

LOCAL MERCHANT EXPLAINS WHY HE FAVORS PERSHING

O. E. Berg Says General Stands for All That is Highest and Best in American Manhood.

"General Pershing's father, John Pershing, used to travel in Nebraska for a Chicago clothing house, as did General Pershing's brother, James Pershing. And the father at one time lived in Lincoln. I knew both the father and brother very well, and, of course, I am in favor of General Pershing for president of the United States."

Thus spoke O. E. Berg, president of the Berg Clothing company. "I am most heartily in favor of the nomination of General Pershing for the presidency," continued Mr. Berg. "I want to see General Pershing nominated by the Chicago convention and afterwards elected by the people, not only because he is a Nebraskan, but also because he has demonstrated that he is eminently qualified to discharge the duties of chief executive of this nation. General Pershing is a big man in every way, and I believe that if he is elected president, his administration will be one of the best the country has ever had."

Knew Pershing on Road.
Mr. Berg has been a well known Omaha merchant for many years. Previous to entering business for a long time he travelled in Nebraska for a big Chicago clothing house. One of the men with whom he used to travel in the old days and knew intimately was John Pershing, father of Nebraska's candidate for the presidency. He knew also in those

days James Pershing, a brother of the general, who, like this father, travelled in this state as a clothing salesman, and who is now engaged in the clothing business in New York.

"There is mighty good stuff in the Pershing family," said Mr. Berg, recalling the days when he was a fellow traveller in Nebraska of the elder Pershing and his son. "John Pershing, General Pershing's father, lived at Lincoln for a short time, back in the eighties and I think what at that time his daughter, Miss May Pershing, was a student at the state university. John Pershing met and became well acquainted with many of the merchants in Nebraska back in the days when he travelled in this state. I went from town to town with him in those days and came to know him very well indeed. He was a fine, honest, upstanding man, and everybody who knew him respected and liked him. He was a large man—larger, as I recall, than his famous son—and was what you would call a 'raw-boned Yankee.' He was one of those men who look you squarely in the eye and give you an impression of honesty and shrewdness."

"I met General Pershing, as I recall, when he was at West Point. I have followed his career with a great deal of interest and am extremely proud of him, as every other Nebraskan should be. He is a man of excellent mind, of the highest character and of great poise. Like most other Americans who have achieved great things, he has won success through his own efforts—by diligent application to business and by the exercise of great natural talents.

"Why shouldn't Nebraska be in favor of Pershing for president, I should like to know? Isn't he a citizen of this state? Isn't he one of us now? Isn't he one of the world's most illustrious men? Hasn't he measured up to every demand made upon him? If there is a better organizer, a better executive in this country than he has shown himself to be, I don't know where you would look to find him. General Pershing would make an excellent president, and I'm for him with all my heart, as every Nebraskan should be."

John A. Bachelor Quits State Gubernatorial Race

Lincoln, Neb., April 6.—(Special.)—John A. Bachelor of Valentine, has withdrawn as a candidate for the public nomination for governor.

NEW FIRE TRUCK STUCK IN MUD AT \$100,000 BLAZE

Grain Elevator Filled to Capacity Totally Destroyed at Superior—Sparks Travel Half Mile Away.

Superior, Neb., April 6.—(Special.)—Flames totally destroyed the Scouler & Bishop grain elevator here at midnight Monday with a loss of over \$100,000. The elevator, which was the largest in the city, was filled with grain because of the shortage of cars.

The new \$10,000 fire truck, making the run to the fire, was stuck in the mud and threatened by a deluge of sparks which travelled as far as a half mile away.

Plan to Erect Viaduct.

Lincoln, Neb., April 6.—(Special.)—The city plans committee of the Commercial club and representatives of railroads will confer April 15 on the new entrance to the fair grounds. The plan is to erect a viaduct over the tracks to effect an entrance into the grounds.

ADVERTISING

FREGKLED GIRLS

Try This to Make Freckles Fade Away.

Just apply a little Kintho Beauty Cream every night and morning with the finger tips. After a few regular applications with this fragrant beauty cream—the freckles gradually fade away.

Girls who believed their freckles would never go away have been utterly amazed after using Kintho Beauty Cream to see the remarkable difference it made.

This is YOUR chance to get rid of those defacing freckles. When your friends ask you what made your complexion so clear—tell them Kintho Beauty Cream did it.

Kintho has been used for 15 years to remove stubborn, blotchy freckles. Sherman & McConnell or any well-stocked drug or department store can supply you.

Alexandria Begins at Once Organizing for Pershing

Alexandria, Neb., April 5.—Dr. Harry Newell, prominent republican of this city, announced today that he would immediately begin organizing republicans of this county for Pershing. Dr. Newell said: "The people of Nebraska hardly realize what it is possible for a president to do. All of our chief executives having been eastern men, they do not yet understand the advantages of electing a man who will

represent their section of the country. The state has a wonderful opportunity in General Pershing, and it seems certain that after a little thought the people will see the logic of voting for a Nebraskan instead of a man from New Hampshire or California."

St. Paul City Council Completes Paving Plans

St. Paul, Neb., April 5.—(Special.)—The city council has just completed plans for paving to connect

the main street of the city, which is now paved, with the federal aid road which meets the townsite at the southeast corner and which will be improved this summer.

Midland Invites Schools To Take Part in Track Meet

Fremont, Neb., April 5.—(Special.)—Midland college has issued invitations to 34 high schools within a radius of 50 miles of Fremont, to compete in a track and field meet here May 1. Arrangements are un-

der the direction of Coach "Bob" Sisty of Midland and Prof. T. L. Cline, athletic director. The date is two weeks before the annual state high school tournament at Lincoln.

Street Car Service Is Resumed Following Storm

Lincoln, Neb., April 5.—(Special.)—Street car service, which has been at a standstill here since the beginning of the blizzard Saturday, was resumed today on erratic and irregu-

lar schedule. The Capital Beach, North Bend and North Twenty-first street lines were not opened until Monday afternoon, however.

Named City Physician.

Lincoln, Neb., April 5.—(Special.)—Dr. W. H. Clatterly has been appointed city physician to succeed Dr. H. A. Gerbig. His appointment was announced Monday morning by City Commissioner John Wright.

Have Root Print It—Beacon Press.—Adv.

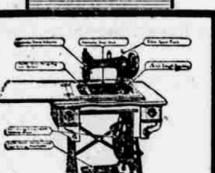


CADILLAC
Recognized everywhere for its PERMANENCY of VALUE
J. H. Hansen Cadillac Co.
Omaha Lincoln

HATS
CLEANED, BLOCKED AND DYED
Ladies' Hats a Specialty
LANBROS BROS.
1521 Farnam St. Tyler 4120

Do you really want to SAVE---or just think about it?
Want to SAVE money by making a lot of your pretty new clothes at home—on the ever-running "KING OF SEWING MACHINES"—the WHITE?
25c
Brings a New "White" Machine To Your Home!

Exactly!
That's our offer—exactly. For a payment down of only 25c we'll deliver to your home a new WHITE. You pay balance in tiny weekly amounts—yet SAVE \$2.85 on the total COST!



Note the Exclusive WHITE Features.

ACT IMMEDIATELY! If you can't call, PHONE or WRITE us. TODAY. They will do the rest. DO IT!
MICKEL'S
"The House of Pleasant Dealings."
15th and Harney.
Phone Doug. 1973.



"Good Health Is Built On Perfect Teeth"
The above is being taught throughout France in the firm belief that great as has been the loss of life and property during the war, it can be regained if the people recover their health, and this can be done only through the medium of clean, healthy teeth.
If France has such strong belief in the value of good teeth and good dentistry, then America, that leads the world in dentistry, should show its faith by displaying the best teeth and best dentistry of any nation.
Our Dentistry.
It is the product of best scientific methods, artistic workmanship and finest materials.
We guarantee its satisfactory service.
McKenney Dentists
1324 Farnam St. Corner 14th and Farnam
Phone Douglas 2872

The Cold That Hangs On
This is No. 5 of a series of advertisements, prepared by a competent physician, explaining how certain diseases which attack the air passages—such as Pneumonia, Influenza, Whooping Cough, Measles or even a long continued Cold—often leave these organs in an inflamed, congested state, thus affording a favorable foothold for invading germs. And how Vick's Vapo-Rub may be of value in this condition.
A cold is simply an inflammation of some part of the air passages—throat, larynx or bronchial tubes—just like a sore is an inflammation of the skin. A long continued cold means constant inflammation and this constant inflammation frequently weakens the air passages so that they become an easy point of attack for invading germs of more serious diseases. A "cold that hangs on," therefore, is simply nature's "red flag" indicating that there is "trouble below," and this warning should never be neglected.
Nightly applications of Vick's Vapo-Rub will aid nature to clear up that inflammation. Because Vick's acts locally by stimulation thru the skin to draw out the inflammation, attract the blood away from the congested spots and relieve the cough. In addition, the medicinal ingredients of Vick's are vaporized by the body heat. These vapors are breathed in all night long, thus bringing the medication to bear directly upon the inflamed areas.
Vicks should be rubbed in over the throat and chest until the skin is red—then spread on thickly and covered with hot flannel cloths. Leave the clothing loose around the neck and the bed clothes arranged in the form of a funnel so the vapors arising may be freely inhaled. If the cough is annoying, swallow a small bit of Vicks the size of a pea.
Samples to new users will be sent free on request to The Vick Chemical Company, 235 Broad Street, Greensboro, N. C.
VICKS VapoRub
Your Bodyguard Against Colds.
30c
60c
\$1.20
More Than 17 Million Jars Used Yearly

WE AIM at perfect service; a good thing to aim at. We are not faultless, but our clothing is.

BRANDEIS STORES FOR MEN

WE LEARN something by the complaints we get; we want to hear them. Money gladly refunded.

Specials In Men's Wear

Pajamas
Worth 3.00 a suit, specially priced **2.45**
A very special lot in fine quality percale, soisette and fancy colored madras. Worth 3.00 a suit. Specially priced, at **2.45**

Madras Shirts
Exceptional values, Wednesday, at **2.95**
Fine Colored Madras Shirts in neat stripes, also fancy weaves in crepe cloth. All sizes and many patterns. Exceptional values, at **2.95**

Union Suits
For Summer, regular **1.19**
1.50 values, special **1.19**

About 50 dozen Men's Fine Ribbed Summer Union Suits in ecru and white; short or long sleeves. Regular 1.50 values, special, at, per suit, **1.19**
Brandeis Stores—Main Floor—Men's Store

The Pick OF THE Hat Makers
STETSON
The world renowned Stetson Hats in all up-to-date styles and colors. **\$8, \$10, \$12 and \$15**

MAYO
This season we are featuring strongly an immense line of Soft Hats of the famous Mayo make, in all up-to-date styles—black and newest shades of Pearl, Green, Olive, Brown, Gray and Tan.
Priced at **\$5**

Caps--Cloth Hats
We are ready to show you a wonderful selection of all new styles in Hats and Caps for every occasion.
Caps at **1.50 to 3.50**
English Cloth Hats, at **3.50, 4.00 and 5.00**
Brandeis Stores—Arcade

Be Particular— That's the Way to Buy Clothes
This store has made it its business to satisfy men and young men who regard high quality clothes as a social and business asset.
A man is sure of himself when correctly dressed. We are sure of ourselves when we emphasize the high quality of these values we have ready for you.
Our business policy is to give you unquestioned quality. That's the only safe way. Safe for you and safe for us.



Hart Schaffner & Marx Suits and Top Coats for Spring

—in a Big Variety

Here are Suits and Topcoats that will appeal to your better judgment. They promise long wear and live up to their promise. Exceptionally well made; good fitting; styles for men; some of the snappiest young men's models you ever saw. Clothes made by leading manufacturers. Very worthy values. **6500**

Others \$30, \$35, \$40, \$50, \$60, \$65, \$75, \$95, \$115

Have You a Reversible Leather Coat?
Did you ever stop to consider how practical it is? You can wear it in good weather and bad, it is ideal for all the year around wear, and especially for motoring they can't be beat. It won't cost you anything to come in and look them over.
Priced as low as **\$25**—and up to **\$95**
Brandeis Stores—Second Floor—Men's Store

For the Evening
EVERY little detail in evening dress is important; you mustn't overlook a single small item.
Hart Schaffner & Marx
evening clothes are made with that fact in mind; they're exactly right. As for the other things you'll want, we have them here and we'll tell you just what to wear, and all about it.
Brandeis Stores—Arcade

Reaching Highest Values
HART SCHAFFNER & MARX
Better Clothes For Boys
They wear longer and look better than other suits. And then there is style to them, too. There isn't another store in town which offers a service like this—boys' clothes made by the greatest of good clothes makers—all wool and guaranteed to satisfy or your money back. Your boy needs just such clothes as these.
Priced **\$25, \$30, \$35, \$40 and \$50**

Two Pant Knicker Suits
Just received—a new lot of boys' suits with two pairs of knickers. It is needless to tell mothers the many advantages of two pairs of knickers for healthy boys, or the savings to be found in our low price offerings. These suits are of the newest weaves, patterns and fabrics, and every suit has two pairs of pants.
Priced **\$10, \$12.50, \$17.50 and \$21.50**

Manhattan Wash Suits
We are now showing a complete line of Manhattan and Kaynee Wash Suits for boys in a variety of colors and styles.
Sizes 2 1/2 to 10 yrs. Prices **\$3.50 to 7.50**
Brandeis Stores—Fourth Floor—West

You'll Feel Your Best in Cool Comfy Low Shoes
No man could ask for better looking shoes; and as far as ease and comfort are concerned he will find that the finest custom makes haven't got a thing on these. We have them in all lasts and leathers, in plain shades and splendid novelties. And are listing them here at this low price.
Men's ENGLISH LAST Oxfords, at 9.00
A 3-POINT WINNER
Style—Quality—Comfort
Here are oxfords that will satisfy any man—super quality, combined with good looks and comfort. They are in dark brown or dull calfskin, in the new English last with welted soles. The sizes are complete from 6 to 15, and they are shoes that are made to wear.
DARK BROWN and DULL CALFSKIN
Sizes 6 to 12.
Priced at **\$9.**
See them and you'll wear them
Brandeis Stores—Main Floor—Men's Store