

VOL. XL—NO. 33.

OMAHA, SUNDAY MORNING, JANUARY 29, 1911.

SINGLE COPY FIVE CENTS.

"I Just Saw Similar Pillow Cases Valued at \$5.00 in Another Store"

So said a woman looking at the corner of a pillow case that we are now selling at pair... \$2.50. "Are you sure of the price?" she asked. "Yes, we are sure of the price and we are just as sure that the quality is of the \$5.00 kind as we are sure the price is not of the \$5.00 kind. This is just to show that our January clearance has made some remarkable price reductions. These cases are hand-embroidered in all linen, sizes 45x25, originally \$1.00, now, pair... \$2.50. 7x90 Bleached Pattern cloths in a large assortment of patterns, 18 1/2" kind, Monday, each... \$2.49. Fancy Linens in Hearts and Squares, because they were ordered to reduce their prices to... 95c. All-Linen Huck Towels in large sizes, colored borders, reduced from 29c to, each... 25c.

Ten Thousand Yards of Silks and Dress Goods at Nearly Half

One Mill and One Silk Importer asked us to turn their surplus goods into cash. Here Goes! The goods offer wide selections and dressmakers will keenly hoard up lots of them, for it is fair to say that the same fabrics are good all the year, if they meet fashion's demands at all. These do. Every yard was new this winter and at the sale price, such an event Omaha hasn't known for years past.

To have used the names of either of these houses that sent us these goods would have been to draw a throe we couldn't wait upon. But we promised not to print names.

These goods are specially arranged in the Silk and Dress Goods aisles, under fine light for more accurate selections. This is a bargain sale for gentlemen—of fabrics that are the acme of quality.

- The Fabrics in Black—59¢ a yard, regularly \$1.00. 36-inch guaranteed Taffeta.
- 49¢ a yard, regularly 89¢, 33-inch Black Tourist Pongee.
- 79¢ a yard, regularly \$1.25, 36-inch Oil-boiled Chiffon Taffeta.
- \$1.48 a yard, regularly \$2.50, 54-inch heavy Taffeta for petticoats and dresses.
- 49¢ a Yard—Regularly 79¢ Messaline, that beautiful luster kind, and hundreds of yards of Peau de Soles, Peau de Cygne, Falles, in all the patterns sent across from Paris this season, similarly reduced.

DRESS GOODS INCLUDED—Nearly a half of these stocks are New Dress Goods Fabrics, including Voiles, Silk Warp Batiste, Poplin, Taffetas, Serges, Plaids, Silk Mixed Fabrics, Etc., in every popular color known to the large manufacturer, who made them— These goods are made to sell for \$1.00 and \$1.25, Monday they go on sale, at a scattering price of only, per yard... 69¢

New China With Their Prices Below Par.

These are specials that should find a home in every section of town, the choiceness of the selections is queenly— Novelty Cow Creamers—Worth 25c, go Monday, at... 10c. 4-Piece Stone Baking Sets—That regularly bring 50c, Monday sell at... 25c. Plain White Open Combinettes—Extra heavy and serviceable, \$1.25 kind, Monday, at... 98c. One Lot of Dinnerware at Half Price. Of course they're our broken lines, but pieces from butter chips to large platters are included in this group.

\$1.09 Will Fit You in One of Our \$2 or \$2.50 Corsets Monday

These models are beautiful trimmed in Dainty Val Lace, on the best grades of Batiste or Coutil. They have the extreme long or medium length skirt, made on extra good non-rustable boning, and are equipped with shir string at the bust line. You'll find these are genuine treats, that an early visit will aid you to share in the feast; originally \$2.00 and \$2.50 models, for... \$1.09

We told you last week that our method of selling sewing machines would save you from \$25 to \$35 on all priced machines.

And it's kept us busy all week proving this fact, but not a single visitor was disappointed, we sold 22 machines and the savings was made in full, in each case. Our policy is "A Great Saving" to the mass of the people, not a robbery of the few, or in other words, "A great volume of business with small profits in place of a little business at large profits." This is the policy that thinking people know to be the best. See our machines at... \$13.75. And compare it with any machine that others ask \$45.00 for. The sale of our machine will be your answer.

Words of Warmth From the Comforters and Blankets

With nearly three months of nipping winter weather still ahead of us the news of these special prices should be of untold value to every housewife. The full-size wool Blankets in many different plaid combinations, of the finest quality, sell regularly at \$5.50, Monday, a very special, at... \$3.98. We just received some new comforters with dainty cover patterns in inviting designs that were made to sell at \$1.80, our special price Monday will be... \$1.45. We're showing some Seamless Sheets, in sizes \$1x90, made of a very heavy fine sheeting, sold regularly at 95c, Monday they go at... 79c.



Literally Hundreds of Women's Wraps Swung Into One Mighty Clearance

Not a fashionable kind missing! Nor a fashionable style, nor the right wrap for any special purpose, whether to look beautiful at the opera, or dancing party, or to go a motoring, or for the hardest kind of every day wear—All have tasted the January Clearance spirit and are now wearing prices that will send them flying Monday—

- All our Silk and Voile Costumes, now at... Half Price.
- All our Velvet and Corduroy Suits, worth to \$75.00, go now at... Half Price.
- All our Hand Tailored Suits, worth to \$45.00, now go at... \$15.00.
- All our Peter Thompson Dresses for girls, worth to \$20.00, now at... Half Price.
- All our Women's Eiderdown Bath Robes, worth to \$15.00, now... \$5.00.
- All our Black Heatherblom and Satin Petticoats, originally sold at \$3.50, for... \$1.95.
- All our Pony Fur Coats, now reduced to... One-Third Off.
- All our Wool and Voile Dress Skirts now at... Half Price.
- All our Silk Lingerie and Tailored Waists now go at... Half Price.
- All our Women's Flannelette Gowns, worth 85c; now... 59c.

ADVICE FOR NEBRASKA ROADS

Minnesota Expert Tells What is Needed in This State.

COOLEY TELLS WHAT TO DO

Recommends that a State Engineer of Roads Be Elected and that Provision Be Made for Funds.

Minnesota's scheme of road building was thoroughly, entertainingly and practically explained to thousands of interested Nebraskaans Thursday at the Land Show. By this scheme Minnesota has accomplished more in the matter of building roads and bridges than any state in the west and it was with unusual interest that Land Show visitors absorbed all that was said by George W. Cooley, who gave the lecture, supplementing his remarks with an excellent series of stereoscopic illustrations.

The lecture was of special interest to Nebraskaans, for there is a general sentiment in this state for a plan of systematic road building. Mr. Cooley, who is state engineer of Minnesota, having full charge of the road and bridge building in his state, said:

Many Miles of Road.

The records of the public road office show that we have in the United States about 2,500,000 miles of roads, which mileage may be approximately subdivided as follows: Of common ordinary grade road, the result of continuous travel, but unscientific and unsystematic methods of maintenance, about 90 per cent; of fairly improved roads, i. e., roads which under our present system have been turpiped or graded according to the various methods in vogue in the different states, about 10 per cent, and of good roads, in the latter class built to a permanent grade line and properly surfaced with gravel or broken stone, not far from 1 per cent of the whole. This small proportion of permanent roads embraces only those which under the regulations of the various highway commissions or under the supervision of competent local authority have been so constructed as to do away with the future necessity of regrading or resurfacing, except so far as may be made necessary by the ordinary wear and tear of travel. One of the greatest mistakes generally made with the opening up of a road system in a new country is that induced by the belief that no engineering skill is necessary and that any man versed in the handling of tools or road machinery is thoroughly competent to build a road.

Such a mistake frequently finds its legitimate fruitage in expensive changes of location, regrading or insufficient drainage and requiring after the expenditure of large amounts of money for construction that much more should be provided to remedy the errors originally made.

Requirements for Roads.

"The subject of road building on a plan commensurate with the necessities and financial ability of the people then resolves itself into but three parts—first, sufficient engineering skill to properly locate and drain our highway; second, competent supervision in construction, and, third, money to pay the bills. It is not always necessary to procure from long distances such material as gravel or broken stone with which to construct first-class modern highways, for the earth road must be first made and well made, and the surface continually maintained so that when conditions permit there may be found a solid roadbed on which to place a finished surface capable of withstanding the wear and tear of the heaviest or most rapid travel it may be called on to stand.

Highway Commission Needed.

"Legislative enactment should prepare the way for intelligent supervision, and an individual responsibility, by providing for the appointment of a highway commission for the state, a superintendent of highways in each county, and a road inspector in each town; men whose duties require them to understand the condition and requirements of every mile of highway under their supervision. We want the people of the western states to give this system a fair trial, believing that as soon as such officers become acquainted with their duties and the needs of the people in their particular districts they can much more intelligently use the road funds entrusted to their care and make every dollar expended count at least one hundred cents toward permanent road construction.

progressive agricultural community, and enable them to market their produce at a minimum of cost in time and labor, not only during the most favorable times of the year, but at all times and under all circumstances. Roads have been built and can be built again that will comply with such requirements, but in order to accomplish such results we must abolish all antiquated methods and invoke the aid of improved machinery and the assistance of the modern road builder.

No progressive farmer uses today the flail or sickle of fifty years ago; but on every farm we hear the melodious noise of the reaper and listen to the rumble of the steam thrasher as it delivers to waiting hands the golden products of Nebraska's fields. If we had advanced in our system of road construction as we have along the lines of agricultural development there would be no necessity to urge the people to put forth greater efforts in that line. But this we have not done and it becomes our duty now to take up the road question and carry it on unceasingly until the primary transportation facilities of the state are equal to the reasonable demands of an up-to-date and progressive community.

Get Good Drainage.

"Bear these two rules in mind. 'Get good drainage, and make your roadbed high, round, smooth and of solid earth.' These are very simple rules, easily understood, and there is not an intelligent road overseer in your state that does not know their value just as well as I do. But having been handicapped every year with lack of funds and many pieces of bad road, requiring some repairs, it is hardly to be wondered at that they have failed to put in practice those simple principles of construction. But the time has come when the people demand of their road officials something better than yearly patching and temporary repairs.

For Keeping Up the Roads.

"Now as to keeping up your roads. You have heard me talk of road drains. There are several kinds of them, all illustrated in the Minnesota Road Red Book. You can make them easily and at only a trifling expense, and there is no known appliance that is so economical or convenient or satisfactory when properly used as any one of the different kinds shown. Use them right after a rain, when the roads are soft, draw them up one side and back on the other; all they do is to keep the ruts out of the road and restore the crown and that is the whole secret of earth road maintenance.

"Do not be discouraged by the fact that the land is level or nearly so, and that apparently drainage is impossible; set your engineer to work and he will soon find a way to get the water off. In the original construction of many of our roads you will find that soil and vegetable matter of different kinds has been worked up in the preparation of the foundation or the road bed, a grievous mistake that will take years to remedy. No soil or vegetable matter of any kind should be allowed in a road within three feet of the surface.

water off quickly into the ditches, keep the ditches clear, and if you have previously built your road of proper material you will always have a good road. One thing I would like to call your attention to, do not make your drains too heavy, they are not intended for grading a road, only for keeping it in condition. One pair of horses is enough; if your drain is too heavy for one team it is unnecessary heavy. Send to the office of the public roads at Washington for a drag pamphlet and read it up. You may not find very much in it that you did not know, but if you get one new idea and put it into practical use the whole people will get the benefit of it, and you will have the satisfaction of knowing that your work has the endorsement of men who have worked on the roads themselves for many years.

Must Have Secure Foundation.

"No matter how important a structure be, whether a building or a highway, it cannot be expected to endure the wear and tear of occupation or travel, unless the foundation is secure and permanent. Without such security the superstructure must fall, either immediately after the work is put into commission, or within such a short lapse of time as to demonstrate the folly of an unadvised and incompetent beginning.

"Roads are built for all time, not for a day or for a year, and when once located are very seldom changed. It would seem advisable, then, that all work done on them should be so done as to render it unnecessary to rebuild; but we find thousands of miles of our public roads constructed without due regard to these primary principles which have to be entirely rebuilt before they can be put into proper condition to carry a permanent surface.

In all the roads of continental Europe, as well as those in the Scandinavian peninsula, one rule is absolute and invariably enforced, that no perishable material of any nature is allowed to be placed in the roadbed. So important is this requirement considered that the utmost care is taken during the construction to remove all such material and all soil containing vegetable matter that may be turned out in grading the side ditches is carried away for other purposes and only the solid earth used for carrying up a grade. This care in the preliminary work of providing suitable drainage through careful engineering and the construction of a solid, substantial base has made it possible for the countries of the old world to secure a system of highways that has excited the admiration of engineers and travelers from all other nations. It has done more; it has provided an object lesson for us and placed before us an example worthy to be followed if we would secure as good a system of highways as is enjoyed by the people of less favored lands.

conditions will continue until the system is so changed as to require that all such work be put in charge of competent road builders. This cannot be done without a radical change in the laws. As the law now stands we select or appoint in each town every year from four to twenty or more road overseers, none of whom are required to be qualified in that particular line, although many of them are, but even those qualified may be removed at the end of their term and the work placed in the hands of others who may be no improvement on their predecessors.

Liberal stop-over privileges; write or call for publications, information, etc., and let me help you plan an attractive tour of the south.

J. B. REYNOLDS, City Passenger Agent, 1502 Farnam St., Omaha, Neb.

Drainage, being of primary importance, is provided for by a system of leveling and grade lines are established the same as required in the construction of a railroad. No plea of lack of funds or urgent need of the road for use is available to prevent this preliminary work, and no public moneys are put into any highway until such work is accomplished to the satisfaction of the county engineer and his superior officer. In grading, no perishable material of any character is allowed in embankments and ample time is given for such portions of the work to become thoroughly settled before a finishing surface is applied.

Have Your Ticket Read Burlington To the South.

Winter Tourist Fares Daily.

Jacksonville, Fla., direct routes	\$50.50
Jacksonville, Fla., one way via Chicago and Washington, other way via Cincinnati or Louisville	\$58.50
Jacksonville, Fla., one way via New Orleans, other way direct routes	\$61.50
Tampa, Fla., via Chicago or St. Louis	\$62.10
Pensacola, Fla., via Chicago or St. Louis	\$72.50
St. Augustine, Fla., via Chicago or St. Louis	\$41.00
Ormond, Fla., via Chicago or St. Louis	\$53.00
Palm Beach, Fla., via Chicago or St. Louis	\$56.70
New Orleans, La., via Kansas City or St. Louis	\$69.00
New Orleans, La., via Chicago	\$41.00
Havana, Cuba, via New Orleans and steamer, or via Jacksonville and Knights Key or Port Tampa, Fla., and steamer	\$87.00
Havana, Cuba, via New Orleans and Knights Key or Port Tampa, Fla.	\$95.00
Mexico City, Mex.	\$75.20
Mobile, Ala., via Chicago, Kansas City or St. Louis	\$41.00
Corpus Christi, Tex., via Kansas City	\$42.95
Galveston, Texas, via Kansas City	\$38.80
San Antonio, Tex., via Kansas City	\$36.95
Houston, Tex., via Kansas City	\$36.80

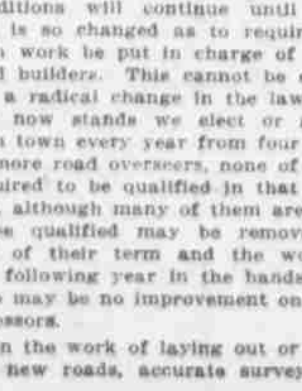
Homeseekers' Round Trip Fares

25 Days Limit—February 7 and 21	
Pensacola, Fla.	\$32.50
New Orleans, La.	\$32.50
Mexico City, Mex.	\$32.50
Galveston, Tex.	\$49.50
Corpus Christi, Tex.	\$27.50
San Antonio, Tex.	\$27.50
Houston, Tex.	\$27.50
Mobile, Ala.	\$32.50

St. Louis Special at 4:30 P. M.

Kansas City Trains at 9:15 A. M., 4:30 P. M., 10:45 P. M.

Chicago Trains at 7:15 A. M., 4:20 P. M., 6:30 P. M., 11:40 P. M.



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