#### BRIEF CITY NEWS

Fidelity Storage & Van Co. Bong, 800 Have Boot Print It—Now Beacon Press Surgess - Granden Co.—Lighting fix

Clan Gordon, No. 83, will hold its annual Robert Burns celebration, January E. 1915, at Swedish Auditorium.

Miss Stegner to Central Eigh-Super-intendent Graff announced pesterday that he had assigned Miss Louise Stegner to

larger one in addition to the order for 10,000.

"Theosophy in the Early Church"—
Mrs. Catherine Leonard will lecture at Theosophical hall, suite 78t See building. Sunday evening, at 8 o'clock, on the subject of "Theosophy in the Early Church," in which she will endeavor to show the existence in the church at that time of the desper mysteries, which were later almost entirely lost to the mass of "2 May a rural school board require considering good offers and others are described and advanced nature in those ontinue work in the school. The study center work from the Kearney State Normal is growing, the last suited to their ability, it being understood that these classes may be open to the mature boys and girls of the community during such part of the school year as they may wish to attend?

"2 May a rural school board require study center work from the Kearney State Normal is growing, the last suited center being organized at David City. There is now a good enrollment of teachers at work in the school city. There is now a good enrollment of teachers at work in the school city. There is now a good enrollment of teachers at work in the school.

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define such part of they may wish to attend?

"2 May a rural school board require high school subjects to be taught in the high school subjects to be taught in the

To Address Socialists—Patrick L. Quinlan, strike leader of Paterson, N. J., a meeting to be held at their headquarters that district? at Nineteenth and Farnam streets at 8

Fharmacy Students' Banquet-Young en of the Creighton College of Pharmacy freshmen class entertained those of the senior class last night at a farewell banquet at the Hotel Loyal, followed by a theater party. Those present were: lisses Eulalia Steinauer, Pauline Bansky, Louise De France, Leona Crowley, Mildred Kulik, Bertha Deapenelser and Agnes Jensen:

Dr. Hanson to Speak—Dr. Theodore Hanson of the National Welfare league will address the Business Men's league of the First Congregational church at noon today. He will speak at 2 o'clock at a mass meeting at the North Side Christian church and in the evening at the same place to a community meeting. Monday and Tuesday, Dr. Hanson will deliver four lectures, afternoon and evening, at the Lothrop school.

Chamberlain's Tablets.

This is a medicine intended especially for stomach troubles, billicusness and constipation. It is meeting with much success and rapidly gaining in favor and popularity. Obtains is everywhere.—Advertisement.

Examinations were held on Thursday and Friday of this week.

The freshmen class has chosen Clara smothers of Marple, Neb., editor-in-chief and Lewis Craft of Pierce, Neb., associated editor for the lasuance of the special class number of the Goldenrod in February.

On We'lnesday, January 20, af Benson, Neb., Elsie Littell, formerly county super-intendent of Wayne county, was united in marriage to Mr. Walter Waldo Vaught. Mrs. Vaught is a graduate of the Wayne State Normal school.

Miss Elizabeth Kingsbury writes from Defiance, O., that owing to the death of her father she will not be able to return to Wayne before the opening of the summer session. During her absence of Miss Marjorie Seileck of Lincoin.

The presence of a large number of the First Congregational church at noon

Omaha Not Behind in

Figures for Census

The presence of a large number of young men has made desirable the organization of a new course. A class of more than fifty meets each day for the surally of problems incident to rural life. Building construction is discussed by Prof. Huntemer of the department of manufacturing of Omaha, said F. B. Knapp, president of the Omaha Manufacturers association. "While I know that the government has found it necessary to send out special calls to the various cities where the manufacturers have been negligent in furnishing the information for this census report, I am of the opinion that Omaha is pretty well up in the matter. We sent out a great many letters to the manufacturers in Omaha urging them not to neclect this and I bellove they have manufacturers in Omaha urging them not

Mr. Knapp says he will bring the matter to the attention of the manufacturers again Thursday night at the Commercial club when the somula banque, of the Manufacturers' association is to be held. He says if there are any who are delivered to the placed in the gymnasium fund. He says if there are any who are still delinquent in the matter of reporting to the federal bureau, he will urge them to make these reports at once, as it is preceding it will be given over to rete interest of Omaha manufacturers and Omaha in several and of the semester examinations was posted by Registrar Burrage last week. Examination week is from February 1 to 5. The week immediately received and of the semester examinations was posted by Registrar Burrage last week. to make these reports at once, as it is to the interest of Omaha manufacturers and Omaha in general to have as full a representation when the official report

Assistant Commissioner W. A. Ellis, of the Commercial club, who is also recre-tary of the Omaha Manufacturers' assoiation, has sent 562 letters to the manufacturers of Omaha urging them to be prompt with these reports to the government for the general good of Omaha.

### Culls From the Wire

Telegrams were sent to wool growers all over the state today by C. B. Stewart, secretary of the Utah Woel Growers' association, at Sait Lake City advising them to hold their clips for higher prices. The Canadian Northern railway is now completed from Lake Superior to the Pacific coast. The last rail was laid Saturday noon at Basque, a village on the North Thompson river, 200 miles east

the North Thompson of Vancouver.

Speaking at a "dinner of optimism" at Memphis. Secretary of Commerce Redfield declared the European war presented an unparalleled opporunity for international trade, permanently, in favor of the United States.

charies Balcar, an actor, died at his mother's home at Jackson, Mich. He was 34 years of age. During his theatrical career he had been a member of the Metropolitan Opera company and had been with companies headed by E. H. Sothern and Grace George.

Dr. S. E. Bennett, federal veterifarian in charge of Hilnols, told stockmen and state officials at the Chicago stock yards that federal authorities, acting under orders from Washington, have suspanded the killing of animals infected with or exposed to hoof and mouth disease.

The St. Louis jury in the trial of S. D. J. Krouser, who is charged with coloring olcomargarine without paying the required facial license, turned in a scaled verdict after brief deliberation. A dozen additional indictments for the same oftense were returned by the grand jury, which previously had indicted more than forty men.

George H. Wyatt, former St. Joseph,

which previously had indicted more than forty men.

George H. Wyatt, former St. Joseph, Mo., city treasurer, plended guilty to embezsiement and was sentenced to three years in the penticolitry. Parole was granted. Wyatt resigned as city treasurer a year ago, after having served the greater part of two terms and confessed he was short in his accounts. Examination of the office revealed that there was a deficit of \$25,221.55.

J. B. Goode, candidate for congress on the socialist ticket in the Fifth district of Texas, last fall, was arrested at Dallas, charged with misusing the malis by the alleged sending of threats to Mayor William Holland of Dallas. Goode, it is charged, wrote the mayor a lotter demanding that the city give work to the unemployed. The letter threatened to blow up the city hall if work were not granted.

## SCHOOL AND COLLEGE NEWS

Two Questions of Importance to Rural Schools Put Up to Superintendent Thomas.

NOTES FROM NEBRASKA SCHOOLS

high school subjects to be taught in the district school, where in the judgment of the class debates were held Thursday and F. day. will address an audience of socialists at subjects will best meet the conditions in

"The two questions which I have asked above strike at the heart of some of the problems confronting many of the districts in this state.

"Thanking you in advance for a ruling upon these questions. I beg to remain. very truly yours, W. H. CAMPBELL, 'Chairman Farmers' Congress Rural

Wayne State Normal. The work of the second semester will begin on Monday, January 25 and final examinations were held on Thursday and Friday of this week.

receding it will be given over to reviews.

The annual midyear party of the Alpha Omega society was held Saturday evening, January 22, in the Congregational church parfors. Among the visiting members were Mr. and Mrs. Swift and Mr. and Mrs. Carlson.

The Junior annual this year is to be put out under the title of "The 1915 Tiger." J. S. Wishart, editor-in-chief, states that he is pleased with the material that is being prepared.

Preparations are being made for the printing of the 1914-15 catalogue. In it will be published the alumni list, which now numbers nearly 500, together with the present address and occupation of each. The alumni report blanks, which were sent out recently from Dean Bennett's office, are being returned in large numbers.

numbers.

Athletic Director T. T. McConnell has announced his intention of offering a regular/course in the department of athletics particularly adapted to the meda of those intending to take up work as cosches in high schools. A ten-week course in foot ball training will open at the advent of the second semester. A text book dealing with the various styles of play in the different positions, as well as the general offensive and defensive part of the game, will be used. The style of coaching will be entered into. The treatment of injuries will receive attention, and thorough studying of the rules and fundamentals will take on large proportions.

Hastings College.

The home oratorical contest was held Priday preparatory to the state contest to be held at Crete some time in February.

The next number in the recital course of the college is the contraite, Madge Miller, who will appear on January 27.

The Glee clubs are now setting in form for their annual trip the early part of March. They will appear this year in the South Platte country.

President Crone recently returned from Chicago, where he was in attendance at the large gathering of college presidents from all sections of the United States.

Arrangements are now heing made for the examinations to be held next week. New courses are offered in history, English, mathematics, education and domestic art.

College Conservatory of Music.

College Conservatory of Music.

Correspond nee is now going on relative to the arrangements for a debate with the Kearney Normal. These institutions have not met in debate before.

The Hastings college foot ball schedule for next year has been arranged for as follows: Cotner, Doane, Grand Island and York at Hastings; Wesleyan, Central City and Kearney away from home.

Last Monday the Frederick Moriey plano recital, given to the friends of Hastings college of the city, was said to be one of the best entertainments of that class over given in the city. Mr. Moriey came under the napices of the Hastings College Conservatory of Music.

Fremang College.

The Union and Star Literary societies have combined programs Priday and Saturday evenings in the college auditorium.

FOR A BAD COLD

The surest way to stop a cold is to liven the liver and cleanse the bowels, and the nicest cathartic to do this is a 10-cent bex of Cascarets. Take one or two Cascarets tonight and your cold may be gone by morning—Advertisement, lived and the college auditorium.

\*\*Corium.\*\*

The third of the series of vesper services, under the direction at John W. Phillips, was held in the college chapel Sunday afternoor at 4 o'clock, N. W. Gaines furnished the address and Prof. Phillips' chorus class was at its best. If W. O. Henry of Omaha gave the first series of lectures to be delivered before the young men of the college. He was a guest of President Clemmons while here. The second series will be delivered next week in the college auditorium.

NOTES FROM NEBRASKA SCHOOLS

Two questions of much importance to Nebraska school management have been submitted to Superintendent Thomas for rulings. These have not as yet been

the Central High school.

Teday's Complete Movie Programs
classified section today, and appears in
The Bee EXCLUSIVELY. Find out what
the various moving picture theaters offer.

The Bready Advancement of business
up the Parnam Hill is another reminder
to locate your office in The Bee Building.

The Building that is always new."

Is Not Talking—T. B. McPherson, who
landed a contract for 10,000 horses for
the European war, has returned to
Comaha from New York, where he
deavored to contract for 20,000 more. He
classed upon, but a decision is looked for
soon from the superintendent. The questions are:

"CLARKS. Neb., Jan. 21.—Dr. A. O.
Thomas, State Superintendent of Public
Instruction, Lincoln: In accordance with
recent discussions with you regarding
rural school problems, I beg to aubmit to
your office for official decision and ruling
the following questions:

"I May a rural school board require the
teacher to give instruction in common
branches to children who have already
graduated from the eighth grade, said
instruction not to be a repetition of the
10,000.

Training work in the high schools of Nework in the dermitory Thursday room.
The guident and Mrs. Dick entertained at
tuncheon in the dermitory Thursday poss.
their sponsor. Miss Smith: Mrs. Cora
O'Connell and Miss Virginia Byerly, who
are not to be guidents grade to the suit was escond sensester.

The Sunday school classes of Miss O'Connell Thursday evening.

Gradualing exercises were held at the
charge! Thursday morning, January II, at
whether or not he secured the
teacher to give instruction in common
branches to children who have already
graduated from the eighth grade, said
instruction not to be a repetition of the
instruction not to be a repetition of the
instruction not to be a repetition of the
continue work in the high schools of
two children and Miss Virginia Byeris.

The Sunday school classes of Miss O'Connell and Miss O'Connell

The Choral club has begun work en Stainer's "Daughter of Jairua," which will be given in about three weeks.

The student body very much enjoyed a chapel talk by Rev. Keyoshi Yabe isst Wednesday. Rev. Mr. Yabe is a graduate of Chicago university.

of Chicago university.

Rev. Edward Clutter, '07, gave a talk at the Thursday chapel services. Rev. Mr. Clutter is now acting as field secretary for the university.

The university orchestra furnished music for the Christian Endeavor banquet Thursday evening. A violin solo by Miss Vespersia Luce and a wocal solo by Leslie Strain were other special features of the program.

Program.

The Woman's Educational council will meet next Tuesday afternoon at the home of Mrs. Roland. Special features on the program will be musical numbers rendered by Mrs. Luce and readings by Miss Norma Jefferis. The study of Martha and Mary will be taken up.

Nebraska Military Academy. The basket ball team is playing two games a week now and has a hard schedule.

The debating team is organized under Captain Wynne and is preparing to meet the Seward High school during the last week in February.

All the cadets returned from their Christmas vacation and have started in to work in fine shape. A number of new boys came on for the new year opening.

#### BARACA AND PHILATHEA CLASSES TO HOLD RALLY

A rally of all Baraca and Philathes planned and will be given Wednesday classes of Omaha will be held to after-evening. February 3, to raise funds to streets. E. F. Denison, general secretary of the Young Men's Christian association, mittee of seven club women, consisting will make the chief address on "Opporting the chief address on "Opporting the chief address on "Opporting the chief address on the chief a

the various Baraca and Philathea classes, and all other young men and women are invited by the committee. The program will include a song service, business, seesion, devotional exercises conducted by Rev. E. B. Taft, a reading by Miss Ruth Miller and solos by Miss Ethel Solomon and John G. Grant. and John G. Gunn

#### NEBRASKA LAUNDRYMEN TO MEET IN OMAHA IN SPRING

Omaha was chosen as the next meeting torious and successful. place of the Nebraska Laundrymen's ascoln were present with a dozen Omaha which he disposed of two years ago, has laundrymen for the meeting. Dates for the decided that South Omaha was the only the gathering were discussed, but cannot place for him to locate. Mr. Scarr travstate conventions are known. The Ne- and the south, but could not be satisfied braska meeting will be held some time anywhere else but in the Magio City. He during the spring, however.

Many Disorders Come from the Liver.

Constipation, headache, billious spells dicate a sluggish liver. The tried remedy is Dr. King's New Life Pills. Only Mc. All druggists. Advertisement.

Bout Postponed. NEW ORLEANS, Jan. 24.—A sched-uleed twenty-round match here today between "Gunboat" Smith and "Bat-ting" Levinsky, heavy weights, was in-definitely postponed because of weather conditions.

## AFFAIRS AT SOUTH OMAHA nice ladies' rest room in their store with rockers and chairs, and slee free tele-

Petition in Boots in Perce Will Travel to Lincoln Thursday on Special Train.

ANTI-MERGERISTS ARE BUSY

that will culminate next Thursday at office. Phone South Tis. Lincoln when a "petition in boots" from
South Omaha, Benson, Dundee and Florence will storm the state legislature to circles. With examinations to close the
register a protect against forcible annexefirst semester, and promotions, and re-

Murphy has called a mass meeting at the The grade examinations began last Fri-Orpheum theater, Twenty-fourth and M day afternoon and will be finished Tueswill be chairman of the meeting, which week are as follows:

Mr. Murphy said would be a dignified Baccalsureate sermon, Rev. R. L. meeting free from any bitterness or per-

meeting free from any bitterness or personalities. "The speakers will interpret the side of the South Omaha citizens opposed to forcible consolidation," said Chairman Murphy yesterday. "There will be no bar room eloquence."

WIII Accept Vote.

Petitions against consolidation were circulated freely yesterday. Among the men favoring consolidation there are signs of cranisation, although many favoring the move will not align themselves with either side. Friends of the hill admitted yesterday that they had little hope of the measure passing with or without amendment. The anti-consolidationists say they will withdraw their protest if the bill is mended to provide for an election on the merger.

Taken altogether, there are no more

time the question was brought up. It was said at the Union Stock Yards that the

merger at this time.

Hot School Lunch.

If South Omaha and others interested in the welfare of children could have seen the 120 West Side school pupils at their noonday hot lunch last Friday, the sight would have been a source of satisfaction and pleasure to them. Many citizens, business firms, and the South Omaha Business Men's association have lent aid and encouragement in this enterprise in a most substantial and generous manner.

This enterprise, under the auspices of the local Woman's club, began in a small and humble way in the last days of unfil the present date, which finds it pretty permanently established. Over 2,500 meals have been served since the opening, at a cost of 70 cents per month per pupil.

noon at 3 o'clock at the First Presby- keep this enterprise moving and with a Charles L. Gow, Perry McD. Wheeler, N. Large delegations will attend from R. Brygon, J. B. Watkins and R.

> Mrs. N. M. Graham and Mrs. Walter Nitsche, president and secretary of the local Woman's club, are the general managers and promoters of the hot lunch undertaking. Local and Omaha visitors have pronounced the idea as very meri-

Open for Business. ociation by the executive committee, . C. E. Scarr, one of the ploneer drug which met at luncheon at Hotel Rome glats of South Omaha, who conducted a Saturday noon. State President Hosgland drug store for twenty-two years on the of Hastings and Secretary Evans of Lin- corner of Twenty-fourth and M. streets, be definitely fixed until dates of other eled quite extensively through the east anywhere else but in the Magio City, He has re-engaged himself in the drug busi-ness, and associated in partnership with Joseph Peschek, who was head prescription clerk for eight years for Mr. Scarr.

more widely known as "Joe."

The firm is known as the C. E. S. Drug company. They both decided that South Omaha needed something new and classy in the way of a drug store, and on them. The store is equipped with first class mahogany fixtures, including an up-to-date soda fountain, which stands out in full harmony, making their store a topnotcher. They have fitted up a

phone, which it is the privilege of every ady to occupy.

Their stock of drugs is the cleanest, Surest and best that money can buy, tending were: Their grand opening will be announced later. Everybody cordially invited. Don't go by-come by. Special attention given to children. Free delivery.

Thanking all for past favors, C. E. Mabel Henry Special Attention given Carr Drug company, 514 North Twant Special Henry Special Attention given Densie Robinson Anna Maurer Mabel Henry Special Henry H South Omaha anti-consolidationists, un- Thanking all for past favors, C. E. Mabel Liepry der the leadership of City Attorney Henry Scarr Drug company, 534 North Twenty- Mercedes Farrel C. Murphy, have completed their program fourth street, seven doors north of post- Clara Dwork

ion, more accurately described as senate ports, and programs, and senior party, file No. 2. A special Burlington train has and senior play, all to conclude with been arranged for to carry the opponents graduation Friday evening, makes a busy of the proposed consolidation bill and a week for the whole school population in brase band will blare the protests of the South Omaha from kindergarten to senior year in high school, a stretch of thirteen

streets. A brass band will muster the day of this week. Last night the gradurowd and there will be no admission siting seniors had their banquet at the harged for the evening. Maurice Hinchey Rome hotel. The cording events for this

Mr. and Mrs. J. B. Harris, for upwards signs of the bill passing than at any other of twenty years residencts of South Omaha, are celebrating their golden wedmanagement would not take part in the discussion of the question or its settle-ment, although some of the officials admitted that they did not believe in the on that date, but the jubilarians are receiving the congratulations of their

friends during the whole week. Mr. and Mrs. Harris were married at Fayetteville, Mo., on January 19, 1885, just at the close of the great civil war. They lived in Fayetteville until 1868, when they removed to Nebraska. The old people have four children, all of whom were present to celebrate the golden wedding of their parents. Many costly presents were received by the old folks who are still hale and hearty.

K. D. K. Party. The K. D. K.'s gave their-second dance last Tuesday evening at Rushing's hall.

The latest steps were danced. Those at-Judille Nitche ielen Lichnovsky dagna Horn Ruth Goddard Catherine Crawford

Bell
E. Mangan
E. Mangan
Maude Cockran
Alice Boyce
Jackson
Hellene Nitchel
Gertrude Rähn
Rwanson

Mesers
Frank Orchard
Merle Curti
George Schmidt
Paul Jordan
Waldo Laur
Joe Mirtin
Percy Hell
Harold Chamber
Harry Christense
Harold Pollan
Donald Petors
Howard Foote Howard Poote Howard Blessing Wilson Kimbuce Westey Adkins Ralph King

Salvation Marie. Salvation Army workers of the city will ind it a great deal easier to get contribu tions from local street crowds after to morrow evening, according to George At-kins, manager of the Besse theater. At-kins has scheduled a heart-reading photo-drama featuring Alice Joyce as a Salvation Army worker. Reports from other played are that a closer feeling has resulted between the public and the army pleaders where the pictures were shown

Stevens Edward O'Nell

Magie City Gozzip. Great Dane pups for sale, '510 North Twentieth street, or call South 2312, The Woman's Booster club of the local Aeric of Eagles will give a party next Monday evening. Steel range, base burner, brass bed, sanitary couch and dresser, cheap.

South 2000.

George Parks, ir., who has been ill with a slight attack of pneumonia, is rapidly recovering.

Mrs. Paul Chadd and Mrs. R Carley have gone east to make spring purchases in the millinery line. Office apace for rent in Bee office, 2818. N street. Terms reasonable. Well known location. Tel. South 27. Mrs. F. O. Beck, who recently under-went an operation for appendicitis, is on the convaiescent list.

Miss D. White has returned home from Chicago, where she was called by the recent death of her nicce.

REMBRANDT STUDIO ARTISTIC PORTRAITS
of for Your Rome Pertraitness.
Room J. Baldridge Bidg.
20th and Parnam Sts.



## Buy Your Coal Yourself

How much thought have you given to your coal buying in the past? Left most of it to chance, haven't you? This winter buy your coal yourself. Tell your dealer you want the coal that lasts longest, that burns with the least amount of waste, that gives steady even heat. Tell him

LEHIGH VALLEY ANTHRACITE

The Coal That Satisfies This is the finest of anthracite coal mined. It is cheaper to burn than other coals because it lasts longer. It gives more



heat—a heat that is steadier. It calls for less attention, less Your dealer should handle Lehigh Valley Anthracite. If he

can't supply you, write the LEHIGH VALLEY COAL SALES CO. McCormick Building



Turpin's Dancing Academy 28th and Farnam

# "Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, Buffalo, N. Y.

### Quick Turn-over---Quick Profits

The one thing about Advertising that "stumps" the average reader is the fact that the merchant who spends most in advertising every year is the one who can sell goods at the lowest margin of profit. If a merchant spends ten thousand dollars a year in advertising how can he undersell the merchant who doesn't spend anything for advertising? Doesn't the ten thousand dollars come out of the customers? Of course it does. The people who buy the goods pay the advertising bill - the merchant doesn't pay it. And yet he can sell goods cheaper than his competitor who does no advertising. How does he do it?

The answer involves an understanding of the simplest and most elementary principles in merchandising. The profits of the big merchant who spends ten thousand or fifty thousand dollars a year come from volume and quick turn-over. A small profit on an article, multiplied many times each ten-hour day, is the secret of success. It underlies the success of the merchant princes of the world.

Why is John Wanamaker a bigger merchant than John Jones in the same city? Why can you get an overcoat of John Wanamaker cheaper than you can get it in the house of John Jones who spends nothing for advertising? It sounds unreasonable to the superficial student of merchandising. The answer is: John Wanamaker uses advertising-the greatest sales force known in modern merchandising - to move a great volume of

goods quickly from his shelves. That is what is called a "quick turn-over" and that is the secret of successful merchandising. In early every town there

is a nice, genteel, highly respected merchant whose store is one of the landmarks of the town. It has passed from father to son through many generations. The owner is known as a "conservative merchant." He never spends any money in advertising. Why should he? Isn't his house as old as the memory of any inhabitant? On the shelves of his store are commodities that were on the shelves when the store was run by his grandfather. Fifty per cent of the goods are out-of-date and out-ofstyle. There is no demand for the goods, and never will be. When he sells a garment he must make a good profit on it. The volume of sales is small, hence he cannot afford to do business on a narrow margin of profit. He is content to do business year after year on the good name of his ancestors. And yet he has the same population to serve as has his successful competitor. He has the same opportunity. He is merely a store-keeper, not a merchant. Furnishing shelf-room for dead stock is not merchandising.

Large volume-quick turnover-quick profits that's the secret of successful merchandising - and the most important factor is newspaper advertising - not the timid and pee-wee pipings of the peanut merchant, but the bold, persistent, progressive advertising that makes honest, candid statements each day of what a customer may find in the store of the ad-

TRUMAN A. DeWEESE.

# A NEW CORSETS SELF=REDUCING

What It Does: Gives you the new "Military" shape—the

coming fashion-rage. Restores the symmetrical lines for which American women were famous before they began to wear sloppy corsets—or none at all.

Gives perfect hygienic support and comfortable figure-reduction, with latest fashion-lines.

ECONOMY! Twice usual value for your money. - Long wear. Complete satisfaction.



pressure or digging in anywhere. Be a Wise Woman! Get the Nemo Habit For All Figures \$3.00, \$3.50, \$4, \$5.00 SOLD EVERYWHERE

Name Hygienic-Pushion Institute, N. Y.

White Coutil. Since 22 to 36

ducing bands, made of thin tapes, automatically conform

to the curve of the abdomen.

The improved Nemo "bridge" assures ample breathing space and no over-

The new "Invisible" re-



LUXUS MERCANTILE CO., Distributors Phone Douglas 1880 and have a case sent home.

