# MAN IS CREATURE OF FIXED CUSTOM

Humans Stick to Time-Honored Rules of Conventionality and Live Life in an Odd Way After All.

By A. R. GROH.

A man walking down Sixteenth street the other day attracted considerable attention. People turned to look at him. Some laughed, All thought him an odd sort of chap. What was peculiar about this man? I will tell you. He didn't have a hat

on. That was all.
Which just shows how much we are creatures of custom. And a thousand "whys" occur to the mind. Why should a man be considered crazy it he wears a straw hat in November? Why should women keep their hats on in church and men take theirs off? Why would we stare and laugh if a policeman wore a piccadilly collar? Omaha Begins to Plan for Why are we amused in a superior sort of a way when we see a man car-rying a cane? Most men carry them in the east and abroad

Suppose a man walked down the street in knickerbockers, wouldn't we week activities in Omaha August 20 twist our silly necks looking at him to 23. Picnics, dances, open air and laughing at him? Yet, aren't movies and gift contests are planned. knickerbockers more sensible gar- The committee has raised larger sums ments than our silly, flapping trousers? of money for entertainment of the

If a man were to come down town in evening clothes at 3 o'clock in the afternoon we would think he had done a most ridiculous thing. In France that would be considered perfectly

Town Would Guffaw.

it all right to have a chaplain to perform this service in the state legislature. Is it any less desirable to have one huge guffaw? Yet we consider the divine guidance in city than in

And imagine anyone but a clergyman wearing a collar that buttons at the back! Or suppose someone would so outrage our feelings of propriety as to wear a white or a blue skull cap instead of a black one! And would we consider a marriage legal and binding if the bride wore a sport skirt and the groom a sport shirt instead of the conventional white bridal garments and the "conventional black'

that of a diplomat!

Why Not the Iceman? And suppose the iceman would ap-

evening clothes to wear it? Why do we take off our hat in greeting any giddy young "chicken" and yet never take it off even when

Just what logical reason is there for us to feel outraged if a man carries mashed potatoes to his mouth on the blade of his knife? And why are we startled at the boldness of a minister who takes off his coat in the pulpit on a hot Sunday? Why are we shocked if a man takes his soup from the tip instead of from the side of the

Suppose one of our bankers were to day wearing a striped sweater! It would never do, would it? Bankers must wear fur-collared overcoats.

Bridgework to Be Moved
From Omaha to St. Je

Aren't we creatures of habit and slaves of custom? Aren't we "funny?" Let's laugh at ourselves.

#### Omaha Lithuanians Hold Three-Day Celebration

The local branch of the Lithuanian Patriotic society, together with five other Lithuanian societies of Omaha, have just concluded a three days' celebration at Lithuanian hall, Thirty-sixth and U streets. M. Salcius was the principal

speaker. He is secretary of the educational board of the association at New York. He urged the Lithuanians who heard him to prepare themselves to participate in the coming world democracy by educating themselves and acquiring culture. He spoke of the coming of a reign of science and broad industrialism following this war, and hoped his countrymen, both in this country and at home in Europe, would properly prepare and educate themselves to take their proper places in this great move-

Mr. Salcius has witnessed with his own eyes the battles fought in this war on the soil of Lithuania, the little country on the Baltic, which has recently claimed independence from neighboring nations. He had much to say of the suffering occasioned and the devastation wrought in this little country. He declared that the Germans took cattle and crops after they invaded the country, and even took women and children and forced them to dig trenches for them, after which they left them to starve without the necessities of life.

He urged young Lithuanians to join the American army and fight for the democracy of the whole world. ments and to better organize the regi-Mrs. K. Uvic was chairman of the meeting, with Messrs. Akromas, Salcius, A. Poskus and A. Zalpis presiding on the sper er's platform.

### World-Herald's Big Cut In Its Advertising Rate

The World-Herald has been awarded the contract for the publication of city advertising on a bid 2 cents under the rate fixed by law, at which The Bee has been printing these no tices. The World-Herald's bid is 4.8 cents per line for first insertion and 2.8 cents per line for subsequent insertions, being a reduction from 12 cents charged want-ad patrons and 8 cents charged other advertisers. The World-Herald has heretofore refused to take city advertising, alleging that the rate of 50 cents a square, prescribed in the charter, was much too low for the valuable space of that paper, but has now cut under the legal rate in order to secure the city con-

### Seeks \$500 Damages for One Alleged Dog Bite

### Omaha Men to Speak at War Film Performances

Prominent Omaha men will give five-minute speeches at each of the wenty-eight performances of the war twenty-eight performances of the war film, "The Tanks at the Battle of the Ancre," at the Brandeis theater next week, urging citizens to sub-scribe to the Red Cross and to enlist in the army and navy. Among those who will speak are Judge W. D. Mc-Hugh, W. F. Gurley and Harry Palmer

Palmer. The Hotel Men's association, which subscribed for \$1,500 worth of tickets, has taken an additional \$1,000 worth, Chris Martinson, the head in a proclamation issued today by waiter at the Fontenelle, sold \$105 Major General Pershing It follows:

worth of tickets in one day.

The parade Monday will begin a o'clock, instead of at noon, to corwill assemble at Jefferson square on Sixteenth and Cass streets, march up Sixteenth to Howard, down to Four-equality and fraternity in defense whereof we are now in France to the side of the French soldand up Fifteenth to Capitol avenue, fight by the side of the French soldwhere it will disband.

Merchants' Market Week Diversions and games on the vaious country club grounds are planned for the merchants' market merchants of the Omaha trade territory this year than ever before, and which had long been the place of the committee says there are some confinement of political prisoners, splendid gifts planned for lucky ones among the visitors. At the spring merchants market week celebration in Omaha a big Victrola was given ernor and guard were killed and the Suppose the city commissioners would open their meetings with prayer, wouldn't the whole town give one have authors as valuable. This summer the arly as valuable. This summer the articles to be offered are to be of far

# Many Omaha Street Car Men

The Omaha Street Railway company is losing a host of its strong, blebodied young men. They are enlisting in the army and navy and the ompany is experiencing considerable difficulty in finding men to fill the places of those who have gone.

Street railway men have no difficulty in getting into either the army of the groom?

Imagine the box office man at a requirements of the company are almost add of maintaining a dignity like ernment. Entering the service of the company, men are required to pass a Can you imagine a hotel clerk with- physical examination that is even out his hair vaselined! Suppose you more rigid than that of the governshould see a workingman wearing red ment. Thus, when a street railway overalls instead of blue, what would man applies to enlist, he is almost certain to pass the examination and in almost every instance is accepted.

#### pear some morning wearing a high Omaha Wants Wyoming silk hat! Yet would it be any more Under Federal Bank Here ridiculous for him to wear this absurd

headpiece than for a gentleman in Omaha bankers will seek to have Nebraska and Wyoming assigned as the territory included within the dis-trict of the Omaha branch of the Federal Reserve bank, which branch the we meet the most learned and distin-guished men? | Federal Reserve board at Washington has just decided to give Omaha.

Since Denver is to have a branch also of the Tenth district, it is expected that Omaha will have a fight on with Denver for the Wyoming ter-Local bankers, however, feel that they will be able to show the superior advantage of Omaha over Den-ver in serving Wyoming on account of the direct trunk lines of railway through Wyoming to Omaha.

# From Omaha to St. Joseph

The heavy timber barge, trestle work and hoisting engines of the American Bridge company, used in the construction of the new Union Pacific bridge, are now to be moved to St. Joseph, Mo., where another bridge job awaits the company.

The steamboat Julius F. Silber which is expected in from Decatur today, is to carry the equipment to St. Joseph, leaving Omaha Monday morning. The big wooden barges which belong to the equipment will be pushed ahead of the steamboat instead of being loaded.

# Street Car Men Allowed

To Shed Coats for Summer Conductors and motormen of the Omaha Street Railway company are sending their coats to the discard and are appearing in light blue Cham-

bray blouses, with Norfolk jacket backs The change from coats to blouses made by the street railway men is at the suggestion of the company officers. If they desire to do so while on duty conductors and motor men may wear the blouses as long as the warm weather continues. They are bought at a cost of 65 cents each.

# Phil Hall Calls Officers

Of Sixth Into Conference Colonel Phil Hall of the "Dandy' Sixth Nebraska is in consultation with officers of the recently appointed regiment. Following his appointment as commanding officer of the "Dandy Sixth, Hall immediately ordered al

his officers to report at Lincoln to go

over various plans for boosting enlist-

### Alleges Wife Weds Again Without Getting Divorce

Ray Schamp, suing Nellie Schamp for divorce in district court, alleges she deserted him in February, 1912, and married W. L. Sawyer of Council Bluffs the same month without obtain-ing a divorce. The Schamps were married on the south side, July 2, 1904.

### August Specht Observes Birthday With Misgiving

August Specht of the city health department is observing his birthday anniversary. He regards Friday the Thirteenth, with misgivings. He is watching his step today and hopes that he will "come to the end of a perfect day."

# PERSONAL MENTION.

Dr. Paul Ludington is out again following W. H. Clarke is now getting along nicely after his siege of scarlet fever, and the quarantine on the home has been lifted. Dr. and Mrs. Blane Truesdell of 5114 Capitol avenue left last night for Kansas ing a vicious dog owned by Diers attacked his son, Robert, 3 years old.

The one alleged dog hits is coars old.

The one alleged dog hits is coars. and feeling fine following an operation for appendecitis. He was operated on in the Swedish Immanuel hospital.

# U. S. WILL OBSERVE FRENCH HOLIDAY

Anniversary of Fall of Bastile to Be Celebrated by Troops in France Under Pershing's Order.

Paris, July 13 .- Observance of the American troops in France of the French national holiday is provided Major General Pershing. It follows: "July 14 is hereby declared a holi-

day for all troops in this command.

"This is a glorious privilege that the American army has in uniting with the gallant soldiers and loyal people of France in acclaiming with them on their national holiday our own devotion to the same high ideals."

The French national holiday is the anniversary of the beginning of the

French revolution. The Bastile or ancient tower of Paris was captured by the republican troops July 14, 1789. This fortress,

# Promise of Early Relief

From the Drug Habit When the federal law against the sale of habit-forming drugs went into force the eleemosynary institutions of the country were filled with persons Enlist in Military Service who had been crazed by the sudden narcotic withdrawal. We expressed regret at the time that the result had not been anticipated and provision made for proper treatment of all victims. But there was manifest difficulty. Even under the most patient care persons addicted to drugs could not bear the deprivation. Only by reducing the quantity of drug, building up the body and treating the mind could a cure be effected. In many cases no cure was possible. Consequently there will be rejoicing over the announcement of Dr. Charles F. Stokes, former surgeon general of the United States navy, that he has employed pilocarpine and eserine in quantities far below the minimum medical doses in common use with excellent results. He says that he has abruptly withdrawn such drugs as heroin (whose manufacture, by the way, he declares should be abolished). opium, morphine and cocaine and by use of the two remedies brought an immediate convalescence of the addicts, the physical damage being quickly undone, although the nerv-

> for readjustment. Dr. Stokes admits that sufficient time has not elapsed following his experiments, which were conducted on the New York City farm for inebriates, to make any definite predictions as to permanency of freedom from addiction and he apologizes for making an "incomplete report." His caution gives added value to his announcement. It proves that he is an earnest scientist and not a charlatan. He explains that he makes his statement prematurely with the hope that it may be of some value in the national crisis. If there are 2,000, 000 victims of drugs in this country, as has been asserted, the subject is of genuine national interest .- St. Louis Globe-Democrat.

ous derangement required longer time

#### **Epigramatic Nuggets Plucked** From One Poetic "Pocket"

No single poem in the English language perhaps has contributed so many lines that have passed into currency of quotations as Gray's famous Elegy. It is a veritable mine of grammatic nuggets that have enriched the language of orators and writers and become such familiar

#### Two Boys Ride Stolen Gas Bike from Wyoming to Omaha

From Sheridan, Wyo., to Omaha on a stolen motorcycle since June 25 was an adventure of Earl Babcock, 18, and Leo Goldsborrough, 20. Officer Danbaum recovered the stolen machine here Thursday and the two boys were held on a grand larceny charge.

# Red Cross Notes

Mrs. Preston Talks-Mrs. E. G. Preston of New York City and for-merly of London, England, talked be-Park War Relief circle this afternoon at 2 o'clock at their work

at their work rooms in the Normandy apartment ball room. She also talked at 3 o'clock at the Daughters of the American Revelution war relief circle at the Country club. Cartoons Net Funds-More than

100 has been received from the exhibition of Raemaker's cartoons for the benefit of the war relief. Thirty pictures have been sold, including one artist's proof for \$10. The members of the Delta Gamma sorority War Relief circle were in charge of the gallery today.

Mrs. Sanborn Volunteers-Mrs. F. E. Sanborn, who has just returned from Washington, D. C., volunteered her services for the summer, to as-sist Mrs. Z. T. Lindsey in making sample boxes of hospital supplies, which will be sent to every Red Cross auxiliary in the state.

Red Cross Notes.

George E. Parisel of Laramie, Wyo., and state director of the Red Cross there, is spending a few days in Omaha, conferring with Frank Judson at the Red Cross headquarters.

Among the out-of-town visitors at the Red Cross headquarters Thursday were Mrs. F. H. Long of Madison, Mrs. J. J. Harrington of O'Neili, and the Misses Isadore Sheidon and Ruth Thomas of Nehawka.

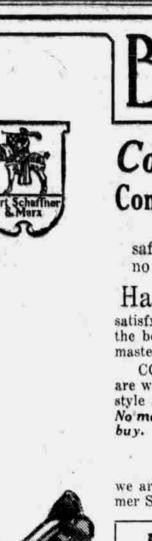
Mary Alice Race, Mary Foltz, Alice Foltz and Udice Limisky, little 8, year-old girls, brought 46 cents into Red Cross headquarters and said it was the proceeds of a playlet they gave charging one penny for admission. quarters.

Conscientious Executor.

A couple of Kentuckians, meeting in a feud district, according to an exchange, one asked the other:

"Look here, Bill, what did you shoot at

me for? I ain't got no quarrel with you."
"You had a feud with Ben Walker, didn't "But Ben's dead."
"Well, I'm his executor."—New York



# Brandeis Stores

# Confidence and Comfort Come With Cool, Stylish Clothes

Whenever you have a doubt, it is always safest to tie to the best and then you will have no vain after regrets.

Hart Schaffner & Marx Clothes satisfy the most critical because they embody not only the best of fabrics and materials, but the best art of master designers and tailors as well.

CONFIDENCE is born of the knowledge that you are well clothed, and when you can obtain the best of style and enjoy at the same time the most comfort-No man should hesitate about the clothing he should

# At \$18, \$20 and \$25

we are showing a superb assortment of the best Summer Suits-coats are full, half or quarter silk lined.

# Dixie Weaves \$15 and \$18

For real solid summer comfort there's nothing like Dixie Weave Suits. The fabrics are lightweight all-wool, so you get good fit, style and long wear. Dixie Weaves come in all colors, all sizes, in Varsity Fifty-Five models, sport suits and conservative men's models.

"Varsity 55" and Conservative models for men and

Outing Pants-All fine makes, hand tailored, self black striped and plain white serges, also dress worsteds, suiting patterns and outing materials in stylish checks and plaids, \$2.98 to \$6.50.

Schloss Brothers Baltimore Outing Suits, in Mohair, Cool Cloths and Palm Beach \$10 and \$12.50 Suits for men and young men

Other Palm Beach Suits, at ..... \$5.00 and \$7.50 Second Floor, Men's Building

# Clearance Men's Straw Hats

Time Now to Get Your SECOND Hat

And no better opportunity has ever been offered-you will be able to buy just the Hat you want, at a price lower than you ever expected to pay. This is a radical clean-up and you should be on hand early Saturday morning. Porto Ricans, Javas, Split Braids, Milans, Leghorns, etc., at big reductions.

All the Men's \$2.50 and \$3.00 Straw Hats to go, \$1.95 All the Men's \$2.00 Straw Hats, to go at . . . . . \$1.65



All the Men's \$1.50 Straw Hats, to go at ........98c All the Men's 65c Straw Hats, to go at ..........49c

# Panama Hats

Men's Genuine South American Panamas, at......\$5.00, \$6.00 and \$7.50

# Boys' Headwear in a Reduction Sale

Boys' 65c Wash Hats, to be closed out, at ..... 39c | Boys' 65c Golf Caps, plain and fancy colors, at .... 49c Boys' 65c Straw Hats, to be closed out, at...... 39c Boys' and children's 39c Play Hats, at...... 19c

# Men's Low Shoes, Made to Sell at \$4.00 to \$6.00, at \$3.45 At this time, when Men's Shoes are quoted everywhere at very

high prices, it is exceptional news that greets you from this Men's Footwear department. We have grouped about 400 pairs of Men's Oxfords, in Tan Russia Calf, Dull Black and Black Kid and Brown Kid. Lace, blucher and button styles. English lasts, round toes and high toe lasts. Short lines of regular stock that sold at \$4.00 and \$6.90 a pair. Main Floor, Men's Building



# 2,000 Summer and Outing Shirts \$1.15 Especially Attractive Designs and Colors



Neat, striped patterns that will stand wash-

In fancy striped Worsteds and cotton ribbed

35 Dozen Men's Sample Bathing Suits

Jerseys, in plain colors. Webber and California

\$4 and \$5 Bathing Suits.......\$2.95 \$2.50 and \$3 Bathing Suits......\$1.95

3,000 Pairs of Men's Half Hose, 25c

1,500 Pairs Men's Fiber and Lisle Half

Hose, 19c

were perfect would easily sell for 25c a pair.

Silk and Silk Fiber Half Hose, plain colors,

Plain colors, run of the mill quality, if they

makes-come early if you want these.

in all wanted shades, all sizes.

ing and always look neat.

Satin Striped Madras, Fancy Oxford Weaves, Corded Repps and Satin Striped

This lot was made especially for us, but was delayed in shipment. Beautiful patterns, in neat stripes and figures; collar attached and neckband styles. The majority are full \$1.50 values, all at, each .....\$1.15

#### One Lot Pure Silk Shirts, at \$2.95 Fine quality, All-Silk, in neat and pronounced patterns; Shirts that are made exceptionally well,

absolutely fast color and fit perfectly; neckband style with soft French cuffs. Silk Shirts, Beautiful Quality, \$5.50, \$6.50

A lot of exceptional Shirts of Silk Crepe and Silk Broadcloth, in exclusive patterns, neat effects in stripes and solid color bodies, also plain colors.

# 75 Dozen Men's Union Suits, at 95c

Roxford Athletic Union Suits, just received for this sale; an assorted lot of fine Nainsook, in checked and striped weaves, also mercerized Soisettes. Sizes 38 to 44, regularly \$1.25 and \$1.50, now, at ......95c

#### Men's Lisle Ribbed and Mesh Union Suits, 95c

Made of fine combed yarns, in white and ecru colors, short sleeves, sleeveless, ankle length and short sleeves knee length; all sizes 34 to 46. 165 Dozen Four-in-Hands, at 25c and 35c

Silk and Madras Washable Four-in-Hands, an assortment grouped together for this sale, including all our regular 50c values; hundreds of

Main Floor, Men's Building

# Going Out to Camp? Or on Your Vacation?



Come to this Sporting Goods Department and see how much we can do in the way of suggestions and outfitting you.

New Idea Gasoline Camp Stove, two-burner, fill it from your car and cook your meals on the road .....\$6.50 Regulation Army Puttees, lace style, of canvas, at 75c, and heavy canvas ......\$5.00 Bicycles, with the New Departure Coaster Brake, motorcycle handle bars, finely enameled, in blue, marroon and black; a real \$35.00 wheel, for .. \$25.00 Tennis Rackets, all of our high grade Rackets, worth up to \$8, at ..... 20c, 40c and 80c

Main Floor, Men's Building

neat patterns.