

**POTATO DAY IS NEW
ONE TO REMEMBER**

**Spuds Will Occupy Limelight
on Thursday of Each Week;
Food Administration Issues Order.**

Potato day has come to pass. Thursday of each week is now designated by Food Administrator Wattles as potato day. Mr. Wattles makes the designation by authority of the federal food administration at Washington. On that day county food adminis-

trators will urge merchants in their respective communities to sell potatoes at a reduced price and urge the consumption of the potato. The state food administration first got in touch with some local commission men and got their promise that they would do all in their power to keep the price of potatoes from being boosted as a result of the institution of potato day. Consumers are watching this with a great deal of interest. **No Price Increase.** There are large quantities of potatoes in the state in the hands of the growers. The food administrator urges that the price of potatoes for potato day should not be higher than at the present time. The present fixed price for Omaha is from 2 1/2 to 3 cents per pound, according to grade. On potato day, the state food ad-

to sell potatoes as a substitute along with wheat flour on the basis of four pounds of potatoes to one pound of flour. In making such sales, however, merchants are not to be allowed to sell more than one 48-pound sack of flour to one customer, nor to substitute potatoes for more than one half the total amount of wheat flour sold. **Burglars Steal Quantity of Lard, Hams and Meats** Burglars, with anti-Hoover proclivities, robbed the C. H. Marquard store, 2003 Cuming street, of 31 hams, 7 pails of lard and a quantity of meats. Mrs. M. E. Kelbourne's home, 3868 California street, was robbed of a quantity of jewelry and clothing.

**THRIFT STAMPS GO
FAST OUT IN STATE**

Burgess Estimates That All Counties Will Oversubscribe Their Quota by March 1.

A flood of telegrams poured into the office of Ward M. Burgess, state director of war savings, Wednesday announcing the splendid progress that is being made by the counties of the state in the first big drives for large sales of war savings stamps. The fine example set by Omaha is

mentioned by many as making it easy to carry on the sale of war savings stamps in a large way out in the state. Mr. Burgess was highly pleased as the telegrams poured in, for among them he found one from Frank A. Van Derlip, chairman of the national war savings committee, congratulating Nebraska on its fine work, and stating that the Nebraska committee through its work brought cheer to the national headquarters and had stimulated the entire country. Nebraska now leads the entire United States in the progress made in war savings and the state directors from other states are wiring Mr. Burgess to learn how to do it. Mr. Burgess modestly remarked that it was merely a matter of selecting good men for the state organization, such as county and town chairmen, and

letting them feel that the responsibility is theirs. **Platte County's Report.** A telegram from C. C. Goodrich, chairman, and C. M. Gruenther, secretary, of the Platte county organization Tuesday, announced that with 65 districts reported and 15 districts estimated the subscriptions for baby bonds will total \$483,000 outside of Columbus, and that large results are expected from the campaign in Columbus which will follow immediately. Mr. Gruenther and Mr. Goodrich have worked out a plan of selling war savings stamps which will be given out in detail to the other county chairmen as soon as it can be outlined. Mr. Gruenther's own school district oversubscribed its quota four times. J. E. Portwood, county chairman of

war savings for Nuckolls county, wires that \$140,000 worth of war savings stamps were sold or pledged yesterday in Nuckolls county and that many of the districts have not yet been canvassed. **Reports to Railroads Say Spring is Headed This Way** Reports to the railroads indicate that all through the west, if spring has not arrived, it is headed this way. Temperatures in Nebraska started in at 24 to 40 degrees above zero, with the warmest out in the western counties of the state. Reports from Colorado were of temperatures of 24 to 45 and from Wyoming, 24 to 38 degrees above zero. Clear and calm is the rule.

HERE'S A REAL SHOE SALE!
DON'T MISS IT
THE GREATEST SENSATION OF THE YEAR
Entire Stock Shoe Market, of Sioux City, Ia., to Be Closed Out

TAKEN OVER
BY THE
PANOR SHOE CO.

55¢ ON THE \$

FROM THE
SHOE MARKET CO.,
Sioux City, Iowa.


Sale Starts Thursday Morning at 1512 Douglas Street
Thousands and Thousands of Dollars' Worth of High Grade Shoes to Be Sold Less Than Wholesale. A Wonderful Shoe Bargain Event for the People of Omaha. **EVERY MAN, WOMAN AND CHILD SHOULD GET SHOES NOW.**
Come Thursday! Reap the Benefit Bargains You Can't Resist
WHEN WE THROW OPEN THE DOORS THURSDAY MORNING AT 9 O'CLOCK, BE IN LINE WITH THE CROWDS.

**Johnson & Murphy Shoes
FOR MEN**
REGULAR \$10.00 VALUES
You know what the name Johnson & Murphy means, and if you want a pair of shoes known to be the best we offer them to you in this sale, at
\$6.98



More Than 900 Pairs
SHOE MARKET CO.
\$4 and \$5 Shoes
FOR LADIES
Wonderful Bargains
Button and Lace Style. Welt and turn soles, patent and kid tops, all kid shoes black, white tops, broken lines, wonderful bargain. Our price, only,
\$1

Ladies' Novelty Boots
SHOE MARKET PRICE, \$6, \$7, \$8
Gray Boots, White Boots, Brown Boots, Combination Boots, with fine cloth top to match; English walking boots, tan and black, and dressy boots, with covered Louis heels. Our price in this big sale, only, at....
\$2.98



Men's Dress SHOES
SHOE MARKET'S 500 STYLES
Gun metal calf in English button or blucher styles, with leather or rubber soles. Our price in this sale, at—
\$3.48



LADIES' HOUSE SLIPPERS
SHOE MARKET'S PRICE, \$1.50 to \$2.00
Patent Tip Juliets, with rubber in side, also Princess Patterns, with hand-turn soles, a dandy house slipper for ladies. Our price while they last, only.....
69c

**Ladies' Brown Kid
And Tan Walking Boots**
SHOE MARKET PRICE, \$8.00
Styles Walking Boots in all brown kid and tan calf, with the new walking heels, also tan combination cloth top boots. Our price in this sale, special, at only—
\$4.98



Men's Extra Serviceable Shoes
ONE BIG LOT SHOE MARKET'S 350 STYLES
Men's black blucher, button or English styles will be sold by us, at only—
\$2.48



Ladies' Rubbers
BEST QUALITY
For high or low heels, in sandal or foot hold styles, go in this sale, at
58c

WOMEN'S OVERSHOES
Fleeced Lined \$1.75 Values
Fine black serge overshoes, with fleece lining, in one-buckle styles, go in this sale, only.....
98c

Ladies' Kid Boots
BLACK LACE
SHOE MARKET'S PRICE, \$5.00
Beautiful soft black kid boots, 8 and 9 inches high, with Louis heels. Our price in this great sale only, at—
\$1.98



Men's Four-Buckle OVERSHOES
Men's four-buckle cloth overshoes, with extra heavy soles, go in this sale for....
\$1.98

Ladies' Famous Wicherts, \$10 and \$12 Boots
FROM OUR OWN STOCK
Beautiful Gray Kid, Brown Kid, Field Mouse and Black Kid Boots, with wood covered Louis heels, go in this sale, at.....
\$8.38

Bring the Children; Never Such Bargains for Boys and Girls and Little Tots

BIG BOYS' SHOES \$2.50 Values. Gun metal button school shoes, all sizes, good wearing shoes, go at.. \$1.68	Misses' and Children's Shoes \$3.00 Values. Dull leather or patent leather, cloth or kid tops, go in this sale, at \$1.88	Baby Shoes Soft kid, hand-turn patent or kid leather shoes go in this sale, at..... 69c	Little Men's Shoes HI-CUT. \$3.50 Values. Tan Hi-Cut storm shoes, go in this sale, at \$2.68	BABY SHOES HI-CUT STYLES \$2.50 Values. Fancy colors and trimmings, with Hand-turn soles, go in this sale, at \$1.78
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SALE AT PANOR SHOE CO. 1512 Douglas