

**MODERN "ILIAD"  
SUNG BY FOUNDER  
OF STANDARD OIL**

John D. Rockefeller Tells of How Company Grew From Humble Beginnings to Its Present Enormity.

New York, Jan. 10.—The story of how the Standard Oil company grew from humble beginnings until it became the greatest business organization in the world, was related by the founder himself, John D. Rockefeller, in a letter which was read tonight at a dinner held in celebration of the golden jubilee of the world-wide corporation. Absence in Florida prevented Mr. Rockefeller from joining the little group of multi-millionaires who assembled for the celebration.

In his letter, which was addressed to A. C. Bedford, chairman of the Standard Oil company of New Jersey, Mr. Rockefeller said he believed that there were only two survivors of the original organizers of the Standard Oil company of Ohio, the parent organization—his brother William, and himself. He said that he had commenced his career as an oil refiner, preceding his brother in the business by four years.

**Oil Refining Profitable.**  
"The business of oil refining," Mr. Rockefeller wrote, "was very profitable in the early 60s, but in the late 60s it was overdone and the competition was ruinous, so that probably 80, and possibly 90 per cent of all engaged in it were either barely holding their own or suffering actual loss."

Many efforts were made to remedy the demoralization in the industry but without success. Mr. Rockefeller continued, until the Standard Oil company undertook to unite certain refining interests under a common ownership. The finding of the capital for the scheme was difficult in view of the poor credit conditions in the business, and Mr. Rockefeller could recall only two concerns—the Warden, Frew & Co. interests of Philadelphia and the Charles Pratt company of New York—who were willing to furnish cash in return for stock. As an illustration of the stringency in the money market, he said that the Standard Oil company borrowed from its stockholders all the money they would lend and paid 10 per cent interest.

**Get Financial Backing.**  
The money thus raised was still insufficient, but financial backing was obtained through the sale of stock to leading capitalists and the business of other refiners was taken over by payments either in stock or cash. The ablest representatives of such concerns were enlisted in the administration of the joint undertaking.

"And here I may be pardoned for saying," Mr. Rockefeller wrote, "that the Standard Oil Co., made a record without precedent in the history of commercial enterprises in turning to its weaker and bankrupt competitors and offering them a chance to recoup their waning fortunes without any risk on their part except the putting in of their plants, many of which were superannuated and illly equipped to cope with more up to date refineries, even of that time."

"I am happy that all who took stock prospered and did much better than they could have done under any other circumstances."

**Not Optimistic of Results.**  
"This, however, was not so surprising, after the trying years through which they passed, and it must be remembered that this was a new and untried thing and that many people regarded the organization as a rope of sand."

"Not only was this true at its inception, but for some time efforts were made on every hand to discredit the company. Such opposition was to be expected as the methods of economizing in every step from the putting down of the well to the delivery to the consumer of the manufactured product brought about an economic revolution, accompanied, as such great movements always are, by more or less antagonism from those who preferred to continue the old and obsolete method."

The history of the company was also reviewed by Mr. Bedford, who declared that in many respects it was the history of petroleum throughout the world. He asserted that in every country where oil production has been properly organized, it has been made so by emulating Standard Oil methods. Mr. Bedford emphasized Mr. Rockefeller, Henry M. Flagler, Charles Pratt and Henry H. Rogers, associates in the formation and development of the Standard Oil corporation, as men who had not merely built up a tremendous enterprise, but who had made great contributions to their country in philanthropy, medicine, education and art.

**Asks \$150,000,000 for Food Relief Among Mid-European Needy**

Washington, Jan. 10.—Loans aggregating \$150,000,000 for food relief in Austria, Poland and other European countries and Armenia to prevent "a general disintegration of political cohesion in western Europe," were proposed to congress by Secretary Glass, who said it might be necessary to increase this amount to \$200,000,000 after the full situation in Europe had been assessed.

Reviewing the situation in Austria, Mr. Glass said serious was so great that the chancellor, Dr. Renner, had declared that a complete breakdown must occur by the end of January unless assistance were given from the outside.

Referring to Poland, Mr. Glass said the failure of the government there properly to ration its adult population already had caused demonstrations by the "reds" in Warsaw.

Some forms of securities would be obtained from the foreign countries before the loans would be made.

The Automobile Workers of the World is a new labor organization in Detroit, Mich.

3-day introductory sale of Philippine lingerie begins Monday.

**BURGESS-NASH COMPANY.**

"EVERYBODY'S STORE"

January Clearance Sale of men's and boys' clothing now in progress.

**Continuing for Monday---January White Sales**

**Eighty Years Ago Yesterday  
The Tenth of January**

was a red letter day in the history of civilization. For on January 10, 1840, the modern system of postal service was first established.

Four score years ago letters were but sheets of paper, folded and addressed without envelopes.

They were dropped into boxes, unpaid, and the charge made according to size and weight, and collected upon delivery, which was made by primitive railway mail cars which traveled approximately 11 miles an hour.

This week the first air-mail service in this part of the country was established in Omaha and mail was delivered to Omahans by an airplane which traveled at the rate of 114 miles an hour. This modern postal service marks the beginning of a greatest service to this country and to mankind.

Each year since this store was established it has risen. Keeping pace with the progress of the world; constantly endeavoring to achieve greater things, so it might be of the "greatest service to the greatest number" at all times.

**What Dame Fashion Decrees For the Spring in**

**Blouses**



YOU will find on display in our Blouse Section—

Blouses of real lace, silk duvetyn, tricolette, fancy paulette and Georgette in the newest shades of jade, orchid, rose tan, titian, overseas blue, navy, also back and white.

New neck lines, short sleeves, surplice tie-on effects, over the skirt tucks, and the always popular tuck-in blouse.

You will enjoy this beautiful display and we invite you to inspect it at your earliest convenience.

**Dainty New Embroideries Very Specially Priced**

We have received our spring embroideries and offer a large assortment which will be very effective on underwear or children's dresses.

**Embroidery Edges 5c, 11c, 15c, 19c a Yard**

Pretty and neat designs are shown in this selection.

**Embroidery 17c a Yard**

A splendid variety of pretty patterns to select from your corset covers.

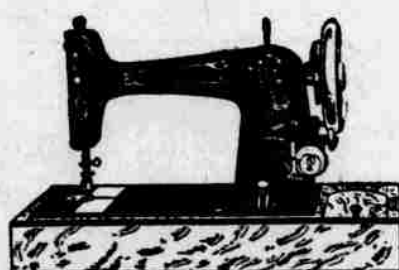
**Flouncing 47c a Yard**

A choice selection of dainty flouncing for children's dresses and underwear.

**Beadings, 7c a Yard**

Yards and yards of wonderful designs in our assortment of beadings.

**"The Free" Electric Portable Sewing Machine**



THINK how convenient to be able to carry an electric sewing machine around like a hand bag.

Just set it on the table—attach the cord to any electric light socket, step on the lever—lightly or firmly, according to the desired speed—and presto! It sews!

**TERMS \$5.00 CASH, BALANCE \$1.00 per week**

All floor samples and slightly used sewing machines, this week only, at 1/4 off.

**We do Hemstitching and Picot Edging.**

**Which Include Wonderful Values In Dependable Household**

**Linens.**

With information received from reliable sources we can safely say that "household linens" will be no less expensive for a long time to come.

The quantity of flax obtainable from the flax-growing countries of the world is very small, due to upheavals of many kinds. Ireland and Scotland are not able to produce the amount of flax necessary to meet the demand.

It is safe—it is practical—at this time to anticipate future needs in "real linens." Examine our stocks—compare our qualities—investigate our assortments—"then buy."

The unusually heavy selling of the past seven days has depleted many of our stocks. However, new items are added, equally as interesting as the previous offerings.

We note a small number of very special items:

**Table Damask**

72-inch bleached Irish table damask, a heavy weight of splendid quality, in good designs, \$1.75 a yard.

Bleached table damask of heavy weight and splendid quality, six good designs, 69c a yard.

True Irish linen table damask, 70 inches wide, a durable quality in four handsome designs. January sale price, \$2.50 a yard.

Extra heavy weight linen table damask of Irish manufacture; a quality that will retain its satin finish after laundering; 70 inches wide, \$3.50 a yard.

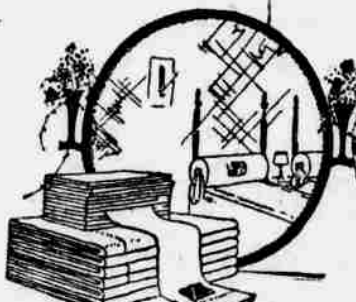
**Pattern Table Cloths**

Irish linen damask pattern table cloths of extra heavy weight; made from splendid quality of flax; beautiful circular designs:

- 2x2-yard cloth, \$9.50 each.
- 2x2-yard cloth, \$11.85.
- 2x3-yard cloth, \$14.25.
- 23x23-inch napkins, \$13.95 dozen.

**Tray Cloths**

Plain linen damask tray cloths with hemstitched or scalloped edge; an excellent quality; size 16x23 inches, at 49c and 65c each.



**Bed Sheets**

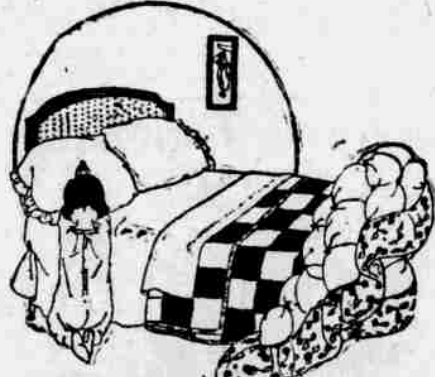
Size 81x99 inches. Made of fine round thread sheeting of excellent quality, finished with 3-inch hem on top. Price \$2.25 each.

**Embroidered Pillow Cases**

Size 45x36 inches. These have neat designs of solid embroidery, as well as eyelet work on fine quality of muslin. They have hemstitched or scalloped edge. Priced \$2.25 and \$2.75 pair.

**Pillow Cases**

Size 45x36 inches, with hemstitched ends. This quality will give splendid service. Price 58c each.



**Pillow Tubing**

45 inches wide. This quality will make very serviceable pillowcases. No dressing or filling. Price 65c a yard.



**Decorative Linens**

Our assortments are still complete with very interesting values in luncheon sets, luncheon napkins, scarfs, centerpieces and banquet cloths, all marked at the special January sale prices.

**Grey Outing Flannel**

Heavy and soft. Price 32c a yard.

**Crash Toweling**

"Pure linen crash toweling, well known by the name "Russian Crash," none better for good service, 39c a yard.

Warranted linen weft crash toweling; a very absorbing quality in all white, 17 inches wide, 25c a yard.

**Huck Toweling**

Hemstitched huck towels of Irish manufacture; a very fine weave and perfectly hemstitched ends; size 17x34 inches, 79c each.

**Glass Towels**

All-linen glass towels with red or blue borders and with tape loop; an unusually good value for \$2.75 for 1/2 dozen.



**Blankets**

Wool blankets in the beautiful block designs and in colors of pink and white or blue and white. They are soft and fluffy, with ribbon binding; suitable for full size beds—\$12.95 pair.

Children's blankets in colors of pink or blue. Special for \$1.00 each.

**Bed Spreads**

Satin finish Marseilles bed spread with scalloped edge and cut corners; an excellent quality for full size beds—\$6.95 each.

Full size crochet bed spreads with scalloped edge and cut corners. A splendid quality, with Marseilles designs, \$3.50 each.

**Comforts \$9.00**

Lamb's wool filled comforts, size 72x84 inches. These are covered, top and back, with fine quality of figured cambric with plain borders of pink, rose or blue—\$9.00 each.

Large size comfortables in dark colors and in Indian designs, size 72x84 inches—\$4.50 each.

**For Those Who Are Planning In Going to A Warmer Climate**

And one need not necessarily be going to the Southlands to enjoy to the full the beautiful displays of the new modes, especially designed for wear in the warmer climates.

**The New Suits**

Are most gorgeous in their brilliant colors, made for pastime wear and for traveling.

**The New Frocks**

Are beautiful in design and color as well as color combinations harmonized to express the new modes.

**The New Millinery**

Expressive of every new mode. Satin or satin and straw combined. Laden with flowers or strictly tailored.

"Ask Mr. Foster"

Travel Information Bureau is at the service of those who desire any information in regard to traveling. They will make all arrangements for your entire trip, and, of course, there is no charge whatever.

**The Most Practical Garment For Children Is**

**Rompers**

WE have them for every occasion and for all sizes.



Attractive plain colored rompers with collars and cuffs of white, in chambray, gingham and poplin. Just the kind of romper for the rollicking, tumbling boy.

Our Infants' Section has not forgotten the wee little girl, the dark-eyed girl or her sister with golden locks—for these, there are scores of dainty rompers, dark ones for play, attractive light blue, pink and yellow for dress-up—simple, but oh, so fetching with smocking and touches of hand embroidery.

The mother who likes to keep the little ones in white, will find a full assortment of new white rompers here; also simple checked gingham rompers for the little tot, 6 months to 1 year. Button-in models of two colors for boys, 2 to 4 years.

Sizes 1 year to 6 years, and priced from \$1.35 to \$6.50.

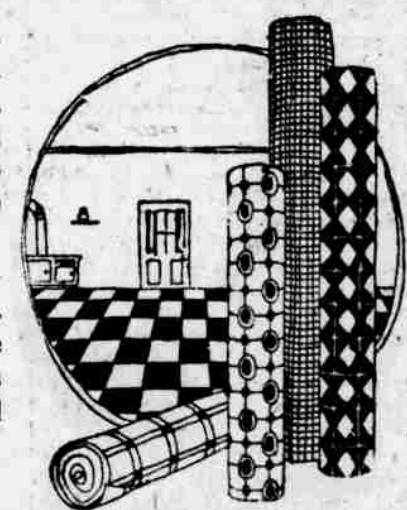
**Stand and Table Lamps 1/3 Off Regular Price**

OUR entire assortment of beautiful lamps, including fancy art lamps have been placed on sale at exactly 1/3 off of the regular marked prices.

Handsome shades of silk and parchment have also been reduced to 1/3 their original pricing. Do not fail to take advantage of these reduced prices.

**Linoleum Remnants at Less Than 1/2 Price**

IN LAID linoleum, printed linoleum, and Neponset floor covering, consisting of odds and ends, in pieces large enough for bathrooms and kitchens—Remember to bring the measurements of your rooms. No C. O. D.'s or phone orders. Priced much less than 1/2 the original price.



**Sale of Rag Rugs**

Plain, colored rag rugs, 27x54, \$1.39.

**Bath Rugs**

Blue and old rose chenille bath:

- 18x36 .....\$1.98
- 27x54 .....\$3.19
- 30x60 .....\$4.39
- 36x72 .....\$5.19