

W. W. UMSTED DIES OF HEART DISEASE

Former Local Manager for the Western Union Started Life as a Messenger Boy.

ROMANTIC STORY OF RISE

W. W. Umsted, former local manager for the Western Union, and at the time of his death assistant superintendent of the American District Telegraph company, died Friday of heart disease at the home of William Aldrich, Fort Crook boulevard and Child's crossing. He started life as a Western Union messenger boy at Tiffin, O. He was 59 years old. The funeral will be held from the Aldrich home.

DEATH CALLS FORMER W. U. MANAGER.



W. W. UMSTED.

One Child Dead and Two More Stricken With Dread Disease

George F. Sheehan, elevator conductor in the city hall and president of the local elevator conductors' union, is detained in Fremont by the death of his 5-year-old son, Otis, who was a victim of infantile paralysis. Two children, 3 years and 5 months of age, respectively, have been stricken with the disease and are under quarantine.

Police Plan Guard For the President

The police and federal authorities are co-operating in a plan of protection for President Wilson on his visit to this city that will afford him the maximum of safety. Besides a guard of uniformed police all the men not on patrol duty will be in plain clothes and will line the president's route at strategic intervals.

Police Prescribe War Zone for King Ak's Autos

The Omaha Automobile club, working with police officials to assist in the regulation of traffic during the big parade days of October 3, 4 and 5, have outlined parking districts as follows: North of Dodge between Tenth and Seventeenth, except Sixteenth; west of Twentieth, except on Farnam; south of Howard, except on Sixteenth.

Daring Drivers to Court

The Union Pacific railroad has stationed men at Sarpy and Dodge street crossings to take the numbers of the machines whose drivers disregard the warning signals. Railroad officials contend that many of the accidents which occurred there are due to the recklessness of the man at the wheel. They promise a court sequel to all who fail hereafter to abide by the signals.

How to Cure Colds.

Avoid exposure and drafts. Eat right. Take Dr. King's New Discovery. It kills and destroys the cold germs. All druggists.

HOSPITABLE HOST IS GRACIOUS OMAHA

Public and Private Citizens Unite to Insure Visitors a Safe, Good Time.

HONESTY IS CITY'S POLICY

By A. R. GROH. Hospitality is a word that is written in big letters upon the escutcheon of Omaha.

This is an oratorical way of saying that Omaha shows the people who come here a good time and gives them their money's worth.

Omaha goes further than this. It protects the visitor from even the possibility of being "gouged." If any stranger within our gates is asked to pay more than the regular price for anything or any service that he buys in Omaha he is invited to report it to the bureau of publicity, to the Commercial club or to the nearest policeman.

Barber is Bumped. Just the other day a local tonsorial artist delivered one haircut and one shave to a city visitor for which he attempted to charge him extra price. After the tonsorial artist had paid a fine of \$15 and costs in police court he decided never again to besmirch the city's reputation for hospitality.

Strike up the band, Here comes a sailor; Just got to land, Fresh off a whaler.

This chorus of the grafters is out of date, at least in Omaha. Even a sailor with three years' wages in his pocket would be safe here from the machinations of the covetous.

Aim to Please. The old rule to charge "all the traffic will bear" has been repealed long ago. "The public be pleased" is the rule in Omaha.

A pleased customer is the best advertisement, says the motto of a big department store. "A pleased visitor is the best advertisement," says the motto of Omaha.

"If you like your entertainment in Omaha, tell your friends; if not, tell us," is the invitation to the thousands who sojourn within our fair city during the great annual festival or at any other time.

It is but right to state that the Tale of the Expensive Haircut related above is decidedly the exception. The horror of the Commercial club officials when they heard of it and the swift and drastic punishment meted out by the police judge upon the offender bear testimony to that.

Public Schools Will Close for the Parades. Public schools will be closed next Tuesday afternoon as well as on Thursday afternoon, on account of the parades.

Persistent Advertising is the Road to Success.

Katzenjammer Kids Have Nothing on La Kouski's Brood

Following a written complaint signed by a dozen property owners of the South Side, wives and children of these taxpayers stormed juvenile court to urge relief from depredations of the children of Mrs. Emma La-Kouski.

"We petition you to find a means of restoring peace and harmony in our neighborhood," reads the petition. "We are being constantly disturbed by the six children of the LaKouskis on Forty-third street between Orchard avenue and O street. The parents have no control over them and they are running wild."

Questions by Judge Leslie disclosed neighborhood troubles. Probation Officer Miller was instructed to investigate further, and the parents will be called to court again.

Invitations Are Out for Dinner to President Wilson

Invitations to the formal dinner to be tendered President Wilson Thursday evening at Hotel Fontenelle are being received. An information card enclosed with the invitation states, "Full evening dress is expected of all persons attending the dinner."

The invitations are signed by John Lee Webster and Victor Rosewater, chairman and secretary, respectively, of the committee in charge of the semi-centennial celebration of the admission of Nebraska into the union.

PIKES PEAK—PASTIMES AND PLEASURES OF THE WESTERN COW-BOY AND COW-GIRL.

STORE OPENS 8:30 A. M. **BURGESS-NASH COMPANY.** "EVERYBODY'S STORE" STORE CLOSURE 6 P. M. Sunday, October 1, 1916. Phone Douglas 137.

Burgess-Nash Extends to the Visitors to Ak-Sar-Ben Festivities a Heartly Welcome

May We Be of Service to You

EVERY member of our organization recognizes that who enters the doors of this store puts us under obligations to look out for his or her welfare.

Beside personal attention, that nothing may be lacking, we have arranged convenient rooms for rest, writing and to meet friends.

You may have your parcels checked and your questions answered at the information bureau on the Main Floor.

We cash checks, bank drafts, money and express orders.

Our Cricket Room

Is a delightful place to meet friends—where you are served with dainty, appetizing, light lunches, choice confections and refreshments.

HARMONIOUS MUSIC will be rendered all this week by a well equipped orchestra.

It's our aim you know to be of THE GREATEST SERVICE TO THE GREATEST NUMBER.

Best of all, every visitor to the store will have an opportunity of sharing in the great economies in force here Monday. Read the store news through; you'll find it most interesting.

Burgess-Nash Co.

Free Instruction in Art Work

WE have secured the services of Mrs. Schwartz, expert art work instructor, again this season. Her advanced ideas and knowledge are at your service.

R. M. C. Cotton, 6c
Also C. M. C. crochet cotton, in white and colors. Monday, 6c the spool.

Stamped Pillows, 25c
Stamped pillows, size 24x24, with 6 skeins of flax for embroidery, complete with back, for 25c.
Burgess-Nash Co.—Third Floor.

Every day our Suit Section gives eager evidence of our skill in anticipating our patrons' needs.

A Specially Planned Display of Distinctive Tailored Suits At \$35.00

IN addition to these, our collection at \$35 includes a most varied array of the newest suit styles, in such splendid materials as—

Broadcloths, Wool Velours, Gabardines, Serges and Poplins; in the correct fall shades—Rasperry, Plum, Blueberry, African Brown, Prune, Green, Checks and Plaids. Exceptional values.

A Host of Attractive Suit Modes for Street, for Afternoon and Dressy Wear At \$25 to \$49.50, to \$125.00 and More

FEATURING distinctive designs in exclusive novelty and practical types, in materials of exquisite fineness or sturdy weave. A choosing to please every fancy at the price each wishes to pay. Our stocks are splendidly complete.

Women's Fall and Winter Coats at \$19.50, \$29.50, \$39.50, \$50.00 and Up

GIVE unbounded evidence of our stylist's careful selection. New in material, dash- ing in mode, with full sweep lines and fur trimming, they provide a pleasing choice, whether one desires Street Coats Motor Coats Coats for Walking Knockabout Coats

Burgess-Nash Co.—Second Floor.

Mrs. Moulton and Her Staff

Will cut, fit and pin any material you may buy at 98c a yard or over without charge to you. Mrs. Moulton and staff are from the Kaeister school and are masters of women's garment construction.

If you are planning a new dress or wrap, do not fail to consult Mrs. Moulton. Come, it will be immensely interesting, instructive and of inestimable value to all.

Mrs. Moulton's suggestions and instructions will be most helpful to you who are planning your fall and winter sewing at home.

We want you to accept this service with our compliments—as a part of our service to you.

Burgess-Nash Co.—Main Floor.

Unusual Values in RUGS at \$33.75

ROYAL Wilton rugs with small Oriental designs; suitable for dining rooms, library and living room. These rugs are very desirable; size 9x12; very special at \$33.75.

Small Wilton rugs size 27x54 inch, special at ... \$3.75

Axminster Rugs, \$24.50

Fine seamless Axminster rugs, very high pile, in the Oriental effect. The rugs are very luxurious in appearance; size 9x12 feet; worth fully a fourth more than Monday's price—\$24.50.

Burgess-Nash Co.—Third Floor.

Former Omaha Boy Tells of Alaska

Lowell Jackson Thomas of the faculty of Princeton university, journalist, world-traveler, mountaineer and lecturer, passed through Omaha yesterday on his way home to Princeton after four months in Alaska and the Yukon territory.

Prof. Thomas is an old Omaha boy. He is the son of Dr. Harry G. Thomas, a graduate of the University of Nebraska and a former Omaha surgeon who now is the head of a hospital in France.

"It was twenty years ago when we lived in Omaha," said Prof. Thomas, "and it's quite a different city now."

Mr. Thomas is grand president of the "Alaska Mountaineers," the foremost mountain climbing organization of Uncle Sam's northern empire.

This former Omaha had many thrilling experiences during his four-month excursion in the frozen north. He hunted seal thirty miles out in dugout canoes with the Quilleute Indians. He made a trip down the Yukon from Whitehorse to Nome, and made two trips over the trail from Fairbanks to Valdez.

Mr. Thomas is a great believer in the future of Alaska. He predicts a great boom when the government railroad is pushed through, because it will be easy to transport the increased output of copper and the low grade of gold ore.

Before coming east Mr. Thomas made the ascent of Mt. Ranier and spent two weeks hunting mountain lion in Arizona along the north rim of the Grand Canyon.

Adella Barker Will Play Part of Juliet's Nurse

The important part of the nurse in the elaborate production of "Romeo and Juliet" which Francis X. Bushman and Beverly Bayne are preparing for the Metro program, has been entrusted to Adella Barker. Miss Barker was last seen as Mrs. McGuire in "Young America," but she began her theatrical career in the part of Emilia in "Othello." She has appeared with Anna Held, playing Coralie in "Papa's Wife," with Jefferson De Angelis, with Ward Vokes in "The Trouble Makers," playing the suffragette part for two seasons.

Brawn and Brains Win, Minister Tells Students

Dr. R. L. Wheeler, pastor of the Wheeler Memorial church of South Side spoke to the Young Men's Christian Association of the University of Omaha yesterday. The doctor is strong for athletics and spoke of them, saying "physical fitness is the foundation of all education. Every boy here ought to be on the foot ball field. I would rather see a boy with one cat power working all the time than a Corliss steam engine working only once a year, because of dyspepsia."

Obituary Notes

MRS. MAY DENNIS VIERLING, wife of F. R. Vierling, 1117 South Thirty-sixth street, died yesterday at a hospital following a month's illness. She is survived by her husband, a son, Robert, and a sister, Miss Margaret Dennis.

A Piano Sale Without Comparison

Visitors to Ak-Sar-Ben and Intending Piano and Player Piano Purchasers Should Not Fail to Attend This, the Greatest Sale in the History of Our House.

We Can Save You \$100 to \$150 on a Piano or Player Piano HURRY! Only 6 Days

PIANO PRICES & TERMS CUT IN TWO

Free Railroad Fare to Every Purchaser of a Piano or Player Piano This Week

Our store, the largest Piano warerooms in the Middle West, is crowded with High-Grade Piano Bargains. It will pay you to look them over. We offer during this sale the following celebrated makes, such as STEINWAY, STEGER & SONS, McPHAIL, LINDERMAN & SONS, KIMBALL, J. & C. FISCHER, BUSH & GERTS, HAINES, MATHUSHEK, J. H. HALE and our own sweet-toned SCHMOLLER & MUELLER PIANO, sold from factory to home, and others at such ridiculously low prices as

\$45, \$75, \$85, \$90, \$95, \$100, \$115, \$125, \$150, \$174, \$200, \$225 and Up

TERMS: \$5.00 Per Month, 3 to 5 Years' Time—Free Stool and Scarf. Our 25-Year Iron-Clad Guarantee Goes With Every Piano.

PLAYER PIANOS
\$195 - \$235 - \$275 - \$300 - \$350 - \$395 - \$450
Terms: \$2.00 a Week—Free Bench, Scarf and Selection of Music.

Be sure and see these wonderful values. A visit of inspection does not obligate a purchase.

SCHMOLLER & MUELLER PIANO CO.

1311-13 Farnam Street, Omaha, Neb.
Estab. 1859. Phone D. 1623. Largest Retailers of Pianos in the world.




"77" COLDS

Humphreys' Seventy-seven For Grip, Influenza

The easy time to cure a Cold is at the beginning. Take "Seventy-seven" at the first sneeze or shiver and get the best results. "Seventy-seven" breaks up a hard Cold that hangs on and does not yield to treatment—but a dose at first is best.

TONIC TABLETS (HUMPHREYS')

For the convalescent, for the weak and the weary—\$1.00, at all Drug Stores or sent C. O. D.
Humphreys' Home Medicine Co., 156 William Street, New York.

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Six Years' Experience as District Judge

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