



Be Built in Omaha.

The Certainty of Profits

We can contract today with some of the largest jobbers of reinforcing bars and rods in the United States, for every ton of such products our plant can produce. Representatives from these companies have been here and letters are in our files offering such contracts. The market for our products is an absolute certainty—the profits are equally sure. Our production costs have been figured by leading steel engineers and experts from the Pittsburgh District. The profits from the operation of this plant are conservatively estimated at \$998,400 per annum. This is 6 1/4 times the amount necessary to pay 8% on all guaranteed stock and is 39 1/4% on our total capital of \$2,500,000.

And Remember

This Stock shares equally in the full profits of the Company, and is guaranteed as to the first 8% and first lien on all assets.

PLANT FOR OMAHA

The market for our products is waiting, today. Elsewhere in this announcement you will find definite statements covering this. Right here we will say—one of the largest jobbers of reinforcing bars and rods in the United States has already offered to contract for every ton of such products our plant can produce. And—other large jobbers have made similar offers. Added to the basic profit on every ton of steel we sell, will be the freight rates which buyers have in the past paid—from Pittsburgh—and the freight rates paid on raw material shipped from here. We will be in position to supply buyers of this territory, right on the spot. And we will buy our raw scrap material, from which our products are made, at our very doors.

Lock Nut Corporation

PAID UP STOCK, \$2,500,000

The Great Market for Our Products

While our capacity on reinforcing bars and rods, rounds, flats, squares, etc., will only be 20,000 tons yearly to start with, a far greater tonnage is used in this territory.

One construction company in Omaha alone uses normally about 3,000 tons of reinforcing bars and rods yearly. In just two Omaha buildings now under construction there are 2,140 tons of bars and rods used.

This total of 5,140 tons is more than one-fourth of our yearly capacity of reinforcing bars and rods. There are more than thirty other construction companies and contractors in Omaha who use from 50 to 700 tons yearly.

In every other city and large town in this section of the country a large tonnage of these products are used. This tonnage will increase yearly, as this locality is one of the principal users of this form of building construction.

Our capacity on bolts, nuts, rivets, railroad track bolts, track spikes, and similar products, will also be 20,000 tons to start with. The requirements of the territory we will cover are far greater than this amount.

There are nine railroads entering Omaha. Each of these roads use thousands of tons of track bolts, track spikes, bars and rods yearly. Their needs in this territory are now supplied from plants located 500 miles or more distant.

Wholesale Hardware Companies, manufacturers and other large users of these products, in every city in Nebraska, Wyoming, North and South Dakota, southern Minnesota, western Iowa and northern Missouri, use hundreds of tons of bolts, nuts, rivets and steel products which we will manufacture.

These companies will naturally favor an Omaha mill on account of the saving of time while in transit, making it possible for them to carry lighter stocks. Many of them have said this.

A Few Illustrations of the Growth of Steel Companies

Keystone Steel & Wire Company, Peoria, Illinois. Organized in 1907:	
Assets in 1912, \$1,181,553.	Assets in 1917, \$7,128,084
Average yearly increase for five years	1,199,896
Percentage of yearly increase for five years	105%
Bethlehem Steel Corporation, Inc. in N. J. in 1904.	
Assets in 1912, \$84,418,552.	Assets in 1917, \$381,841,940
Average yearly increase for five years	69,424,678
Percentage of yearly increase for five years	70%
Incorporated in 1902, capital \$1,000,000	
1902, cash and stock dividends paid	\$1,000,000
1909, cash and stock dividends	8%
1911, cash and stock dividends	83%
	48%
Inland Steel Company, Chicago, Illinois	
1911, extra cash dividends	8%
1912, extra cash dividends	8%
1917, extra stock dividends	150%
1917, capital increased from	\$10,000,000 to \$30,000,000
Midvale Steel & Ordnance Company	
Capital Stock, \$100,000,000.	Net earnings, 1917, \$69,430,814.
LaBelle Iron Works, Steubenville, Ohio	
This Company has grown from a comparatively small beginning to a Company with assets in 1917 of	\$46,505,559
United States Steel Corporation, Inc. in 1901.	
Gross income, 1917	\$1,630,000,000
Assets, 1917	2,449,650,206

If the earnings of this corporation were paid in dividends on the actual money invested the magnitude of it would be so great as to be almost unbelievable.

(Figures taken from Moody's Manual and E. M. Fuller & Company, members of New York Stock Exchange, who are at the present time selling the stock of the United States Steel Corporation.)

The companies mentioned in these illustrations have been chosen because of the wide difference in their capital and the location of their plants, and not because of their exceptional success or growth. It will be noticed that two of the companies mentioned have a comparatively small capital and are located far outside the "Pittsburgh Steel Districts."

You Can Invest NOW In Our PREFERRED Stock

NOW is the time to INVEST. And TODAY is the time to investigate this wonderful investment opportunity. First let absolutely impress upon YOU that this is NOT a stock scheme which we hope to get rich. We expect prosperity—but we expect to share it with our stockholders. We expect to make money straight, legitimate business. Bids are out, NOW, for our stock. Our Company is headed by some of the Steel Industry's BEST MEN. Incidentally these men are saving us thousands of dollars in building this plant, through their skill and experience such work.

We are offering you, TODAY, 8% Guaranteed FULLY PARTICIPATING PREFERRED STOCK in this Company. Right NOW this stock is at PAR; \$100 a share. This is PREFERRED STOCK, remember, and as such has PRIOR CLAIM ON ALL assets and dividends. The 8% dividends are GUARANTEED by the deposit of \$300,000 of COMMON Stock with the First Trust Company, of Lincoln, Nebraska.

Another thing; by stipulation in our Articles of Incorporation, this stock never can be changed from fully participating in the profits of the Company.

Send Coupon TODAY for Fully Detailed Information

Remember that the great fortunes made in steel companies were made by the ORIGINAL INVESTORS. The history of steel corporations is—RAPID INCREASE IN THE VALUE OF THEIR STOCK. This is YOUR chance to buy—at PAR; \$100—the first offering of FULLY PARTICIPATING stock in Omaha's great new Steel Corporation. Contracts for the entire output of our plant, on reinforcing steel, which are even NOW being negotiated, will cause an advance of from 25 to 50% in the price of this stock. Give yourself, at least, the opportunity of knowing all about this new industry and its GREAT FUTURE. There is no obligation on your part. Send the coupon in—AND DO IT TODAY.

Central Steel and Lock Nut Corporation
450 World-Herald Building. Omaha, Nebraska.

Name.....
Address.....

CENTRAL
STEEL AND
LOCK NUT COR-
PORATION,

General Offices, 432-
434-436 World-Herald Bldg.,
Omaha, Nebraska.

Gentlemen:—
Without obligation on my part,
please send me detailed information
regarding your company and plan of
operation.

My Heart and My Husband

ADELE GARRISON'S New Phase of
"Revelations of a Wife"

What Madge Faced in Katie's Kitchen.

The little alarm clock at my bedside chimed its warning notes. With a start I seized it and muffled it in the bedclothing, for fear its noise would waken Junior, sleeping peacefully in his crib, or even that its shrill notes might penetrate to the other bedrooms.

For a moment—so suddenly had I awakened—I did not remember why I had set the clock so early, when it was Saturday, and I did not have to go to school. Then with a little thrill of excitement I remembered. Tomorrow would be my baby's first birthday, and I had resolved to bake his birthday cake myself.

I had had little heart for birthday preparations, because Dicky had remained obstinately silent, and I had no means of knowing whether or not he meant to swallow the ultimatum he had given me when he had left for the city weeks before. Because of this I had not discussed the matter with Mother Graham at all, and, curiously enough, she had said nothing to me on the subject. But I had made a hurried trip to the city on the Saturday previous, had purchased some gifts for my small son, and had also provided the daintiest single candle and holder that I could find in the shops for the decoration of his first cake.

Some odd and attractive favors had met my eyes and had drawn more money from my purse than I had expected to spend. For the idea that Dicky would surely return for Junior's first birthday was obsessing me, and in the back of my brain I cherished a plan.

Madge Plans Fearfully.

If he returned in time, I promised myself, I would make a little fete and gather around the first birthday cake Lillian and her little daughter, Marion, the Durkees, and—I included the Fairfax sisters with a wry face. Not that I objected to Leila in the least, but I had not yet reached the pinnacle of mental peace where I could contemplate with perfect equanimity the inclusion of Edith Fairfax in so intimate a family circle.

But I could not invite one sister without the other, and I shrewdly guessed that Alfred Durkee had reached the stage where he would not enjoy any occasion—let alone one so prosaic as a baby's birthday celebration—without having Leila Fairfax among those present, and that, on the other hand, any place where he could see and talk to her was pleasant enough without providing any other attraction.

My spirits were at a low ebb, however, as I rose and dressed with infinite care not to make any noise. Was it possible that Dicky meant to carry out his determination not to return home, and that he would get our little son's first birthday go by without a sign? If he did not let me know his plans in the next few hours it would be too late for me to invite the guests I had decided on.

A Complication.

I am afraid if I had consulted my own selfish inclinations I would have voted for just three persons at the birthday celebration. Junior, Dicky and I. But I knew that Dicky's mother, my father, Katie

and Jim must share in the day's joy, and if they were there I had no objection to—in fact would welcome warmly—the presence of such tried and true friends as Lillian and the Durkees.

Obviously, however, I could not invite these friends, dear as they were, without Dicky. I gave a little, subdued exclamation of anger at my husband's obstinacy.

There was but one thing to be done, however. I would go ahead, except for notifying Lillian and the Durkees, upon the assumption that Dicky was coming home. Then at the last minute I could telephone them if he relented and surprised us.

I completed my toilet and opened my bureau, taking from it a large gingham working apron which completely covered my gown. Then still reducing all noise of my movements to a minimum, I opened the door and stole down the steps to the kitchen.

It was in the exquisite order in which Katie always keeps it, and I forgot, or rather resolutely pushed to the back of my mind my unhappiness concerning Dicky, as I moved around it, opening a window here, preparing a cooking table there, getting together all the ingredients and utensils for the concocting of the momentous cake.

It had been months since I had made a cake of any kind, and in order to be sure that I had forgotten nothing I went into the library for my own especial cook book which I remembered putting carefully away upon a certain shelf.

But it was not where I had left it. With an exclamation of dismay at the delay, for I had planned to be out of the kitchen before Katie came down, I turned to the other shelves.

It was several minutes before I found the book, and when I returned to the kitchen it was to find my mother-in-law, a formidable figure in her cooking regalia, standing beside my table, cold questioning in her gaze, while from the doorway Katie glared at her.

(Continued Tomorrow.)

Home Is Ransacked By Burglars While Family Is Away

Burglars broke into the home of Mrs. Sarah Scharmel, 2124 Burt street, during her absence Monday and stole \$24 in cash. Drawers were pulled out, chairs overturned and fixtures broken.

F. J. Wieth, 5040 Poppleton avenue, reported to the police that his new tool chest was stolen from the Union Pacific freight depot, Ninth and Leavenworth.

A diamond pin and a ring were stolen from the home of L. J. Healy, 720 South Thirty-sixth street, he reported to police.

J. M. Bird, 2416 Capitol avenue reported that a thief entered his home and stole a few articles of small value.



It isn't fair to your wife

You'd hardly expect your wife to unload your next ton of coal, but it's fully as unjust to expect her to keep the bathroom sweet and clean, as it should be, if the fixtures are out-of-date and unsanitary.

Make her happy by installing Thomas Maddock's Modern Bathroom Fixtures—or, if you intend building, come and see these fixtures before tying yourself down to a selection.

United States Supply Co.
Ninth and Farnam Sts.
OMAHA, NEB.
or Consult Your Plumber



By Special Arrangement

MARIE RAPPOLD
and
MARIO LAURENTI

will give their favorite program, "Songs that America Loves." The two great American operatic stars will appear jointly in what will be the most notable musicale of the season.

BOYD THEATER
Thursday; September 25
at 8:15 P. M.

Appearing with Mme. Rappold and Mr. Laurenti will be Mr. Thomas A. Edison's Three Million Dollar Phonograph.

Call, write or telephone us for free tickets of admittance. They will be issued in order of application.

SHULTZ BROS. EDISON SHOP
813 So. 15th.

ROUSE'S PHONOGRAPH PARLORS
20th and Farnam.

