

RETAIL PROFIT FOR COAL FIXED BY J. L. KENNEDY

Maximum Gross Margins Fixed by Fuel Administrator for State, Except Two Counties.

Maximum retail gross margins on coal and coke sold to consumers in Nebraska have been definitely fixed for the entire state, by Federal Fuel Administrator Kennedy of Nebraska. The maximum retail gross margin, to which the usual reasonable drayage and delivery charges of the locality may be added as part of the retail price, are:

Domestic coal, not screened.....	\$1.25
Domestic coal, screened.....	1.40
Steam coal.....	.90
Coke.....	1.25

Thus, for the first time, margins on the sale of coal have been made uniform all over the state, excluding Douglas and Lancaster counties, where conditions are much different than in other parts of the state.

Must Post Cost.
The order further compels the retail coal dealers throughout the state to post up and maintain in their places of business, accessible to their customers, the cost to each kind of coal and coke handled, the maximum retail gross margin allowed, and the retail price at the yard, also drayage and delivery charges. Dealers may sell for less, but cannot collect more than the maximum margins allowed.

These new margins take effect at 7 a. m., February 9, which will be Saturday of this week. They will remain in effect until otherwise ordered by the United States fuel administration, or until modified by the federal fuel administrator for Nebraska.

In this new order just published Mr. Kennedy briefly reviews the investigations that led up to the fixing of margins, in part as follows:

"November 27, 1917, the federal fuel administrator for Nebraska issued instructions to all county committees to investigate and report upon the retail gross and gross margins being charged for coal in their several communities; and to recommend reasonable gross margins which the retail dealers might be permitted to add to the cost of coal to them, in order to determine reasonable retail prices.

"At the same time forms were sent out for the returns of the retail coal dealers, showing their costs and margins, in pursuance of publication No. 7, issued by the United States fuel administrator.

"The retail coal dealers throughout the state have been slow in returning their reports to the committee, and in many cases they are incomplete. This has hindered and delayed the work of the committee, so that, more than two months after the reports were sent out, with the winter more than half over, not one-half of the counties in the state have recommended retail gross margins or prices.

"In the meantime the Douglas and Lancaster county fuel committees made a thorough investigation of the retail coal business in Omaha and Lincoln. Reports were made by the committee to the federal fuel administrator, which when modified in minor particulars were approved. The Omaha prices and margins took effect December 19, 1917. The Lincoln prices and margins January 9, 1918.

"Prices and maximum gross margins were established in Douglas and Lancaster counties, outside of Omaha and Lincoln, February 1, 1918.

"The prices and margins in Douglas and Lancaster counties rest on a like basis. Excluding drayage and delivery charges, an average retail maximum gross margin of approximately \$1.40 per ton allowed on domestic coal. The average maximum gross margin allowed in these counties is above \$1.40 on certain other grades. It averages, however, about \$1.40 per ton; the coal to be screened at the yards. Excluding drayage charges, the maximum retail gross margin allowed on steam coal in Omaha is 30 cents, and in Lincoln 30 cents. There is no other material difference between the Omaha and Lincoln margins.

"The conditions affecting the retail coal trade in the several counties in Nebraska, excluding Douglas, are much alike; and there is no real reason why maximum gross margins made applicable to Douglas and Lancaster counties should not apply to other counties in the state. In the more populous counties the volume of business is greater, but expenses are correspondingly increased.

Basis for Margins.
Mr. Kennedy gives the above mentioned margins for the state, pointing out that they are based upon reports and recommendations submitted by county committees and upon information otherwise obtained. Ten thousand copies of the order

Milk Chocolate and Lemon Sour! Oh, Bacchus

A glass of lemon sour and some milk chocolates caused Dave Wombold of Lincoln to imagine that the devil was chasing him, he told Judge Fitzgerald Thursday morning. He was arrested in the Carlton hotel Wednesday night by Joe McDonald. He is said to have ventured the opinion that he "could lick the world." He was found to be in a nervous condition, bordering on insanity, and was discharged with the admonition to enter a sanitarium at once.

will go out at once to the fuel administration committees in the counties of the state to be distributed to the coal dealers and others.

Applications for modification of the order must be made in writing and forwarded through the chairman of the fuel committee of the county in which the business is transacted, and it shall be supported by written evidence submitted with the application to the state administrator.

Any person aggrieved by the maximum margins hereby established may appeal to the United States fuel administrator, by forwarding to the legal department, United States fuel administration, at Washington, a verified written petition, setting forth in detail the facts relied upon, and by forwarding a copy of such petition to the state fuel administrator. Pending such appeal, the margins established remain in full force and effect, unless otherwise ordered by the state or United States fuel administrator.

Long List of Crimes Charged Against McKay

Acting Chief of Police Dempsey has received from the national bureau of identification a record of Thomas McKay, one of the five diamond bandits arrested here last week. McKay's record shows that he has police records in Boston, Dayton, Milwaukee, Chicago, Baltimore, New Orleans, Philadelphia, Pittsburgh, Cincinnati, Evansville, Cleveland, Detroit, Columbus, Kansas City, Houston, Minneapolis.

The earliest date of these records is 1891. He gave the following aliases, according to the police: Thomas Fay, Clayton Wade, Will Wade, Edward Harvey, Thomas Carey, Thomas Corey and Frank Harvey.

He has been sentenced or fined for forgery, grand larceny, burglary and other crimes.

Only Bathes When He Goes to the Hospital

Joe Stock, laborer, charged with stealing coal from the Burlington yards, was asked by Police Judge Fitzgerald when he had bathed last. He said he had taken a bath when he went to the hospital, but since then, as he works on the track, he "had managed to get by without one." To the charge of stealing coal, he answered that he was "just looking at it when the officer pinched him." He was given four hours in jail.

BOOSTER FUND Publicity Bureau to Spend \$50,000 in Ad Campaign. IS OMAHA'S AIM

A fund of \$50,000 is planned for the bureau of publicity of the Omaha Chamber of Commerce. The new committee directing the affairs of the bureau met Wednesday noon at the Chamber of Commerce rooms and decided that the bureau shall have this amount for a national advertising campaign so that when the reconstruction period starts after the war Omaha may be assured of its share of national development.

Hitherto the comparatively small fund of the bureau was not sufficient to warrant any extensive campaign of paid advertising. The former fund was enough to handle conventions, prepare and distribute printed matter, and get out news letters.

An advisory governing committee of 15 men will be chosen next week to help manage the various activities of the bureau. Joe Kelley has been elected secretary. C. O. Talmage is chairman and Charles D. Beaton vice chairman.

Store Opens 9 A. M. Closes 5 P. M. Closing Saturdays at 6

Brandeis Stores

Store Opens 9 A. M. Closes 5 P. M. Closing Saturdays at 6

Take care of the pennies and the dollars will take of themselves.

Basement

It isn't what you earn, but what you save that counts in the long run.

If there is one time in all the year when OPPORTUNITY comes to you, it is now--right now, when "Thrift Week," brought about by conditions which make it wise to establish this idea throughout the country, is here.

THIS ECONOMY CENTER OF OMAHA—("thrift" center in other words), comes to the fore now with offerings that will put dollars back into your pockets and at the same time enable you to purchase good dependable merchandise that will give satisfaction.

This Big Basement has, since its beginning, many years ago, had this idea always in mind—"the same goods for less money, or better goods for the same money," and with this principle always in view, has established this as the "Economy Center of Omaha."

Boys' Mackinaws \$3.50



Warm, roomy and comfortable, at a price that should sell them all. High storm collars, Norfolk half-belt style, big pockets. In gray and brown colors. Special, in our Boys' New Basement Department, \$3.50.

Ready-to-Wear Ten Bargain Lots

We have grouped in special lots for Friday and Saturday's selling—wonderful bargains in ready-to-wear—for women, misses' and children. There are economy opportunities here not to be overlooked. Materials will undoubtedly be very much higher later on—this is looking well into the future to profit by these offerings.



Domestics

Mill Remnants Bleached Muslin, good quality in useful lengths, while the lot lasts, a yard at..... **5½c**

Mill Remnants Kimona Crepe, pretty patterns and colors for Kimonas, Wrappers, etc., special a yard at..... **14½c**

36-inch Unbleached Muslin; heavy round thread quality for sheets and slips, Friday-day only, a yard at..... **12½c**

Fancy Zephyr Dress Gingham in plaids, checks and stripes for Misses' and Children's, etc. A bargain; a yard at..... **19c**

Fancy Shirting Madras; a splendid assortment of pretty figures and stripes for men's and boys' shirts, etc., a yard at..... **25c**

72x90-inch Bleached Sheets with French Center seam; made of fine heavy muslin, special, each at..... **75c**

42x36-inch Bleached Pillow Cases; made of good quality sheeting; unusual value, each..... **16c**

Novelty Challie; pretty styles and colors for dressing saques, kimonas, etc., a yard at..... **11½c**

61-inch Bleached Sheet; good quality, Eastern make, for sheets, etc. Very special, a yard at..... **35c**

Basement

Broken Lots of Boys' Knee Pants, \$1.00

Some full lined, in all sizes. Gray, brown and blue mixtures. These will make good school pants. Special for Friday, each..... **\$1.00**

Boys' Sweaters, \$1.00. Buy these now for next fall. These are good values in blue red and gray colors. Shawl collar and pockets. Good weights. Sizes 2 to 4 and 8 to 14 years. Very special, each..... **\$1.00**

Boys' Overcoats, \$2.95. Just 75 coats in all—priced for quick clearance. Convertible collars, good weights, in gray and brown mixtures. Sizes 3 to 7 years. Very special, each..... **\$2.95**

Basement

Bargain No. 1

We have grouped together about 400 Silk Blouses at \$1.00 Each. Made to sell at \$2.00, \$2.50 and \$3.00. These are made of Jap Silk, Tub Silk, Crepe de Chine, Net, Lace, etc. Slightly soiled and mused, but otherwise perfect in every way. All up-to-date styles. Very special, each, at..... **\$1.00**

Bargain No. 2

Jap Silk and Cotton Blouses at 55c Each. Made to sell at \$1.00, \$1.25 and \$1.50, some even more. These are all new up-to-date styles. Slightly soiled and mused from handling. Transferred from our second floor blouse department to the basement for quick clearance. Every blouse is a bargain at this low price of..... **55c**

Bargain No. 3

Women's White and Colored Cotton Blouses Only 29c Each. Regular 50c, 75c and \$1.00 values. All good styles; good materials, such as lawns, organdies, rice cloths, etc. Dozens of styles, hundreds to choose from. Slightly soiled and mused. Wonderful bargains at..... **29c**

Bargain No. 4

Women's and Misses' Heavy Winter Coats, \$4.00 Each. Made to sell at \$5.00 up to \$10.00, some even more. Over 300 to choose from. All good styles. Many have fur collars, fur trimmed, etc. All satin lined broadcloth coats with fur trimming. Lined corduroy coats with fur collars. Fancy roughcloth coats, etc. Wonderful bargains, \$4.00 each..... **\$4.00**

Bargain No. 5

Women's, Misses' and Juniors' Cloth Dresses Only \$2.00 Each. Made to sell at \$3.95 up to \$6.00. Over 300 to choose from. Not this season's styles, but good, practical styles for ordinary wear. Each..... **\$2.00**

Bargain No. 6

Girls' Coats, ages 2 to 6 years and 6 to 14 years, also a few 13 to 17 years. Made to sell at \$3.95 up to \$5.95. A few even more. Take your choice of any girl's coat in our basement section at this low price. Over 200 to select from. Each..... **\$3.00**

Bargain No. 7

Girls' Winter Weight Dresses Only 39c Each. Made to sell up to \$1.25. We have grouped the balance of the girls' Winter dresses for quick clearance at once price. These are in sizes from 2 to 6 years and 6 to 14 years. A wonderful bargain at..... **39c**

Bargain No. 8

Women's and Misses' Dress Skirts, \$1.29 Each. Over 600 splendid skirts in dozens of styles. Made to sell at \$2.00, \$2.50 up to \$3.50, some even more. Corduroys in various colors, serges, fancy cloths, Shepherd checks, etc. Many have pockets. Every skirt is a good style and all good materials. A bargain at..... **\$1.29**

Bargain No. 9

Women's and Misses' Fur Sets, \$6.95 a Set. Your choice of any fur set in the basement. Such furs as Red Fox, Jap Fox, Near Seal, Canadian Marten and others. Former prices \$8.95 to \$15.00. Now, a set, at..... **\$6.95**

Bargain No. 10

Fur Scarfs and Shoulder Pieces for Women, Misses and Children. About 350 pieces in this lot. Many different kinds, large and small pieces. Were made to sell at \$2.00 to \$6.00. Now, each piece..... **\$1.49**

Hosiery and Underwear

Women's Fine Cotton Fleece Lined Union Suits, in low neck and sleeveless style, large sizes, a suit..... **\$1.35**

Children's Peeler Vests and Pants and Gray Vests, in odd lots, special, each, at..... **25c**

Infants' Sample Shirts, in wool, part wool, and some silk and wool; in sizes 2 to 6, each, at..... **39c**

Odd Lots of Infants' Shirts and Bands, to clean up, each, at..... **15c**

Women's Cotton Hosiery, in black and tan, odd lots, special, a pair, at..... **15c**

Children's Black Hose for school wear, heavy and medium ribbed, special, a pair, at..... **25c**

Women's All-Silk Hosiery, mismates and some slightly imperfect. Colors are black, white and colors. Each stocking at..... **15c**

Basement

Housefurnishings

25 and 40 Watt Electric Light Bulbs, each..... **23c**

100 Watt, each at..... **89c**

"E-Z" Slip-On Easy Slip-On Mop, consists of 3 in 1 Combination mop, polish mop, one dust mop and one can of oil; regular \$1.75 value, complete outfit for..... **89c**

One Lot of Splint Clothes Baskets, while the lot lasts, special, each, at..... **50c**

"Mirro" Aluminum Percolators, large size, special, each..... **\$1.29**

One Lot of Granite Dippers, second quality, 1½ pint size, special, each, at..... **7c**

Basement

Men's Overcoats, \$9.50

Broken Lots—About 400

Broken Lots from our regular stock in plain colors and fancy mixtures—others conservative models. Sizes for men and young men. At a saving of from \$5.00 to \$10.00 on each coat. Special each..... **\$9.50**

Men's Worsted Work Trousers, \$1.50

About 100 dozen in all good styles.

Men's and Young Men's All-Wool Mackinaws

All sizes and all colors. Values to \$12.50. Sale Price, each..... **\$7.50**

Omaha Distributors for Carhart Overalls. Basement.

Men's Furnishing Offerings

Men's Wool and Wool Mixed Sweater Coats, with or without collars, in medium and heavy weight; assorted colors; \$2.50 and \$3.00 values, sale price, each..... **\$1.69**

Men's and Boys' Gloves and Mittens, in wool knit, fleece lined and leather fleece lined; values to 69c, sale price, a pair..... **39c**

Wool Knit Mufflers, reefer and button around neck styles, assorted colors; sale price, each..... **19c**

Men's Heavy Fleece Lined and Ribbed Shirts and Drawers; in ecru and random colors; sale price, a garment..... **69c**

Basement

Draperies

1 Case of Curtain Nets, sample corners, pretty allover designs, special for Friday..... **19c**

500 Window Shades, size 6x36, in the light and dark green. Complete with fixtures, ready to hang, each at..... **35c**

50 Pieces of Silkolines in the latest colorings, some with bordered designs, special a yard..... **10c**

1 Case of Lace Curtains, 2½ and 3 yards long; slightly imperfect. Many worth up to \$5.00 a pair. Special while this lot lasts, a pair at..... **\$1.49**

1,000 Sash Rods, size 22x45; with fixtures, special, each at..... **5c**

Basement

Handkerchiefs

Men's Good Size White Cotton Handkerchiefs, each at..... **7½c**

Women's Fine Lawn Fancy Initial Handkerchiefs, special, each at..... **10c**

Basement

Rugs At Lowest Prices

9x12 Hit and Miss Rag Rugs, regular \$10.50 values, each..... **\$5.98**

Special Axminster and Velvet Rugs, 36x72, pretty patterns, \$7.50 values, each..... **\$4.50**

Salesman's Samples of Axminster and Brussels Remnants, 1½ to 4-yard lengths, special, a yard, at..... **\$1.00**

27x54 Velvet Rugs, worth \$2.50, Friday, each..... **\$1.59**

27x54 Hit and Miss Rag Rugs, regular \$1.00 values, special, each..... **85c**

High Grade Linoleum, 6 feet wide, very special, a square yard, at..... **55c**

Congoleum Felt Base Linoleum, 6 feet wide, special a square yard, at..... **29c**

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BUY NOW AND SAVE

Napier's

Over 1000 Pairs

of desirable new \$6, \$7, \$8 boots (embracing nearly all very short lines) have been condensed in one section, and will be available Friday and Saturday at the one almost "give-away" price of..... **\$3.90**

Generous Assortment

of black kid, patent colt or pretty combinations of kid and fabric with high lace or button tops, graceful Louis or walking heels. Your size is surely here in a good style that will please you. 'Tis true that we are selling this lot for less than wholesale cost, but our profit was made earlier in the season. We will not carry over these broken lines. Come Friday morning and be fitted in that smart \$8 boot for..... **\$3.90**

Other Lines More Complete

including over 12,000 pairs of all Winter boots are now on sale at real reductions. Nearly 50 per cent of the styles are good for this coming spring. Such as brown militaire boots and beautiful shades of gray and brown kid, in French heel models with extremely high lace tops. If you need and want quality footwear, come to Napier's Friday morning—and buy—and save.

Cash Mail Orders Prepaid—Send for Cut-Price Catalog. Desirable Charge Accounts Desired.

307 South 16th St. **Napier's Booterie** 307 South 16th St. OMAHA

"Economy is the road to wealth," begin to save today.

Never put off the saving 'til tomorrow, if you can do it today.