

Men's \$1.25 to \$1.50 SHIRTS at 79c

Custom made dress and negligee shirts, with attached laundered and turn-back soft cuffs; made of fine French pique, madras, gingham and French cord shirting; an extensive assortment of neat, dressy patterns, in light, medium and dark colorings; \$1.25 and \$1.50 values, at 79c

ORKIN BROTHERS

Closing Out MEN'S FUR COATS

Men's fur coats, guaranteed to give service, made of carefully selected and matched coonskin, calfskin or pony skin, \$32.50 to \$100 values, for— \$19.50, \$27.50, \$39.50, \$67.50, \$87.50

WE ARE GOING OUT OF THE MEN'S CLOTHING BUSINESS

EVERY Suit, every overcoat, every pair of pants, must be sacrificed to make room for the enlargement of the various main floor sections that they may take care of the demands caused by the marvelous increasing business that is daily coming to this store

Suits & Overcoats, at About 1/2 Price

It's a clothing sale of unprecedented magnitude—coming as it does at a time when you will be benefited most—affording an opportunity to choose from clothing that represents the product of the best makers of ready-for-service garments in this country, including such famous makes as MICHAEL STERN, ATERBURY AND MANY OTHERS. All offered to you at prices that barely represent the cost of making. It's indeed a clothing buying opportunity of a lifetime, and no man with a need of this sort can afford to let it slip by without taking advantage of it. Take an hour or so off Monday and come—you'll find it a splendid investment. Four great price groups:



Suits and Overcoats	Suits and Overcoats	Suits and Overcoats	Suits and Overcoats
Values to \$12.50 for	Values to \$17.50 for	Values to \$25.00, for	Values to \$35.00, for
\$6.85	\$9.85	\$13.85	\$19.85

BOYS' HIGH QUALITY SUITS AND OVERCOATS

GO INTO THIS SALE AT A GREAT SACRIFICE—FOUR GROUPS

LOT 1—Boys' Suits & O'coats	LOT 2—Boys' Suits & O'coats	LOT 3—Boys' Suits & O'coats	LOT 4—Boys' Suits & O'coats
\$1.95	\$2.95	\$3.95	\$4.95
\$3.50 values for	\$4.50 values for	\$6.50 Values for	\$8.50 values for

Remarkable Values for Monday in Men's Furnishings and Shoes

Men's 50c Underwear, 33c Men's extra heavy, fancy ribbed cotton under shirts and drawers, best 50c val., garment... 33c	Men's 25c Garters, 14c Men's Boston or Paris Garters, white, black and colors, good webbing elastic; 25c values, pair... 14c	Men's \$6.00 Nettleton SHOES at \$4.45 Not all odds and ends—but a full and complete stock of this season's goods, comprising over 1,000 pair. In this sale you will find \$4.45	Shawknit 35c Sox, 17c The most popular cashmere wool sock—the Shawknit, warranted fast, stainless black; second of 35c and 25c kinds, pair... 17c	Men's \$2.50 Hats, \$1.00 Big stock of men's soft hats, in black and all staple and fancy shades—\$2.50 kinds—your choice, at... \$1
Men's 75c Workshirts 38c The famous President workshirts, made of heavy chambray, percale and madras, plain blue, tan and fancy stripe patterns, all sizes, per garment... 38c	Men's 25c Sox, 11c Choice of the famous Baker moco sock, black, tan and gray, excellent 25c values; sale price, pair... 11c	Every Leather, Every Staple and All the Most Favored Styles In this sale you have unrestricted choice of every \$6.00 Nettleton Shoe in our store at... \$4.45	\$3.00 Union Suits, \$1.89 Wright's \$3.00 wool ribbed union suits, natural gray colors \$3.00 values... 1.89	\$1.00 Underwear, 59c Wool Texture and Wright's soft, heavy flat fleece lined underwear, \$1 values... 59c

Orkin Bros.—16th and Harney.

Orkin Bros.—16th and Harney.

TALKS ON RETAIL SELLING

G. W. Hopkins Gives Grocersmen Some Valuable Pointers.

SPEAKER URGES SQUARE DEAL

Tells Retailers that Customers Only Stay with Those Merchants Who Give Them Earnest Measures.

He emphasized the value of a dealer's window working in co-operation with their other advertising, and urged the retailer to pay more attention to using his window to advertise profitable goods, taking pains to have a window that will prove a good advertisement, and not leave the boy to throw in such a display as can be placed with the least possible trouble. He pointed out that to take advantage of these windows every clerk should call the attention of the window to every customer who comes in to make a purchase. If this is done they will find the customer has been impressed by the display, and when reminded, will buy. In other words, the retailer should interlock his advertising with his sales.

The value of front store display and the value of the first fifteen or twenty feet shelf room was emphasized, and the suggestion made that a dealer rearrange his front store and front shelves according to the profit the goods show and not particularly according to the convenience in getting at the goods. In other words, staple goods will be asked for where specialties that show the most profit have to be where people can see them coming in and going out of the store.

Would Train the Clerks. He also emphasized the value of training clerks to intelligently talk the value of the goods on sale, and the value of making them salesmen instead of mere clerks.

Particular attention was called to the value of courtesy on the part of delivery clerks, and he said it was of greater value than a cut price.

The changing of display in a store was also brought out. The value of so changing the arrangement of goods that something different will attract the eye each time the customer comes into the store.

Courtesy to salesmen, who have something to sell, and a few minutes undivided attention on the part of the merchant was shown to be the quickest way to dispose of a salesman. A few minutes of undivided attention enables the right kind of a salesman to present his story

and the merchant to take advantage of the many offers that will prove money making propositions to the customer.

Particular emphasis was laid on the danger of overstocking and the value of a quick turn over of merchandise. Many times a merchant will purchase a three month's supply of goods that can just as well be replenished every two weeks. By purchasing every two weeks the profit on the amount invested doubles and triples the profit on overstock. Buying in sufficient quantities you keep goods fresh, insuring a quick turn over, greater sales and a release of capital to invest in other merchandise.

Urges Square Deal.

Truth and a square deal was also emphasized. The possibilities of selling goods over the telephone by calling customers at their home at a regular hour, or certain days was demonstrated as being successful in some stores. This is particularly true where the tendency is to order over the telephone.

Mr. Hopkins expressed the policy of the Loose-Vites Biscuit company in their sale of Sunshine biscuits as being a desire to assist the merchant in merchandising his goods, and called attention to the study that has been placed on retail selling for the last two years. It is Mr. Hopkins' belief that instead of 50 per cent of the grocers failing, in the present record, that proper understanding of the possibilities of the retail grocery business will not only increase the percentage of the successful grocers, but will demonstrate that the retail grocery business is a profitable business to conduct.

The talk on retail selling contained a great many points, which the retail grocers present expressed themselves as being able to use every day in their business.

Double Murder in Millinery Store

CHICAGO, Dec. 13.—Louis F. Nieman, proprietor of a millinery shop, and his wife were shot and killed, and Mrs. Emanuel Harner was probably fatally wounded here this afternoon by the latter's divorced husband, who then shot and killed himself. The shooting took place in Nieman's store. Mrs. Lena Harner was approached by her former husband while in the store. She refused to talk with him and then Nieman and his wife interposed to protect her. Harner became enraged and shot the Harner

THIRTEEN LUCKY FOR HIM

H. E. Fredrickson Likes that Number, and Also Three.

REVIEWS HIS SUCCESS IN OMAHA

Came Here Twenty Years Ago with Just Six Dollars in His Jeans and Has Climbed Ever Since.

"The numbers 13 and 3 have been my lucky dope all the way through," says H. E. Fredrickson, Nebraska consul for the Lincoln highway and former automobile dealer of Omaha. "Why? Well, I'll tell you. This is the thirteenth day of December, 1913. Today I have been in Omaha twenty years, and I am happy. I landed here from Fremont twenty years ago on the thirteenth of December, 1893. I had \$6 in my pocket, and I made good on that."

Fredrickson is a pioneer in the automobile business in Omaha. It was his order that took the first trainload of automobiles out of Detroit. It was Fredrickson who brought the first trainload of automobiles into Omaha. Arriving in Omaha with \$6, he grabbed a job as shoe salesman; later he went to work in a bicycle store. Here he got the fever for bicycle racing, and in a short time had grabbed both the amateur and the professional championship of the state, both of which he holds to this day. He does not announce that he is willing to meet all comers at this date, as he is not as young as he was at twenty, but it happened that automobiles attracted the attention of racing enthusiasts before Fredrickson had a chance to lose his plumes.

Told Him He Was Polish.

Then he went into the bicycle business for himself. After a time he went into the buggy business. Then he made the big jump and began selling automobiles. In 1901 when he received his first shipment of three large automobiles, he says many of the then leading business men of Omaha stood and viewed the big machines before a hotel, and told him he was a very foolish man and that he would never sell them in this city. "They gave me a lot of fatherly advice that morning," says Fredrickson, "telling me sincerely that I was making a great mistake and that I was going into the wrong kind of a business." But he went ahead and soon was shipping in trainloads of automobiles. Two years ago he was chairman of the county roads committee of the Commercial club. He is one of the fellows that always tries to make good when

placed on a committee. Later he laid out the roads between Omaha and Sioux City and between Omaha and Kansas City. It is his hope now that the roads he then laid out will soon be recognized as feeder roads to the great Lincoln highway from these two points. Soon he went west to use his influence in developing and improving the roads between Omaha and Salt Lake. He says he had a dream then that the ocean-to-ocean highway was not far in the future, and in order to get Omaha on the map of the road when it should come he set to work in advance to so improve the road between Omaha and Salt Lake that it would naturally be selected as a section of the great highway when that project should become a fact as it now is.

Fredrickson retired from the automobile business a few years ago and has since been devoting most of his time and energy to good roads movements. For the last several months he has been busy in several states working out intricate details in connection with the pushing of the Lincoln highway movement. Some time in January he and Mrs. Fredrickson will make a trip to Florida and South America, where they expect to spend the winter.

Oregon Town Wet; Judge Declares the Elections Illegal

SALEM, Ore., Dec. 13.—After twice having been declared "dry" by the majority of the voters, this city again reverted to even years. The amendment election was declared invalid because the voters had registered under a law declared unconstitutional by the supreme court. "In passing on these cases that are so unduly agitating our people," said Judge Galloway, "the court cannot too strongly condemn the prevailing mania for the ever-recurring elections which only distract the people and paralyze industries and business." He added that the trouble was not due to the increase in the voting population through woman suffrage, but was simply a mania.

See Want Ads Produce Results.

FINDS NEW PLANT A WONDER

Frank Crawford Enthusiastic About Burbank's Spineless Cactus.

IT WILL GROW ON THE DESERT

Produces Profitable and Nourishing Crop for Man and Beast, and Needs Very Little Moisture to Mature It.

Both the wonders and possibilities of the Burbank spineless and fruiting cactuses are being enthusiastically narrated in Omaha by Attorney Frank Crawford. He has just returned from a month's business trip to the Pacific coast, and brought with him some of the fruit of the newly developed spineless cactus in such good condition as to convince his friends that it is really as represented.

Mr. Crawford first saw the cactus plants growing at Oakland, in the grounds of the Luther Burbank company, and he bought a few to take with him and plant near the Mohave desert district, when he went out to look over a mining matter in San Bernardino county. Later, when he made a second trip to the mine, of which he is part owner, he took out 100 more plants to set out in the sand. "As a forage crop," says Mr. Crawford, "the spineless cactus is a wonder, and it will soon revolutionize the live stock industry. Regions where green feed and drinking water have sometimes failed, with great loss of cattle as the result, will become a paradise when the spineless cactus is extensively grown, for it furnishes both food and water for the animals."

This recent product of the wizard of horticulture's research is said to be the result of seventeen years of work. In its present state of perfection, a yield of 10 to 100 tons of forage per acre each year is claimed for it. Because of its desirability in dry regions, many of the big ranchers of the country are reported to be preparing for its cultivation on a large scale, in order to have a plentiful supply with which to save their stock when a year of extreme drought comes.

Not a New Plant. According to Burbank himself, he has not created a spineless cactus out of one which was originally thorny, but he has merely caused a once thorny variety of plant to revert to its original thornless condition, from which it was first naturally changed by adverse climatic conditions and the development of a desert where it grew. What Burbank claims especial credit for is his development of the plant to its present perfection of feeding value and unusually large yield, while re-

producing true to type as regards all absence of thorns.

Each leaf, or "slab," as it is commonly called by horticulturists, weighs several pounds and will keep a long time in its succulent condition, thereby making a feed for stock when other green feed fails.

It is also asserted to be a better beef and milk producer than any other kind of forage and on account of its being so prolific in arid regions, the production has been made that it will make now worthless land as valuable as 100 per acre. As to the fruiting varieties of cactus, samples of which Mr. Crawford brought home from the Burbank experimental farms, they are said to be unusually wholesome and better flavored than the banana. The yield is enormous when properly cultivated, and the fruit is shipped great distances in as good condition as other deciduous fruits. Eaten raw, or made into jelly, jams, syrups or confections, they are a delicious and unique delicacy.

Adaptable to Many Climes.

The Burbank cactuses are adaptable to many climates, but cannot be successfully grown where protracted cold weather occurs. They will not thrive where the ground freezes over an inch in depth or where the temperature for any great period drops as low as 15 degrees Fahrenheit. This suits out Nebraska from the possibility of growing the crop for forage on its western range, but the whole continents of Africa and Australia, most of North America, southern Europe and Asia, and most of the islands of the sea are included in the territory where the cactus may be grown. Experiments to produce hardier specimens are now being made and will probably result successfully.

German Soldiers Stoned and Shot At

MAYENCE, Germany, Dec. 12.—Sentinel on the fortifications and the artillery testing ground here who have been stoned and shot at for several nights past, have been ordered by the military authorities to shoot down their assailants on sight. It is feared that the anti-military agitation in Alsace has spread to this city.

Death on the Gallows is sharp, short agony. The lame back kidney trouble is daily misery. Take Electric Bitters for quick relief. 50c. For sale by your druggist.—Advertisement.

Retailers in Favor of City Purchasing the Auditorium Now

Associated Retailers of Omaha favor the purchase of the Auditorium by the city. In a resolution on this subject unanimously adopted at the banquet of the retailers, they had the following to say:

Whereas, We, the Associated Retailers of Omaha, believe that an important problem now faces this city in the disposition to be made of our Auditorium, and Whereas, We believe that an indispensable adjunct to the assets of every city is a large, commodious and attractive hall or auditorium as a meeting place for great gatherings, conventions, festivals, exhibitions and the like, and Whereas, After a long and earnest campaign on the part of our citizens, we succeeded in having erected such an edifice, and Whereas, We believe that an indiscreet sale of the Auditorium to private hands would be a serious loss to the city, and that it is in the best interests of the city to purchase the Auditorium, and that it is in the best interests of the city to purchase the Auditorium by the city while it may be secured at a figure insignificant compared with what the city would have to expend in a few years from now for the purpose of erecting such a temple.

No Papers in England on Christmas Day

LONDON, Dec. 13.—The morning newspapers have reached the unanimous agreement to suspend publication on Christmas day, according to announcement in the Sheffield Telegraph. A majority of the papers tried the plan last Christmas, but this year all of the papers, including the London Times, will close up shop entirely, giving many thousands of workers engaged in the publication and distribution of newspapers a real Christmas holiday. The agreement applies to both morning and afternoon papers.

Wanted. Live experienced salesmen to handle our line in the states of Nebraska, South Dakota, Missouri and Kansas. Give full information in first letter. Gunther Confection and Chocolate Co., 728 W. Jackson Blvd., Chicago, Ill.