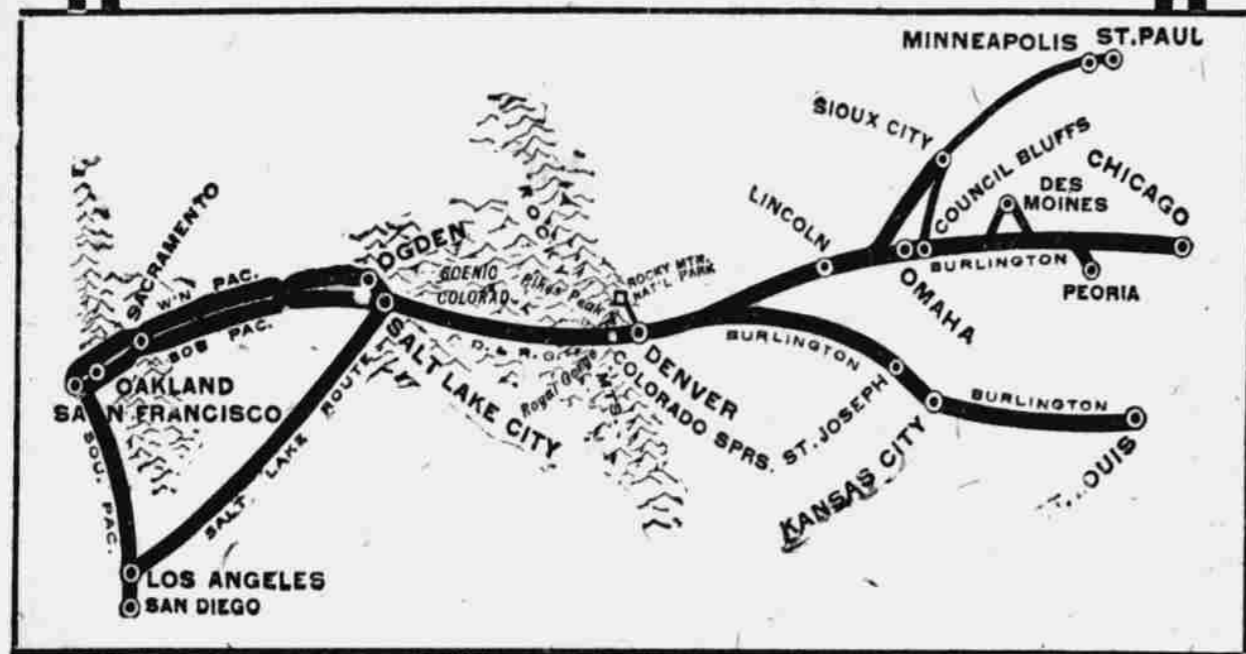


Omaha Welcomes Mid-West Implement Dealers

The Map Shows
The Burlington's
All-Year Way



To California

'Tis the "See America" way, the way by daylight through Denver, scenic Colorado, the Pike's Peak region, Royal Gorge, Salt Lake City. 'Tis the way of the Burlington's Personally Conducted Tourist Sleeper Parties—operated for more than twenty-five years.

3 Through-Service Routes:
BURLINGTON—RIO GRANDE—SALT LAKE ROUTE
BURLINGTON—RIO GRANDE—SOUTHERN PACIFIC
BURLINGTON—RIO GRANDE—WESTERN PACIFIC

These may be combined for a Scenic Coast Tour that includes the Resort Localities and the Attractive Cities of Southern and Central California.

4:20 P. M. FROM OMAHA

"The Overland Express" for Colorado, Utah, California—with daily through tourist sleepers. Personally Conducted Parties every day but Monday; daily through Standard sleeper service.

Let us tell you the possibilities and the pleasures of a Coast Tour, if your ticket reads "Burlington."

J. B. REYNOLDS, City Passenger Agent, Farnam and 16th Sts. 'Phones: D-1238 and D-3580.

**Burlington
Route**

OLIVER

The name "Oliver" on a plow means simple construction combined with strength, the product of over half a century's experience in plow-making.

The "Oliver" in the field means light draft, level furrows, trash successfully covered, and a compact seed bed. The above features have made the "Oliver" the choice of wide-awake farmers everywhere.

Make your headquarters with us during the Mid-West Implement Dealers' Convention and let us show you the full Oliver line.

OLIVER CHILLED PLOW WORKS

"Plow Makers for the World"

10th and Farnam

Omaha, Nebraska.

Welcome Implement Dealers

Omaha, Neb., and Council Bluffs, Ia.
NOVEMBER 21, 22 and 23

A Cordial Invitation is Extended to You to Visit Our Show and Sample Room at Council Bluffs

1216 TO 1230 SOUTH MAIN ST.

LOOK OVER THE

SANDWICH LINE

Easyway Loaders and Rakes
---Engines, Shellers, Grinders,
Corn Slicers, Elevators, Hay Presses,
Spreaders

Sandwich Mfg. Co.

Phone 2955.

Council Bluffs, Ia.

MID-WEST DEALERS HOLD SESSION HERE

Registration to Start Wednesday at the Rome; Open Convention by Singing "America."

Beginning Wednesday and continuing until Friday night, the hundreds of delegates to the convention of the Mid-West Implement Dealers' association will be in session in Omaha. The business sessions will be held at the Hotel Rome, while an implement and tractor show will be in progress at the Auditorium.

C. E. Gallagher of Coleridge is

president of the organization and James Wallace of Council Bluffs is secretary. Gallagher is serving his second year in the presidency, and Wallace has been serving as secretary for several years, in fact ever since Secretary Marion Goosman resigned to go into the implement game actively as a traveling salesman in Nebraska.

Registration will be in full swing Wednesday morning at the hotel. At 2 o'clock in the afternoon the convention will open formally with the singing of "America" and this will be followed by the annual address of the president of the association. The secretary and treasurer will make their annual report.

The Program.

Following these reports the program for the remainder of Wednesday

afternoon and Thursday and Friday is briefly as follows:
Appointment of committees.
Federation report, by E. E. Morse of Turin, Ia.
Financial auditing bureau report, by P. P. Murray of Omaha Commercial club.
Address, "Co-operating in Distribution of Merchandise," by W. W. Bass of Anselmo, Neb.
Question box, in charge of Ed Lehmkuhl of Wahoo, Neb.
Discussion and adjournment.

Thursday, November 22, 9 a. m.

Question box, in charge of Ed Lehmkuhl of Wahoo.
Address, "A Few Editorials," by Walter J. Roseberry of Implement and Tractor Trade Journal.
Address, "Answering the Call," by T. N. Wilson of Trenton, Mo.
Music.

Address, "War Conservation and Soil Culture," by Dr. W. E. Taylor of Moline, Ill.
Discussion and adjournment.

Afternoon—2 o'clock.

Theater party for visiting ladies, compliments of the Omaha and Council Bluffs Implement and Vehicle club. Tickets may be secured at convention headquarters in Hotel Rome or Auditorium before 11 a. m.
Inspection of exhibits by visiting dealers.

Evening—6:30 o'clock.

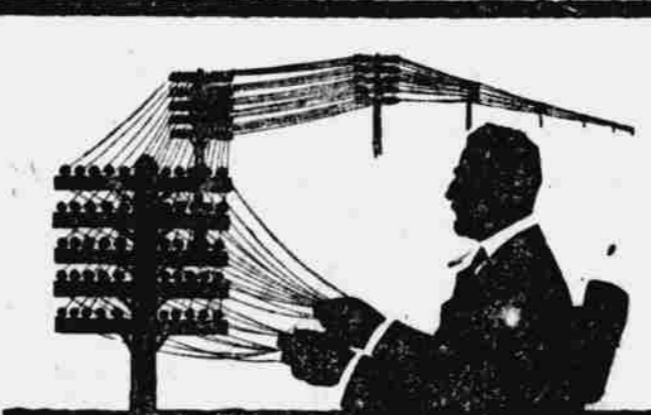
Banquet and entertainment of all visiting dealers at the Hotel Rome, courtesy of the Omaha and Council Bluffs Implement and Vehicle club. Register at headquarters for tickets.

Friday, November 23, Patriotic Day, 9 a. m.

Question box, in charge of Ed Lehmkuhl.
Address, "The Implement Business in General," by E. W. McCullough, secretary of the National Implement and Vehicle association, Chicago.

Address, "Food Conservation," by Gordon W. Watters, federal food administrator for Nebraska.

Address, "The Relation of the Country Banker to the Farmer and the Local Dealer," by L. W. Wilson of Broken Bow, Neb.
Report of the resolutions committee.
Unfinished business.
Action of officers.
New business.
Adjournment.



The Reins of Business

Twenty-six thousand cities, towns and hamlets are literally within the grasp of every user of Western Union Service.

Fifty thousand employees and more than one and one-half million miles of wire enable you to guide your salesmen anywhere on the road—to facilitate deliveries—to know instantly the progress of every sale.

The greater the emergency, the more you can depend on

WESTERN UNION

Telegrams—Day Letters—Night Letters
Cablegrams—Money Transferred By Wire

THE WESTERN UNION TELEGRAPH CO.

See Our Exhibit

OF
**Gas Engines
Hay Tools
Grinders**

AT THE

Auditorium

FULL LINE AT OUR SAMPLE FLOOR
906-908 HARNEY ST.

Dempster Mill Mfg. Co.

OMAHA.

NEIO PRODUCTS



OUR exhibit at the Mid-West Implement Dealers' convention will contain much of interest to convention visitors. We will hold open house at the factory during the days of Nov. 21, 22 and 23. Do not fail to visit our plant, the best equipped of its kind in the United States.

We are now distributors of the well-known Austin Western line of Road Machinery and Tools for western Ia.

Nebraska and Iowa Steel Tank Company

A. N. EATON, Proprietor

1301 Willis Ave.

Omaha, Neb.

Steel Tank Business Shows Great Growth

Some 13 years ago A. N. Eaton started the manufacture of steel tanks under the name of "The Nebraska & Iowa Steel Tank company," in a very small way, employing two men besides himself, occupying a small building at Twenty-fourth and Grant streets. Soon outgrowing these quarters, he moved to a larger building near Fourteenth and Nicholas streets, which afforded adequate facilities for the time. However, due to the ever increasing business, it was apparent larger quarters must be secured, and a desirable building not being obtainable, Mr. Eaton decided to erect a factory building in accordance with the manufacture of his products, and large enough, as he supposed, to take care of the business for a long time.

Property was purchased at Thirtieth and Willis avenue, where he erected a building having floor space of 20,000 square feet. Additions being added from time to time until today the factory buildings cover an area of 40,000 square feet, employing 80 men in the shops.

Mr. Eaton personally invites convention visitors to visit the Nebraska & Iowa exhibit at the Auditorium in connection with the Mid-West Implement Dealers' convention, November 21, 22 and 23.

Bailey Says Implement Business Sure to Be Good

According to J. L. Bailey of the Watts Manufacturing company, there hasn't been a corn crop failure in eastern Nebraska or western Iowa in 25 years and all the talk about soft corn and loss is due to the usual pessimism which prevails when there is the least doubt about the outcome. Bailey asserts that nothing short of an unheard-of weather condition could bring about a loss of over 10 per cent in the corn crop now. True, some of the corn is soft, but fair or cold weather will absorb all of this moisture and put the corn in first-class shape.

Considering things from the worst side, if the corn crop were damaged one-third it would still leave a crop to boast of," said Bailey. "In the 15 years which I have been in the implement business things have never looked better to me nor have I seen a better October from a sales standpoint."

EVERYONE LIKES



Storz Beverage Co. Webster 221.

MEN FEEL SUGAR SHORTAGE WORSE THAN WOMEN

Bee Statistical Expert Reaches Conclusion That Sterner Sex Cannot Grow Fat if Deprived of Sweets.

By BEATRICE FURMAN.

"She can live without what I can live without," said a man. "But civilized woman can't live without sweets."

Or so they—the men—said some weeks ago when the sugar famine began.

"Poor dears, whatever will they do without their extra lumps and their sugary fluffy nothings that they call luncheons?" exclaimed the men. "It's too bad, but war always hits the women the hardest," they sighed, brushing a tear or two from their sympathetic eyes.

Time went on, the sugar allowance dwindled in the restaurants and candy rose a few cents every day, yet no perceptible marks of privation were discernible on milady's blooming cheeks.

Then we noticed men began to wear a hungry look as they came out from those cafes that limited their customers to one lump per cup. Boxes of candy left on the society editor's desk disappeared mysteriously during the night when only stern, serious men—night editors and night police court reporters—were abroad in the city room of The Bee. We began to think a bit. Were women being maligned and was it possible they hadn't a monopoly of the sweet teeth of the world?

We began to watch the men at their lunch and noted some remarkable facts. First, we have yet to observe a single man's order that didn't contain dessert.

Woman often makes out with salad and a cup of scantily-sweetened tea instead of dessert. But man demands pie and more pie and yet again pie. It is quite common to see a man dining with two desserts before him. And we'd hate to promise you a dollar for every man you find loading his cafeteria tray with three dishes of sweets.

A woman in a restaurant promised to watch them one day and see what the men ordered. At night she had some nice little statistical reports.

Eight out of 10 men take sugar in their coffee.

One man out of three says "Extra lump, please."

One woman out of nine asks for extra sugar.

Nine out of 10 men take dessert.

And all men want the sweetest, sugariest desserts they can get.

After the supper rush was over she gave her theory on this weighty subject.

Women Sweet Enough.

"Women don't care so much for dessert as men. I am not saying women don't want sweets, but they are apt to go away without taking dessert and they eat a little candy between meals, while men take their sweets at the table. But a woman can get along with a nickel's worth of candy a day, while a man seems to need 20 cents worth of dessert at least for the same period."

Mr. McVittie, who has sold Omaha everything in the sweet line from the time they bought 5-cent chocolate bars as kids 'till they began taking their best girls \$2 beribboned boxes of bonbons, rises to the defense of the men.

"Of course the men are my best customers," he admits. "They buy the big boxes while girls buy the dime sacks. But for whom do they buy it? The girls, of course."

"Are you sure?" he was asked.

"We asked Mr. McVittie if he ever heard of the boys who brought their candy to their beloved and then set around to help eat it till it was two-thirds gone? Or the ones who opened the box at the show and kept it on their laps all through the performance, carried it in their coat pockets on the way home and absent-mindedly forgot to hand it over to the young lady before the front door clicked between them? No, he never had. But we have, once or twice."

Passing by the Paxton hotel, we noticed an alluring sign "Chocolate Shop."

When we got in and saw a dining room peopled largely by men we backed out, thinking we had entered some neighboring grill room by mistake.

Once more we entered and cast our roving eye over the scene. About a third of the men present were sampling, with visible relish, heaped up dishes of pudding or large quarter sections of pie, mostly the sweet and squashy kind, as chocolate and custard. Another third were finishing off their roast beef medium with pleasant anticipatory glances at the plates of dessert the waitresses were just bringing to them. The remaining third were giving their orders. Intercepting a number of the hurrying waitresses we discovered not a single order blank on which no sweet appeared.

Managing Editor Convinced.

"Dessert? Sure, all the gentlemen take pie or something like that," said the manager. "They like to come here because we specialize on desserts."

We had intended hunting up the French chef of the Fontenelle to see if the gentlemen ordered the sugary "a las" and pastries for which French chefs are famous. But we know they do, so we just saved ourselves the trouble and took the time to write this story.

But the next time you begin pitying the women because of the lack of sweets brought about by the war, stop and save a few tears for the poor men. They need them too.

E. S.—The managing editor has just told us the men always eat more sugar than the women. They have to, because they are not so sweet, he says.

Gymnasium Classes for Women at Night Schools

Gymnasium classes for women will be started tonight at Kellom school and at South High school under direction of the board of recreation. The class at Miller park will be started Wednesday and West Side will start Thursday.

JOHN DEERE

FARM IMPLEMENTS

9TH AND 10TH STREETS, HOWARD TO HARNEY

OMAHA