Movement.

COUNCIL TO TAKE A HAND Mayor Dahlman Will Issue a Procla-

matten Setting Aside One Week in April for General Cleanup.

A plan for co-operation of city commissioners, improvement and booster clubs, other civic bodies, business men 'clean-up" of all backyards, vacant lots, and besides it is harmless. alleys and streets in Omnha, is now being worked out and will be given definite form next Tuesday, when Street Commismioner J. J. Ryder will introduce a resolution at the meeting of the city commis-

Mayor Dahlman will issue a proclamation, declaring a week early in April to right. Don't keep on being miserablewhen everybody will take special interest in making the yards and alleys in their neighborhood neat and sightly for dread of rebellion in the atomach the spring and summer. Improvement clubs and such organizations as the Commercial, Rotary, Retailers' and Ad clubs will fall into line and boost it. Citizens in general are said to be anxious for the is handy to give the quickest, surest clean-up to start, and desirous of making relief known.-Advertisement. it the most thorough and successful ever conducted here.

The city health department is already active in prosecuting its work of clearing away unsanitary conditions, and the street cleaning department now has the streets in an unusual state of cleanliness What the special "clean-up" campaign will seek to accomplish, according to city commissioners, is the improvement of vacant lots and property covered with rubbish or tornado debris, whose owners anything to better conditions.

Such conditions do not fall within the exhibit. jurisdiction of either the health or the street departments, so must be handled by public sentiment being directed against owners, according to Commissioner Ryder. His proposed resolution will urge ture of the two Omaha Land shows. all citizens and organizations to unite in the campaign to improve the general arrangements have been made with the appearance of the city.

Wednesday evening the proposed clean- collection of Burbank's creations, fruits, up campaign was endorsed by the club. flowers, vegetables, cacti, etc., that has dresser drawer to take it away with One example of its need was cited in the ever gone out of California. They will be fact that ashes and rubbish have been brought here in special bagsage car dumped against the side of All Saints' movement, and will be displayed in 600 Episcopal church. Rev. Thomas J. square feet of space, together with lec-Mackay, rector of the church, said that tures, colored alides and moving pictures, fumping ashes in an alley was not such as an attraction in this great exposition. a serious offense, but that the lack of respect for church property which the case showed was quite deplorable. Dr. Mackay said he would report the matter to the city authorities

Railroad Men Had Expected the \$50

Missouri river points for those who desire to visit the Panama exposition at to curlo seekers. San Francisco next year. It is the same | The old Parker home has been unocrate made for the exposition at Seattle several years ago. The Omaha passenger taker. He sleeps in the front part of the have been completed and the specificamen, however, are of the opinion that house and did not hear any one around tions are ready for the bidders. Blds will an enormous number of passengers must the premises Tuesday night. Indications be opened in Chicago inside of thirty days money. They assert that should one of the roads have a bad wreck, the damages that would have to be paid would absorb all possible profit that could other-

It is already figured out that the Missouri river valley will contribute a large business to the roads next season and that from the start business to San Francisco and San Diego will be heavy.

Dorrance Fights

at the same time the envy of all of his seighbors. What is more, he proposes to protect it, even if he has to fight in order to give the necessary protection.

the street, but he paid no attention, other there. than to reply with an oath and the assertion that he would go where he pleased.

Dorrance started after the distributer and caught him with a right-hander under the chin, sending him to the grass. Then he pounced upon him and inside of five minutes the distributer of literature was one of the most meek of men, willing to obey any order that was issued by Dorrance with reference to keeping off the

KING OF ENGLAND THANKS COL. CODY FOR GOOD WILL

Buffalo Bill his thanks for sending a message of peace and good will to the admission will be charged and children king. When the present king was a little lad he was most enthusiastic over the Wild West show and several times he was taken by Colonel McCune for a ride stage was attacked by the Indians. On one occasion Colonel McCune beined Queen Victoria onto the box with the driver of the stage coach.

McCune remembers well a special matines when the royal party took the place of the cowboys and let the cowboys sit in the royal box. The general public was not admitted to this performance

DRUNK WHO DISTURBS SCHOOL HEAVILY FINED

Jim Crosgroves, Twenty-fourth and Lake strests, was arrested by Officer Franci Wednesday evening on complaint school, Thirtieth and Binney streets, Cosgroves, while under the influence of liquor, has been in the habit of creating disturbance while school has been in session. He was fined \$25 and costs.

Rhoumatic Pains Relieved. Why suffer from rheumatism when relief may be had at so small a cost? Mrs. Elmar Hatch, Peru. Ind., writes: "I have been subject to attacks of rheumatism for years. Chamberlain's Liniment always relieves me immediately, and I take pleasure in recommending it to oth-35 and 56-cent bottles. All dealers.

Civic Bodies Are to Get Back of the Who Cares? Listen! Harold Bell Holds Thieves for Po-

'Pape's Diapepsin" makes Sick, Sour Gazsy Stomachs surely feel fine in five minutes.

Time it! In five minutes all stomach distress will go. No indigestion, heartburn, sourness or beiching of gas, acid, or eructations of undigested food, no dizziness, bloating, foul breath or head ache.

Pape's Diapepein is noted for its speed In regulating upset stomachs. It is the surest, quickest and most certain inand citizens in general, in a general digestion remedy in the whole world,

Millions of men and women new eat their favorite foods without fear-they know Pape's Diapersin will save them from any stomach misery.

Please, for your sake, get a large fifty-cent case of Pape's Dispepsin from any drug store and put your stomach "clean-up week" through the city, life is too short-you are not here long, so make your stay agreeable. Eat what you like and digest it; enjoy it, without

Pape's Dispepsin belongs in your home anyway. Should one of the family ent something which don't agree with them, are already known to be in favor of such or in case of an attack of indigestion. a campaign, and have intimated that they dyspecsia, gastritts or stomach derangement at daytime or during the night, it

Burbank Exhibit Comes to Low Cost of Living Show

Probably the most Important announcement for the forthcoming Grocers' exare not in the city or cise refuse to do position is regarding the securing of the great and most unique Luther Burbank

Luther Burbank, at his home in Santa Rosa, Cal., has produced and is constantly producing new and wonderful hybrid creations of the soil. Many remember this remarkable educational fea-Through persistent and expensive efforts, Luther Burbank company to send to the At the meeting of the Rotary club "Low Cost of Living Show" the finest

Indian Curios and Relics Stolen from Old Parker Home

Some time Tuesday, or Tuesday night, burglars removed a window in the rear Rate to the Expo Portion of the old Parker home on North ence and carried away a lareg quantity Railroad men are not surprised at the of Indian curios, Chinese vases and small \$50 round-trip rate made by the Trans- articles. The value of the property continental Passenger association from taken cannot be estimated, as its worth would be what it would bring if offered

> cupied for months, except by the care to Yutan on the Ashland-Sioux City line for the railroads to make any are that the property stolen was carried away in four large gunny sacks. Mr. and Mrs. Parker are spending the winter at Haines City, Fla., being on their

REPORT W. D. MOORE MAY GO TO CHICAGO

The report comes from Chicago that W. D. Moore, cashler of the City National bank of Omaha, is likely to become cashier of a new trust and savings bank just organised in Chicago. Mr. Moore is to Protect Lawn not in Omaha at present. He is in St. Louis on business and will be away for a few days. President John F. Flack of W. H. Dorrance, 230 Central boulevard. the City National bank said that if Mr. has a lawn that is his pride and joy, and Moore was to go to the Chicago position he knew nothing of it.

"Mr. Moore has said nothing to me of possible change," said Mr. Flack, "and I hardly believe there could be any truth Wednesday evening while Mr. Dorrance to the report. I know that he has been was working on the lawn, a distributer of back in Chicago helping to organise the circulars, in making a short out across new bank there, but he has recently bid the block, started over the premises, cut- on some stock here, and I hardly think ting up the soft earth with his heels. he would do that if he were going to George J. Kleffner. Preceding the regu-Mr. Dorrance called to the man to keep in move to Chicago and go into business

MISS WALLACE WILL TALK ON OMAHA EXPOSITION

After a long allence on the subject of the Transmississippi exposition, held at Omaha in 1898, a free lecture on the Wallace of the Central High school facnade by herself as illustrations. The idea cosst receiving the stolen journals. is to inform the younger generation especially about the great exposition, as it King George of England has cabled was held before children now in school were old enough to appreciate M. No have been especially urged to attend.

FOR A CLEANUP CAMPAIGN What's Indigestion? OLD GUN HELPS IN CAPTURE

lice at Point of Broken Gun.

WERE TAKING AWAY MUCH LOOT

Men Had Gone Through the Home and Piled Up Property They Expected to Steal-Both

Armed with an empty .22-caliber target pistol, Harold Bell, aged 20 years, apprehended and held for the police two daylight prowlers whom he found ransacking his home at 2609 North Eighteenth

The two fellows, George Rigley and Vernon L. Taylor, both well known to the police, had, according to witnesses, been hanging about the neighborhood all afternoon, sitting on a bench in Kountze park, where they kept a lookout of all the houses in the block.

When Mrs. C. A. Bell and her 12-yearold daughter, Gladys, mother and sister of the boy, left the house to call on a neighbor, the men crossed the street from wagon in which they had been watching a part of the time with a third individual, and tried both the front and rear door.

Next door neighbors, in whose house number of women had gathered for the afternoon, then saw the men open a basement window and enter the house.

In the meantime young Bell had come home and, securing the evening paper, had seated himself in the sun parlor. The father arrived a few moments later and went upstairs, when Harold heard some one walking on the roof of the porch. He looked ouside and saw a fellow signaling to another on the roof to jump. He was aroused immediately after this by seeing a man leap to the ground from above, to be followed shortly by a companion, and start running down the street. Young Bell ran to the front porch, commanding the prowlers to halt, the third man having disappeared. Both did so and returned part way to the house, when they were stopped by young Bell. In the meanwhile Senior Bell had observed what had taken place and, grabbing a pistol from a bureau drawer, tossed it to the boy, who was in the yard, and hurried to his aid. At the point of the weapon the two thieves, were held by the boy until the police arrived.

It was later discovered the men had secured \$15 in cash and had heaped a pile of sewelry valued at about \$500 on a

The third man, after inquiring of some children returning from school what had taken place, climbed into the wagon and made his getaway.

In police court Rigley and Turner waived preliminary exemination and were bound over to the district court on a charge of breaking and entering, with bonds fixed at \$1,000 each. When Taylor learned that he had been apprehended at the point of a broken pistol he flew into a veritable rage and threatened dire things to his young capter when he got

Bids to Be Opened Soon for New Hill Railroad Cut-Off

Blue prints for the Burlington's cut-off from Chalco on the Omaha-Denver line and it is thought that grading will be under way not much later than the middle of May.

will be light and the road when completed will permit of the handling of the heaviest freight trains with perfect case. There is a fittle rise in getting onto the tableland the valley of the Platte it is almost dead level. There is but little grade from the Platte river to the junction point south of Yutan, a creek valley being followed all of the distance.

GATHERS AT LUNCHEON

Among the innovations which John C. Wharton introduced into the Omaha postoffice when he assumed the duties of postmaster, was the organization of what he terms the "postoffice cabinet." The cabinet includes James I. Woodard, assistant postmaster; W. J. Mettlen, superintendent of mails, and his assistants. Lawrence Proulx, W. J. Brown and lar meeting of the cabinet. Postmaster Wharton entertained the cabinet at a luncheon at the Commercial club.

RAILROAD MATERIAL THIEVES HEAVILY FINED

the theft of journals from care was responsible for a great number of wrecks.

around the arona when the Deadwood In One Minute! Clogged Nostrils. Open-Cold and Catarrh Vanish

Stains and Varnishes

ESTIMATES CHEERFULLY FURNISHED

Stops Nasty Discharge, Clears Stuffed Head, Heals Inflamed Air Passages and You Breathe Freely.

Try "Ely's Cream Balm."

1-Apply a little in the nostrile and in- hawking and blowing. Catarrh or a cold stantly your clogged nose and stoppedup air passages of the head will open; ping into the throat, and raw drypess is you will breathe freely; duliness and distressing but truly needless, headache disappear. By morning! the catarrh, cold-in-head or catrrhal sore Cream Balm" and your cold or catarrh throat will be gone. End such misery now! Get the small & McConnell Drug Co.-Advertisement.

bottle of "Ely's Cream Balm" at any and thfoat; clears the air passages; stops nasty discharges anad a feeling of cleans-

Don't lay awake tonight struggling for Get a small bottle anyway, just to try breath, with head stuffed; nostrils closed, with its running nose, foul mucous drop-

Put your faith-just once-in "Ely's will surely disappear. Agents, Sherman

SAM NEWMAN, Painting and Decorating Complete Stock of Wall Paper, Paints, LOWEST PRICES IN THE CITY Corner 15th and Howard Streets. Phone D. 43

Friday and Saturday

TWO GREAT **BIG BARGAIN DAYS**

Bankrupt Sale at The Novelty Co.

Fresh lots of merchandise will be brought forward and placed on sale on the bargain counters for Friday and Satur-day. There will be two record breaking days of bargain giving and we urge you to be with us and take advantage of this

CHEST C.S.	
	90
Children's Light Dresses, em	90
91 An avenue w	30
	90
Maritim Water	90
All the 10c and 121/2c Men's Hose will be sold at, a pr.	60
Ladies' and Children's Hand- kerchiefs	10
Ladies! Ste mit was	90
Men's Silk Four-in-Hand s	0 0
Charles Services and Asset Services	180
15c Men's Bow Ties for	50
White India Linen, 12140	70
Ladies' pretty Trimmed Hats, spring styles, also tailored also untrimmed shapes at 690 980 an	hats
Muslin Gowns, Petticoats, D	TAW

Covers, worth \$1.00, at . 480 Children's Dresses, worth to \$1, ages two to fourteen 390 Ladies' 12140 Hose, black 70 and brown Ladies' Gause Vests, regular 60 12%c grade \$1.50 and \$1.75 Cornets 89c 750 to \$1.00 Mand 390 to 890 Men's 200 Mose, fine finish 80 Ladies' 10c Handkerchiefs 39c Silk Mibbons, fancy and plain, 3% and 6% inches wide, 190 worth 390; at, yard 121/20 Paper Pins, Meedles, card Mooks and Eyes, spool Thread, Hair Nets and other be Motions IC

Mouse Dress Aprons, button front, made of best grade per-cale, worth to \$1.00, at Small size \$1.00 Ladies' Kid 390 L'affeta Bibbons, worth to 1216c per yard 20c Men's Garters 250 Men's Suspenders Cotton finish Dress Goods, 90

Ladies' Bilk Chiffon

Ladies' Dress Skirts

for Muslin Wight Gowns 250

Men's and Young Men's \$2.98

Mon's and Young Men's \$4.98 Suits, worth to \$12.00

Men's and Young Men's \$7.98

Men's and Young Men's 890

\$1.98 and \$2.98 Boys' 69c 98c

Men's Cordurer 980 \$1.98

S7.50, at \$2.98

Ladies' Tailor Made \$4.98 Buits, worth to \$12.50

Samples of high class Tailored Suits, styles and qualities all new spring models, worth up to \$20.00, in two lots \$7.98 \$9.98

\$1.50 36-inch wide Messaline Silk, all colors, including 700

27-inch wide Messaline Silk, all shades, worth 85c yard, 48c

silk Crope, new cloth for dresses.

36-inch Batine Cloth, regu- 180

ahades for spring, per yard, 80

250 fine Dress Ginghams, all dainty checks and 191/20

stripes, per yard ... 121/20

150 Toile du Word, fine dress 90

Dress Ginghams in stripes and checks, also plain cham-

Calicoss, plain colors and 31/20

women's Bhoes and Oxfords. worth regularly to 390 790

Women's Shoss and Ox-fords, worth to 82.50, at 980

Women's Shoes and Oxfords, worth regu-\$1.69 \$1.39

The Novelty Co.

14-216-218 North 16th Street

black

grade, at

lar 35c quality, at.

ginghams, per yard . . .

Double Pold Percales, 12c

bray

a pair

per yard

Waints

60

50

110

\$1.79

980

The grade on the Chalco-Yutan cut-off west of Chalco, but from there on into

POSTOFFICE CABINET

For the theft of brass journals from ears belonging to the Union Pacific railtopic is to be given Saturday at 3 p. m., road, Fred Mulecka was fined \$100 and at the public library. Miss Janet Monroe costs in police court and Thomas Doyle and Ed Moore sentenced to thirty days ulty, will tell about Omaha's successful in the county jail. Dave Isema, 1911 North exposition, using many colored slides Twenty-sixth street, was fined \$25 and Special Officer Buell of the Union Pacific appeared in court and testified that

Key to the Situation-Bee Advertising

Men's Shoes and Oxfords worth to 80.25 Men's Shoes and Ox-fords, worth to \$3.00 \$1.39 Man's Shoes and Ox-fords, worth to 94.50 \$1,98 Children's Shoes and Oxfords of all kinds and all sizes, including Little Gents' Shoes, worth to 88.25, 65, 390 690 980

drug store. This sweet, fragrant baim fissolves by the heat of the nostrils; penetrates and heals the inflamed, swellen membrane which lines the nose, head ing, soothing relief comes immediately.

Advertising to but another word for closer co-operation between buyer and seller, for mutual benefit.

Our Special Spring Opening Displays Continue Friday

Supplemented by a bevy of bargains throughout the store that should crowd it to capacity at an early hour.

Boys' Knickerbocker Pants, sizes 4 to 16 yrs., to 75c values, at, pair......38c Boys' overalls, sizes 4 to 16 years, special35c

Boys' Spring Weight Suits -Samples and broken lots, to \$4.00 values, on sale in domestic room\$2.00



A Millinery Show of **Entrancing Beauty**

It is a rich and rare display of authentic millinery modes and splendid values that meets the visitor's eye these opening days at Hayden's Millinery Department. Not only will you find broad assortment of exquisite patterns on display, but hundreds upon hundreds of chick shapes and clever styles, reflecting the maximum of style at comparatively moderate cost. Authentic adaptations from Paris and original creations from our own expert designers. Marvelous values at

\$8.50, \$10.00, \$12.50 and up

tion of new hats at\$4.98 Artistic newness in every graceful line; hats that are made from the most wanted materials and look like double the price asked Friday.

A wonderfully varied and beautiful collec- | Beautiful Milan Shapes, made to sell at \$2, Nine of this season's smartest new blocks to select from; as choice a collection of \$2 values as you'll find in Omaha, black only98c

Newest Wool Dress Fabrics At Specially Attractive Pricings Friday

48 to 54 in. novelty plaids for skirts and coats, light and medium colors, in the proper spring weights, yd..\$1.68, \$1.48, 98c \$1.50 Tailored Suitings in fancy mixtures and striped effects, very nobby for skirts and suits, all 54 in. wide, at, yard. ... 98c

All Wool Imported French Crepes, in plain and crinkle weaves, every new color repre-100 pieces of plain and novelty Dress Fabrics,

Serges, Panamas, Crepes, Diagonals, Broche French Serges, Storm Serges, etc.; regular values to \$1.00 500 Wool Dress Goods Remnants in immense assortment of weaves and colorings, matchless bargains, in Friday's sale at

ABOUT HALF REGULAR RETAIL WORTH.

Five Rousing Silk Specials IN THE DAYLIGHT SILK SECTION.

\$1.25 and \$1.50 Plain Silk Poplins and Brocaded French Crinkle Crepe, 40 in. wide, in fine assortment of spring colorings, Fri-

36 in. and 40 in. printed Silk Canton Crepes, pretty Bulgarian and French novelty designs, all wanted colors; regular \$1.00 yard Beautiful Chiffon Dress Taffetas in white,

black and 15 other spring shades; splendid quality soft texture; special, yard....98c Yard wide Black Messaline and Peau de Soie, fine firm quality that sells regularly at \$1.00 yard; spe-Messaline, Poplins, Pongees, Foulards and Tub Silks, 20 to 36 in. wide; over 300 yards on sale at,

Some Snaps in the Women's Suit Section --- Domestic Room Ladies' and Misses' Dresses Women's Stylish Dress Skirts

New Tailored Suits Made to sell at \$12.50and \$15; all newest styles \$7.95

Children's Wash Dresses Ginghams, Chambrays, Percales, etc., sizes 2 to 14 years, \$1.00

In nets, serges and noveltles, all colors, made to \$2.95 sell to \$7.50, on sale

Ladies' House Dresses | All sizes, best colors, made to sell at 49c

Ladies' Long Kimonos In crepes, challies, etc., made to sell at 69c

made to sell at \$3 \$1.39 to \$5; choice.... Women's New Aprons Pretty ginghams and percales, made 19c to sell at 35c.

All newest fabrics and colors.

Jun Famous Domestic Room | | Spring Weight Underwear

Friday Is Remnant Day. 50,000 yards of all kinds of wash goods, white goods, linens, sheetings muslins, etc., in long remnants; all placed on 3 large counters, 5c, 714c, 10c. SPECIALS.

100 doz. unbleached towels, 10c regular.....5c 100 doz, unbleached towels, 12 1/2 c grade 7 1/4 c 20 doz. sheets, extra heavy, 72x90, worth 59c, 81c Would be cheap at 12 1/2 c. 100 bedspreads, our \$1.50 grade............98c

100 bedspreads, 85c grade..... day. Come early.

Special Sale of Rotary

SEWING MACHINES Friday and Saturday

The New Home The New Home 6-drawer drophead, 095 automatic lift, ball bearing, with a lifetime guarantee.

needle, fully guaranteed. These are machines that agents would ask \$50 to \$70 for they're as good as machines can be made and are certainly snaps at this sale price......\$35.00 Both have the latest attachments and both have a lifetime guaranteed. Don't fail to see these two splendid

Third Floor-HAYDEN BROTHERS-Third Floor

The Talk of Omaha Hayden's Quality Goods and Low Prices 23 lbs. best Granulated Sugar. \$1.00 | Hirshey's Breakfast Cocoa, ib. 20c 10 bare Beat-Em-All, Diamond C or Golden Santos Coffee, lb. 20c Laundry Queen white laundry soap The best Tea Siftings, lb. 10c

bars Beat-Em-All, Diamond Con-aundry Queen white laundry soap-aundry Queen white laundry soap-ibs, best hand picked Navy 35c for a lbs, fancy Japan Rice, 10c quality, 1bs, fancy Japan Rice, 10c quality, 25c Scouring Scap 35c Scouring Scap 11 at 256
cakes Selexo Scouring Soap 256
cans Lu Lu Scouring Soap 1t
Beats The Dutch 256
t ibs fancy Sweet Sugar Corn, 256
t ibs fancy Sweet Sugar Corn, 256
The best domestic Maccaront, Vermicella or Spagnetti, pkg. 714
cans Oil or Mustard Sardines 256
Tail cans Alaska salmon. 106
Advo Jeil, the juil of quality per package 716 kinds
5 lbs. best mixed Chick Feed
young chicks
10 lbs. Oyster Shell

ORANGES, ORANGES, ORANGES. The Highland Navels for quality, Monday special, per doz., 15c, 20c, 25c and 25c and 30c

The Vegetable Market of Omaha for the People.

The best Red River Ohlo Potatoes.
15 lbs to the peck. 25c

Presh Beets, Carrots, Radishes, Shallots or Turnips, bunch 5c

Fancy Head Lettuce, per head 7-20

5 heads fresh Leaf Lettuce. 10c

Fancy California Cauliflower, lb. 71-20

Fancy California Rhubarb, lb. 71-20

Old Beets, Carrots, Turnips or Farenips, lb. 31-6c

Fancy new Cabbage, lb. 21-6c

The Standard

4 or 6-drawer drop-

head, automatic lift.

ball bearing central

Onion Sets, Red, Yellow or White, ANOTHER BIG DEOP IN EGGS.
STRICTLY PIRST CLASS, GUAL-ANTEED PRESE EGGS, DOE., 180

Men's handkerchiefs, white, red and blue; Ladies' muslin combination suits and gowns, lace and embroidery trimmed,

Ladies' gauze union suits, good assortment, at-Men's medium weight underwear; broken lot. Ladies' medium weight underwear, vests or pants.

Specials in the Big Domes-

tic Room Friday

Ladies' muslin corset covers and drawers,

embroidery and lace trimmed; 39c values,

Linen Specials for Friday

Imported Mercerized Pattern Table Cloths, assorted sizes, pretty range of designs, values \$1.75, Friday, at, each. \$1.00 All of our strictly pure linen huck towels, also full size

Specials in Drugs and Toilet Goods FRIDAY

bath towels, values 39c; Fri-

day, each29c

25c Colorito Hat Dye at 19c 100 Phenolthalox Tablets at . 25c 25c jar Peroxide Face Cream at 10c 35c Java Rice Powder at 25c Sloan's Liniment at150 All 50c Tollet Waters at 35e 10c Palm Olive Scap at Wellington Combination Syringe at Fountain Syringe Tubing at 23c

PAYS Try HAYDEN'S First