

ARMOUR STARTS ADVERTISING IN UNUSUAL WAY

Relation of Great Plant to the Community is Being Exploited in New Publicity.

A unique advertising campaign is being started in Omaha by Armour & Co. to direct attention to the mutual interests of the big packing plant and the community in which it is located, although put out by a private business institution, is really community publicity emphasizing the elements which come in contact with it rather than exploitation of the articles sold on the market.

"What we are trying to do," says R. C. Howe, manager of the Armour plant in Omaha, "is to show what the benefit of an organization like ours is, not only to the community at large, to the producer of live stock we purchase, to the laboring people we employ, but to all the business interests generally."

The very fact that we pay out \$74,500,000 for live stock, \$3,500,000 for supplies and over \$4,000,000 for wages and salaries per year right here measures the value of such an industry to Omaha, as it naturally attracts the producer to this market to do his purchasing, and the wage earner, of course, spends all of his earnings here. We want the business men to realize this more fully.

"To illustrate in another way, Armour & Co. has at this point 2,853 employees, largely supporting families, and, counting five to a family, this means 14,315 persons dependent upon this one industry. Their very presence here brings business to tradespeople to supply them with the necessary items of food, clothing and other commodities. They buy homes or rent houses, patronize amusement places, attend church, and contribute a big share to the total of the city's activities."

Enormous Business Done. "Our volume of business done here in a year was in round figures \$84,000,000, while not over 5 per cent of our goods were sold in territory tributary to Omaha, so our organization, we feel sure, is a financial benefit to the community, not to mention our share of the tax burdens and contributions to public enterprise."

"We are not claiming special credit, but we do not believe, as I have said, the importance of our organization is fully realized, or that the community takes as much advantage of it for exploitation as it might. That is why we are inaugurating this advertising campaign, which lays special stress upon Omaha, which will share the benefits of this publicity as much or more than we will."

Retailers' Profit on Egg Sales Regulated By Food Authorities. Retailers storing eggs during the 1918 season will be permitted to take a maximum profit of not more than 21 per cent when such eggs are sold, announces Gordon W. Wattle, federal food administrator for Nebraska. The ruling applies only to retailers who are the original storer of the eggs.

Mr. Wattle announces that the rule denying sugar to distributors and bakers starting in business after July 1, 1918, has been modified to the extent that wholesale or retail grocers, co-operative stores and bakers, who wish to start in business since July 1, may have sugar should the state administrator, after investigation, decide the applicant is entitled to it.

Monday Evening Talks to Be Given in Y. M. C. A.

Instead of the usual fall bible classes at the Y. M. C. A. there will be a series of practical talks at Monday evening dinners by prominent men of the city. The first meeting will be held at 6:30 o'clock, November 11, and it will take the form of a "get together" dinner. L. C. Oberlies will speak on "Fun in the Second Mile." The Y. M. C. A. quartet will furnish the musical program. The program for the rest of the fall follows:

November 18, Dr. A. F. Tyler, "The Commercial and Medical Uses of the X-Ray." November 25, Charles A. Musselman, "What Does the War Mean Marshall, 'On the Job'." December 16, Dr. Frank A. Taylor, "Touring the South on a Motorcycle."

U. P. Officials and Men Buy \$3,466,100 Worth of Bonds

The Union Pacific has completed the compilation of data on the subscriptions of officials and employees to the Fourth Liberty loan. The subscriptions aggregated \$3,466,100, an average of \$124.35 per person. The percentage of subscribers was 98.7. On the third loan the total subscriptions were \$2,144,450, an average of \$81.82, with the percentage of subscribers 95.5.

Four Who Failed to Register Are Inducted Into the Army

John Vaughn, Columbus, Neb.; Mingo McDowell, Cincinnati, O.; John Scruggs, Omaha, negroes, and William Kreiger, white, Schaffer, N. D., who have pleaded guilty in federal court of having failed to register, were inducted into the army by federal officials at local board No. 3, Eaton Haynes, negro slacker, was refused on account of physical disability.

Federation of Women's Clubs to Meet in Lincoln

The Nebraska Federation of Women's Clubs will hold its twenty-third state convention at Lincoln, November 19-22. The Lincoln hotel will be headquarters for the convention and the departmental exhibits. Credentials should be sent to Mrs. W. D. Fitzgerald, 1971 D street, Lincoln, on or before November 11.

Another Scrap o' Paper!



LEAGUE SHOW PROMISES TO MAKE BIG HIT

Girls Are Needed for Men's Parts in Entertainment to Aid War Camp Community.

Interest shown by dozens of girls in the trysts held at Jacobs' hall Monday night is evidence that the vaudeville which will be given by the combined Patriotic leagues will be one of the biggest attractions of the season.

The War Camp Community work has held a prominent place in Omaha's war work, but this is the first large affair that has been attempted by the combined leagues.

Monday night was the first of the league's activities since the raising of the "fit" ban, and both the Y. W. C. A. and Jacobs' hall were filled with girls.

Some of the league girls were being trained in community singing at the Y. W. C. A., others were giving exhibitions of various musical acts, and still others were showing marked talent in dramatic parts.

The committee in charge is having some difficulty in securing girls that can take men's parts, and they urge all girls that think they can take parts of this kind to hand in their names to Miss Range at the War Camp Community office. The next tryouts will be held at Jacobs' hall, Wednesday evening, at 7:30.

The dates of the show are still undecided, but will be announced at an early date. The boys at the forts are already planning to attend the first night of the performance, which is to be given for their benefit.

Bellevue Canteen Opens With a Military Ball

The official opening of Bellevue's army canteen and first military ball took place Monday night. Edwin Puls, Bellevue's "Y" man, arranged the canteen dedication program and Miss Ester Wilhelm of Omaha had charge of the dance. It was the expressed wish of the S. A. T. C. boys that their commanding officer, Lt. George W. Means, be the first purchaser. He responded nobly by buying a large box of cigars and passing them out among the boys.

When the canteen man hung up the "sold out" sign a grand march was formed to the gym.

Harold Larsen of Benson Victim of Spanish "Flu"

Harold A. Larsen, 16, died Monday in his home, 2917 North Sixty-sixth street, Benson, of pneumonia following influenza. He had been paralyzed for over a year, as the result of a gun shot wound. He is survived by his mother, sister, and two brothers. Funeral will be held in his home at 2 o'clock Wednesday and interment will be in Mount Hope cemetery.

Governor Keith Neville Casts His Vote in Omaha

Governor Neville was in Omaha late Monday evening and is reported to have cast his ballot early Tuesday morning in the polling place at Thirty-fifth and Farnam streets, to be mailed to his home in North Platte, Neb.

Judging from the short time it took him to vote there was little scratching on the ticket.

ALLIES SAY CHINA REMISS TO ITS VOWS OF ALLIANCE

Peking, Monday, Nov. 5.—(By Associated Press.)—The British minister to China, with the concurrence of the other allied legations, has handed informally to the Chinese foreign office a memorandum concerning matters in which China is regarded as having been remiss as an ally. Among the instances mentioned are the following:

The warring in party quarrels of the Boxer indemnity remitted for the purpose of fostering industries to enable participation in the war.

Central High School Activities

Central High school reopened yesterday after the four weeks' quarantine for the Spanish influenza. The epidemic, although affecting many of the students, caused few deaths among them. The funeral of Chariton Troxell, a new student, was held Monday.

Several high school boys left during the vacation to do their bit in cleaning up the Hun. Those leaving for the Red Cross ambulance training corps at Fort Scott, Chicago, were Harold Eaton and Dave Noble, star athletes; Don Mahaffey, Elison Vinsonhaller, Jack Krebs, Roland Jefferson, second lieutenant, Company F, of the 101st regiment; Edmund Peterson, Allan Clarke, Roger Moore, president of the Student association, and captain of Company G, and Edwin Moser, center on the football team.

Others left Monday night for Kelly Field, San Antonio, Tex., where they will become airplane mechanics. They are Paul White, Walter White, Dan Lee Miller and Deonisi M. Sirca. Wallace Craig, president of the Commissioned Officers' club and captain of Company I, requested and secured his immediate induction into the army.

Principal Matters announced yesterday that the time lost during the epidemic would be made up by eliminating a week of Christmas vacation, by doing more intensive work, by omitting less essential portions of the courses, by going to school the Friday after Thanksgiving and by holding the teachers' convention during the Christmas vacation. The fall term will last 17 weeks.

Edwin Puls, debating coach, has resigned to enter the training camp at Fort Snelling. He will specialize in bayonet drill and instruct the members of the Bellevue S. A. T. C. in this kind of fighting.

Miss Ella Van Sant Jenkins, Miss Ethel Fullaway and Miss Esther Thomas have been accepted for Red Cross work. Mrs. Fullaway will probably assume her daughter's duties as supervisor of the High school cafeteria.

Students were urged yesterday by Principal Masters to give more than the \$5 asked of them for the United War Work fund. About \$10,000 is expected to be raised at the school. Teachers will give two days' pay. Miss Laura Bridge, Miss Anderson and Mr. A. J. Wedeking have been named to have charge of collecting the subscriptions at the school.

Bronze medals for boys of the boys' working reserve who worked on farms last summer have arrived and will be given to the boys in a few days. Miss Caroline Stringer is planning with Principal Masters to enroll all Central High boys above 16 years of age in the reserve on November 14. Because most of the boys possess cadet uniforms it is likely that the United States B. W. R. cap will not be worn. Boys registering for agricultural work will be given a "plowshare" pin and boys wishing to do industrial work will wear an "anvil" insignia. The boys will fill out cards and check their choice of certain essential occupations listed. They will be urged to choose farm work.

The October issue of the Register will be distributed Friday.

Night school at Central High will open Monday night.

Students studying music outside of school will be given school credit upon application to Mr. Woolery.

Fred Thomas Starts Rough House; Land in the Station

Fred Thomas, 220 South Thirtieth street, was arrested in a small restaurant, owned by Al Statemaster, Fourteenth and Douglas streets, about noon Tuesday and charged with assault. Statemaster asserts that an argument started over the price of a meal and that Thomas threw dishes at him. He was arrested by the traffic policeman on duty at Fourteenth and Douglas streets.

Nellie A. Riggs Asks for Divorce From Elwood Riggs

Nellie A. Riggs, No. 6 Ardmore Terrace, has filed an action for divorce against Elwood Riggs, to whom she was married in Worcester, Mass., in 1903.

She asks for a decree, temporary alimony of \$600 per month and permanent alimony to be fixed by the court. The Riggs-Orr Investment Co. and the Riggs Optical Co. are cited as codefendants because of property interests.

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Police Arrest Twelve Chinamen for Gambling

The place of Jey Gea, a Chinaman living at 119 North Twelfth street, was raided by the police about noon Tuesday and the proprietor and 12 inmates, all Chinese, were arrested and charged with gambling. Cards, money and a number of beads, used by the Chinese in their games, were found on the table. The owner is being held on \$300 bonds, charged with running a gambling house, and the others are held on \$100 bonds, charged with being inmates of a gambling house.

VICTORY BOYS AND GIRLS HAVE LIVE MEETING

Enthusiastic Session is Held During Noon Hour in the Y. W. C. A.; Club Work Has Been Retarded.

Enthusiasm was the keynote of the meeting of the leaders of the Victory boys and girls held Tuesday noon at the Y. W. C. A. The meeting was called by the chairman of the association, J. H. Beveridge, to hear five-minute talks by the representatives of the various branches.

Henry Monsky and Arnold Brower spoke for the Jewish welfare workers, Miss Rhoda Foster for the Victory girls, Mrs. Grace Gholson for the Y. W. C. A., Harvey F. Smith for the state Victory organization, Father Stenson for the Catholic activities, R. S. Plow for the Y. M. C. A., Gus Miller for the Industrial school children, and Paul McKee for the Victory boys.

In addition to the regular speakers, President J. W. Welch of the Rotary club spoke of the work that club is doing among the boys. Mrs. C. S. Elgutter talked on care of the sick, and Miss Belle Ryan reported on the work the boys and girls have done in distributing the posters for the United War Work campaign.

Several of the committee who had been in Chicago last week and heard John R. Mott discuss the war work drive, reported their impressions of the Chicago meeting.

Work of the Victory club, each member of which is to earn and contribute at least \$5 to the united campaign, has been greatly delayed on account of the influenza ban, but it is starting out now in good shape and the leaders believe they have enough "pep" to carry them well over the top.

City Hall Man Working for Endres in Spite of Rule

In the first voting precinct of the Eighth ward a voter was stopped in front of the voting place yesterday by a city health inspector who importuned the elector to vote for Endres for treasurer.

"I'll be honest with you by saying that I do not intend to vote for Endres," the voter replied.

Whereupon the inspector became testy and told the elector that some time he might want support for a friend.

This health inspector belongs to the new city administration which promised efficiency and economy in the health department.

The fact that the inspector was soliciting votes within 100 feet of the voting place, contrary to law, was reported to the election board of the precinct.

Stone Age Tactics Taboo, Says Judge, Denying Divorce

Judge Day in district court denied a decree of divorce to either Sarah A. or Oliver Tyson, who filed actions against each other.

The wife charged her husband with physical violence, while the husband charged his wife with infidelity.

The court held that no matter what the wife may have done, there is no excuse in this day and age for a husband to strike his wife.

"It may have been the custom back in the stone age," the court remarked, "but in this day of grace a husband can not justify himself in that manner."

Two children were placed in the custody of an aunt in Council Bluffs. The Tysons were married in Lyons, Kan., May 24, 1902.

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MARLEY 2 1/2 IN DEVON 2 1/4 IN. ARROW COLLARS

CLUBS' FEATHERS & COLLARS, ETC.

To Recruit Marines Here This Month to Go to Paris Island

The marine corps' quota for Omaha for the month of November is 150 men and Sergt. Ralph R. Miller, in charge of the local marine corps mobilization station in the Paxton building, Sixteenth and Farnam streets, is making a determined effort to recruit the Omaha quota in record time.

The physical requirements are strict, as yesterday 56 men applied for voluntary induction into the marines and of that number 11 were accepted.

Men accepted for voluntary induction into the marine corps will be sent to the marine corps training camp at Paris Island, Carolina, the latter part of this month. Marine corps officers want the Omaha quota filled if possible before November 15, as it is necessary to request the individual induction into the marines of every man accepted.

At Paris Island the recruit takes a nine-week course of intensive training and upon the completion of training at that camp the recruit, now a trained marine, is assigned to one of the many marine corps units, which includes infantry, artillery, naval aviation and balloon services.

Men who show ability to command men, upon the completion of their recruit training, will be sent to the noncommissioned officers' school maintained at Paris Island and upon completing successfully the course given there they are assigned to marine corps units. A commissioned officers' school for marines is maintained at Quantico, Va., and only men who have made good in the ranks are eligible to recommendation to the marine corps officers' school.

James H. Daly Coming to Take Federal Post Vacated by Eberstein

A telegram was received late last night from Washington stating that James H. Daly, formerly in charge of the office of the Department of Justice at Fargo, N. D., was on his way to Omaha to become chief of the department here. It is expected that Mr. Daly will arrive Tuesday afternoon.

The office of which Mr. Daly will take charge was made vacant by the resignation of M. Eberstein upon his appointment by Commissioner Ringier as chief of police of the city of Omaha, October 1. Since that time Russell Eberstein has been acting chief of the department. Russell Eberstein said today that he would remain with the department but in what capacity he was unable to say at this time.

Rotary Club to Meet in Fontenelle Hotel Wednesday

The Rotary club will meet at 12:15 o'clock today at the Fontenelle. Randall K. Brown of the Omaha Chamber of Commerce will speak on "War Activities in Omaha." Bye Smith is chairman of the meeting.

J. TAMINOSIAN FILES HIS TERMS FOR ARMISTICE

Says That Defendant Wronged Him as Kaiser Wronged the World; Sues to Recover \$10.

J. J. Taminosian, acting as his own attorney in an action pending in district court between himself and Edward Sissakian, has filed his terms for an armistice.

He alleges that Sissakian wronged him even as the kaiser of Germany wronged the world, while he (Taminosian) claims to be actuated by a "spirit of justice and democracy."

A section from the Taminosian document follows:

"The plaintiff proposes that if the defendant confesses judgment and surrender \$200 in Liberty bonds to the court, after all of plaintiff's claims are settled, that the balance be given to the Douglas county hospital with 40 per cent of plaintiff's fee charged to the defendant of this suit, and if the proposition be accepted, said plaintiff will consider it as a vindication of his honor and will promise faithfully that he will not reopen his libel suit against the defendant, but if defendant refuses to surrender, plaintiff will continue his legal battle to the extreme limits of the law until victory is won."

Taminosian is plaintiff and counsel for plaintiff, and in the foregoing claims a fee in the event that Sissakian should lose the case.

The action was brought to recover \$10, said to have been due to Taminosian for having rendered services in connection with the funeral of Sissakian's mother.

Girls Want Work to Aid United War Work Fund

Mrs. Mabel E. Walker, who has charge of the women's employment department at the Chamber of Commerce, says that the girls of Omaha are responding to the suggestion that they pledge themselves to give \$5 to the united war worker's fund. She has had many calls from the girls for work to earn the money to meet this pledge.

Anyone having work that any of these girls can do, is asked by Mrs. Walker to send word to her department at the Chamber of Commerce rooms or telephone her in person.

Order Issued to Auction Property Left J. C. Ish

Judge Day in district court has issued an order directing the sale at auction of the property left to James C. Ish by his mother, Martha M. Ish, who died on July 5, 1914. This court action followed an application filed by Anna M. Ish, as guardian of Leah M. Lois F. Ish, James K. and Lucy F. Ish, and as wife of James C. Ish.

The court order relates that James C. Ish, "by misfortune and improvidence," has lost nearly all of the property conveyed to him by his mother.

REPORT OMAHA SOLDIER MISSING IN ACTION.



A. W. HANDSCHUH.

Mr. and Mrs. Phillip Handschuh, 3102 Laurel avenue, received a telegram from the War department October 30 informing them that their son, Private Albert W. Handschuh, had been missing in action since August 30, Mr. and Mrs. Handschuh believe he has been taken prisoner or they would have heard of his death. "The government has done all it can," said Mrs. Handschuh, "and there is nothing to be done but to wait and hope for the best."

Private Handschuh was born in Omaha 26 years ago in the cottage on Laurel avenue, overlooking Fort Omaha, where his parents still live, and where his mother looks through the window at the fort and watches the soldiers go through their daily drills. He attended Saratoga school in Omaha, and the Omaha High school in October, 1917. Private Handschuh enlisted in the infantry and was sent to Camp Denning, N. M., where he received his early training. In the spring of 1918 he was sent to France.

Cloth Workers Have Splendid Opportunity to Enter the Navy Now

Contrary to general opinion, there is ample opportunity for cloth workers of any kind to follow their trade in the United States navy.

If you are a cloth worker, carriage or auto top maker, wire maker, canvas or tent maker, tailor, interior decorator, sign painter, paint mill chemist, sail maker, rope spinner, or pattern maker why not report to the navy mobilization station, 500 Paxton block and find out whether or not you can pass the required examinations for induction as an apprentice seaman for training as quartermaster in aviation.

McCord-Brady Employee is Hurt in Elevator Accident

John Tyson, an employee of the McCord Brady Grocery company, sustained severe injury to his left leg in an elevator accident on the third floor of the McCord-Brady building Monday morning. He was taken to St. Catherine's hospital in the police patrol. His condition is serious.

NEW CITY PARK TO BE BUILT ON THE SOUTH SIDE

Council Passes Resolutions for Park Between Thirteenth and Eighteenth Streets; to Contain 70 Acres.

Another splendid park was added to Omaha's park system by a resolution passed by city council Monday morning. It will be on the South Side, occupying an irregular area bounded by Thirteenth, Eighteenth, O and W streets. It has an area of 70 acres, being a little larger than Hanscom park.

Commissioner Towl has drawn the plans for a park here which, for beauty and utility, will be second to none in Omaha. At present it is wild land, cut up by ravines and so hilly that it is unsuitable for residence development. A few homes are in it.

A large delegation of leading citizens of the South Side declared that the park is needed and wanted by most of the people. Joe Koutsy said that 95 per cent of the people want the park.

South Siders Want Park. "The cost of the project, if assessed against the property of the South Side, will be cheerfully paid by nearly all the people because this park means increased real estate valuations," he said.

The resolution passed leaves the way open to acquire the property and assess the cost to the people most benefited. Actual development work ought to start within a year, Commissioner Towl says.

George Morton of the city planning commission was also present and spoke in favor of this area as a park. He said it has most of the natural beauty of Fairmont park, Council Bluffs.

The plans call for three large play fields, one each at the south, west and north ends; two base ball diamonds, one of them with a grandstand; a swimming pool, and a lake.

Classy Name Wanted. Commissioner Towl wants to get a "classy" name, preferably of Indian origin for the park. He says some of the high points were used in ages past by the Mandan Indians as lookout points. A view of the river and valley for many miles can be obtained from these high points.

South Side advocates of the improvement also declared that the park is a necessity as a playground for the children of that part of the city. Eventually it is proposed to join this park by boulevards to Mandan park, Spring Lake park and River-view park.

GLASSES "CORRECTLY" FITTED

O. J. BRADSHAW
Doctor of Ophthalmology.
322 (Third Floor) Securities Bldg.
16th and Farnam.

Orkin Brothers

316-318 South Sixteenth St.

Wednesday, 8:30 a. m., Sharp

200 Beautiful, New and Stunning Winter Hats Have Just Arrived and We Have Included Them in This

GREAT MILLINERY SALE

Your Unrestricted Choice

OF THE HOUSE AT

THE ASSORTMENT INCLUDES:

- Genuine Velours.
- Beavers.
- Hatters Plush.
- Gold Tinsel.
- Hand Embroidery.
- Beautiful Chenille.
- Lyon's Velvet.
- Smocked Turbans.
- Imported Panne.
- Feather Turbans.
- Fur Trimmed.

\$3.00

\$5.00

\$7.50

\$10.00

THE COLORS INCLUDE:

- Black, Brown,
- Navy, Sand,
- Overseas Blue,
- Old Rose, Gray,
- Mahogany, Beaver,
- Pink, Mole,
- Purple, Red,
- Turquoise, Green,
- New Blue, Terra Cotta,
- Salmon, Wistaria,
- Gold, Steel.

All told, over one thousand hats to choose from which were originally priced at \$30.00, \$25.00, \$20.00, \$15.00, \$10.00 and \$7.50. This is the most wonderful Millinery Sale Omaha has seen for many years.

Don't Miss This Sale!

Solid Fur Hats Are Not Included