

CHAMPION MONEY MAKERS

Express Companies Beat All Competers to the Public Purse.

RIPE "MELONS" FOR A SONG

Immensely Profitable Business Built Up on Little Capital—Goodly Share of the Swag Handed Railroads.

Recent cutting of "melons" by express companies and the division of juicy slices among stockholders served to fortify a public impression that patrons of the business were paying excessive prices for the service. Just how the express "melons" grew and fattened, what they cost, as well as the profits of the cultivators, have not been treated heretofore with sufficient detail to satisfy the demand for information.

Albert W. Atwood promises to supply this long felt want, and his first article on "The Great Express Monopoly; Where the Money Came From," appears in the February number of the American Magazine. Mr. Atwood writes, in part: Several years ago congress appointed a committee known as the industrial commission which gathered an exhaustive mass of testimony relative to trusts. One volume dealt with the subject of transportation and contains more than 800 pages. Less than half of one page deals with express, although the Big Six companies earn \$125,000,000 a year, and the service which they perform has become an indispensable part of our industrial mechanism.

The American Express company has never in its half century of existence held an annual meeting of stockholders, and the United States company has not held a stockholders' meeting since the city war. Consequently, many of the very people who reap golden harvests from their ownership in express shares do not know how the business is run. But now at last the people's representatives are showing symptoms of restiveness at the immunity which the express interests have long enjoyed. The petition of 124 commercial bodies and the American Bankers' association for an investigation was presented to the Interstate Commerce commission in August. As a result there will probably be a real regulation of the business as contemplated by the Hepburn act of 1905. Thus far the commission has merely reduced individual rates in a few scattered cases and has never made a thorough study of the question of express profits. But now, coinciding with all has been the courage shown by the present secretary of the treasury, Mr. MacVeagh. He has broken all records by repudiating several clauses of the iniquitous contract between the government and the express company, a contract which every secretary of the treasury for a generation has timidly added to have affixed, without making the slightest impression on congress.

The Adams Company. Six companies control more than 90 per cent of the country's express business, and of these the Adams is one of the oldest and most powerful. Organized more than fifty-six years ago, its capital stock had grown to \$10,000,000 by 1896, in which year the members of the association, and the shareholders are called, received a stock dividend of \$2,000,000. The \$10,000,000 of stock itself did not represent shares issued for cash. According to the company's own reports no shares were ever issued for cash. The 100,000 shares were given to members of the association to represent each member's pro rata ownership in the assets which had accumulated from earnings. As late as 1890, according to the census figures, the company had an actual investment in property employed in its business of but \$1,125,156. Yet it had been paying 3 per cent dividends for many years, or 30 per cent on the actual value of the property in use. In 1898 it distributed \$2,000,000 of its own bonds to stockholders, these bonds to be secured by the deposit in trust of the surplus funds not used in the express business. At this time the company reduced its dividend rate to 4 per cent, but as 4 per cent was also paid on the bonds the stockholders did not suffer any loss of income. By 1904 the dividend rate had mounted to 10 per cent, the bond interest remaining at 4 per cent. In 1907

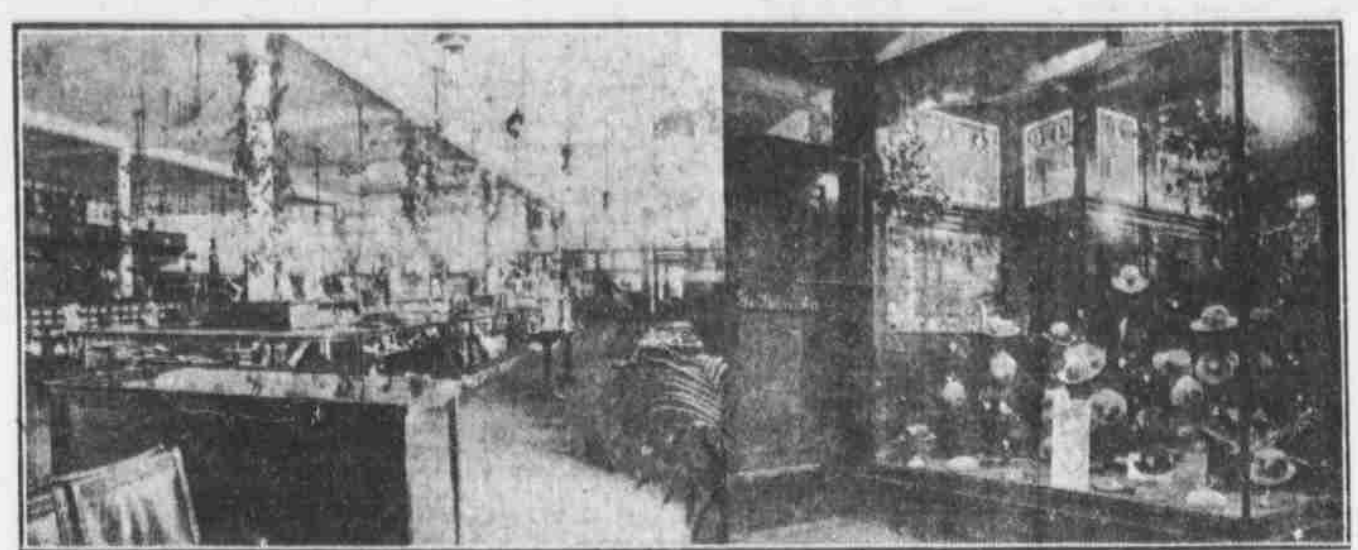
NURSE TELLS OF CURES BY CUTICURA

Soap and Ointment in Past 20 Years. Always Recommends Them.

"I have seen the Cuticura Remedies used with best results during the past twenty years. In my work as a nurse, many skin diseases came under my observation, and in every instance, I always recommended the Cuticura Remedies as they always gave entire satisfaction. One case in particular was that of a lady named Mrs. W. She had a child, was afflicted with eczema which covered her face and hands entirely, breaking out at intervals with severe torture. She could not go to school as the disfigurement looked terrible. She used Cuticura Soap and Ointment. After the use of only one set she was perfectly well. A grown lady friend, who was afflicted with salt rheum in one of her thumbs, and she was cured by the Cuticura Remedies. Still another lady had dry skin rheum in both palms of her hands every fall of the year. She used to be so badly afflicted that she was her hands until she began to use the Cuticura Remedies. She used them and she also seen them cure children of ringworm. The children's faces would be all circles and rings around the face. After the use of Cuticura Soap and Ointment, they were completely cured. My husband had a skin disease on his face and I used the Cuticura Ointment. It made his skin so tender that he could not use any other skin medicine. I have just recommended the Cuticura Remedies to another friend, and she is recovering slowly. I will gladly tell the names of the people referred to above if anybody doubts what I say."—Miss Margaret J. DeWitt, 177 Madison Ave., Malden, Mass., Oct. 1, 1910.

Sold everywhere. Post-Drug & Chem. Corp., sole agents, 142 Columbia Ave., Boston. Cuticura Soap and Ointment, with 32-p. booklet on skin treatment.

Interesting Story of Progressive Store



HOW THE NEBRASKA CLOTHING COMPANY HAS GROWN. This is the story of how a little one-room clothing store has grown with each succeeding year until today it is the largest clothing establishment in this city devoted to ready-to-wear apparel for men, women and children.

Back in 1886 when Omaha was but a prairie town, the Nebraska Clothing Company was established on the corner of Fourteenth and Douglas streets under the name of the Nebraska Clothing Company, occupying but one room on the ground floor of a very modest sized building. There were at that time but very few clothing stores in the city—in none of which had the policy of "one-price-to-all" been introduced.

The proprietors of the "Nebraska" realized at once that the only successful way to conduct a clothing store and the only way in which they could hope to retain the patronage of their customers year after year, made this "one-price-to-all" policy one of the principles of their store. Another of the almost unheard of ideas in those days was the fact that instead of buying the average ready-made garments the "Nebraska" store sent its buyers to the greatest woolen mills of the country and bought the fabrics for their garments after a personal examination and test of the quality of each fabric. This, of course, resulted in giving the "Nebraska" store not only the benefit of a considerable saving in price of their fabrics, but also insured a standard of quality that could be maintained in no other way.

As may be imagined the success of a store founded on such sound principles and such progressive ideas as these, was almost instantaneous. Hardly more than a year from the opening of the store, the proprietors were compelled to add more space to accommodate their volume of trade. At the beginning of the third year of this firm's business, there had been so many requests received from out-of-town people that it was deemed to be not only a matter of policy, but one of absolute necessity to establish a separate department before that; nothing was received by the Pacific Express company for the issue of this \$6,000,000 of stock? Do these railroad companies own the stock? A—Yes, sir.

Q—These twelve stockholders are the railroad companies? A—Yes, sir. Q—These twelve stockholders are the railroad companies? A—Yes, sir. Q—These twelve stockholders are the railroad companies? A—Yes, sir. Q—These twelve stockholders are the railroad companies? A—Yes, sir.

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The Omaha Bee's Great Booklovers' Contest



NO. 15—SUNDAY, APRIL 16, 1911.

What Does This Picture Represent?

Title ..... Author ..... Your name ..... Street and Number ..... City or town .....

After you have written in the title of the book save the coupon and picture. Do not send any coupon in until the end of the contest is announced. Remember the picture represents the title of a book—not a scene or character from it. Catalogues containing the names of all the books on which the puzzle pictures are based are for sale at the business office of The Bee—25 cents. By mail, 30 cents.

Rules of the Contest

All persons are eligible to enter this contest except employees of the Omaha Bee and members of their families. Each day, for seventy-five days, there will be published in this paper a picture which will represent the name of a book. Beneath each picture there will be a blank for the contestant to fill in the title of the book. Do not write more than five answers. Write the name and author of the book and add your name and address neatly and plainly in the space provided. No restrictions will be placed on the way in which answers to the pictures may be secured. Each picture represents only one title of a book. If you are not sure of a title and wish to send in more than one answer to each picture, you may do so. BUT NOT MORE THAN FIVE ANSWERS WILL BE ACCEPTED TO ANY ONE PICTURE. Incorrect answers will not be counted against contestants if correct answer is also given. More than one answer should not be put on the same coupon. Extra coupons should be used for extra answers. All answers to the same number should be kept together in sending in the set. While not absolutely necessary, it is desirable that the pictures should in each case be sent in with the answers in order that all answers be uniform. Additional pictures and answers may be obtained at the office of The Bee by mail or in person. When you have all seventy-five pictures, fasten them together and bring or mail them to The Omaha Bee, addressed to the Booklovers' Contest Editor. Prizes will be awarded to the contestants sending in the largest number of correct solutions. In event of two or more persons having the same number of correct solutions, the person using the smaller number of extra coupons in his set of answers will be declared winner. In event of two persons having the same number correct and using the same number of coupons, the person whose set of answers is most neatly prepared, in the opinion of the full judging committee, will receive the first prize. Only one set of answers may be submitted by a contestant. Answers will be mailed to the contestants according to the order in which they are received. The names of more than one person must not be written upon any one coupon. The awards will be made by the Contest Editor and a committee of well-known citizens, whose names will be published in the Bee. The contest is limited to the following territory: Nebraska, Wyoming, that portion of Iowa, Kansas and Missouri, and that section of South Dakota known as the Black Hills District.

First Prize Value \$2,000

A \$2,000 Apperson "Jack Rabbit" touring car, Model Four-Thirty, with five-passenger capacity. It is a great car in a great contest. It has many speed and road records, and today auto will make an excellent possession. It is a real joy-maker. It is fully equipped and is just like accompanying illustration. The famous Apperson warranty goes with this car. The prize may be inspected at the Apperson's sales rooms, 1102 Farnam Street.

Second Prize Value \$750

Not everybody can play a piano but everybody would like to. The \$8-note Kimball player-piano, worth \$750, which is the second grand prize, will furnish music for you whether you play or not. It is a wonderful instrument and will make some home a happy place for every member of the family. Even Grandpa can play this instrument. If your sister wants to play it without the mechanism, she simply has to lift a lever. This player is exhibited at the Home Store, 1112 Douglas St.

Third Prize Value \$500

This prize is a beautiful lot in A. P. Tuley & Son's Park addition, adjacent to Hancock park and Central boulevard. It is lot 4 of block eight, on Thirty-third street, and is 60x130 feet. The street car line runs along Thirty-second avenue, just a block from the site of the lot. Some young couple, perhaps, will here erect a little cottage in which to live for years and years. Who can tell what lucky person will get this ideal lot? You may be the one.

Fourth Prize Value \$250

A \$250 Columbia "Regent" Gramophone and \$50 worth of records form the fourth grand prize. This excellent sound is one of the best ever manufactured. It is built of finest mahogany throughout. For any family this instrument is a real musical gem. It is sure to increase the family closer together and draw means of entertainment right after night. This Gramophone is now exhibited at the Columbia Phonograph Company's agency, 111-13 Farnam Street.

Thirty-Five Cash Prizes Value \$140

Five Prizes of \$10. Ten Prizes of \$5. Twenty Prizes of \$2.

Watch for the Daily Picture in The Bee.

Baby's Voice

Every woman's heart thrills at the cooing and prattling of a baby, and motherhood in her highest and purest joy. Yet, the suffering incident to this great consummation of her life's desire, robs the anticipation of some of its sweetness. Most of this can be avoided by the use of Mother's Friend. This great remedy prepares the expectant mother's system for the coming event, and it uses make her comfortable during all the term. Mother's Friend assists nature in gradually expanding all tissues, muscles and tendons, it strengthens the ligaments, keeps the breasts in good condition, and brings the woman to the crisis in healthful physical condition. The regular use of Mother's Friend lessens the pain when baby comes, and assures a quick and natural recovery for the mother. For sale at drug stores. Write for free book for expectant mothers. BRADFIELD REGULATOR CO., Atlanta, Ga.

"BEST EVER" CLOTHES

WE specialize in "Best-Ever" clothes for boys, because the high quality of "Best-Ever" all wool fabrics—of trimming materials (both inside and outside) is always maintained. You will find a distinctive advantage, both in your boy and to your purse in buying these stylish "Best-Ever" clothes. Just ask to see them. You'll appreciate their many merits. We have exclusive sale in Omaha HAYDEN BROS.

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