

# Big Sales

**GOLD MEDAL FLOUR** is so perfectly made that it mixes more readily than ordinary flour.

Hence it not only makes better bread, but makes it easier and quicker.

We know this because we bake bread every day in our own experimental bake shop—keep testing, testing, testing.

**We know GOLD MEDAL FLOUR.**

**And we Guarantee it.**

**ALL GROCERS SELLING—BUY NOW**

# GOLD MEDAL FLOUR

## BIG PRIZES FOR TRADE MARK

Manufacturers' Association Offers Valuable Compensation for Idea.

## MANY JOIN IN THE AWARD

Public is invited to compete in the Contest, Where an Idea Will Count for More Than Skill in Drawing.

The Omaha Manufacturers' association has decided to inaugurate a competitive contest for a trade mark design for the association, the contest to be open to the whole public. Ideas will be considered more than art work and if one has a catchy idea he can get a draftsman to put it on paper for him and stand just as good a chance as the trained artist.

F. L. Ellick, F. E. Sanborn and Al Gordon have been appointed a committee to arrange for the contest. Among the prizes already available are: Western Tinware company, sixty-gallon gasoline tank; Borg Brewing company, case of Tri-umph beer or malt extract; Adams & Kelly company, cedar chest; Acme Box company, shirt box; Eggers-O'Flynn company, chest for photos; J. F. Bloom company, paper weight; L. G. Doup, Arme felt mattress; Standard Stock Food company, \$10 worth of stock food; Omaha Box company, two loads of kindling; Baker Bros., water color frame.

## THE DANGER OF RHEUMATISM

The danger of Rheumatism is in temporizing in the treatment, or failing to realize the powerful nature of the trouble. If the blood is allowed to remain infected with uric acid, Rheumatism soon becomes chronic, and then if not checked it sometimes makes complete physical wrecks of its victims by permanently stiffening the joints and seriously interfering with the bodily nerve force. External applications will often temporarily relieve Rheumatic pains, but do not reach the blood, where the cause is located, and to depend entirely upon such treatment is a very dangerous thing to do. S. S. S. cures Rheumatism by removing every particle of the cause and purifying the blood. It filters out of the circulation every trace of the sour, inflammatory matter, cools the acid-heated nerves, causes a natural and healthy nourishment through the blood to all muscles, joints and bones, and perfectly cures Rheumatism in all its forms. S. S. S. does this great work because it is the greatest of all blood purifiers, acting directly on the source of disease. Our special book on Rheumatism and any medical advice will sent free to all who write. S. S. S. is for sale at drug stores.

THE SWIFT SPECIFIC CO., Atlanta, Ga.

Paxton & Vierling Iron works, hitching post; Midland Glass and Paint company, gilt frame mirror; Scott Tent and Awning company, awning; Goodrich Drug company, \$10 worth of Velvetina and other toilet goods; Bjornson Sheet Metal works, garbage can; Omaha Printing company, 100 engraved cards or wedding invitations; Gate City Malt company, \$5 cash.

## MEN ACT JUST LIKE SHEEP

Little Illustration of How Easy it is to Stampede a City Crowd.

It has been said that people are like sheep—one leads, the others follow. A man undertook to prove this to a friend recently and the result was quite satisfactory—at least in so far as it proved the man's point.

The man in question was approaching an elevated station on the west side with a friend. They were walking leisurely, chatting and smoking. At the entrance to the station they stopped, looked and listened, but there was no train in sight, and it was at this juncture that the particular individual in question conceived his brilliant scheme.

"Remarkable thing," he observed to his friend, "how people will take things for granted. All they need is a leader who knows, or apparently knows, where he is going, and they will follow blindly like so many sheep. Look at that bunch in there waiting for a train, for instance. They are taking it easy in the station, knowing that when the train approaches, whether they hear the rattle or not, a bell will ring in time to let them reach the platform and catch it."

"In just one minute I can change the plans of every man and woman there. Watch men make 'em follow me."

Saying which, he backed off to a suitable distance and, calling upon his friend to follow, he dashed madly for the door. The second man was at his heels. Together they burst through the second door, plunged across the room and to the stairway, which they mounted three steps at a time.

For one moment the others in the station were dazed. Then it dawned upon them. Great Scott! The train was nearly there and there was something wrong with the bell. There was a simultaneous movement and then a wild scurry for the stairs. Skirts swished about feminine ankles and money rattled in masculine pockets. Up the stairs they tore and staggered out on the platform, to find two men calmly smoking their cigars and watching with apparent interest the antics of a couple of dogs in a vacant lot below. There was no train in the station and there was no train in sight.

Had they been "stung"? They were not sure, but it looked like it. Angry looks were cast upon a duplicate personification of wide-eyed innocence, which turned as the rush of passengers poured over the top step. But there was no proof. It was all circumstantial evidence. Finally one or two smiled and then they all laughed.

The two men passed into the smoker when the train did come along and sat down gravely. They were longing to laugh. At last one said to the other: "Sheep?"

And his friend answered: "Yes—s-s!"—Chicago News.

## New Books

### Fiction.

THE WINNING OF BARBARA WORTH, by Harold Bell Wright; 511 pp., \$1.50. The Book Supply company.

The scene of this story is laid in the Ozark mountains and tells what that portion of the desert was like before man forced the Colorado river to make the sands fertile. There is a girl in the story, a girl who is found in the first chapter, a tiny child, lost and nearly dead in the desert, by the men who afterward take a big share in the desert's reclamation. The author makes quite natural and pleasing the several ways in which she inspires, when given up, the reclamation projects. Then there is a desperate struggle between a local capitalist and a big eastern syndicate as to which shall control the irrigation work. And all the time a stupendous struggle goes on between man and the desert on one hand and the river on the other.

TALBOT'S ANGELS, by Amy E. Blanchard; 291 pp., \$1.50. Dana Estes & Co.

A romance of southern life the scene of which is located in Maryland. The death of the owner of the estate renders it necessary for the heroine to leave the place, which has been in her family for hundreds of years and endeavor to earn her own living. Another claimant for the property appearing on the scene complicates matters still more. The untangling of this mixed-up condition of affairs, together with the description of this interesting country with its quaint houses filled with beautiful old furniture and silver, its hospitable hostesses and genuine old mammas, make an extremely interesting story.

THE DRIFT, by Marguerite Moore Marshall; 255 pp., \$1.10. D. Appleton & Co.

A story in which a young woman lays bare the secrets of her heart and soul. She falls in love with a man who is unhappily married, and to avoid possibility of scandal she moves to New York to live. Her intimate letters to her lover tell a story human, passionate, tender and tragic.

ON THE IRON AT BIG CLOUD, by Frank L. Packard; 245 pp., \$1.50. Thomas Y. Crowell company.

A book about railroad life, especially about life on the Rocky Mountain division of a big transcontinental line, where exciting and unusual events happen. From Carleton, the superintendent, Holman, the locomotive foreman, and McQueen, the engineer whose hobby was coal, down to Mumford, the section-hand and Charlie Lee, the round-house man—the "Man Who Didn't Count"—the author has gathered material for this thrilling story of railroad life.

THE WONDER LADY, by Ella L. Moseley; 254 pp.; \$1. Lothrop, Lee & Shepard company.

The title of this book is the affectionate name given by poor children to a most attractive, but very mysterious young woman who does a vast amount of good without letting her left hand know what her right is doing. A young physician is continually finding tantalizing traces of her until he is almost ready to give up his pre-arranged marriage with a most estimable young woman, but with this he must give up the fortune he so earnestly desires for founding a hospital for chil-

dren. However, it all comes out right in the end.

THE HOUSE OF SILENCE, by Evelyn Everett-Green; 246 pp., \$1.25. Dana Estes & Co.

Francis Grey, a rising author, contracts a friendship with his secretary, Silence Desart, who becomes a source of inspiration to him. His first book completed, they become engaged, and his second is written under her influence. He meets an American heiress who resolves to marry him, and being a woman of great will-power, becomes his wife a few weeks after their first meeting. The story deals with the problems of these three, and how through tragedy a way of escape is found.

A TEXAS RANGER, by William MacLeod Raine; 255 pp., \$1.25. G. W. Dillingham company.

The story tells how a member of the most dauntless border police force ever known to the world carried law into the mesquite, saved the life of an innocent man after a series of thrilling adventures, followed a fugitive to Wyoming, and then passed through deadly perils to ultimate happiness. All of which is told with a compelling youthfulness of spirit that fascinates the reader and holds him to the story until the last page is finished.

### Juvenile.

DOROTHY, THE MOTOR GIRL, by Katherine Carleton; 298 pp., \$1.50. The Century company.

"Dorothy," the heroine, is a natural, healthy-minded and affectionate girl of today, beloved by her girl chum, Edith, and by her "big brother chum," Hal, a breezy, fun-loving boy. What she does with her machine—and the unique "tour" which she plans and carries out—will inspire in girl-readers something of her own enthusiasm, and enlist for Dorothy herself eager interest and admiration.

TRACKS' END, by Hayden Carruth; 225 pp., \$1.50. Harper & Bros.

As a result of the blizzard the railroad will run no more trains to Track's End village. Everybody goes to the nearest town. The lad Judson refuses to go, having promised to remain on guard. Judson is snowed in. He digs tunnels through the snow, is attacked by desperadoes, and goes from one house to the other, firing, keeping up the illusion of a huge number of defenders, and has encounters with wolves, buffaloes and Indians.

THE CHAMPION OF THE REGIMENT, by Everett T. Tomlinson; 376 pp., \$1.50. Houghton Mifflin company.

This book contains all the elements of a good boys' story—capture and escapes, wrestling matches, Indians, spies in disguise, with much historical information presented without effort and in the most interesting way. It is a book that will give keen pleasure to every healthy-minded boy and girl.

THE ADVENTURES OF PONY DEXTER, by Harriet A. Cheever; 358 pp., \$1.50. Dana Estes & Co.

The many interesting experiences of the Pony as told by himself not only make interesting reading, but cannot fail to instill in the minds of children more thoughtfulness, and a greater love, for dumb animals.

THE YOUNG TIMBER-CRUISERS, by Hugh Pendexter; 255 pp., \$1.25. Small, Maynard & Co.

A story of the adventures of Stanley Malcolm and Bud Thomas in the lumber camps and among the forests of Michi-

gan. The boys go off on a timber cruising expedition with Abner Whitten, the ablest timber-cruiser of the Maine woods, and Nelsy Charlie, a most interesting Indian, in an endeavor to thwart the efforts of a rival operator who is seeking to steal a vast tract of timber land. Stanley's experiences in learning woodcraft and the adventures of the whole party with Big Nick, a half-breed, as well as with other sealawags, make an exciting story.

JACKSON AND HIS HENLEY FRIENDS, by Frank E. Channon; 209 pp., \$1.00. Little, Brown & Co.

In this volume of the "Henley School-boy Series" Mr. Channon continues the adventures of Roger Jackson, the American boy at an English school, who became one of the most popular school-boys within book covers last year. This year Jackson and his friends experience more diverting adventures at Henley, in which they encounter some desperate characters, and take a lively hand in unravelling a mystery surrounding certain of their school fellows.

TOMMY SWEET-TOOTH AND LITTLE GIRL BLUE, by Edna St. Vincent Millay; 64 pp., 50 cents. Houghton Mifflin company.

In this book Little Girl Blue—the live doll who so delighted children last year—meets Tommy Sweet-Tooth and other interesting companions.

FRESHMAN DORN, PITCHER, by Leslie W. Quirk; 335 pp., \$1.50. The Century company.

The title suggests a base ball story, and the story lives up to the promise.

Although interspersed with glimpses of student life, and with sports such as foot ball, track athletics, rowing, etc., the story has to do with the winning of an intercollegiate base ball pennant, and there are graphic and technical descriptions of game after game upon the diamond.

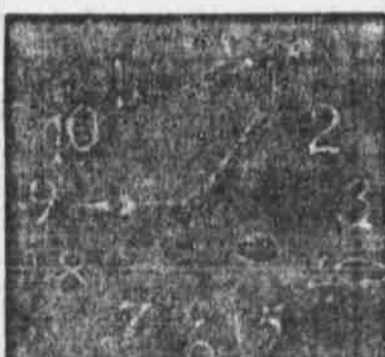
## BOOST THE APPLE MARKET

An Appeal to New Yorkers to Chew and Conserve Health.

American fruit growers sent an appeal to New Yorkers to start an agitation that will result in each man, woman and child eating not fewer than five apples a day. Two reasons are given for the appeal. One is that it will promote the health of the community; the other that it will create a steady demand for fruit that will promote the wealth of the fruit growers. Nor is the apple propaganda to be confined to this city. It is to be extended to the entire country. The fruit growers figure that if each of the 50,000,000 persons in the United States will eat five apples a day it will result in a daily consumption of 250,000,000 apples. When the fruit growers are asked if they could meet such a demand they assert they could, and say the crop this year will be 20,000,000 bushels for market purposes, and that does not include those sent to canneries and dryers or the millions of bushels left to rot on the trees owing to a poor market.—New York Press.

## One of these 10,000 MISSION CLOCKS

is yours if you will secure two subscriptions to a weekly magazine.



THIS 8-DAY MISSION CLOCK of black finished kiln-dried oak with raised metal numerals, large brass pendulum disk and ornamental side weights, cap ball strikes the half hour and calendered kong on the hour. SIZE 2 3/4 x 1 1/2. Is yours at no cash cost to you.

A Superb Xmas Gift—A Perfect Timekeeper. A handsome object of American art, suitable for the finest home. If we hear from you before Nov. 15, this clock will be shipped Dec. 15. Send us your name and address and we will tell you what to do, to get it. It is worth the asking for.

WRITE TONIGHT TO MISSION CLOCK DEPT. 147 East 4th St., New York City

**Velvetrib**  
Oneita Knit Underwear

"It feels so good and wears so well."

VELVETRIB feels good because of the velvety softness of its fabric. Because it is elastic both ways, and has a snug, easy fit.

The Velvetrib fabric is knit of the finest Egyptian yarn in two closely interwoven layers. This construction means elasticity and permits of great warmth without great weight or coarseness of fabric. The Velvetrib is 80 to 100% stronger than underwear fabric of equal weight.

Velvetrib is Guaranteed against irritation to the skin, shrinking, ripping, tearing, bagging—or money back. A Velvetrib garment is reinforced wherever strain comes. It is double lock-stitched throughout. Ask your dealer.

VELVETRIB'S Separate Garments, \$1. Union Suits, \$1.50. EIGHT Separate Garments, \$10. Union Suits, \$15.

Try Velvetrib's Union Suits, with the perfection Oneita crochets.

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