

FAMOUS BEAUTY WHO VISITED HERE DEAD

Mrs. John Murray Anderson, Nee Lyon, Was Cousin of Two Omaha Women.

MARRIED NEW YORKER

Omaha friends of Mrs. George E. Mickel and Miss Mary E. Van Wagner have learned of the death of their cousin, Mrs. John Murray Anderson, who as Miss Genevieve Lyon, in 1910, was pronounced the most beautiful girl in the United States.

Joseph C. Korbel, sculptor, and members of the faculty of the Chicago Art Institute made the decision, and Korbel chiseled the face of the young girl for the marble keystone at the entrance of the new Hotel Shreman.

Later Miss Lyon took up classic dancing and married John Murray Anderson of New York, a playwright and director of pageants. She died in Denver last week after an illness of many months.

Mrs. Anderson visited Mrs. Mickel in Omaha prior to her marriage, and a sister, Evelyn, who is now a student at the Art Institute, was Mrs. Mickel's guest last year. Still another sister, Miss Enid Lyon, is expected before the end of the summer to visit her Omaha cousin.

Street Railway Company Issues "Safety First" Order

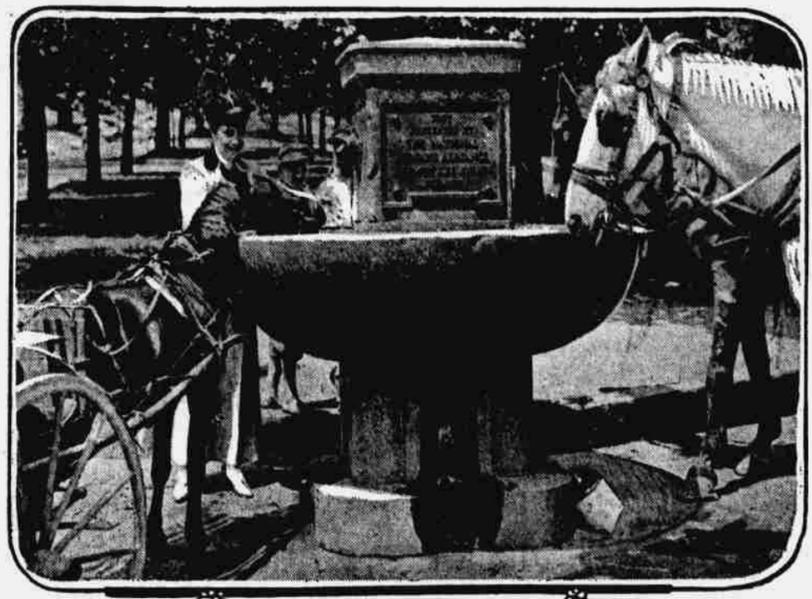
If you want to board a street car, don't go out into the middle of the street when it is a block away and wait for it. Stay on the curb until it is within a length of two of you. Then signal the motorman and he will stop and you will have plenty of time to board the car.

In the future all motormen will have instructions from W. L. Musgrove, superintendent of transportation of the Omaha & Council Bluffs Street Railway Co., to pay special attention to signals from the curb so that there will be no reason for people to stand in the street where there is danger. When the matter was brought to his attention by Special Traffic Officer Phalon of the Omaha Automobile club he promised to issue an order to the motormen directing them to pay special attention to curb signals. He expressed his hearty approval of the course of the club in asking for this assistance and said that it was a real "Safety First" measure.

Even a Freight Car Looks Pretty Good to J. E. Baum

J. E. Baum, who is in Danbury, Conn., saw an Ak-Sar-Ben Dispatch butter car on the tracks there a few days ago. This is one of the special Omaha refrigerator cars which carry the name of Omaha and Ak-Sar-Ben all over the country wherever they deliver the Omaha product. "It looked good to see it," wrote Mr. Baum.

SOCIETY LEADER TAKES MUCH INTEREST IN HUMANE WORK—Mrs. De Forest Richards shows her sympathy for little pony that couldn't reach the horse trough to get a drink.



Mrs. J. de Forest Richards is an Omaha matron devoted to the cause of helpless children and animals, "putting the children first," she insists.

It was on motion of Mrs. Richards that the Nebraska Humane society voted \$100 for The Bee's free milk and ice fund, while her activities in the cause of poor, broken-down horses and suffering dogs has received much favorable comment in the last few weeks.

It is second nature for Mrs. Richards to stop and note any horse that

comes within her ken and to assure herself that he is well-shod and unhampered by careless harnessing.

The Bee photographer snapped this picture of the well known society matron one warm day last week when "the lady of the humane spirit" drew off her white glove and sprinkled cooling water on the face of June, little George Medlock's pony, which was trying desperately to refresh itself with a drink in the fountain at Seventeenth and Capitol avenue. June wasn't big enough, however, and had to content herself with drinking from

the trough below, provided for thirsty dogs. Mrs. Richards was touched by the little pony's effort to get a drink from the regular horses' trough.

"Do you think you would care to sell this pony some day," she asked George Medlock, the youthful owner of the cart and animal.

"No, ma'am! I wouldn't sell June for a thousand dollars. No, sir-ree." Mrs. Richards, Miss Jessie Millard and Mrs. George Prinz have been nicknamed "the boosters committee" because of their strenuous efforts along the lines of humane work.

Examinations for Government Jobs

Several good positions with the government, paying from \$1,200 to \$4,000 a year, will be competed for in examinations to be held August 8. Examinations will be given here and at other points throughout the United States. They are these positions: Assistant ceramic chemist, \$2,000 to \$2,500; assistant in farm economics, \$1,800 to \$2,000; senior highway engineer, \$2,220 to \$4,000; assistant in market business practice, grade 2, \$1,200 to \$1,600; assistant in market business practice, grade 1, \$1,800 to \$2,400.

Full information can be secured by writing to the civil service commission, Washington, or by applying to

Miss Viola Coffin, federal building, Omaha.

Monday Night Dances Are Popular at Krug Park

Monday night is the weekly society event at Krug park, especially so at the ball room. On the occasions many can be seen indulging in the terpsichorean pastime. Fashion's fairest fancies of frocks, gowns and shoes are displayed to a nicety, and one can see a reproduction of Mrs. Whitney's New York Fashion show. Preisman's orchestra continues to please the dancers with selections of late popular music.

Basket picnics are popular and many families take advantage of the facilities offered by the park for the picnicker.

Going Out on Home Trade Excursion

If it is hot next Tuesday, there will be a few score of Omaha business and Commercial club men who will not care, for they will be taking the cooler cure in the vaults of the Omaha Cold Storage company plant. A home trade excursion is planned for the day. When it gets a little cooler in the afternoon the crowds want to visit also the Beebe & Runyan Furniture company plant.

This is to be one of the most interesting home trade excursions the Omaha men have yet conducted. They want to know more about the details of some of the big plants of the city.

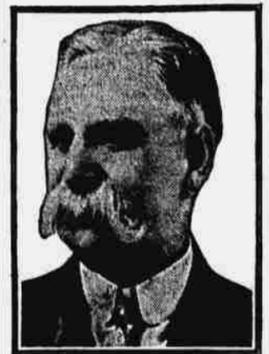
Indian Bucks and Squaws To Show in Store Windows

Pacer and Ketcham—these are the semi-civilized names of the two Sioux bucks who, with their squaws, will be on exhibition in the show windows of the Brandeis stores and the Burgess-Nash store next Tuesday afternoon.

Of course, inside the store, and within the boundaries of the reservation, they may go by the names of Pink Thunder and Young-Man-Afraid-of-Toil, but they are now in the region of real civilization and have cast off their heppens.

Each of these bucks will be accompanied by his squaw and will spend the afternoon in the show windows, where the passersby may view them at close range. They are with the party of Sioux Indians with Charley Irwin's frontiers and round-up celebration at the Douglas county fair grounds.

Stomach Relieved Digestion Aided



MR. CHAS. A. WARNER.
"I want to express my thanks for the good Duffy's Pure Malt Whiskey has done me. My attending physician told me I could not live three months and said I had consumption of the stomach. I read your advertisement in the newspaper, bought a bottle, took it, and it has done me so much good I cannot praise Duffy's enough. I have taken it for three years and keep it in the house all the time. I would not be without Duffy's. I am 63 years of age."—Mr. Chas. A. Warner, Cambridgeport, Vt.

Duffy's Pure Malt Whiskey

is recommended in tablespoon doses in equal amounts of water or milk before meals and on retiring as an aid to digestion and assimilation of food.

"Get Duffy's and Keep Well!"

At most druggists, grocers and dealers, \$1.00. If they can't supply you write us. Use a full household booklet free.

The Duffy Malt Whiskey Co., Rochester, N. Y.

BERG SUITS ME

Our Grand Semi-Annual Half Price Sale

continues with increased energy and enthusiasm. Merchandise of which there is no finer in the world—at One-Half the Original Price.

\$10 Suits, \$15 Suits, \$18 Suits, \$20 Suits,
\$5.00 \$7.50 \$9.00 \$10.00

Kuppenheimer, Society Brand, L System and Adler Collegian Suits

Strictly in a class by themselves, without an equal; included in this great Half Price Sale.

\$25.00 Suits, \$12.50
\$30.00 Suits, \$15.00
\$35 Suits, \$17.50
\$40 Suits, \$20.00

Tropical and Palm Beach Suits—
\$5.00, \$7.50, \$8.50, \$10.00

Outing Trousers—
\$1.50 to \$5.00



Berg Clothing Co.

AUTOMOBILE STOCKS

are making more money for the investor than any other stocks on the market. Had you invested a few hundred dollars at the beginning with Ford, Hupp, the Reo, Saxon, Chalmers, Paige-Detroit, Chandler, White or any of several others, you would have a tidy fortune today.

Today the automobile industry is established along permanent lines and today it is paying bigger profits than ever before in the history of the business. It is a solid fact, however, that the big money has been made by those who had the foresight to get in on the ground floor with a newly established company. It is very true that some large profits have been made on the Stock Exchange during the past few months, but it is equally true that much larger profits have been made by those who were first put out and the companies were being organized.

We are the largest exclusive dealers in automobile securities in the country. We do not handle any other stocks or bonds. We devote our entire time and attention to the automobile security market. For that reason we believe that we are in a better position to furnish facts and information and advice regarding automobile securities than any other brokerage or banking house in the United States.

Within the last few months Willys-Overland has advanced \$130 per share.

Reo has advanced over \$30 per share.

Chevrolet was selling for less than \$100 a few months ago, and is now over \$200 per share, and if you had bought Paige-Detroit you would have more than doubled your money.

The above advice is worth while and can be verified through any broker.

Regardless of the merit of other automobile securities, we today advise the purchase of Emerson.

We urge all of our clients and readers to act promptly, for the price is on the eve of a big advance.

JOHN H. POWERS & CO., Inc.

Woodmen of the World Bldg., Omaha, Neb.

Please send me catalogue, photographs and full information regarding an investment in the Emerson Motors Company.

NAME

STREET

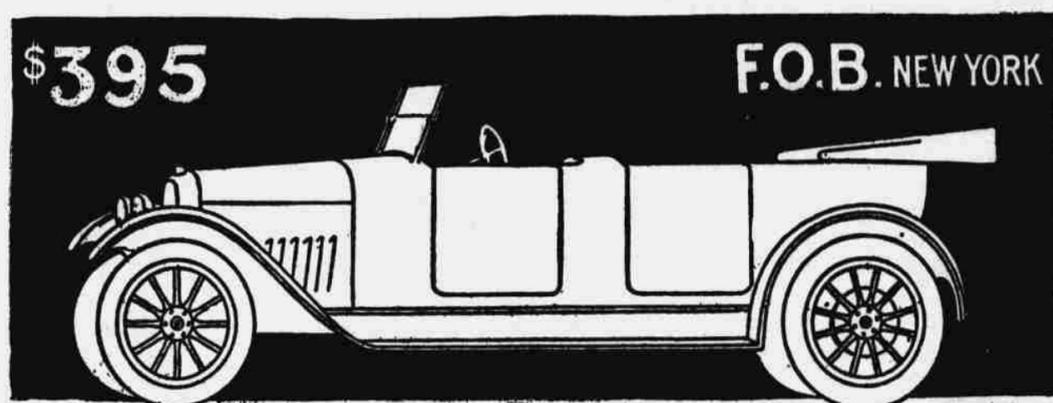
CITY

Omaha Bee, 7-16-16

THE EMERSON "FOUR"

SPECIFICATIONS

MOTOR—3½x4, cast en-bloc.
RADIATOR—Thermo siphon cooling.
TRANSMISSION—Selective type, three speeds forward and one reverse in unit with motor.
CLUTCH—Multiple disc.
CONTROL—Center lever operated by right hand, on transmission direct.
IGNITION—Distributor in connection with battery.
CARBURETOR—Float feed.
GASOLINE—10 gallons capacity.
FENDERS—Crown.
LAMPS—Two head and one tail.
HORN—Electric.
TOOLS—Tool kit, jack, tire repair kit and pump.



SPECIFICATIONS

STEERING GEAR—Sixteen inch wheel. (Right hand, for foreign trade only.)
REAR AXLE—Floating type.
BRAKES—Two sets of rear hubs.
FRONT AXLE—Drop forged, I beam.
WHEELS—Artillery type.
TIRES—30x3 front, smooth tread, 31x3½ rear.
FRAME—Pressed steel.
SPRINGS—Semi-elliptic front and rear, long and easy riding.
WHEELBASE—110 inches.
BODY—Stream line five-passenger neatly upholstered.
FINISH—Black and nickel, no option as to color.
WINDSHIELD—Slanting, clear vision.
TOP—One man.

The Lowest Priced Five-Passenger Car in the World 110-INCH WHEEL BASE

AUTOMOBILE PROFIT SHARING

YOU CAN SHARE in The Enormous Profits Now Being Made in The Manufacture of Automobiles. Read Every Word of This Announcement Whether You Have \$20 Or \$20,000

YOUR OPPORTUNITY

THE EMERSON MOTORS COMPANY is incorporated with a capital stock of one million shares, each of a par value of \$10.00. Three hundred thousand (300,000) shares of this stock is 7 per cent preferred, but at the present time all the Preferred Stock is in the Treasury. The Treasury also holds at present two hundred thousand (200,000) shares of the Common Stock. The company has no debts, has a substantial cash treasury and is actively engaged in manufacturing its first cars at its factory in Long Island City, New York.

DEMONSTRATING CARS ON DISPLAY IN NEW YORK CITY TODAY.

The Officers and Directors include:—
Willis Geo. Emerson, Chairman Board of Directors.
T. A. Campbell, President (formerly Treasurer and General Manager of the Imperial Automobile Company).
R. C. Hupp, Vice President (formerly Vice President and General Manager of the Hupp Motor Co. and automobile engineer of international repute).
George N. Campbell, Secretary and Treasurer (formerly Secretary and Factory Manager Imperial Automobile Co.).
M. S. Shanks, Assistant Secretary (formerly Secretary of the Monarch Motor Car Company of Detroit, Mich.).
George B. Gifford, Director (General Manager of the Standard Oil Company, 26 Broadway, New York, N. Y.).

Jesse R. Leonard, Director (Director Columbus National Bank, Pittsburgh, Pa.).
Amos H. Stevens, General Counsel Travelers Insurance Company; also General Counsel Stutz Automobile Company.

In addition to these the Advisory Board contains the names of many men prominent throughout the United States in the banking and business world. The books of this Company are audited once every month by The American Audit Co.

This new five-passenger touring car, to sell at the low price of \$395, is the result of Mr. R. C. Hupp's many years experience.

During Mr. Hupp's long experience in the automobile world, and in the course of the evolution of the automobile industry for the past fifteen years, during which period his fame has become international, he says, after carefully checking everything over, that this new creation is without question the most perfect in design, durability and line of any low-priced automobile ever made.

It is well known that Mr. R. C. Hupp's approval and opinion of this new car is eminently worth while. He started with the Oldsmobile in 1902. At that time the car was sold at \$625, when other automobiles were selling from \$2,000 up. Mr. Hupp was graduated from the Oldsmobile Works to the Ford Company in 1905. Through Mr. Hupp's knowledge and experience while making the lowest priced automobile in the world, with the Oldsmobile Works, he became one of the factors with Henry Ford in the production of the first \$500 Ford runabout. In 1908 Mr. Hupp and associates organized the Hupp Motor Car Company, producing a car at \$750 which at that time was lower in price than the car which the Ford Company was turning out, as the Ford Company had advanced the price of their cars to \$1,275. Under Mr. Hupp's management the Hupp Company sales jumped from \$50 cars the first year to 1,500 cars the second year, and an original investment of less than \$10,000 grew to a cool million dollars by 1912, when Mr. Hupp disposed of his interest and retired from the company, owing to the fact that he did not agree with the policy of his associates in bringing out a higher priced car.

This same year Mr. Hupp organized the R. C. H. Corporation, manufacturing and selling a touring car that was lower in price than any other car made except the Ford, and the very first year produced 1,500 cars, and had contracts with dealers for 15,000 additional cars, making a total sale of 27,000 for the first year.

Mr. Hupp has also had some experience in manufacturing higher priced cars, but his hobby has always been, and it has been his aim and ambition, to make and sell the lowest priced car in the world. For fifteen years he has concentrated upon this one dominant idea, and at last has perfected a car so cheap to buy and so economical to operate that it can be owned and used by practically every family head in this country.

This new design, approved by Mr. Hupp, is the result of fifteen years' effort to make a low priced car and a car that can be operated at a low cost and that will stand up under the most severe service for the money than any other automobile made. The car itself is as well built, good to look at and easy to ride in as its higher priced competitors. It is a pure stream line body, with all late improvements, and will not only appeal to the public at large, but will prove a constant, satisfactory method of transportation for the man or woman in any walk of life. While the car will particularly appeal to those of limited means because of its low price, yet its graceful lines, ample power and economical expense of operation will create for the car a demand among every class.

An itemized estimate of the cost of manufacturing and marketing these cars, based upon a production of 20,000 cars per annum, beginning in 1917 indicates a net profit of \$8 per car, after making a liberal allowance for the cost of manufacturing, advertising, selling, overhead expense, etc. After allowing the 7 per cent dividend on the entire issue of Preferred Stock, it indicates a net profit of \$1,560,000, or sufficient to pay dividends of 20 per cent per annum on the Common Stock, besides setting aside \$480,000 to surplus. These figures are based on an estimate carefully compiled by men who know the automobile business and successful pioneers in the industry.

This new car should average 20 to 27 miles or more to a gallon of gasoline, and at the present high price of gasoline this in itself is a decided argument in favor of the use of this car. The profits in the automobile industry are too well known to require comment. The day of experiment has passed. Today the industry, the third largest in the United States, is on a substantial and highly profitable basis. The greatest profit is being made in the manufacture of low priced cars. The demand for the car that we propose to build is apparent to everyone. The cost of manufacture has been carefully worked out, and after proper allowance has been made for the increased price of raw material and for any extension that may arise, there yet remains a net profit of \$60 per car, based upon an annual production of only 20,000 cars. That this profit can be and should be increased by the increased production is self-evident. That the sale of the Preferred Stock at par will insure a sufficient capital to enable this

company to go on a profit-earning basis seems an assured fact. That the Common Stock will soon become more valuable than the preferred seems inevitable.

The Company proposes to adopt the most modern business methods, paying cash as it goes, and pursuing a conservative, business-like administration. The most progressive methods of manufacturing and selling will be adopted.

We own and offer for sale a very limited block of the Common Pre-Organization Promotion Stock at \$6 per share. The par value is \$10, and the stock is fully paid and non-assessable. If you act promptly you can buy any number of shares from five (5) to five thousand (5,000) at \$6.00 per share. Simply fill out the coupon below for the number of shares you want and mail it with your remittance by check, draft or money order. If you send currency be sure and register the letter.

Certificate of stock issued in your name will go forward to you by registered mail. We believe that you will see this stock selling at twice this price within the next few weeks. Immediate action is necessary if you desire to obtain any of the stock at this very low figure.

Fill out and mail the coupon below today.

John H. Powers & Co., Inc.,
Woodmen of the World Bldg.,
Omaha, Neb.

I enclose herewith \$..... in full payment for shares of the Pre-Organization Promotion Stock of the Emerson Motors Company at the special price of \$6.00 per share par value \$10.00 fully paid and non-assessable.

NAME

STREET

CITY

OCCUPATION

Omaha Bee—7-16-16.