

OMAHA LOGICAL STOCK MARKET, DECLARES HOWE

Armour Manager Explains the Beneficial Features of New and Unusual Publicity Campaign.

R. C. Howe, manager of Armour & Co., told the Rotary club at the Fontenelle hotel, Wednesday noon, of the unique advertising campaign now being conducted by his company in this territory. The ads are full newspaper pages and are now running in the Omaha papers. "The whole idea of this campaign is unique," he said. "Each ad advertises Omaha first of all. Mention of the Armour product is merely secondary. Each ad also has a patriotic appeal, urging people to help the war work campaign and to keep their Liberty bonds."

"We urge stock men and farmers to patronize Omaha stores and jobbing houses, showing them that in proportion as they build up Omaha they will enhance the values of their own properties. In a way the campaign is selfish because we believe that our business will prosper in proportion as Omaha prospers."

Omaha Logical Market.
"We believe that the Armour products are so good that their use will grow almost automatically. Therefore we are trying to show the people another reason why they should buy our goods, namely, because of the good we are to this community."

"Omaha is today the logical live stock market of this country. Long ago Albany, N. Y., was the main livestock market. Later Buffalo, then Cincinnati, and finally Chicago became the big live stock centers. Omaha, as the great gateway to the grain producing areas of this country and the great railroad center of roads leading from the live stock areas is the great livestock market of the future."

Tremendous Business.
"Last year Armour's Omaha plant killed 1,380,000 head of live stock which cost about \$75,000,000. We shipped out more than 15,000 cars of finished products. Our payroll was more than \$4,000,000, supporting 2,800 families and practically all this money was spent in Omaha. We purchased more than \$3,500,000 worth of supplies in Omaha."

"People don't realize what a valuable thing the packing house is. The mere value of the dressed beef is from 10 to 20 per cent less than the price we pay the stockman for the live bullock. The rest is made up by byproducts which we have developed. We use up every part of the animal. In the last three months we even developed a product which stops the flow of blood. This was carried by our soldiers in France. A bullock slaughtered in a packing house yields from \$7 to \$9 more of value than the same bullock slaughtered on the farm where all these byproducts cannot be utilized."

Tells of City's Growth.
"When I came to Omaha 20 years ago the grass was growing in the business streets. It wasn't an attractive city to shop in. Now stores and other industries have been built up and we believe that there is no better city for the stockman and farmer to visit and do his shopping when he markets his stock."

Mr. Howe presented copies of the series of page newspaper ads to the Rotary club.
He was introduced by A. M. Gilman as "a boy who went into the office of P. D. Armour 34 years ago as office boy and made good and a man who started the Omaha plant of Armour & Co. 20 years ago and has developed it to its present proud position."

Damage Suit Halted When Star Witness Faints in Court Room

Clinton Goff, 609 North Seventeenth street, brought a damage suit to a sudden stop in Judge Leslie's court when he fainted a few minutes after he had taken the witness stand as plaintiff against George L. Grothe, Charles Carpenter and Burt county.

The judge ordered a recess until 2 p. m. Wednesday.
Goff brought a suit for \$10,000 alleging that while riding in Grothe's automobile in Tekamah he suffered injuries. He had been engaged by Grothe to pick corn at the Burt county farm and was on his way to work when the accident occurred.

For State Monopoly.
Zurich, Nov. 20.—The German socialist program, according to Vorwarts of Berlin, provides for state monopolization of all banks and industries of any importance.

Indian Chiefs Request Hospitality of Omaha, Mayor Says "Come"

An unique letter was received by Mayor Smith from Chief Red Fox Skinshushu, Yakima Indian reservation, Tappanish, Wash. Chief Red Fox wants to be the guest of the city on an overland trip from Washington state to Washington, D. C., where he has a message to deliver from his tribe to President Wilson. His letter is as follows:

"My dear honorable mayor: My cousin, Black Hawk, and myself, are requested by our tribesmen to make a trip on our Indian ponies to the White House to ask the president regarding our tribes and to ask full citizenship. We first Americans want to be like any other Americans on American soil. We ask if we can be the guests of your city on our arrival. We are asking the mayors of various cities to welcome us and put us up over night and our two horses. It may be January first part or March, 1919. Will you kindly reply?"

At the bottom of the letter are drawn pictures of a wigwam, wolf's head, man bearing olive branch and the pipe of peace.
Mayor Smith has written to Chief Red Fox telling him that the city awaits the coming of him and his cousin and hotel and stable for men and beasts are ready.

Major Gallagher Abroad to Aid Quartermaster Inspection

Maj. Benjamin Gallagher jr., son of Mrs. Benj. Gallagher, and vice-president of the Patton-Gallagher wholesale grocery company, will go to Europe to assist Colonel McIntosh of the quartermaster's department to make an inspection tour of all the quartermaster depots in France, Belgium and Italy.
The fact that Mr. Gallagher had the good fortune to sail on the same vessel with Mr. Hoover led to the statement that he was one of Mr. Hoover's party and that his mission abroad was for the purpose of studying food conditions abroad.

FEW FOLKS HAVE GRAY HAIR NOW

Well-known local druggist says everybody is using old-time recipe of Sage Tea and Sulphur.

Hair that loses its color and lustre, or when it fades, turns gray, dull and lifeless, is caused by a lack of sulphur in the hair. Our grandmother made up a mixture of Sage Tea and Sulphur to keep her locks dark and beautiful, and thousands of women and men who value that even color, that beautiful dark shade of hair which is so attractive, use only this old-time recipe.

Nowadays we get this famous mixture improved by the addition of other ingredients by asking at any drug store for a bottle of "Wyeth's Sage and Sulphur Compound," which darkens the hair so naturally, so evenly, that nobody can possibly tell it has been applied. You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time. By morning the gray hair disappears; but what delights the ladies with Wyeth's Sage and Sulphur Compound is that, besides beautifully darkening the hair after a few applications, it also brings back the gloss and lustre and gives it an appearance of abundance.

Wyeth's Sage and Sulphur Compound is a delightful toilet requisite to impart color and a youthful appearance to the hair. It is not intended for the cure, mitigation or prevention of disease.—Adv.

Rheumatism A Home Cure Given by One Who Had It.

In the spring of 1898 I was attacked by Muscular and Inflammatory Rheumatism. I suffered as only those who have it know, for over three years. I tried remedy after remedy, and doctor after doctor, but such relief as I received was only temporary. Finally, I found a remedy that cured me completely, and it has never returned. I have given it to a number who were terribly afflicted and even bedridden with Rheumatism, and it effected a cure in every case.
I want every sufferer from any form of rheumatic trouble to try this marvelous healing power. Don't send a cent; simply mail your name and address and I will send it free to try. After you have used it and it has proven itself to be that long-looked-for means of curing your rheumatism, you may send the price of it, one dollar, but understand, I do not want your money unless you are perfectly satisfied to send it. Isn't that fair? Why suffer any longer when positive relief is thus offered you free? Don't delay. Write today.

Mark H. Jackson, No. 869-E Gurney Bldg., Syracuse, N. Y.
Mr. Jackson is responsible. Above statement true.

WESTLAWN 85TH AND CENTER
Omaha's beautiful park plan cemetery convenient to Dundas, West Farham and Field Club districts. Free perpetual care and courteous service. Street cars to entrance. Family lots on partial payments at time of first burial. Free auto at your service.

The Pierce Shoe Co.

COUNCIL BLUFFS, IA.

GREAT REMOVAL SALE

Opens Friday, Nov. 22nd

A shoe sale of greater importance than any similar event ever attempted in Council Bluffs. The stock is new, offers complete lines and all wanted sizes. The bargains made possible by the enormous volume of business created for this event and the reckless price reductions will mean wonderful savings for you. Be sure and get your share.

Mr. Harry F. Pierce, manager of the Pierce Shoe Company, announces the removal of this store in the very near future to Omaha, and it therefore becomes necessary to make a "clean sweep" of the entire \$150,000 stock of high grade shoes now on hand. A most advantageous opportunity at a most opportune time.



Latest and Most Handsome Shoes for Ladies at Marvelously Low Prices

The PIERCE stock of shoes for women contains a splendid, well-selected and well-assorted line. Especially strong are the values in the finer grades. You will find all of the new shades of gray, tan, brown and black, and styles are new, nifty and most attractive. Assembled in special lots, each representing a substantial cash saving—

\$7.75, \$8.85, \$9.95
Other lines in which you will find exceptionally big values are priced at—
\$1.95, \$2.65, \$4.95

The Better Shoes For The Young Miss Are On Sale

Such shoes are a delight to the heart of every little Miss, and they afford exceptional wearing qualities. Assembled in special lots the removal sale price on Misses' and children's Scufflers in black or tan, button or lace, are—

\$1.95 to \$3.45
Tan and black shoes, chocolate colored and patent leather are placed in lots at prices ranging from—
\$1.15 to \$3.45

Infants' shoes in kid, dull kid, patent leather with colored tops—
95c to \$1.95

Promptly at 9 o'clock on Friday morning, Nov. 22

the doors of the Pierce Shoe Co. will swing open for this remarkable sale of shoes and for 14 business days following, you will have opportunity to profit by our loss, a loss made unavoidable by the urgent necessity of selling on short notice this splendid stock of shoes. You will understand, therefore, that this is not a sale of "left overs" and broken lots, but you can come and select any pair of shoes in this store and buy them at a special reduced sale price. You will hardly be justified in neglecting such an opportunity as this, for your need of footwear is continual and your chance for real savings is limited. Plan for your requirements of the future and make thoughtful provision therefor.



CLARENCE E. WHITE

Having assumed the responsibility of turning a greater part of the Pierce Shoe Company's stock into cash within a limited range of time, a representative of our System is giving personal attention to the preparation necessary to insure the greatest results and provide for your convenience in selecting the shoes you want. Make a big effort to attend the opening days of this sale, but if unable to do this, come on any of the following days. The fact that Pierce's shoes have for years been considered the most reliable values in Council Bluffs, convinces us that we are more than sustaining the reputation of the Clarence E. White Carnival Sales Co. as the greatest bargain-givers in Iowa. We want you to share in the benefits of this great sale to the fullest extent. Come.

Stylish, High Grade Shoes for Men at Sharp Reduction

Men's shoes most certainly occupy a prominent place in the value-giving bargains of this sale. Included in the present offerings are the J. P. Smith, Emerson and other well-known high grade shoes in the latest and best styles. For convenience they are assembled into three very low, popular priced lots—

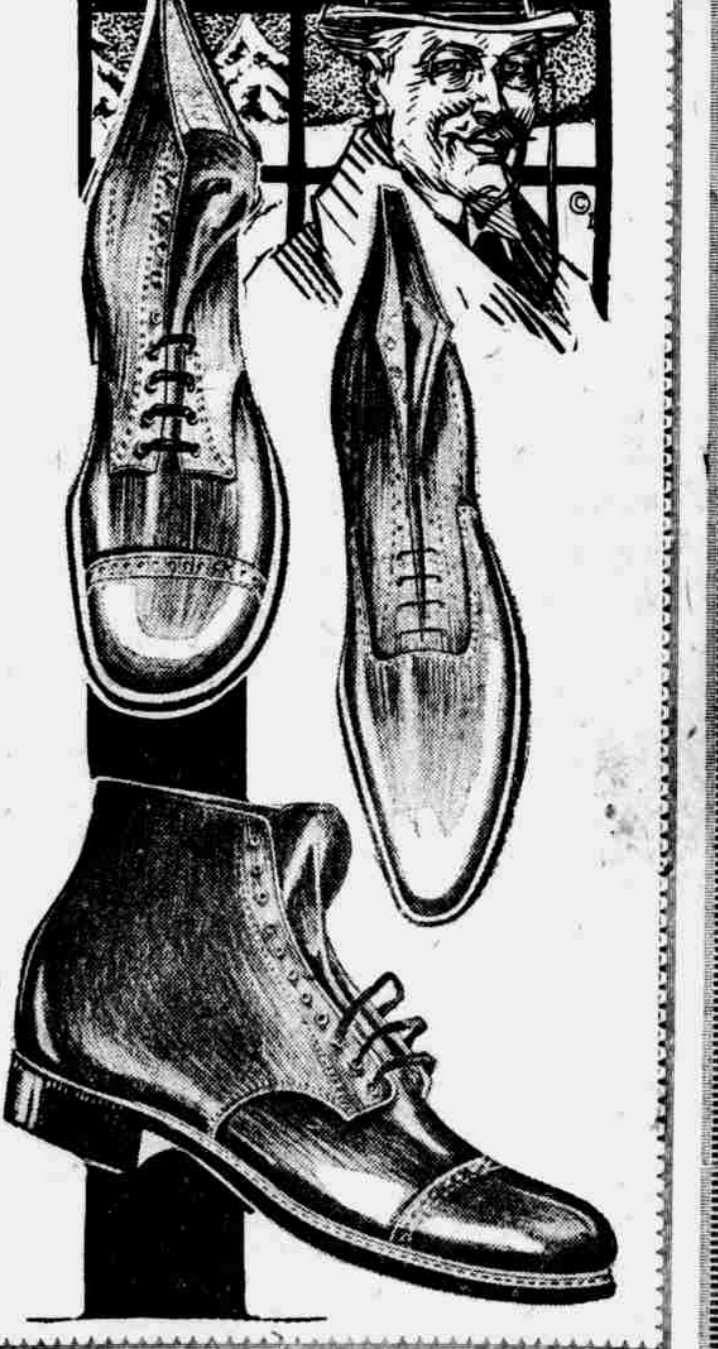
\$4.95, \$5.95, \$6.95
Other styles, including Men's Kid and Calfskin shoes in lace and blucher, and black and tan army shoes on the approved "Munson" last are offered at—
\$2.95, \$3.45, \$5.95

Work shoes in a most excellent variety of styles, black and tan—
\$2.00 to \$4.00

Sturdy Shoes for Youngsters at CUT PRICES

For the lad that requires real shoes, the Pierce quality have stood the test. Grasp this opportunity to supply the young man while you can do so at a marked saving in price. Boys' army style shoes are offered at only—
\$2.95

Youths' and boys' shoes in many desirable styles and sturdy qualities are included in sale lots at from—
\$1.95 to \$3.45



OUR NEW CARNIVAL SALES PLAN and TERMS

For the purpose of making it easy for you to see the entire stock and enable you to choose quickly just the style and color of shoe you wish, a special line of samples will be shown on aisle racks through the center of the store, each with style, number and sale price marked in plain figures. Extra salespeople will be on hand to give you prompt and careful service.

Because of the extreme necessity of a quick closing out of this stock and the extremely low prices made for this sale, all transactions must be made for cash, and shoes tried and fitted will not be exchanged, nor will money be refunded. Remember, be on hand early if you are interested in best selection or a most unusual bargain.

The Pierce Shoe Co.

419 Broadway HARRY F. PIERCE, Manager Council Bluffs, Ia.

DON'T ENDURE RHEUMATIC PAIN! HERE'S QUICK RELIEF FOR YOU

Stop the pain! Give me relief! That's what you want when you're hurt. That's what you get with Sloan's Liniment. It not only "kills pain," but does it quickly, without delay.
If you're tormented by Rheumatism, Neuralgia, Sprains, Bruises, Backache and body or nerve pain. Just see how quickly a little Sloan's Liniment gives relief. The very first application rests and comforts.
Seems to reach right down to the seat of the trouble, warming and easing the nerves and tissues. You can almost feel the inflammation, swelling or stiffness subside, as the pain grows less and less.
You don't even have to wait to rub in Sloan's Liniment. It penetrates, and its clear, clean liquid can be poured right on the skin without staining. Get a generous size bottle from your druggist today.—Adv.

