

Voiland Assures Clothiers 1923 Is Prosperous Year

National Association President Says Need Is to Restore Government to Economical Basis.

The greatest need of this country today is to get rid of the 'snake doctors' in congress and inject more business methods into the government's program. This was one of the declarations of Fred Voiland, president of the National Association of Retail Clothiers, in addressing the Nebraska branch of that organization at Hotel Fontenelle Wednesday afternoon.

The politicians hate the budget and will get rid of it if they can. Its establishment was the first sign of sanity that congress ever displayed, but it has lasted just a year. What we need to do is take up the fight from there and carry it on.

Sees Prosperity Ahead.

The retail clothier can be assured that 1923 will be a prosperous year. Every barometer of trade points to that.

Mr. Voiland said that whereas 10 years ago the French invasion of the Ruhr would have caused a financial panic in this country, it actually failed to cause a ripple. "The reason for this," he declared, "is because this country is financially, commercially and morally sound. Our country is strong, and the reason it is strong today is because it will not tolerate another war, in this country or anywhere else."

Mr. Voiland touched upon the effects that co-operative and chain stores are having on the retailer and said: So long as the American retailer is able to justify his existence by the giving of service and leadership that are finally written into citizenship his plate is secure. There need be no fear of displacement by chain stores or any other form of distribution because the retail trade, when saturated with service and leadership, is, after all, the highest form of co-operation.

Win Women's Trade, Advice.

Mr. Voiland told the clothiers that by neglecting the women's trade they are losing a lot of business. He said the American woman is the smartest buyer on earth and that she has a memory that cannot be beat. "She may be fickle in her heart affairs," he said, "but she is not fickle when it comes to buying." He declared that women are going more and more in for things that men wear, and that the clothier who fails to cater to them properly is losing a big opportunity.

Auto Revolutionizes Trade.

C. C. Parlin of the Curtis publications, Philadelphia, told the clothiers that the automobile has revolutionized merchandising in small towns, that the country store no longer can carry what it thinks the farmer wants, but that which the farmer knows he wants. He said that 82 per cent of the farmers in this country own automobiles and that for this reason they are independent of the store upon which formerly they had to depend.

Attend Catfish Dinner.

The clothiers and their wives and daughters were the guests last night of Omaha manufacturers and wholesalers at a catfish dinner and entertainment in the Burgess-Nash tearoom.

Addresses today will be delivered by Thomas C. Byrne, president of the Byrne-Hammer Dry Goods company, and John A. Swanson, president of the Nebraska Clothing company. Election of officers will be held and tonight the delegates will be entertained at Hotel Fontenelle with a vaudeville show and boxing match.

New Warrant to Be Fought by Rum Prisoner's Lawyer

The much debated issue as to whether or not a policeman is a state officer raised its head in municipal court yesterday when Sebastiano Battaglia, shoemaker, 622 William street, appeared to answer a charge of illegal possession of liquor.

Battaglia was arrested Tuesday by Police Sergeant Frank Williams on a new form of warrant devised by County Attorney Henry Beal and City Attorney Dana Van Dusen, signed by Williams himself.

The new warrant was devised when Governor Bryan refused to sign Williams' appointment as deputy state sheriff. They assume that police officers are vested with state powers.

To this interpretation, Battaglia's attorney objected, and moved that the evidence be ruled out.

Judge Patrick fined Battaglia \$100 and fixed an appeal bond at \$300. Battaglia's attorney declared he will fight the issue through district court.

Committee Chairmen for Park Celebration Chosen

Committee chairmen of the Fontenelle Park Celebration association have been announced for this year as follows: H. C. Timme, chairman of the day; P. H. Steyer, finance; Wade Gorman, sports and athletics; R. H. Fries, membership; C. H. H. Timme, fireworks; W. J. Norman, program and printing; H. Hobart, prizes; Roy P. Fleisher, concessions; A. H. Werner, music; C. W. Showalter, publicity; W. J. Easton, commissary; O. M. Olson, welfare; and C. L. Dalbey, decorations.

Army Needs Five Men to Serve in Philippines

Here's a chance to escape zero weather. Sergt. Wilmer Blackett, in charge of the recruiting station, has received a requisition for five men for service in the Philippine Islands. These men may board a south-bound train immediately after being enlisted and sail for the tropics on February 24 from San Francisco.

City Prosecutor Made Attorney for Defendant

George C. Broderson, 7624 North Twenty-eighth street, was arrested Tuesday night on a charge of embezzlement. His family was in want and the police sent him home the same night with a basket of provisions.

When Broderson appeared in court yesterday, City Prosecutor Dennis O'Brien was appointed legal representative of the defendant. He will investigate Broderson's contract with Maurice Freidman, 1114 South Twenty-fifth street, on whose complaint Broderson was arrested.

Attorney O'Brien states that breach of contract probably will be the only charge against the defendant.

Alleged Parole Violators to Be Turned Over to Sheriff

Max Wood and William Bryant, 619 South Twentieth street, arrested Tuesday by detectives for investigation, will be turned over to Sheriff George McClain of McCook, Neb., as parole violators.

A THREE DAYS' COUGH IS YOUR DANGER SIGNAL

Chronic coughs and persistent colds lead to serious lung trouble. You can stop them now with Creomulsion, an emulsified creosote that is pleasant to take. Creomulsion is a new medical discovery with twofold action: it soothes and heals the inflamed membranes and kills the germ.

Of all known drugs, creosote is recognized by the medical fraternity as the greatest healing agency for the treatment of chronic coughs and colds and other forms of throat and lung troubles. Creomulsion contains, in addition to creosote, other healing elements which soothe and heal the inflamed membranes and stop the irritation and inflammation, while the creosote goes on to the stomach, is absorbed into the blood, attacks the seat of the trouble and destroys the germs that lead to consumption. Creomulsion is guaranteed satisfactory in the treatment of chronic coughs and colds, bronchial asthma, catarrhal bronchitis and other forms of throat and lung diseases, and is excellent for building up the system after cold or the flu. Money refunded if any cough or cold, no matter how long standing, is not relieved after taking according to directions. Ask your druggist, Creomulsion Co., Atlanta, Ga.

ADVERTISEMENT.

PAIN GONE! RUB SORE, RHEUMATIC ACHING JOINTS

Stop "dosing" rheumatism. It's pain only. St. Jacobs Oil will stop any pain, and not one rheumatism case in fifty requires internal treatment. Rub soothing, penetrating St. Jacobs Oil right on the tender spot, and by the time you say Jack Robinson—out comes the rheumatic pain and distress. St. Jacobs Oil is a harmless rheumatism liniment which never disappoints, and doesn't burn the skin. It takes pain, soreness and stiffness from aching joints, muscles and bones; stops sciatica, lumbago, backache and neuralgia.

Limber up! Get a small trial bottle of old-time, honest St. Jacobs Oil from any drug store, and in a moment you'll be free from pains, aches and stiffness. Don't suffer! Rub rheumatism away.

ADVERTISEMENT.

Skin Ablaze with Eczema

Constant Itching Almost Unbearable!

We know there is one thing that stops eczema, and that is more red-blood-cells! S. S. S. builds them by the million! We know that night follows day. Both are facts! But have you, eczema sufferers, ever actually taken advantage of this wonderful fact? Thousands just like you have never thought about it! Skin eruptions, eczema with all its fiery, skin-digging tortures and its soul-tearing, unbearable itching, pimples, blackheads and boils, they all pack up and go, when the tide of blood-cells begins to roll in! Blood-cells are the fighting-giants of nature! S. S. S. builds them by the million! It has been doing it since 1859! S. S. S. is one of the greatest blood-cell builders, blood-cleansers and body-builders known to us mortals! When you put these facts together, then to continue to have eczema and skin eruptions looks more like a sin than a disease. Mrs. Arthur N. Smith, Pearl St., Newark, Ohio, writes: "My little girl had a very bad case of eczema. She began taking S. S. S. and I tell you, I thank you very much, for I know it is O. K."



Here is your opportunity. S. S. S. contains only vegetable medicinal ingredients. Because S. S. S. does build red-blood-cells, it rids rheumatism, builds firm flesh, fills out hollow cheeks, beautifies the complexion, builds you up when you are run-down. S. S. S. is sold at all drug stores, in a tin than a disease. Mrs. Arthur N. Smith, Pearl St., Newark, Ohio, writes: "My little girl had a very bad case of eczema. She began taking S. S. S. and I tell you, I thank you very much, for I know it is O. K."

S.S.S. makes you feel like yourself again

Profitless selling starts when doors open Thursday morning. This sale is store-wide, every department participating. While it is the intention to unload all winter merchandise, we also intend giving our thousands of customers the benefit of our spring purchases that are now arriving daily.

HAYDEN'S FIRST

"NO PROFIT" SALE

Starts Thursday, Continuing 10 Days

Starts Thursday, Continuing 10 Days

5 Great Lots—O'COATS

Buy Them Starting Thursday
"Cost and Less"
O'Coats That Cost \$15.00
Sale Price—at \$15.00
"No Profit"



O'Coats That Cost \$22.50 "No Profit" \$22.50

Hart Schaffner & Marx
O'Coats Three Lots at Cost

H. S. & M. Over-coats—Cost \$27.50, at	\$27.50
H. S. & M. Over-coats—Cost \$34.00, at	\$34.00
H. S. & M. Over-coats—Cost \$51.00, at	\$51.00

Buy Silks During This Sale at No Profit

Silks and Woolens at "No Profit"—Thousands of yards new, crisp Dress Silks in our Annual No Profit Sale. Day's silk section

Silk Radium—36-inch, in black, navy, ivory, orchid, flesh, pink, rose, tan and Copenhagen, for underwear, shirts, draperies, etc.; cost \$1.00; sale price \$1.00

Poirot Twills—Finest quality in black, navy and brown; 54 inches wide; all wool; cost \$2.35; sale price, \$2.85

Genuine Imported Pongee—12-Notionale; first quality; government stamped; natural color; for draperies, shirts, dresses, etc.; none to dealers; no C. O. D.'s; no M. O. D.'s; cost \$1.00; sale price, \$1.00

Charmeuse Satin—Double fold, All-silk Charmeuse; permanent finish; in black only; cost \$1.48; sale price, per yard \$1.48

Canton Crepes—The finer grades; heavy all-silk, 40 inches wide; full line of colors; also black; the season's leading crepe fabric; cost \$2.20; sale price, yard \$2.20

Printed Crepe de Chines—In light and dark grounds; for spring and summer dresses, blouses, etc.; fine quality; cost \$2.35; sale price, yard \$2.35



Selling Suits At "No Profit"

Men's Suits—Cost \$15.00, special at..	\$15.00
Men's Suits—Cost \$27.50, special at..	\$27.50
Men's Suits—Cost \$33.50, special at..	\$33.50

MEN'S TWO-PANT SUITS
Cost \$22.50, sale price \$22.50

Selling Pants At "No Profit"

Men's Pants—Cost \$2.50, special at.....	\$2.50
Men's Pants—Cost \$3.15, special at.....	\$3.15
Men's Pants—Cost \$4.15, special at.....	\$4.15

TWO LOTS GABERDINES
\$15.00, \$18.00

PLEASE REMEMBER—THE "NO PROFIT" PRICES DO NOT APPLY TO EVERYTHING—WATCH FOR THE ADVERTISED SPECIALS

Mothers Buy Your Boys' Wear at Cost

Two-Pant Suits

300 Suits for boys; fancy wool mixtures and corduroy with two pairs of lined knicker; sizes 8 to 16 years; cost \$6.00; sale \$5.98

Wash Suits

400 Boys' Wash Suits including long and short sleeve; clever style combinations; two-toned effects; sizes 2 to 8 years; cost \$1.00; sale... \$1.00

Boys' Hats and Caps

About 600 Hats and Caps for boys; in the Annex; cost 35c; sale 25c

Winter Caps

Boys' High Grade Winter Caps; every imaginable shape and color; all sizes; cost 75c; sale 49c

Men's Headwear

About 500 Soft Felt Hats and Cloth Hats; all colors, all styles; cost \$1.75; sale \$1.65

Men's Caps

All the Men's Fine Winter Caps, lined with real chamois skin; all sizes; cost \$1.65; sale \$1.65

Selling Thousands of Shirts and Ties at No Profit

Replenish Your Shirt Stock for a Year

Selling "At Cost" and Less

Dress Shirts

Men's Fine Madras and Silk Stripe Shirts, collars to match; attached and neckband styles; in plain colors and stripes; all sleeve lengths; all sizes; cost us \$1.50 each; No Profit price, each, \$1.50

Men's E. & W. Shirts

1,000 Men's E & W Shirts, in madras and percales; all sizes 14 to 18; cost us \$1.50 each; sale price, each, 89c

Men's New Spring Ties

At No Profit Sale

1,500 Men's Sil Fiber Grenadir Ties—All ne shades, in lace and cathedral weaves; an immense selection to choose from; cost us 35c each; our no profit price, 35c

Selling Cotton Goods At "No Profit"

Printed Flannelette—36 inches wide; house dress fabric; the best quality; cost 19c; sale price, special 19c

Bathrobe Flannel—Best Beacon grade; 56 in. wide; cost 67c; sale price, yard 67c

Black Satene—36 inches wide; mercerized satin finish; cost 35c; sale price, yard 35c

Batiste—In plain colors; 40-inch Wamsutta quality; cost 33c; sale price, yard 33c

Selling Spreads, Etc. At "No Profit"

Krinkle Dimity Bed Spreads—Full size, 11x90; cost \$1.90; sale price \$1.90

White Nainsook—In best foreign finish; 36 in. wide; cost 25c; sale price, yard 25c

White Voiles—In fancy stripes; 36-inch fabric; cost 27c; sale price, yard 27c

Renfrew Madras Cloth—For shirts; 36 in. wide; cost 23c; sale price, yard 23c

NOT EVERYTHING IS SELLING AT "NO PROFIT" PRICES, BUT SOMETHING FROM EVERY DEPARTMENT OF THE STORE

Thousands of Pairs of Curtains AT NO PROFIT PRICES



Ruffled Curtains—Plain marquisette and barred voiles; good materials and workmanship; with the backs; cost \$1.09 pair; sell at, pair \$1.09

Cretonnes—In all colors; in wide range patterns; dark and light effects; cost 21 1/2c yard; sell at, yard 21 1/2c

Figured and Plain Silkoline—In extra fine quality; all wanted colors; cost 22c yard; sale price, yard 22c

Plain Madras—Repps and satin-finished stripes, in rose, mulberry and blues; cost 35c yard; sell at, yard 33c

Figured Madras—in various colors; 26-inch wide; cost 47c yard; sell at, yard 47c

Marquisette Curtains—Trimmed with neat lace edges and silk hemstitched; cost \$1.85 pair; sale price, pair \$1.85

Imported Cretonnes—In good selection of patterns; cost 72 1/2c yard; sell at, yard 72 1/2c

Cretonnes—Extra large selection of beautiful Cretonnes; all choice designs and colorings; cost 29c yard; sell at, yd. 29c

Ruffled, Dotted Marquisette and Swiss Curtains—Fine quality complete with tie back; cost \$1.69 pair; sell at, pair \$1.69

Fringed Panels—Plain marquisette trimmed with cream and black fringe; cost 87c each; sell at, each 87c

Shoe Dep't Offers No Profit Specials From Day to Day

One-strap Slipper Black kid, hand turn 1-strap Slipper with rubber heel; flexible sole; cost \$2.95; now \$2.95

Dress Oxfords Black kid, turn sole with stock tip; Dress Oxford; steel arch; cost \$4.95; our sale price, \$4.95

Genuine Martha Washington Shoes, \$3.85

Think of Buying Eatables at No Profit in Thursday's Sale

Fruits, Etc. At No Profit

Fancy Navel Oranges, per doz. 18c

Choice Wagner Apples, per box \$1.39

15-oz. pkg. Seedless Raisins for 14c

Bon Ton Brand Package Flgs, pkg. 8 1/2c

Cape Cod Cranberries, per lb. 10c

3 lbs. for 25c

Fancy Ripe Tomatoes, 3 lbs. for 25c

Cake Pan Froe with 2 pkgs. Instant Swansdown Cake Flour at 25c

McDonald's Roof Garden Sweet Chocolate, 1/2-lb. cake, less than cost 15c

CANNED GOODS AT NO PROFIT

Navy Beans, No. 1 hand-picked Michigan, 1 lb. for 25c

100 bags fancy Blue Rose Rice, per lb. 7c

200 cases Fancy Maine Corn, no better grade sold, per doz. cans \$1.75

150 cases 16-oz. Pure Food Preserves, per dozen \$2.35

10 doz. No. 10 Fancy Prunes, doz. cans \$7.50

125 cases No. 2 1/2 California Peaches in heavy cans, per doz. cans \$2.35

300 cases Wilson and Elkhorn Milk, per doz. cans \$1.20

200 cases 8-oz. Pkgs. Washing Powder, per dozen pkgs. 45c

100 cases 12-oz. cans Rumford Baking Powder, per can 20c

2,000 lbs. Hayden's De Luxe Coffee (no better coffee sold), 2 lbs. for \$1.15

1,500 lbs. Diamond H. Coffee, special value, 3 1/2 lbs. for \$1.15

1,000 lbs. Famous Santos Coffee, special value, 3 lbs. for \$1.15

48-lb. Sack Hayden's Diamond H. Flour \$1.69

48-lb. Sack Blue Bell Flour \$1.58

Market Goods At No Profit

Pig Park Chops, per pound 15c

Steer Sirloin Steak per pound 17 1/2c

Pure Rendered Lard, pound 12 1/2c

Sugar Cured Lean Bacon, pound 21c

Fancy Tub Creamery Butter, pound 46c

Guaranteed Strictly Fresh Eggs, special, per dozen 33c

Wilson or Rex Nut Oleomargarine, lb. 20c

Fancy Swiss Cheese, pound 38c

Heinz Large Bottle of Tomato Ketchup, 25c

NEW BAKERY

We have recently installed an entirely new Baked Goods Department; all the best to be had; under new management.