

FOLLY OF PRICE CUTTING

Mahin Says Distribution of a Staple No Job for a "Quitter."

ADVERTISING BEST SALESMAN

Price to the Customer Must Be Fixed Justly to Conduct Successful Campaign of National Scope.

BY JOHN LEE MAHIN. (Copyright, 1914, by John Lee Mahin, Chicago.)

Producing a staple and advertising and distributing it through every possible channel is the biggest thing a manufacturer can do. It calls for more kinds of ability than any other kind of commercial effort. It is no task for the quitter, the faint-hearted of the "piker."

Given an article of merit and a fair price (which means a margin of profit to all those necessary in getting the maximum distribution for it), an adequate national advertising campaign will so entrench one manufacturer's position that a competitor who makes equally worthy merchandise must spend many times as much for advertising in order even to divide the field with him.

Plans Under Way for the New Cut-Off

Burlington officials in Chicago are working up the plans for building the Omaha connection with the Ashland-St. Louis City cut-off, but so far as the office here are concerned it is not known how far the matter has progressed. This is a matter that is being handled entirely in Chicago and nothing relative to the movement is expected to be known here until perhaps after the contract for the work has been let.

Hammond to Speak at Club Luncheon

Ross Hammond, internal revenue collector for Nebraska, is to speak before the Commercial club at the public affairs luncheon a week from today. The regular order is not to be adhered to strictly at that time as all present are to be permitted to ask Mr. Hammond questions about the tax. He will answer what questions are asked him from the standpoint of the man who has studied the subject as a collector of the tax.

Physician Tells How To Grow Hair

A well-known physician and newspaper correspondent tells how to promote the growth of the hair. A well-known physician who has made a careful study of the hair recently made the following statement: "It is comparatively easy to stop the hair from falling out, promote its growth and banish dandruff by the following simple recipe, which can be made at home: To 7 oz. of water add a small box of Harbo Compound, 1 oz. of bay rum and 1/2 oz. of glycerine. Apply it to the scalp with the finger tips two or three times per week. It not only is excellent as a scalp and hair tonic, but it makes faded, streaked, gray hair and dandruff soft and glossy. I use it myself and have no hesitancy in recommending it to my patients. These ingredients can be bought at any drug store at very little cost."—Advertisement.

MY WORD IS GOOD

I agreed that if Dr. Geo. W. Todd, of 406 Broadway Bldg., could make me a full lower set of porcelain whole teeth within four anterior stages, I would tell everybody in Omaha, of this generally believed impossibility. I cannot do it all by talking to one individual at a time, so I will give you my message through the columns of the newspaper. Dr. Todd is a dentist so well that I want all Omaha, and the whole world to KNOW of his wonderful WITOLE tooth dentistry. I want this because it is a revelation in dental science; a God-send to suffering humanity. "Cleanliness is next to Godliness," and all people should have a clean mouth. I had worn a partial plate for twenty years, and it was like a shoe without shoe strings. If you are a "doubting Thomas," or do not believe my statements call on me at 406 South 14th St. and I can soon convince you of the truth of my statement.

Wash Goods Section--Domestic Room

- Curtain Serim, 36 inches wide, with fancy borders, 12 1/2 c values, 10c
Cotton Challies, 6c values, 3 1/2 c
Bleached Muslin, 36-inch wide, 11c values, 8 1/2 c
Flannelettes, good weight, 10c values, 5c
Oil Cloth, light and dark colors, 45-inch wide, 20c values, 15c
Percales, light and dark colors, 10c values, 7 1/2 c
Outing Flannels, 8 1/2 c values, at yard, 6 1/2 c
Cotton Jacquard or Poplins, 25c values, 18c
Tissue Gingham, neat stripes, 18c values, 12 1/2 c
Shirting Cheviots, neat stripes, 12 1/2 c values, 10c
Silklines, 36-inch wide, 12 1/2 c values, 10c
Unbleached Muslin, 36-in. wide, 7 1/2 c values, 5 1/2 c

INTERESTING GROCERY SPECIALS FOR THURSDAY

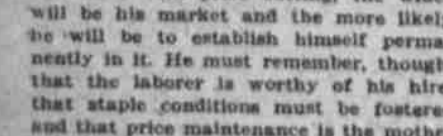
- Our Aim Is the People, Not the Trusts and Combinations.
22 lbs. Best Granulated Sugar, \$1.90
48-lb. sacks Best High Grade Diamond H Flour, nothing finer for bread, pies or cakes, sack, \$1.10
10 lbs. Best White or Yellow Cornmeal, 95c
8 lbs. Best Rolled Breakfast Oatmeal for, 85c
6 lbs. Best Hand Picked Navy Beans for, 85c
10 bars Best-All, Diamond C or Laundry Queen White Laundry Soap for, 25c
Cans Golden Table Syrup, 40c
2 1/2-lb. cans Golden Table Syrup, 95c
The Best Domestic Macaroni, Vermicelli or Spaghetti, package 7 1/2c
Advo Jell or Jell-O, package, 7 1/2c
1 1/2-lb. cans Assorted Soups, 45c
1-lb. cans Fancy Marmalade, Olive or, 25c
28-oz. jars Pure Fruit Preserves 25c
The Best Bulk Laundry Starch 25c
McLaren's Peanut Butter, lb., 12 1/2c
The Best Comb Honey, rack, 15c
1 1/2-oz. cans Condensed Milk, 8 1/2c
K-C-Corn Flakes, pkg., 5c
The Best Japan Tea Siftings, lb., 10c
Golden Santos Coffee, lb., 20c
BUTTER, EGGS AND CEREAL SALE FOR THURSDAY. BUTTER TAKE ANOTHER TRIP! The Best Strictly Fresh Guaranteed Eggs, dozen, 28c

THE VEGETABLE MARKET FOR THE PEOPLE IS HAYDEN'S.

- 15 lbs. of the Best White or Red Potatoes, 25c
Demand 15 lbs. the law requires it. Large bunches Fresh Beets, Carrots, Turnips, Shallots or Radishes, per bunch, 10c
3 heads Fresh Leaf Lettuce, 10c
Large Head Lettuce, head, 7 1/2c
Fancy Cabbage, lb., 24c
Fresh Brussels Sprouts, lb., 17 1/2c
Fancy Parsnips, lb., 15c
3 large Green Peppers, 10c
Fancy Parsnips, lb., 15c
Fancy Hollowed Dates, lb., 10c
Fancy, Large, Juicy Lemons, doz., 25c

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Equal Quality at Less Price. Superior Quality at Equal Price.



Truly Marvelous Values Thursday in February Clearance Offerings in the Cloak Department

YOUR CHOICE OF OVER 500 HAND-SOME WINTER COATS—That sold regularly at \$25.00. Chinchillas, Broadcloths and Astrakhans, Fancy Novelties, etc., choicest styles and colorings, at, choice \$7.50

SAMPLE TAILORED SUITS—Early Spring styles, \$20.00 and \$25.00 values in choice fabrics and colorings, 150 for selection at \$10

SEVERAL FINE FUR COATS—Made to sell at \$65.00 to \$85.00. Best Russian Poneys, Kit Coneys and Near Suals, the season's choicest styles, on sale, to close \$39

LONG SILK KIMONOS—Fine line of colorings, beautiful styles, \$5.00 and \$6.00 values, at \$2.95

\$10.00 AND \$12.00 DRESSES—In Nets, Serges, Fancies, all sizes, pretty styles, on sale, at, choice \$4.95

The New Dresses, New Tailored Suits, New Dress Skirts, are here in delightful assortment at most pleasing prices.

New Wash Fabrics Attractively Priced

Blankets—Comfortables—Bath Robe Blankets and Baby bags and Baby Crib Blankets. 33 1/3% DISCOUNT

38c Bath Robing, by the yard. at \$26c

Silk Comfortables, filled with lambs' wool, 33 1/3% Off. Silk Comfortables, alderdown, at 33 1/3% Off.

Everything marked in plain figures. Mail orders solicited.

Thursdays Specials in Linen Dept.

German Silver bleach unhemmed pattern table cloths, \$3.25 values, each \$2.50

WATER BOARD STRIKES SNAG

Property Owners Want to Know Why They Are Taxed Twice.

THREATEN TO GO TO COURT

People of Dundee, Who Already Are Supplied with Water, Asked to Pay for Main of No Benefit to Them.

Property owners are entering violent protests against "double taxation" by the board of directors of the metropolitan water district.

Wide Search Being Made for Murderer of Henry Nickell

A country-wide search for the arrest of the murderer of Henry Nickell, who was killed at the McVey resort on January 15, has been instituted by the Omaha police and circulars describing the fugitive have been sent to practically every city in the United States and Canada.

CROWD AT TRIAL BREAKS HEAVY PLATE GLASS DOOR

As a result of the insistent struggling of a large crowd of spectators at the Brandeis-Paul trial, a heavy plate-glass door was broken this afternoon, and to restore order the sheriff and several deputies had to usher a part of the audience out of the room. The door into Judge Sutton's court was opened and the congestion so relieved.

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Percales, light and dark colors, 10c values, 7 1/2 c

Outing Flannels, 8 1/2 c values, at yard, 6 1/2 c

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Cans Golden Table Syrup, 40c

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Highest quality Rare old flavor Pure as new fallen snow Good old GUCKEHEIMER

"Since 1857" BOTTLED IN BOND

A. Guckenheimer & Bros. Co., Freeport, Pa.

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