

Coal freight rates to Omaha run from $331 / 3$ to 41 per cent of the
retail selling price per ton of coal.

## THE ASSOCIATED RETAILERS of OMAHA

Talk with your retail coal dealer-usk him for the facts about his costs-he thing' you may wish to know. There are no secrets.

Seventy-two per cent of the price of a ton of coal at the mines goes to pay mine labor

There are but few exceptions in all the coal sold in Omaha where the freight per ton is not greater than the mine price of a ton of coal.

Anthracite Coal from Pennsylvania costs $\$ 8.60$ loaded in the freight cars at the mine. The freight on this car per ton is $\$ 8.95$. In this case Pennsylvania Anthracite Coal laid down in Omaha costs more than 81 per cent of its Omaha selling price.

Other coals are sold on similar margins by Omaha vetailers, yet the retailer has to pay for handling of distribution, credits, selling expense and absorb the loss by shrinkage. Consider the narrowness of this margin, and consider, too, that the coal industry is not a twelve-month-peryear business.


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Monday's Sales of Silks and Velvets
Featuring the Wanted Colorings and Weaves in the Textures in Demand for

| Canton | Silk | Silk |  |
| :---: | :---: | :---: | :---: |
| Crepes | Duvetyne | Crepes | Velvets |
| \$2 $\underline{\underline{65}}$ - $^{\text {a }}$ | ${ }^{\text {s }}$ 3 50 | ${ }^{\text {S }} 3{ }^{65}$ |  |
|  | \% | vime | 5anmex |

Replenish Your Bedding Needs in Monday's Sale


Furniture Savings for Monday

| $\begin{gathered} \$ 185 \\ \text { Genuine Walnut } \\ \text { Dining Room } \\ \text { Suite } \end{gathered}$ |  | $\$ 195$ Cane Davenport Suite $\$ 137.50$ |
| :---: | :---: | :---: |
| 8 Pieece $\$ 138.50$ | $1 \text { \|he }$ | \$137.50 |
| Queen Anne period designs. The Buf- | 50em | The Daven port |
|  | $1{ }^{20}$ 3 Piece |  |
| cesmater | \$200 3-Piece Tapestry and |  |
|  | \$112.50 |  |
| pest |  |  |
| \$138.50 | loose, spring-filled cus | \$137.50 |


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Hardw're and House Furnishings

69 c
so vande toter
90 c


2.25
$\$ 1.19$

