

Brief City News

Platinum Wedding Rings—Edholm. Have Root Print It—New Beacon Press. Ties Cleaned, 10c, at Carey's, Web, 25c. Electric Reading Xmas for Xmas, \$2.50 to \$5. Burgess-Grandon Company. Robt. C. Drusewicz & Co., 889 Omaha Nat'l Bank. Listed an unlimited securities; bank stocks; several 7 per cent guaranteed gilt-edge investments. New Printing Company—Henry G. Pike and Leo Diers are the incorporators of the Magic City Printing Company, which has a capital of \$18,000. Flagman Ordered at Crossing—The Missouri Pacific Railway company has been ordered by the city council to maintain a flagman at the crossing of Twentieth street and Florence boulevard. Best Meal for the Money—Claremont Inn. Land for a Dock—The Winpear triangle, a tract of land along the river north of Burr street, has been set aside by the city council for dockage purposes. The tract has a water front of 750 feet. Firemen Given Pensions—The city council allowed Captain Henry C. Jacobs and Driver Samuel Crowley of fire company No. 4 monthly pensions of \$37.50 and \$50, respectively, beginning January 1. Extends Free Delivery—General Agent Warner of the American Express company announces that, commencing January 1, express companies will extend their free delivery service to the Dundee district, to Happy Hollow boulevard on the west, Dodge street on the south and Hamilton street on the north. Pleads Guilty and Goes to Pen—Pleading guilty to a charge of "breaking and entering," Harry Sherwood, who, together with Walter Nyman, robbed the State Dry Cleaning company's plant on November 2, was sentenced to from one to three years in the state penitentiary by Judge Sears. Nyman received a like sentence a week ago. Androns for Christmas—Sunderland's

Something Worth While Going Up



Dr. Joseph F. Newton Accepts London Call

Dixon, Ill., Dec. 12.—Dr. Joseph Fort Newton, formerly pastor of the People's church here, but now of Cedar Rapids, Ia., has accepted the offer of the City Temple at London, England, which he occupied for five weeks during last summer, it was announced today.

Woman's Legs and Lungs Save Her from Bandit

When Mrs. L. London, who conducts a grocery store at 1902 North Twenty-sixth street, arrived at her place of business at 6:30 a. m. Monday and inserted a key in the lock, she was accosted by a man who demanded her money and valuables. She screamed and ran and her assailant made his escape.

Dry, Hoarse or Painful Coughs Quickly Ended Home-Made Remedy that Saves You 25—Does the Work Thoroughly.

The prompt and positive action of this simple, inexpensive home-made remedy in quickly healing the inflamed or swollen membranes of the throat, chest or bronchial tubes and breaking up tight coughs, has caused it to be used in more homes than any other cough remedy. Under its healing, soothing influence, chest soreness goes, phlegm loosens, breathing becomes easier, tickling in throat stops and you get a good night's restful sleep. The usual throat and chest colds are conquered by it in 24 hours or less. Nothing better for bronchitis, hoarseness, croup, whooping cough, bronchial asthma or winter coughs. To make this splendid cough syrup, pour 2 1/2 ounces of Pinex (50 cents worth), into a pint bottle and fill the bottle with plain granulated sugar syrup and shake thoroughly. You then have a full pint—a family supply—of a much better cough syrup than you could buy ready-made for \$2.50. Keeps perfectly and children love its pleasant taste. Pinex is a special and highly concentrated compound of genuine Norway pine extract, combined with guaiaic and is known the world over for its promptness, ease and certainty in overcoming stubborn coughs and chest colds. To avoid disappointment ask your druggist for "2 1/2 ounces of Pinex" with full directions, and don't accept anything else. Guaranteed to give absolute satisfaction or money promptly refunded. The Pinex Co., Ft. Wayne, Ind.



Resinol first aid for skin troubles

"Will Resinol Ointment really stop this dreadful itching and clear my eczema away?" "Madam, if you only knew as much about Resinol as doctors do—how safe it is to use, how promptly it acts—you would not doubt, you would use it at once. Usually it stops itching immediately and soon removes every bit of eruption." Resinol Ointment is a nearly flesh-colored ointment that can be used on exposed surfaces without attracting undue attention. Sold by all druggists. For sample free, write to Dept. 2-R, Resinol, Baltimore, Md.

MILLARD HOTEL L. RENTFROW, Prop. Comfortable, fully equipped rooms, \$1.00 a day and up. Quick Service Lunch Room, the best in the city. Music with Meals. Table d'Hotel Dinner, 35c. 13TH and DOUGLAS, OMAHA.

BAD FEET AN OBSTACLE TO SUCCESS IN LIFE "I never employ a salesman who suffers from bad feet," says a big merchant. "I know that no man or woman who suffers from foot troubles can possibly do justice to any kind of a job, because bad feet torture a man's body so that his mind can't be on his work." Thousands of men and women are handicapped in their life race by bad feet. It is such a useless handicap now—always because a very simple home remedy will save them. A 25-cent package of Wa-No-Ta will bring instant relief to foot sufferers. You drop two or three of these tablets in a pan of hot water and bathe the feet in it for a few minutes. The pains, aches, burning sensation and irritation vanishes like magic and the feet are cool and comfortable in no time. Delightful for use in bath. Leaves skin soft and sanitary. If your druggist hasn't Wa-No-Ta, we will gladly send you a sample package if you will send us 10 cents to cover cost of mailing. L. C. Landon Co., South Bend, Ind.

Buy Your GIFTS at the BAZAAR of the Churches Dec. 4-16 BEE Building

Wallace Talks on The Psychology of Advertising to Club

"A woman goes into a store and asks for a certain brand of oatmeal. She does not even see the word 'oatmeal.' She merely gives the name of the brand, and she gets it," said R. B. Wallace, president of the Omaha Ad club, in his talk at the club's round table in the Commercial club rooms last night. "A man walks into the cigar store for a cigar, but he does not say, 'Give me a cigar.' He uses the name of a certain brand. What does all this mean? It means that the customers have absorbed certain impressions, they may be subconscious impressions, but the will acts thus sub-consciously in these matters." The speaker pointed out that advertising to be effective must get these sub-conscious impressions planted in the minds of the public. "Psychology: What Does It Mean in Advertising?" was the subject of Mr. Wallace's talk. He pointed out the ancient custom of hanging out pictures before the shops and taverns, instead of printing the name of the shopkeeper or a lot of information about his wares. "Thus in Shakespeare's time they had the Boar's Head Tavern," he said, "with a boar's head hanging over the door. Another man named Cox kept a shop in London and instead of spelling out his name (for the people couldn't read), he had a pair of fighting cocks carved out and had them hung over the door. Thus the place of the cocks or the place of the boar's head came to stand for something definite. It came to stand for the place where choice drinks was served or where the best sandwich of a certain variety could be found." He showed that these impressions in the minds of the public can be created only by constant advertising and repetition.

Domestic Relations Bureau Is Sought By Welfare Board

A department of domestic relations is contemplated by the Board of Public Welfare for next year. The board held an executive meeting yesterday evening and discussed the program for the new year. Further consideration will be made next Monday evening. It is expected the board will ask the council for \$20,000 for 1917. The needs of a domestic relations department are appreciated by the members and Superintendent Schreiber believes the work of the board would be materially helped if this branch should be added. Several new investigators will be engaged shortly after the first of the year. Mayor Dahlman met with the board and learned of the work which has been done this year.

Leaves on Short Auto Trip; Is Not Heard From Since

Ed Williams of Benson is missing. Sunday evening he left the C. W. Francis Auto company's headquarters on Farnam street and said he was going to Blencoe, Ia. He has not been heard from since. Williams is a member of the business firm of Williams Bros., Maxwell auto agents, in Benson. Blencoe is only about fifty-five miles from Omaha and it takes but a few hours to reach there by auto. Williams' brother fears that the missing man is the victim of an auto accident.

Fireman Injured In Distillery Blaze

Fire early yesterday did damage estimated at \$500 in the grain storage building of the Willow Springs distillery, Fourth and Pierce. Jack Myers, city fireman, stationed at Eleventh and Dorcas streets, living at 4174 Cass street, was burned about the head and neck when some burning grain fell on him. His injuries were not serious. The fire was gotten under control with little difficulty.

Bad Cough? Feverish? Gripes? These ailments—waken your system, don't wall. Use Dr. Hells Pine-Tar-Honey. It kills inflammation, kills germs—25c. All druggists.—Advertisement.

HAPPENINGS IN THE MAGIC CITY

South Siders Want Council to Give Them Three Hundred of New Lights.

Three hundred lights at least are expected by South Siders, when the city council acts this morning on the appropriation of the 1,070 street lights. Rumor had it yesterday that all but 100 of the lights had already been promised to different parts of the north side, but this did not discourage local boosters, who will be at the council meeting in person. West Q and West L street districts are sections here most in need of lights. There is a strong demand in the southeast section of the city along the highways leading to Mandan park and farther north. It is figured that thirty-five lamps will satisfy here. Commissioner Parks will present the request for recognition of the plea of South Siders. He will be backed by business men and property owners.

Chance for Recreation.

Business men of the South Side will have a last opportunity to join the noon recreation class now being organized by E. E. Herman of the Young Men's Christian association. The first meeting was held a week ago but the attendance was so poor that the organization meeting was postponed. The gathering will be in the gymnasium in the Temple hall at Twenty-fifth and M streets.

Banner Dedicated.

A large beautiful banner artistically stitched by students of the Society of Children of Mary of St. Francis church, was dedicated at special services yesterday afternoon by Rev. Father Michael Gluba. Music was given by the choir, assisted by Patrick O'Neil, tenor.

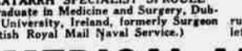
Two Deaths Reported.

Edward C. Porter, Jr., aged 25 years, died last evening at the home of his parents, 2105 N. street. The funeral will be held Wednesday afternoon at 2 o'clock.

OMAHA and SIOUX CITY Debating Teams Clash

The affirmative team of the Omaha High school debating squad will meet a team representing Sioux City High school in the high school auditorium this evening. The negative team goes to Sioux City, where they will meet the Sioux City High school affirmative team. Both teams have the same question, "Resolved, That the United States Should Abolish the Monroe Doctrine."

DON'T NEGLECT CATARRH!



Take it in hand at once! Drive it out of your system before it ruins your health—your happiness—your very life's welfare itself! Don't be blind to its dangers, because it works so quietly. Catarrh wrecks more lives than we realize. Are you making that common, dangerous mistake of thinking Catarrh a trifling ailment? Are you fooling yourself with the idea it's only a stubborn, obstinate head-cold that in time will "cure itself"? Don't deceive yourself any longer. Catarrh can't cure itself. While you heedlessly neglect it, you're fast becoming a hawking, spitting, foul-breathed nuisance—an object of disgust to everyone you meet. Worse still—Catarrh may get down to your lungs. Once Catarrh settles on the lungs it's no longer Catarrh—it's Consumption. Consumption comes from neglected Catarrh, and over two million people die every year from Consumption. CURE YOUR CATARRH NOW—don't let it run on! Write to me at once and let me give you the most helpful

Novel List of Prizes.

The Rota Rosa club will give a grand card party at the Columbian hall Thursday, December 14. There will be ten prizes. Some of the prizes are a turkey, a goose, a bushel of potatoes and a 10-month-old live hog. The latter will be a cut for all.

Omas Lose Game.

The Omas came out a loser last evening. Despite a brilliant finish by Peterson, the team encountered so many splits and played to such handicap odds that they lost their third and deciding game to the Moose five by less than twenty pins. The handicap in the balance amounted to seventy-two pins per game.

Magie City Gospel.

A reading will be given at the Highland interdenominational church, Twenty-seventh and Monroe streets, by Rev. H. K. P. Cornish Wednesday evening at 7:30. The title of the piece is "Christmas Carol."

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CUT OUT THIS COUPON

It entitles readers of this paper to free medical advice on curing Catarrh. Do you throat sore? Do you sneeze often? Is your breath foul? Are your eyes watery? Do you take cold easily? Is your nose stopped up? Do you have to spit often? Do you have a runny nose? Are you worse in damp weather? Do you blow your nose a good deal? Does your mouth taste bad mornings? Do you have a dull feeling in your head? Do you have to clear your throat on rising? I. There a tickling sensation in your throat? Do you have an unpleasant discharge from your nose? Does the mucus drop into your throat from the nose? NAME: ADDRESS:

CATARRH SPECIALIST SPROULE (Graduate in Medicine and Surgery, Dublin University, Ireland, formerly Surgeon British Royal Mail Naval Service.) 192 Trade Building, Boston. Don't waste any time—delays are dangerous. Do it NOW.

Store Hours: 8:30 A. M. to 6 P. M. Saturdays Till 9 P. M. BURGESS-NASH COMPANY. The Christmas Store for Everybody. TUESDAY, DEC. 12, 1916. STORE NEWS FOR WEDNESDAY. PHONE DOUG. 137.

Look for It at Burgess-Nash The Christmas Store With Everything for Everybody BIG, generous stocks of expertly selected holiday merchandise conveniently arranged for easy selection—plenty of happy, contented salespeople and where thorough satisfaction goes with every transaction.

Burgess-Nash Holiday Delivery Service IS PREPARED to render the most efficient service in Omaha. It thoroughly covers Omaha, South Omaha, Florence, Benson, Dundee and all suburbs and with daily delivery to all parts of Council Bluffs. It will be a powerful help in getting your Christmas packages home. And in this connection, may we again request, for the sake of all concerned, that you plan to Do Your Christmas Shopping Early—But 10 Days Remain YOUR GIFTS Shop on a Transfer Will be daintily boxed upon request, and wrapped ready for mailing or delivery free of charge at the Service Bureau. It's the most convenient way to shop. Saves time and worry. Ask the sales person to start you with one.

Sample Line of Leather Goods Novelties at About 50c on the Dollar

EVERY one suggestive of Christmas gift-giving and at about half the usual retail price. Hat Brush Sets, 69c. Real ebony and grained ivory hat and cloth brushes, in leather cases, made to retail to \$1.50, sale price, 69c. Military Brush Sets, \$1.49. Real ebony military brushes, in leather cases; made to retail to \$3.00, sale price, at \$1.49. Arts and Crafts Bags, \$1.00. LOT ONE—Just one of a kind—the popular arts and crafts finished leather—medium and large top or back strap purses, pretty hand bags with oxidized copper finished frames, all pretty purses; others have extra coin purse and mirror, made to retail to \$5.00, at \$1.00. Bags Usually to \$5.00, at \$1.95. LOT TWO—One assortment of bags—arts and crafts design; silk lined; values up to \$5.00, at \$1.95. Bags Usually to \$7.50, at \$3.95. LOT THREE—Arts and crafts leather bags, including values to \$7.50, at \$3.95. Beaded Bags, Usually to \$10.50, at \$4.95. Fine imported beaded bags, silk top drawstring style. Top match body of beads, fitted and made to retail to \$10.50; only a small lot, \$4.95. Sewing Sets, 19c. Complete 7-piece sewings in leather cases; also a few music rolls, made to retail to 50c, at 19c. Music Rolls, at 79c. Real leather music rolls and cases, made to retail up to \$2.00, sale price, 79c. Burgess-Nash Co.—Main Floor.

Sample Line of Jewelry Novelties at About 50c on the Dollar

YOU'LL appreciate the display, both from the range of selection and the economical point of view. Novelty Jewelry, Usually to \$2.50, at 95c. At this price are included—German silver mesh bags with gate tops, stone set; rhinestone set hat pins; la valliers with sterling and gold filled soldered links; flexible gate top bracelets; vanity cases; jinye purses; imitation ivory comb and brush sets; hair brushes; mirrors; trays; powder boxes; hair receivers, etc. Novelty Jewelry, Usually to \$1.00, at 29c. Including—Mandarin jewelry; arts and crafts jewelry; oriental jewelry; beauty pins; cameos; la valliers; slipper pins; men's belt buckles; sterling rings; auto goggles; cameo rings; rose leaf beads; jet beads; pearl beads; ivory pieces of various kinds, etc. Novelty Jewelry, Usually to \$1.00, at 69c. Imported oriental bar pins, brooches, coral, amber, jade and cherry red beads. Novelty Jewelry, Usually to \$1.50, at 79c. Back combs, barrettes, casque combs, hair pins, Geraldine Farrar combs, hair pins, etc. Mesh Bags, Usually to \$10, for \$3.95. Sample mesh bags, German silver mesh, with imported enamel frames, for \$3.95. Burgess-Nash Co.—Main Floor.

GIFT Suggestions for Christmas 1-pint Thermos bottle, \$1.29. 1-quart Thermos bottle, \$2.29. Gillette safety razor, in nickel case, for \$3.85. Perfumes, in fancy boxes, 25c and 50c. Heavy, white ivory combs, 59c. Pebecco tooth paste, 50c size, 29c. Hind's Honey and Almond cream, 50c size, 29c. Racarma rose toilet water, for \$1.00. Perfumizer for toilet water bottles, 65c and \$1.50. Burgess-Nash Co.—Main Floor.

Women's Union Suits at 75c WHITE cotton union suits, fleece lined, low neck and sleeveless, or Dutch neck, ankle length. Women's Union Suits, \$1.00 Light or medium weight, white cotton, low neck and sleeveless; Dutch neck and elbow sleeves; high neck, long sleeves, ankle length; regular sizes, \$1.00; extra sizes, \$1.25. Children's Union Suits, at 50c Cotton fleece lined, with drop seat, white or cream color; 50c each. Children's Union Suits, at \$1.00 White or gray, part wool, high neck with long sleeves, \$1.00 each. Burgess-Nash Co.—Main Floor.

Two Contests for Boys and Girls

FREE—Three Toy ELECTRIC RANGES THE three little girls who write the best letter about what they would do with a Western Electric Junior Range Will each receive a complete range free for Christmas. The contest is open to all little girls under twelve years of age. All that is necessary is to write a letter on the subject, "What I would do with a Western Electric Junior Range if I had one." The three little girls who write the three best letters will each receive free a Junior Range complete, as shown, with kettle, skillet, bake pan, Junior cook book and cord with switch and plug, ready for attachment to the electric light socket. The only other conditions besides the age limit are that one of the cards which you secure in Toy Town must be filled out by a parent or adult and mailed or delivered on or before Dec. 20, 1916 to Toy Department, Burgess-Nash Co. where the Junior range is on display.

Demonstration Models of Meccanno, Structo and Erector Free TO the boys who build the best models from their sets of Meccanno, Structo or Erector, we will give the demonstration models now on display in our Toy Town. For the best model of Meccanno the demonstration model. For the best model of Structo the demonstration model. For the best model of Erector the demonstration model. Three splendid prizes, boys, and all you are required to do, after building your model is to bring it to our Toy Department on the 4th floor, where they will be judged Saturday, December 30th. Demonstration models now on display in Toy Town in the Down Stairs Store. Burgess-Nash Co.—Down Stairs Store.