth and Farnam (Ware brother, John Schoning. All members wil leave the lodge rooms at 1:30 for the residence of the departed brother. Twenty fourth and Harney streets. Visiting breth

Attention, 7th Ward Republicans! Pursuant to petition, I hereby call meeting of said club for Monday, October 10, 1898, at 8 o'clock p. m., at club rooms, to select delegates for school district con CHARLES W. HALL,

Flags. Omaha Tent and Rubber Co., 1311

MAGNIFICENT TRAINS.

Omaha to Chicago. The Chicago, Milwaukee & St. Paul rall way has just placed in service two mag-nificent electric lighted trains between Omaha and Chicago, leaving Omaha daily at 5:45 p. m., arriving Chicago at 8:25 a. m and leaving Chicago \$:15 p. m. and arriving Omaha 8:20 a. m. Each train is lighte throughout by electricity, has buffet smok ing cars, drawing room sleeping cars, din ing cars and reclining chair cars and runs ever the shortest line and smoothest road bed between the two cities. Ticket office, 1504 Farnam street and a

Union depot Pittsburg and Return. On October 7, 8, 9 and 10 the Missouri Pa cific will sell round trip tickets to Pittsburg, Pa. Only one fare for round trip. For further information call at company's new offices, S. E. corner 14th and Douglas street, or depot, 15th and Webster,

THOS. F. GODFREY, P. & T. A. J. O. PHILLIPPI, A. G. F. & P. A.

LOW RATES EVERYWHERE In Nebraska.

Via the Elkhorn. "Northwestern Line." Every Tuesday and Friday in Half fare for the round rip to all points where the fare is over \$3
Good 10 Days.

City office, 1401 Farnam Street, Depot, 15th and Webster Streets.

German Imports to United States. BERLIN, Oct. 9 .- The exports for the third quarter of the present year from the southern half of Germany to the United ates are officially totaled at \$8.541.623. still admit that their plan is practically a \$1,190,253 in excess of the amount for the corresponding quarter for last year.

CASTORIA For Infants and Children. The Kind You Have Always Bought

Signature of Charty Tetcher. CASTORIA. The Kind You Have Always Bought Helitakurs CASTORIA. The Kind You Have Always Bought TORIA. The Kind You Have Always Bought lat H. Hetchira

We offer you the best selected stock of Jewelry -Watches-Diamonds-Cut Glass-Silverware, etc., that Mr. Raymond's years of buying experience could gather together-We must pay our creditors and everything will go to the highest bidder-For 15 years. Mr. Raymond has been acknowledged as the largest retail jeweler of the west-Wedding Stationery engraved to order-100 engraved Visiting Cards and Plate for \$1.50.

> Corner Douglas and Fifteenth. Sales: Daily at 10 a.m. and 7:30 p.m. P. J. Burroughs, Auctioneer.

A NATION OF BALD HEADS.

A current writer has referred to the p copie of this country as a "Nation of Bald Heads," and it would seem there was amp it reason for the observation. The "front row" at the opera, which has by mutua I consent and custom been dedicated to gentlemen with "high foreheads," has now widened to the front six rows, and threatens to monopolite all the parquette s case. The condition among the ladies is as bad and if anything worse. The sayin g, "Woman's crowning clory is her hair," in a majority of cases is now a mere burie sque. It is a common thing to hear the complaint, "My hair is coming out in han dfuis," or "My hair is nearly all gene." The condition of affairs noted above make st he visit of the lady representatives of the Seven Sutherland Sisters to this city p articularly opportune just at this time. These ladies have hair over seven feet lon g, grown with the celebrated Seven Sutherland Sisters Hair Grower. The wonder ful success of the Hair Tonic on their own hair made these ladies enthusiastic on the subject of the hair and scalp and finally led to their employment by the Seven Sist ers, who have inducted them into the science of growing the hair.

For a few days these experts may be s can and consulted free of charge at the well known pharmacy of Sherman & McC onnell Drug Co. on Dodge street between the old and new postoffices. Their beautif ul hair alone is worth a trip to Omaha from any part of the state and will form o ne of Omaha's principal attractions Jubilee week. "See them in the window."

EDUCATIONAL.

HARDIN COLLEGE AND CONSERVATORY FOR LADIES 26th year. Unprocedented prosperity. 24 Professors from 8 Universities and 5 European Conservatories. A \$1,000 Pinno to best music pupil. German-American Conservatory. Naves Scharwenka, Director-General, present in person during May. Largest. Cheapest. Best. Address. JOHN W. MILLION, Pres., 11 A St. MEXICO, MO.

For several years the bulk of the fresh beef exporting business to England has been in the hands of Nelson Morris & Co. and one or two other firms, the former, it is \$7.50, \$8.50, \$10

You can't buy something for nothing. You can't get a dollar for fifty cents unless the dollar's plugged. You can't buy 10.00 suits for 3.97 or twelve dollar overcoats for 4.98, and you can't buy honest goods for less than Nebraska prices, no matter where you go, or what you read in print. We remind you of these things this morning because the excitement of McKinley week may lead you to think that some of our merchants are going to celebrate the Peace Jubilee by giving their goods away for less than cost. It ain't so. Prices at The Nebraska are the same this week as they were last week and so they are at other stores, only the advertising men are trying to attract McKinley's attention, and they're saying lots of things in the papers that they don't really mean. If you want to see some great suits, some great money's worth in suits, some great examples of how The Nebraska is going to celebrate McKinley week, just drop in here today, tomorrow, any day this week, and see the great stacks of new heavy weight suits in bird's eye worsteds, in ribbed worsteds, in fancy silk mixed worsteds and in solid silk mixed and fancy cassimeres which we place on sale this morning at 7.50, 8.50 and 10.00 a suit. We want every man and woman who has ever heard of The Nebraska, or who has ever done business with us, to come in here and examine these magnificent suits. They'll please you. They'll surprise you. They'll show you that for real downright bargains for straight goods and straight values there's only one house in this western country that's entitled to your patronage on the grounds of value received, and that house is the one that signs this advertisement and will back up anything it represents.

Nebraska Glotbing Co

OVERCOATS Style, Quality and Value Unequaled

No man would pay the Western Union the 1c stamp tax if the Postal would accept messages and pay it themselves. In the same way no man would pay other Omaha stores the \$7.50 they are asking for all wool kersey overcoats if he knew that Hayden Bros. were selling the same thing for \$3.75.



This "ad" is to serve notice on him to that effect. Several hundred men can buy stylish all wool kersey overcoats, well made and durable in blues and blacks for \$3.75. A large assortment of overcoats made from selected Washington beaver, warm and serviceable for only \$5.00. A very styl. ish all wool kersey overcoat, leatherine body, lining French faced; worth \$12.50, on sale at \$7.50. Strictly all wood covert overcoats, artistically tailored; worth \$10,00, a special purchase, on sale at \$4.75. A grand showing of

fancy black covert top coats, made by the most skilled tailors; Skinner's satin yoke and Skinner's satin sleeve lining (warranted to wear two years); at \$7.50, \$9.50, \$10.00, \$12.50 and \$15.00. The best overcoats made in high grade meltons, karrs, kerseys and patent beavers, equal in any way to the \$25.00 to \$50.00 custom made garments; the larges variety ever shown by one house in America, go on sale here Monday at \$10. \$12.50, \$15.00 and \$18.00. These coats are from the famous manufacturers of "Vitals Brand," Philadelphia; Hart, Shaffner & Marx Co., Chicago and the Hackett-Curhart Co., New York. They come in clive browns, seal browns, blues and blacks, and were just closed out to us by the above firms to finish up their regular overcoat season. These garments will be appreciated whereever good clothes are known. Richness of fabrics, elegance of appearance, fashionableness and serviceableness distinguish them. They are guaranteed in

Selling the Most Clothing in Omaha.



Our swell shoes are worn by the swell men of Omaha-Our styles are new and our qualities are right-The J. & M. is the SHOP cheapest and most economical footform shoe made -You can see the same style in our \$3 and \$3.50 lines as you will see in the higher priced ones.

業 C.P. Cartwright & Co

N. E. Corner 16th and Douglas Streets.