

Smoke Damages Vogue Contents

Fire Wall Prevents Spread of Flames From Brown Block Basement.

The entire contents of the Vogue ready-to-wear store at Sixteenth and Douglas streets was damaged by heavy clouds of smoke from a blaze which started in the basement of the Brown block.

A heavy brick fire wall prevented the flames from finding their way into the Vogue shop.

The fire started in a pile of smoldering ashes in the basement of the Brown block, but was confined to the ash room because of the heavy brick walls which separate that room from the remainder of the establishment. This wall kept the flames from spreading and also eliminated damage to the Vogue stock by water.

Smoke, however, crept into the retail store and damaged the entire stock. The receiving and stock rooms of the store adjoin the Brown block basement and in these rooms were stored the new spring stocks which had just been received following purchases made in New York by Sam Newman, manager of the store.

The loss is fully covered by insurance. The store will be closed temporarily while the full extent of the loss is determined.

Omaha Undertaker Has New Policy of Service

New policy of service has been announced by Leo Hoffmann, owner of the Hoffmann funeral home.

Hereafter, according to announcement, funerals will be conducted at his establishment for a fixed price, to include all details.

He stated that he had arrived at the decision from a careful perusal of figures compiled during four years' use of an efficient accounting system, which brought home to him the fact that the essential factor in funeral directing is service rather than material.

Mr. Hoffmann recently announced that he would furnish his service without charge to any deserving family rendered destitute at time of death.

Rohrs Rites Monday.

Funeral for J. H. Rohrs, 2112 Locust street, who died of heart disease Thursday while backing an automobile, will be held Monday afternoon at 2 at the Crosby-Moore funeral home. Burial will be in Forest Lawn cemetery. The Masonic lodge will have charge of the services.

Combing Won't Rid Hair of Dandruff

The only sure way to get rid of dandruff is to dissolve it, then you destroy it entirely. To do this, get about four ounces of ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips. Do this tonight and by morning, most if not all, of your dandruff will be gone and two or three more applications will completely dissolve and entirely destroy every single strand and trace of it, no matter how much dandruff you may have.

KALIS LAKATIVE

FLU-CAPS

for colds, grip and influenza

A strictly meritorious remedy that has proven of inestimable value in combating all sorts of colds in head or chest. They quickly break up colds and grip and prevent the "flu." **Get a Box at Your Druggist**

OUCH! LUMBAGO!

RUB PAINS FROM SORE, LAME BACK

Back hurt you? Can't straighten up without sudden pain, sharp aches and twinges? Now listen! That's lumbago, sciatica, or maybe from a strain, and you'll get relief the moment you rub your back with soothing, penetrating St. Jacobs Oil. Nothing else takes out soreness, lameness and stiffness so quickly. You simply rub it on your back, and out comes the pain. It is harmless, and doesn't burn the skin.

TIME-TESTED

Health and vigor must be sustained every day. Help your body keep up with the wear and tear—take SCOTT'S EMULSION

It is the time-tested tonic that for fifty years has sustained strength for thousands.

Leaders of Clothiers and Men's Apparel Joint Meet



H. A. Darcy, Ralph K. Towle, Agnes Britton



Irving S. Paul, Will Wolfe, Ray Kamen

Here are some of the persons who will figure in the joint convention of the Nebraska Retail Clothiers' association and the Men's Apparel Club of Nebraska to be held February 12, 13 and 14. Ray Kamen of Omaha is director of publicity of the Men's Apparel club, and H. A. Darcy is president. William Wolfe of Neligh, Neb., vice president of the Nebraska Retailers' association, has been acting president of the organization since the resignation of R. E. Wilson of Omaha. Ralph K. Towle of Omaha is secretary and treasurer of the association. Irvin S. Paul, chief of the domestic commerce division of the bureau of foreign and domestic commerce, Washington, D. C., will address the convention. Agnes Britton, Omaha dancer and producer of the musical revue which bears her name, will feature the entertainment program.

American Beauty to Be in Omaha Thursday



Miss Norma Niblock, proclaimed the first beauty of America at the Madison Square garden contest, will be in Omaha Thursday, the guest of the toilet goods department of the Brandeis store.

Experimental Farm Planned

Spokane, Wash., Jan. 26.—Peter Verigen, head of the Doukhovnik settlements in Canada, is here to consult with immigration officials in preparation for the establishment of an experimental farm in Lane county, Oregon.

Lord Mayor of Cork Resigns

Cork, Ireland, Jan. 26.—Lord Mayor Donald O'Callaghan has resigned. He is an ardent republican, but has been absent from his official duties for a year, so the Cork city council recently decided to withhold his salary.

Revival Meetings

Old fashioned revival services are being held nightly at 7:30 at Anybody's Mission, 1616 Chicago street. Speakers are Rev. W. Hahrens, Rev. Floyd D. Daniels and Rev. C. G. Sturberg.

Audubon Baby Dies

Joan Herbert, five-month-old daughter of R. L. Herbert of Audubon, Ia., died Thursday at an Omaha hospital. The body was taken to Atlantic, Ia., for burial.

Foresters Plan Dance

St. Regis Catholic Order of Foresters, Court No. 926, will hold a dance Monday night at St. Francis hall, Thirty-second and K streets.

Technical High Presents Play

A young English army officer, who is financially heir to an estate, is helping himself pay his own debts, is the situation in "Captain Letterblair," play of the December graduating class of Technical high school, presented in the school auditorium, Friday night.

Big Sale Is Planned by Furniture Store

"For our 31st annual sale Orchard & Wilhelm company is laying plans for a most unusual selling event," said E. L. Holland, advertising manager of the company.

Omaha Yellow Cabs Travel 60 Times Around the World

Omaha Yellow Cabs in 1923 traveled 1,500,000 miles, equivalent to 60 times around the world. This report was made by Sam Houser, president of the Yellow Cab and Baggage company, at the annual meeting held this week.

25th Wedding Anniversary

Mr. and Mrs. William Johnson, 2325 South Twenty-first street, observed their 25th wedding anniversary Friday evening. They were given a silver service by the following guests: Mr. and Mrs. J. E. Fritz, Fred Henningsen, F. P. Hearty, Forest Rhyno, Carl Clements, Edward Eiseasser, Charles Hoffman, Walter Ekebaert, O. F. Hussmann, Herbert Baldwin, Henry Bird, Louis Bird and James Metelja and Messrs. Walter Bird, George Nix of Cheyenne and Louis Rasmussen.

Lion Bonding Case Delayed

The case of E. R. Gurney and other officials of the Lion Bonding company will be heard in federal court February 18 instead of February 4, was the announcement made Saturday morning by United States Attorney J. C. Kinler.

Newkirk Returns to Private Law Practice



Lee Ross Newkirk, for the last four years attorney for the Omaha Trust company, has resigned in order to return to the general practice of law. He will be associated with Attorneys James E. Hilt and George W. Pratt.

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Music to Feature Program at Community Center Meet

Pupils of Frank Mach and the Dan Hibby orchestra will feature the program of the West Leavenworth Community center Monday night January 23. The program will be in charge of Mrs. William Faulkner.

To Command Company A

Capt. David Loring, who was formerly stationed at Council Bluffs, has been put in command of Company A at Fort Crook, Neb.

State Clothiers Will Meet Here February 12-14

Retail Association and Men's Apparel Club to Hold Three-Day Joint Session.

Three hundred Nebraska clothiers are expected to attend the joint convention of the Nebraska Retail Clothiers' association and the Men's Apparel club of Nebraska in Omaha February 12, 13 and 14, at Hotel Fontenelle.

Mayor Dahlman will open the convention with an address of welcome to the delegates.

Among the speakers will be Irving S. Paul, chief of the domestic commerce division of the bureau of foreign and domestic commerce at Washington; W. W. Wachtel, advertising manager for the Loose-Wiles Biscuit company of Kansas City; Berger Clapp, special representative, and Bert Ober, vice president of the National Association of Retail Clothiers and Furnishers.

Entertainment features will be in charge of the Apparel club, Wednesday night, February 13, all delegates will be given a banquet in the ballroom of Hotel Fontenelle by the Manufacturers' and Jobbers' association of Omaha and Thursday night the clothiers will be guests of the Apparel club at a banquet at the Brandeis restaurant. Feature of the banquet will be 30 acts of vaudeville, headed by a spectacular musical revue headed by Agnes Britton of Omaha.

Reduced railroad fares to Omaha on all lines have been arranged by Ralph K. Towle, secretary and treasurer of the Nebraska Retail Clothiers' association. More than 100 lines of national advertised apparel will be displayed at the convention.

Officers in Charge.

Officers of the clothiers' association are William Wolfe of Neligh, acting president; Ralph K. Towle, Omaha, secretary and treasurer; and Fred H. Barclay, Pawnee City, national director.

Officers of the Apparel club are:

H. A. Darcy, president; D. A. Sonne-land, Omaha, secretary and treasurer; James Sarbach, Nebraska City, national director; and Kay Kamen, Omaha, director of publicity.

Program of the convention follows:

12 A. M.—Registration of members, meals and refreshments.

Monday, February 12

10 A. M.—Executive session.

Tuesday, February 13

10 A. M.—Executive session.

Wednesday, February 14

10 A. M.—Executive session.

Department Heads New Woman's Shop



Burbon & Co., Omaha's newest store for women, announces its opening date as February 1. The store is under the management of two Omaha young men, Leslie Burkenroad and Joe Bonoff.

Five departments are included. Women's ready-to-wear clothing is under the direct management of Burkenroad and Bonoff. The military department will consist of the O-R-O line of hats. A completely equipped beauty parlor will occupy the southern side of the store.

Miss Constance Helgren will have charge of the blouse, sweater, hosiery and underwear department. Mrs. Ophelia Adair Titsworth will be Miss Helgren's assistant.

B. G. Turley will manage the shoe department. He comes to Omaha from St. Louis, where he was connected with one of the largest shoe houses.

Rebeka Kammerer will be in charge of the neckwear, leather goods and jewelry. She has had several years of experience in managing similar departments in Omaha stores. The line will include fancy novelties of all kinds for women.

Communist Plot in Germany Bared

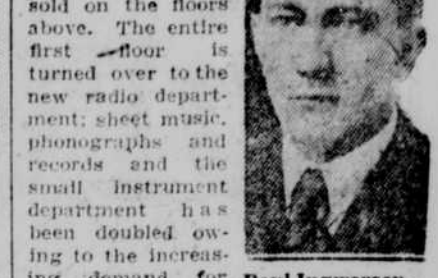
Berlin, Jan. 26.—An alleged communist plot for the overthrow of the government was brought to light today in the debate of the finance com-

Taxes Are Due.

Water main and gas main taxes are now payable at the South Omaha city hall, Jim Krajcek announces.

Music Company Installs New Radio Department

The Oakford Music company has just completed remodeling its first floor to accommodate a new radio department.



To accomplish this all pianos and duarats will be sold on the floor above. The entire first floor is turned over to the new radio department, sheet music, phonographs and records.

The sales force has been increased and the radio department is in charge of Paul Ingwersen, an expert electrical engineer, who came to the United States 10 years ago from Germany and was in charge of the German exhibit at the exposition in San Francisco.

Good Samaritan Injured

Mr. Ernest Verhuel, 29, was bound over to district court on \$1,000 bond in municipal court Saturday morning, charged with the theft of clothing from the home of Ruby Askin, 1722 Capitol avenue.

WARNING!

There Is But ONE

BONANZA

COAL—and that is Sold and Delivered Exclusively by Us

NOW \$13.75 Per Ton

Don't accept something "just as good" or "the same thing" at a bargain price—that is but ONE genuine BONANZA—and that is the product of our mines, sold and delivered exclusively by us.

Order BONANZA today. You can get it right from the car and fresh from the mines.

Central Coal & Coke Co.

JA ckson 3012 414 South 15th Street

EAT AND GET WELL

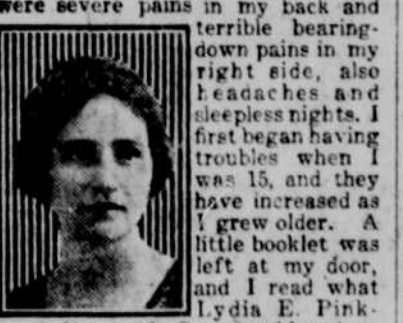
Never was a title more fitting to any subject than the title of

DIABETES

There are no ifs" or "ands" about what you should eat. You eat what you need. This book will tell you FREE to any sufferer of diabetes. Write M. Richartz, Dept. 77, 220 West 42nd Street, New York.

AN OPEN LETTER TO WOMEN

Tells of Mrs. Vogel's Terrible Suffering and how she was Restored to Health by Lydia E. Pinkham's Vegetable Compound

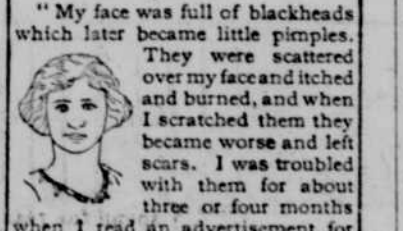


LADIES! DARKEN YOUR GRAY HAIR

Use Grandma's Sage Tea and Sulphur Recipe and No-body Will Know.

TROUBLED WITH ITCHY PIMPLES

Scattered Over Face. Cuticura Healed.



My face was full of blackheads which later became little pimples. They were scattered over my face and itched and burned, and when I scratched them they became worse and left scars. I was troubled with them for about three or four months when I read an advertisement for Cuticura Soap and Ointment and sent for a free sample. It helped me so I purchased more, and now I am completely healed." (Signed) Miss Esther L. Ball, Mantouk Beach, Michigan.

QUICK RELIEF! FOR INDIGESTION



Wigorous Old Age

WHY separate youth and old age with a deep and everlasting abyss? The bloom of youth and the hardy, ruddy glow of Old Age—sixteen and sixty—should be separated only by the span of years and not by varying differences of physical wholesomeness.

Advertisement for Vigorous Old Age

Wigorous Old Age is within the grasp of all. S. S. S. brings that hale and hearty feeling back with a rush. Rich red blood is the greatest enemy of weakening, health undermining Old Age. S. S. S. builds Red Blood Cells. Rich, red blood coursing through your veins sweeps away impurities that retard the proper functioning of your system. Old Age—once a dreaded agony becomes a vigorous, enjoyable, care free time of life.

Advertisement for RUPTURE

Established 1881

RUPTURE

I have a successful treatment for Rupture without resorting to a painful and uncertain surgical operation. My treatment has more than twenty-five years of success behind it, and I claim it to be the best and most infallible way. It is so successful that I have required for ordinary cases, 10 days rest here with me. No danger of laying up in a hospital. Call or write for particulars. Dr. Frank H. Way, No. 807 North 35th St., Omaha, Neb. Directions: Take a 13th or 15th street car going north and get off at 35th and Currie Sts. Third residence south.

Advertisement for S.S.S.

WHEN IN NEED OF HELP TRY S.S.S. Makes You Feel Like Yourself Again

OMAHA BEE WANT ADS