

RETAIL GROCERS HAVE BIG BANQUET

Meet with the Butchers in Annual Feed and Promote Welfare of Association.

MANY INTERESTING SPEAKERS

Two hundred and fifty members of the Retail Grocers' association, together with members of the Butchers' association and other invited guests, sat down to the annual banquet at the Rome hotel Thursday night.

If there were any doubts about the enthusiasm of the grocers for the association and the work it is doing, that doubt was all dispelled long before the gathering broke up, which was not until a late hour.

The banquet, which is intended to lead others that will follow at the close of each fiscal year, turned out to be not merely a feast, but a justification in celebration of the success attained by that organization since new life was put into it one year ago. Deeply in debt twelve months ago, the report of the secretary, J. J. Cameron, showed that now all debts had been paid and a goodly sum is in the treasury to be used in such manner as occasion demanded.

During the banquet entertainment was provided by the Rome hotel orchestra and singers. It was 10 o'clock when President Wise rose to introduce the first speaker, Penn Fodrea, advertising manager of the Iten Biscuit company, who spoke on "Judicious Advertising for the Grocer." Mr. Fodrea was very convincing in urging the necessity of advertising and outlining clearly what he considered feasible in grocery advertising, laying particular stress on the fact that the housewife does 90 per cent of the grocery buying and that the merchant must direct his efforts to place the qualities of his goods, his service and his prices before her. He emphasized the necessity for efficient service, plus square dealing, in building a business.

Need of Accounting. Clinton L. Oliver of the advertising department of The Bee spoke on "Modern Business Methods." Mr. Oliver attributed the large number of failures in the grocery business to the fact that the equipment of the individual was often underestimated—that too many entered business without sufficient capital, judgment and knowledge to make a success. The main part of Mr. Oliver's address was given to a discussion of accounting and its absolute necessity in engineering a business.

When President Wise introduced J. J. Cameron as "the best secretary the association ever had," the members backing him up with a rousing reception to Mr. Cameron. During the course of his address Mr. Cameron made a strong plea for a "boost Omaha" spirit among the members. He urged co-operation with the Commercial club, manufacturers and jobbers. "Selfishness is and must be eliminated in this organization if it is to succeed," said Mr. Cameron. "We must be for Omaha and every enterprise that will build up Omaha. System is a necessity in our business, and we are gradually getting more of it in our retail grocery stores. This association is teaching us what we can do by co-operation. Many of the good things we are now enjoying are the fruits of co-operation. By another year our association will easily be double its present size."

Robert Huntington, president of the Council Bluffs Retail Grocers' association, told of the work of their organization to agitate for a state organization of grocers in Nebraska, also to affiliation with the National association.

Recalls Early Days. Julius Keppner, president of the Iowa Grocers' association, spoke briefly on the benefits of the organization and recalled memories of the early days in the grocery business when men in the same line never rubbed shoulders together in any way, never mingled socially and made competition almost the same thing as enmity. He recalled one instance where two men engaged in business on the same street for twenty years and had never met to shake hands. "Organization," said Mr. Keppner, "has brought men together and made them see the humanity in the attitude of the other to recognize his right to live and be in business—not only to do that, but to help him with all his problems so that he may better enjoy life and prosperity, and establish a confidence among competitors."

G. W. Preston, advertising manager of The Bee, spoke on "Lack of Salesmanship." He said that Mr. Preston in his work has had occasion to study the value of service and salesmanship in linking up with mercantile advertising and brought out very clearly that while advertising will produce the customers before the counter, it largely depends on the service behind the counter for the success of a business. Mr. Preston's topic was one so easy for the merchant to understand, because they are in contact with it every day, that his remarks were especially appreciated.

Butchers to Meet Here. V. T. Kuncle, president of the Omaha Butchers' association, spoke interestingly on the work his organization is doing and reminded his hearers of the big national butchers' convention that is to be held in Omaha this year, when delegates from all over the United States will be in attendance.

C. F. Dolan of Western, Neb., a hardware merchant, closed the program with an address on "The Benefits of Organization." Mr. Dolan has long been a worker for a state federation of retailers and imparted a lot of his enthusiasm to his hearers.

That the occasion was enjoyed by everyone is evidenced by the fact that it was after 12 o'clock when the last speaker finished and the gathering broke up. On all sides were heard enthusiastic compliments for the work of the entertainment committee. If Thursday night's gathering is a criterion of future accomplishments there is no question of the powerful influence for good that will be exerted in Omaha's behalf by the Retail Grocers' association.

STUDENTS GO WITH BODY OF J. H. HANSEN TO ST. CLOUD

John A. Ryan, roommate of John H. Hansen, who was electrocuted at Thirty-first and Farnam streets, Wednesday, accompanied by J. E. Fitzgerald, junior at Creighton college of law, took the body to St. Cloud, Minn., Hansen's home.

Brandeis, Wharton and Ford Distribute Some Good Cheer

Rejoicing has come into the home of a certain widow who has toiled for many years as a janitress in the postoffice at \$25 a month.

George Brandeis, John C. Wharton and Henry Ford are responsible for the good cheer that reigns there and for the bright future that smiles upon the brave little woman.

One day about three years ago she came in to the postmaster's office, almost ready to give up. She was wearing a pair of old shoes, very dilapidated. She had no coal at home and no money to buy any.

Postmaster Wharton promised to do something. That noon at their game of hand ball in the Young Men's Christian association he mentioned the case to George Brandeis.

"All right," said George, "you get her the shoes and I'll send her out a load of coal."

Next, these two Omaha "Cherrybills" decided to get a job for the widow's son. George made a place for him in the Brandeis stores.

He did well there, but his health de-

manded outside work. So they got him a job helping tear down the board of Trade building at \$2.50 a day.

When this job was finished they took him in hauling again and got a job for him with the Ford Motor company.

There he has worked mightily and made a fine impression.

Enter now the well known "souless corporation" that makes the Eliver. One day the Ford "Committee for the Discovery of Deserving Tolders," or whatever they call it, came in and made inquiry of the postmaster regarding the young man's family.

And when they heard that his mother failed early and late with mop and broom and dust cloth for the handsome stipend of \$5 a month per month they held up their hands, did these souless corporationers, and marched solemnly back to the Ford Motor company office and there solemnly decreed, adjudged and ordered that the young man's wages shall be \$5 a day, beginning March 1.

The young man's mother will give up her \$25 position with the government, and is already planning how they are going to buy a little home.

met, prepared the surface soil for excavating by blasting, and now the hole is fast being cleared by the steam shovel and teams.

Rub Rheumatic, Aching Joints And Stop Pain
Instant relief with a small trial bottle of old "St. Jacob's Oil."

Rheumatism is "pain" only. Not one case in fifty requires internal treatment. Stop drugging! Rub soothing, penetrating "St. Jacob's Oil" right into your sore, stiff, aching joints, and relief comes instantly. "St. Jacob's Oil" is a harmless rheumatism liniment which never disappoints and can not burn the skin.

Lumber up! Quit complaining! Get a small trial bottle of old, honest "St. Jacob's Oil" at any drug store, and in just a moment you'll be free from rheumatic pain, soreness and stiffness. Don't suffer! Relief awaits you. "St. Jacob's Oil" is just as good for sciatica, neuralgia, lumbago, backache, sprains.—Advertisement.

Don't worry about skin troubles. You can have a clear, clean complexion by using a little zemo, obtained at any drug store for 25c, or extra large bottle at \$1.00.

Zemo easily removes all traces of pimples, black heads, eczema, and ringworm and makes the skin clear and healthy. Zemo is neither watery, sticky nor greasy and stains nothing. It is easily applied and costs a mere trifle for each application. It is always dependable. Zemo, Cleveland.

Minister to Speak On Ford Peace Trip

On February 23, Arthur L. Weatherly, Unitarian minister at Lincoln and member of the Ford Peace expedition, will

deliver a free public address at the council chamber at the city hall. His subject will be, "The Truth About the Peace Expedition." The lecture begins at 8 o'clock and is open to the public.

Mr. Weatherly is one of the ministers of the country who accompanied Mr. Henry Ford on his expedition. Mr. Weatherly said that the impression had

spread that the peace expedition was to be compared to the pilgrimage of Peter the Penitent or the Children a Crusade and generally regarded as a fiasco. As a result of this ludicrous stories have been circulated regarding reported incidents in the trip. Mr. Weatherly in his address will present for the first time to the public in this vicinity the real facts concerning the now historic cruise of the "Osar."

Great Final Clearance of All Winter Clothing

Final Price Reductions That Will Close All the Winter Stocks Quickly

HAYDEN'S

116 1st DODGE AND DOUGLAS STREETS

High Class Guaranteed Clothes at Prices of the Most Ordinary Merchandise

Every Man in Omaha Can Afford an Extra SUIT or OVERCOAT at These Prices

The Best Fall and Winter 1915-16 Styles, Fabrics and Patterns, including

Hart, Schaffner and Marx And Other High Grade Makes

\$18 Overcoats \$10 \$18.00 Suits
\$20 Overcoats \$5 \$20.00 Suits
\$25 Overcoats \$5 \$25.00 Suits

All sizes and styles for men and young men—Many of the suits light enough in color and texture for late Spring wear

\$10 Overcoats \$5 \$10.00 Suits
\$12.50 Overcoats \$5 \$12.50 Suits

Broad Assortment of Weaves and Patterns for Selection—Some Blue Serges Included

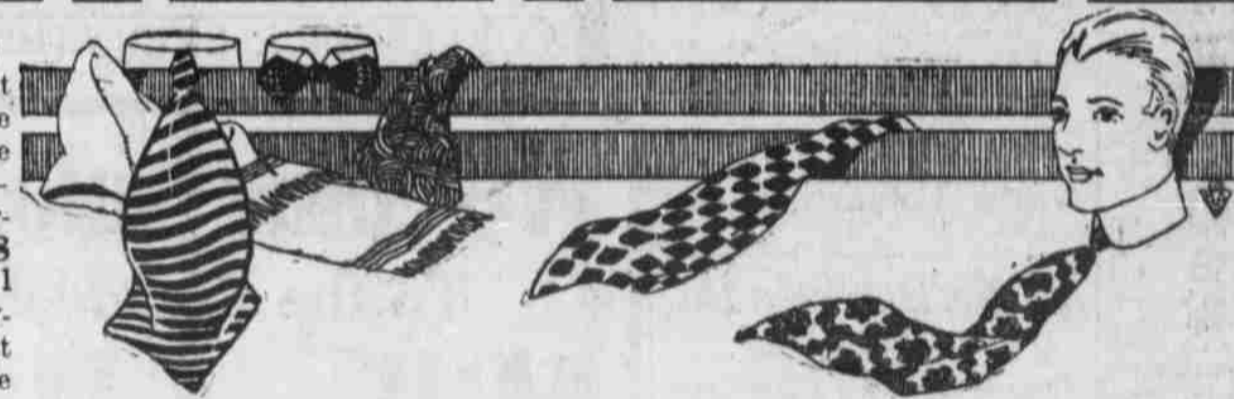
Be On Hand Early and Choose From the Best Clothes Bargains Ever Offered in Omaha



Men's \$2.50 and \$3.00 Trousers, \$1 Boys' Suits and Overcoats that sold \$3.50
Big assortment of patterns, all sizes \$1 Boys' \$3 Knickerbocker Suits at \$1.50

A Bevy of Bargains in Dependable Furnishings

MEN'S UNDERWEAR
Union Suits that sold at \$3.00, the celebrated Globe make, all sizes—to close, at garment... \$1.98
Men's Wool Shirts or Drawers that sold at \$2. Some double breasted shirts, at... .95c
Men's Underwear that sold at \$1; natural wool or fleeced, including union suits, on sale—at... .65c



MEN'S SHIRTS
Men's Fancy Shirts—new spring styles, also broken lines and odd lots—worth \$1, choice for... .65c
All colors and sizes.
Flannellette Night Shirts, 69c values; all sizes to 20, on sale at... .55c
Men's Suspenders, regular 50c quality, fine elastic webbing, at... .29c

A Big Special Neckwear Purchase
Almost unlimited variety of new spring styles and colorings in Men's Neckwear. **38c**
Made with easy sliding bands. Made to sell at 50c, and every tie well worth the regular price. See them Saturday.

Traveling Goods Specials

Trunks of every description at attractive prices—A hard fibre covered trunk with inside tray and heavy brass corners and protectors, worth \$12.00, at... \$8.50
Others at \$5.50, 7.50, 10.50 and 13.50
A large lot of hard fibre suit cases; some with straps; all good, strong cases with steel frames, worth \$3 and \$1.50, at \$2 and \$1



New Spring Hats Are Here

The very latest style ideas from John B. Stetson and other well known makers and a wider range of styles in Hayden's special—the \$3.00 hat with a \$2.50 price—than were ever before shown—Don't Miss Saturday's Special.
Men's New Spring Felt Hats—All colors and shapes to choose from; all the latest styles and colors, worth to \$2.50, at... \$1.45

Read the Big Special Grocery Sale

Liquor Dept.
Old Taylor, 8 yr. old, full quart for... \$1.00
Cedar Brook, 8 yr. old, full quart for... \$1.00
Spring Hill, 8 yr. old, full quart for... \$1.00
Clarke's Pure Rye, 8 yr. old, full quart for... \$1.00
Maryland Rye, 6 yr. old, full quart for... \$1.00
Monogram, 6 yr. old, full quart for... \$1.00
La Tinta Port and Sherry, 10 yr. old... \$1.00
Sunkist Port and Sherry, 7 yr. old, full quart... \$1.00
California Port and Sherry, 29c
Home Made Grape Wine, full gallon for... \$1.25
California Port and Sherry, full gallon for... \$1.25
Hennessy Brandy, 10 yr. old for... \$1.00
Society Cocktails, Clover Leaf, etc, for... \$1.00
Mail and phone orders promptly Filled.

Butter, Cheese, Crackers, Fruits, Vegetables, Canned Goods, Dried Fruits, etc., etc. Special Demonstration Going On All the Time.
BUY FLOUR AND SUGAR NOW.
The Best Tea Siftings, lb... 12 1/2c
Fancy Golden Santos, equal to coffees sold at 50c lb... 20c
THE OLD HEN HAS HUSTLED THE EGG TRUST
The Best Strictly Fresh Eggs—Saturday, per doz... 25c
The Best Creamery Butter, carton or bulk, lb... 32c
Fancy No. 1 Creamery Butter, per lb... 29c
Fancy No. 1 Dairy Butter, lb... 27c
Fancy Full Cream N. Y. White, Wisconsin Cream or Young American Cheese, per lb... 24c
Tushel Boxes Roman Beauty Apples, Saturday... \$1.40
FLORIDA GRAPE FRUIT SPECIAL SATURDAY.
Extra Fancy Grape Fruit that retails for 7 1/2c, Saturday, ea... 5c
FRESH VEGETABLES
15 lbs. Best Red River Potatoes for... \$1.00
Fresh Beets, Carrots and Turnips, per bunch... 4c
Fresh Shalots or Radishes, three bunches for... 10c
3 Large Soup Bunches... 10c
Fancy Cauliflower, per lb... 7 1/2c
Fresh Cabbage, per lb... 1c
Fresh Head Lettuce, head... 7 1/2c
Fresh Ripe Tomatoes, lb... 15c
Fresh Strawberries, quart... 45c
Fresh Mushrooms, lb... 35c
Specials in the Meat Dept. Saturday at a Saving of 25 to 50%
No. 1 Fresh Pork Loin... 10 1/2c
No. 1 Steer Pot Roast, 10c, 12 1/2c
No. 1 Steer Round Steak, 14 1/2c
No. 1 Steer Rib Boiling Beef—per lb... 8 1/2c
No. 1 Fresh Pork Roast... 9 1/2c
No. 1 Fresh Spare Ribs... 10c
No. 1 Bulk Sausage... 8 1/2c
No. 1 Link Sausage... 12 1/2c
9 lbs. Best Leaf Lard... 85c
SMOKED MEAT SPECIALS FOR SATURDAY.
D. C. or Armour's Star Hams—per lb... 17 1/2c
No. 1 Picnic Ham... 10 1/2c
No. 1 Back Bacon... 13 1/2c
No. 1 Lean Bacon... 17 1/2c
No. 1 Fresh Finnan Haddies—per lb... 12c
No. 1 Fresh Bulk Oysters, per quart, at... 30c
Fresh Dressed Chickens at Wholesale Prices.

SATURDAY IS THE LAST DAY

To Buy These High Grade Makes of SHOES at About HALF PRICE

Your one best opportunity to stock up on shoes for the entire family at a fraction of the original prices. Saturday closes our "Clean-Up" Sale.

Saturday Bargains FOR WOMEN
Patent, cloth and kid tops, dulls for real wear, tan calfskins, lace and button, odd lots, \$2.45
Two especially good values are Wright & Peters' \$5.50 grade Gun Metal Lace, Fawn and Black cloth tops... \$3.45
We have patents, dull, black and brown kid, brown and black suedes, lace or button, worth up to \$5.00... \$2.95
\$5.50 and \$5 grades suedes, tans, Gun metal, patents, in modern patterns... \$3.45
\$6 and \$5 Shoes, patents, cloth tops, gray, white or fawn tops, black satin, velvets, satin de-laine, tans, champagne... \$3.75
15 good lines, \$6 grade, patents, kids, dulls, suedes, buckskins, made by Laird, Wright & Peters, Cousins and other good makers... \$4.45
Wright & Peters' imported French Bronze, \$6.50 grade, lace or button and the new \$4.75 side lace kid and patent... \$4.75

Saturday Bargains FOR MEN
A lot of short lines, \$5, \$4, \$3.50, all good shoes. Many styles—choice... \$2.45
27 lines, \$4.50 and \$4.00 values, all good makes. Patents, Tans and Dulls, for... \$2.95
Reynolds, Drake & Gable, \$4.50 Tan Russia and Black... \$3.45
Howard & Foster's and other makes, \$5.50 and \$5.00 values. Patents, Tans, Calfskins, for... \$3.75
Our \$5.50 Genuine Kangaroo Cushion, double sole to heel, at... \$4.25
Slater & Morrill's \$6.00 French Calf and Tan Russia, double sole to heel, for... \$4.45
Johnston & Murphy and Boyden \$6.50 Calf, Russia and Patents, Button and Lace... \$4.75
Johnston & Murphy's \$7 French Calf and Tan Russia, for... \$5.45

FRY SHOE CO., Cor. Sixteenth and Douglas Sts

DR. R. H. GILTNER
Osteopathic Physician. 707-9 Brandeis Stores Building
Office Hours: 9 A. M. to 12.30; 1 to 4 P. M.

THE OLD RELIABLE
Metz Beer
Wm J. SWOBODA RETAIL DEALER
PHONE DOUGLAS 222, OMAHA, NEB.