DAVIDGE BLOCK TO THE CONSERVATIVE

Loan Association to Build a New Structure as Soon as the Leases Expire.

CONSIDERATION IS

The Conservative Savings and Lean association has purchased the Pavidge block at the northwest cor- blank upon which I will inscribe my ner of Eighteenth and Farnam streets for a location for the association's permanent headquarters.

Within a year and a half, when the last leases in the Davidge block NEW ADVERTISING AGENCY expire, the Conservative expects to raze the present building to the ground and erect a modern structure snited to its needs.

The price paid was \$240,000. the building to a syndicate organized by the Commerce Trust building. George & Co. One of the conditions imused upon the syndicate by Charles C. George, a vice president and director of pany for over twenty years, was that the association should first have an opportunity of buying the Davidge corner at exactly the price paid for it by the

Decided to Buy.

The Conservative Savings & Loan association owns the building it at present occupies at 1614 Harney streets. This building, Secretary and Treasurer Paul the country. W. Kuhns of the association says, will be kept for the present by the association and will likely be leased to some moves out to occupy its new home. New Financial Center.

Commenting on the Davidge corner as a favorable location for the Conservative, C. C. George said:

The Schlitz corner at Sixteenth and Harney streets sold twice during the year 1915 for \$600,000 and was later leased for ninety-nine years on the basis of 5 per cent net on \$700,000. The old Board of Trade corner at Sixteenth and Farnam streets was purchased by the First southeast corner of Seventeenth and Far- Chicago Automobile show. nam streets was purchased by Mr. Joslyn for \$440,000, and good buildings are ents have made it quite clear to specifications. careful opservers that the corners at able for bank or saving association pur-

Girls Burned in the Brooklyn Fire Well Known Here

Two popular Omaha guests lost their lives in Brooklyn when the residence of the late Casimer Tag, former president of the German Savings bank, was burned early on the morning of February 4. Miss Helen Tag, who, with her sister, Miss Caroline Tag, was one of the six lives lost in the tragedy, was the guest of Mrs. Frederick H. Cole last November. During Miss Tag's week's stay in Omaha she was entertained at home af-fairs by Mrs. B. F. Crummer, Mrs. M. O. rman and Mrs. Nathan Merriam.

The friendship between the family of Mrs. Cole and the family of Miss Tag's mother dates back three generations. The uncle of Miss Tag was Mrs. Cole's godfather and her grandfather and Mrs. Cole's father were army aurgeons in the same corps throughout the civil wa.

Arrested Here for Murder in Kansas City Last Year

John Stewart, colored, about I years of age, was arrested this morning shortly after 9 o'clock while working at the Cudahy packing plant and brought to the e station by Detectives Fleming and Dworak. He is charged with having murferred Maria Johnson, wife of a colored friend who lives in Kansas City. In a assault on the woman Stewart is ed to have inflicted such wounds that she died later, about nine months

Local police were notified as to the identity of Stewart by his brother, whose ame is being withhold. Stewart is being held at the local station as a fugitive from justice awaiting information from Kansas City police.

Charge Flat Rate for Auditorium for

At an informal conference city commissioners decided to amend the Auditorium rental schedule to provide for the alternative of a flat rate of \$400 per evening for wrestling matches, the renter having the option of accepting the present rate of 26 per cent of receipts, with a minimum of 1306. The proposal will be brought up in regular form at the meeting of the council Tuesday morning.

Robbery of Grocery Store Nets Thieves Four Hundred Cash

Banket store No. 2t, 2001 Farnam street. was entered Friday night by thieves, who gained entrance to the place by breaking through a panel of the rear door. The place was ransacked, and, according to Manager G. R. Pearson, 340 in cash and \$100 worth of groceries were

BURLINGTON SETTLES FOR THREE KILLED IN WRECK

dements amounting to a total of \$2,660 have been made by the Burlington railroads for deaths of three persons in an accident near Phillip's crossing, near

Walthill, July 7, 1913. According to stipulations filed in district court, the rational company will pay the to the estate of Emma Benshoof, and 1700 each to the estates of Ethyl and Huzel Benshoof.

Sutton Pays Ten Dollars to Enter the Primary Race

Atraham L. Sutton walked over to the Douglas county court house at 12:55 p. for a car to bring him down town, he young man. m., handed Treasurer Ure a crisp \$10 bill and received therefor a receipt which indicates he will enter the gubernatorial

primary race in April. I am writing to the secretary of state for the necessary name, residence and other biographical information. Then I will return the blank and the treasurer's receipt," state Mr

OPENS IN KANSAS CITY

A new advertising agency was opened r. Kansas City on February 1 by J. F Baxter of the Journal staff. The con cern will be known as the Baxter Adver In December Dr. Hareld Gifford sold tising company and its offices will be in

Mr. Baxter brings to the business fifteen years' experience in advertising work. Half of this time he has devoted the Conservative Savings & Loan com- to the advertising department of the Journal and the balance to that of the Kansas City Star and Kansas papers. During his connection with the Journal he occupied first the position of advertising manager and for the last three years was eastern representative of the This the directors of the Conservative Journal, the Weekly Journal and the decided to do at a special meeting held Missouri and Kansas Farmer. His work has given him a knowledge of newspaper, mail order and agricultural advertising and a wide acquaintance with the larger advertising agencies and advertisers of

The business of the new company will be that of a general agency; it will prepare advertisements and business literaother concern when the association turn for its clients and place advertising in all kinds of publications.

Advertisers and customers profit by the "Classified Ad" habit.

M'CLAREN ENTERTAINS 300 MITCHELL DEALERS

H. I. McClaren, president of the Mitchell-Lewis Motor company of Racine, Wis., was host to over 300 Mitchell National bank for about \$550,000 and the dealers at the Congress hotel during the

These dealers, who have experienced such a profitable season handling "The eventually to be erected on these cor- Six of 16," without exception were anxiners. These sales and contemplated im- onsly desirous of increasing their spring

The assurances of ample reserve stocks Elighteenth and Farnam streets would at the factory by Mr. McClaren and of soon be close enough to the financial excess deliveries in some cases, but full center to make them especially desir- deliveries in all by General Sales Manager O. C. Friend and Chief Engineer J. peace on account of their convenience to W. Bate, was received with great enthe business center and nearness to the thuslasm and applause, for every Mitcheil dealer knew that the experience of laying plans for a big season's business and then not being able to obtain the cars would not be his.

Other talks were delivered by F. W. Pelton, advertising manager; Carl H. Page and George W. Hipple of the Carl H. Page Motors company of New York, Mr. L. A. Pell of the Michell Auto com-

This Year

Demand That the Complexion Bo Made Clear and Clean and Nothing Aids the Skin Like Stuart's Calcium Wafers.

All styles of dress this year make it accessary that every woman remove plinblotches, etc. This condition is brought about by reason of the fact that the colors used and style of hair dress throw the face in a position of prominence that will make pimples, etc., very hideous if they exist.



The impurities arising in the body are thrown off in four ways, through the pores of the skin, lungs, the kidneys and

Stuart's Calcium Wafers will make the blood clean. They will throw open the pores and in only a short time you will find the entire system free from marks of blood impurity.

The fresh, red. rosy hue of the blood Wrestling Matches flowing freely clase to the skin will give you the complexion you desire. Obtain a box from any druggist anywhere. Price, 50 cents.

> Free Trial Coupon P. A. Stuart Co., 323 Stuart Bldg., Marchall, Mich. Send me at once, by return mail, a free trial package of Stuart's Calcium Wafers.

Name.....

Comic Opera

Can Be Purchased at

Music Department. And don't forget the Magic Melody.

Is Robbed of Cash

S. Mandelson, 30:0 wamilton street, re-

Embroideries

was approached by a man who knocked PUTS OUT FIRE HIMSELF him down, broke his nose and then and Diamond Ring robbed him of \$35 in cash and a \$300 diamond ring.

ports to the police that last Wednesday at the time that he was not able to get he was met at the door by the maid, night, at 9 o'clock, while he was out at a very good idea of the appearance of who informed him that there was a fire the end of the Benson car line, waiting the footpad, though he thinks he was a in the furnace room. He called the fire

Mandelson asserts that it was so dark c -- e home from work Friday evening

WITH LOSS OF ABOUT \$500

department and then set about to ex-

MAGNATE DIES SUDDENLY ford, Conn., his former home, KANSAS CITY, Mo., Feb. 5 .- Charles A. Hibbard of Tulsa, Okla., died sud-

tinguish the blaze himself. When the denly at a hotel here today. He was indepartment arrived he had the fire terested in oil projects and insurance in pretty well in hand. The loss was about Okiahoma. Mr. Hibbard was a brotherin-law of Paul Morton, former secretary of the navy. He is survived by a daughter and a brother, H. S. Hibbard of Hart-

Read The Bee Want Ada, It pays!

27-Inch Swiss Baby

Flouncings

Miss Strange here another week-Free lessons in knitting and crocheting, using Fleisher's yarn.

-18-Inch Corset Cover and Skirt 15c

BRANDEIS STOR —In ruffled and hemstitched designs. Some suitable for skirt flouncing; regular 59c values, yard...39c

A large corps of buyers from Brandeis Stores is now in the east, purchasing enormous quantities of merchandise for distribution this year. Merchandise of nearly all kinds is becoming very scarce, and prices going up. Our buyers have the advantage over others, however, for they can lay spot cash on the counter and secure concessions and special favors which would be granted in no other way. Advice from our buyers indicate a most satisfactory outlook for this store; that our customers will obtain certain very definite advantages this year, chief of which will be lower average prices for merchandise of standard quality in spite of restricting conditions. New goods are now arriving daily, much of which is ready for inspection. Soon there will be much of the new to talk about.



-The foremost materials are Taffetas, figured and plain, Gros de Londres, Crepe Meteor, Charmeuse and Georgette. There are also many marvelously beautiful combinations in two-toned as well as plain taffetas made up with georgette.

-In the matter of trimmings, Gold Laces are featured. There are also Band Trimmings. Attention has been paid to collars, some very smart ones being made of taffeta, hand-embroidered.

-This very briefly describes the hosts of smart new styles which we are now showing in a bewitching array of enticing models, at-

\$19 - \$25 - \$35 and \$65



Silk Specials

carry the most complete line in the west-seventy shades to select from. Extra \$1.50 good weight. Per yard...... -Our New Striped Shirting Silks are here and

we are prepared to show you one of the most beautiful and comprehensive lines ever 98c shown here. Specially priced, yard.... -Chiffon Taffetas predominate, Fifty different

colors to select from; 36 inches wide; splendid weight, soft finish. Special \$1.25 yard -36-Inch All-Silk Suiting Faille, extra good

weight, soft finish; in the new-spring shades. Special Monday, yd. \$1.69 firm, will launder perfectly; all colors. Should the yard Special Monday. \$1.19

-36-Inch Black Chiffon Taffetas for suits and dresses; extra good weight, soft finish; 98c should sell for \$1.50. Special, yard.

Early Spring Blouses

-In looking over some new blouses just received by us we are impressed by the high point reached by designers and makers in original and individual effects.

-Among the smartest of these new blouses are many tailleur modes, very effective black and white and colored stripe tub silks. The prices of these are \$5.00 and \$6.50.



-Another special group includes blouses of Georgette Crepe in plum, rose and white with collar and vestee of striped silk, the latter making a marvelously smart appearance. There are also inner collars and cuffs of organdie, yoke and sleeves hemstitched. Price, \$6.50.

-We also have new Georgette Blouses in flesh and white with bead smocking on the shoulders-very attractive, selling for \$5.98.

Rug Specials

Owing to an overstock on size 8-3x10-6 rugs, we are making a sweeping reduction on all grades for Monday's selling. These regular goods and running patterns.

Rugs, regular \$20.00 values.... \$15.75 -8-3x10-6 Royal Axminster -8-3x10-6 Hartford Axminster \$16.75 -8-3x10-6 Bigelow Wilton Rugs, \$24.98 regular \$33.00 values -8-3x10-6 Hartford Royal Irans, \$32.50 regular \$40.00 values -8-3x10-6 Hartford Kerman Rugs, regular \$55.00 values.... \$44.00

-Size 18x30, regular price \$1.50.....\$1,20 -Size 22x36, regular price \$2.50......\$1.75 Bissell's Vacuum Sweepers

Coco Door Mats

Are the Best -Grand Rapids \$7.50 -Every Sweeper absolutely guaranteed.

"Non-Krush" Linen

"Non-Krush" Dress Lin-

en. Non-Krush has a new

soft finish that produces

a soft silky surface and

eliminates crushing and

creasing. Woven from spe-

cial yarns and treated by

an exclusive process. In

white and all the wanted

Just received our first shipment of

NON KRUSH

Sheets, Sheeting, Slips, Dress Prints, Wash Fabrics, White Goods

Heavy Linen Finish Sheets and Slips. Extra Heavy Linen Finish Bleached Sheets

One of our regular staple brands, none better made for domestic and hotel use; strong and durable; 3-inch hems, ready for use. All

72x90-In. 72x99-In. 81x90-In. 81x99-In. 65c Ea. 65c Ea. 69c Ea. PILLOW SLIPS.

-The Genuine American & Simpson's Dress

Prints, all the choice designs and colorings.

Full bolts, hundreds to select 43/4c from, on bargain square, yard.... 43/4c

—The Genuine Red Seal Dress Gingham, all

the wanted blue and white, pink and white

checks and stripes and pretty plaids;

lengths to 15 yards; regular 121/2 9c quality, Monday, yard......9c

-Best Grade Amoskeag Outlings, mostly dark colorings; flannels that

are sold wholesale today at the

price we are asking Mon. 71/2C day. Our 10c grade, yard. 71/2C —36-Inch Durham L. L. Brown Sheetings, well known staple cot-

ton, easily bleached and laundered;

"Dwight Anchor" Pillow Tubing, beautiful quality, linen finish; per-

fect bleach. Regular 20c

42x36-Inch. 11/2c Each.

45x36-Inch. 121/2c Each. In the Main Floor, Wash Goods Section

-First showing of Fine New Crisp Wash Fabrics, in Imported and domestic materials—beautiful 1916 creations in all the latest fabrics and designs. We solicit your inspection. -Embroidered Voile on white and tinted grounds; 36 and 40 and novelty designs; 40 inches wide.

standard count, neat dots and figures; light -Beautiful Mercerized Dress Poplin, high

-36-Inch Best Quality Dress Percale, full inches wide. Per

-Sport Skirting in the latest cretonne effects, for sport skirts and suits; 36 yard50c

-36-Inch Bleached Muslin, extra fine quality, soft finish. One of our regular staple brands; 9c value,

off the bolt, yard......6c

shades. Name stamped on sel- 79c vage; 36 in. wide. Monday, yd...

"Non-Krush" Dress Linen Sold Exclusively by Us.

(20 yards to each customer.)

White Goods Specially Priced for Monday -Large Assortment of New | -Small Lot of Remnants of

Sheer White Novalties, such as Novelty Flaxon, Corded and Checked Voile, Jacquards, Checked and Striped Flaxon, Cluster Cords, etc.; 36 25c and 40 inches wide.. 25c 45-Inch Heavy Round Thread

white Irish Linen, Monday, yard...... 85c bleached and snow white. Special, yard. 79c

Embroidered White Novelties accumulated from our January sale; from 1 to 4-yard lengths, 40 and 45 inches wide To close Monday, yd. 50c -90-Inch White Linen, grass

-White Crepe for Undermuslins, 27 inches wide. Yard

-Imperial Longcloth, soft finish for undermuslins; contains no filling; 36 inches 98c wide, 12-yard bolts... White Novelty Gabardine for skirts and suits, 36 inches Special, 35c wide. Special,

-Apron Gingham, best grade, fast indigo dye. All the wanted small, medium and broken checks. Our Monday, yard 61/2C 36-Inch Comforter Cretonne, beautiful quality and printings, highly mercerized finish; full bolts, reg-Yard 81/2c ular 101/20 quality. -32-Inch White Shirting Madras, best grade, elegant wearing quality, neat designs for waists, 10c shirts, etc; 15c value, yard. 10c

—A big assortment from which to choose at prices to fit every

-Unique cut-out designs. More artistic and attractive than

-Popular fiction and beautiful gift books make most acceptable Valentines.



Latest Victor-Victrola XI

-Victor-Victrola XI has all of the latest and best features of the higher priced Victor Victrolas, including:

Automatic Stop Tilting Motor

Improved Tone Chamber Horizontal Shelves for

holding record albums. -Our assortment is fully complete. Monday will be a good time to select the case that will match your furniture. Our Record Service Nearest Perfection.

Victrola Dept., Pompeian Room.