

GREAT "THRIFT" CAMPAIGN NOW IN FULL SWING

To Last All Week—Wednesday Any Association Lawyer Will Write Your Will Free.

The National Thrift campaign, a movement having for its purpose the educating of America to ideas of thrift, opened in Omaha yesterday with a reception by every bank and financial institution in the city. It is being continued today in every pulpit in Omaha. It will continue Monday in a "drive" by the life insurance companies. Every day during the week has been designated as some individual "day" upon which a particular phase of "thrift" will be opened to the public.

Thrift does not mean sticking every cent you can lay your hands on into the bank, says Walter W. Head, president of the Omaha National bank and head of the National Thrift campaign in Nebraska. Thrift means making your money do its full duty. There is thrift in earning, thrift in saving, thrift in spending and thrift in giving. This campaign is to teach thrift in its broad sense. It is not intended to teach stinginess and penury.

Thrift Day in Church. Today is thrift day in the churches. The official name of the day is "Share With Others" day. From practically every pulpit in Omaha a lesson in thrift in sharing with others will be given. Every religious denomination in the city has endorsed the movement and today ministers, priests, preachers and rabbis will all tell their congregations something of the spiritual side of thrift.

Yesterday was "bank" day. The 16 Omaha banks and building and loan associations kept "open house" during the evening. Hundreds of Omaha people, many with bank accounts, many with savings accounts, many without any sort of accounts, were callers. The guests learned something about the inside of a bank. They also came to know the individual bankers. They learned that some of the very biggest accounts in the banks were little accounts a few years ago. With that idea in their minds many of the callers last night will be depositors before the month is ended.

Protect the Family. Tomorrow is "Life Insurance" day. In these days no man talks against life insurance as a general policy. Tomorrow a life insurance man of Omaha will talk life insurance in general, not some individual insurance company. They will try to emphasize to the people the value of protection for the wife and the children when the bread-winner is gone. A number of different methods will be used to place the general subject of life insurance before the people.

Tuesday will be devoted to the thought of "Own Your Own Home." A plan by which every man may own his home is being promoted by the Omaha Real Estate board. Some years ago Omaha was called a "City of Homes." Today Omaha is more of a city of homes than ever—as any one who has attempted to rent a house in this city any time in the last year will admit. Page advertisements in the newspapers on Tuesday will tell something of thrift in home owning.

"Make a Will" Free. Wednesday prepare to die. Make a will. Wednesday is "Make a Will" day. Few people may see the connection between thrift and making a will. But if these same people could put in a few days in the Douglas county court house and see the many law suits which have resulted from the lack of wills, they might change their minds. On Wednesday any member of the Omaha Bar association will write a will for any caller without a cent of cost. The bar association invites all Omaha to come in and get its will written on that day.

"Thrift in Industry" is the particular subject for Thursday. On that day Omaha employers and committees of their employes will get together and settle upon some plan of collective thrift or saving. Different plans will be offered—plans which have proven successful in some of the greatest industrial plants in America.

"Family Budget." Friday is "Family Budget" day. Making a budget and sticking to it has been cracked up as one of the very best plans for thrift that has so far been "invented." The thrift committee has offered prizes for the best family budget submitted for incomes of \$30 per week or for \$35 per week, as well as a prize for the best theoretical budget for an income of \$125 per month. Additional prizes have been offered for the best 300-word essay on "Should a man marry on \$125 per month?" Already a number of entries in the contest have been made.

"Pay Your Bills" Day. Saturday ends the campaign. The Associated Retailers of Omaha, in newspaper advertising and otherwise, will on that date tell Omaha people the thrift of paying their bills promptly when due and thus maintaining their own credit. They will have other things to tell the people also about "Pay Your Bills."

In connection with Thrift week, every school child in Omaha, public, school and private, is invited to enter a contest for the best essay on the subject for each day of Thrift week.

"Highjackers" Enter Home, But Find No Booze
The basement of the home of J. Clarke Coit, 2310 North Fifty-sixth street, was entered Friday night by persons who are believed to have been "highjackers."
The basement and several upstairs rooms were ransacked but nothing was stolen.
"They are just wasting their time when they come around my place looking for liquor," Mr. Coit told police.
For recovering sunken timbers a grappling device has been invented in Sweden that remains open when lowered into water but closes as it is raised.

Omahan Elevated to Thirty-Third Degree By Masonic Council



J. R. Cain, Jr.

J. R. Cain, jr., vice president of the State Bank of Omaha, has been elected to the Thirty-third degree of Masonry, by decree of the supreme council of Scottish Rite Masons, at their biennial meeting in Washington, D. C. The degree was conferred on Mr. Cain by Frank C. Patton, inspector general of the Nebraska grand lodge, on December 6. Mr. Cain was grand master of Nebraska in 1918. He was born in Falls City, Richardson county. His father, J. R. Cain, was grand master of the Masonic lodge in Nebraska in 1890. J. R. Cain, jr., is now preceptor of the Masonic consistory in Omaha.

Judge McHugh to Go To California Before Taking Chicago Job

Judge W. D. McHugh will go to California February 1 for a vacation of six weeks before assuming his new position as general counsel for the International Harvester company. Judge McHugh has been appointed to the high legal position with the big harvester company at a salary of \$100,000 a year. It is one of the biggest legal positions in the world.

Ringer Figures Fewer Automobile Thefts In Omaha During 1919

Only 61 automobiles were stolen per month on the average in 1919, compared with an average of 88 a month in 1918, according to figures compiled by Police Commissioner Ringer yesterday. The percentage of cars recovered rose from 68 per cent in 1918 to 79 per cent in 1919. Fourteen alleged automobile thieves were arrested per month in 1918 and 19 per month in 1919. The county attorney in 1919 convicted 61 persons of stealing automobiles, out of 67 tried, according to the compilation. Total number of cars stolen in 1918 were 1,056 and in 1919 was 734. In 1918 there were 696 cars recovered and in 1919 there were 567 cars recovered. Arrests made in 1918 for stealing automobiles were 168 and in 1919 there were 231 arrests.

"77" FOR COLDS

Happiness
The fanciful happiness of the Blue Bird; does not compare with the assured happiness of those who use "Seventy-seven" for Grip and Colds.
To meet the best results take "Seventy-seven" at the first sign of a cold, the first sneeze or shiver, the first feeling of weakness as if some serious illness was pending, this is the time to break up Grip and Colds.
Doctor's Book in English, French, Spanish, Portuguese or German—mailed free.
"77" at all Drug and Country Stores. Humphrey's Homeo. Medicine Co., 156 William Street, New York.

WHEN RHEUMATIC PAINS HIT HARD

Have Sloan's Liniment ready for those sudden rheumatic twinges.
DON'T let that rheumatic pain or ache find you without Sloan's Liniment again. Keep it handy in the medicine cabinet for immediate action when needed. If you are out of it now, get another bottle today, so you won't suffer any longer than necessary when a pain or ache attacks you.
Apply it without rubbing—for it penetrates—giving prompt relief of sciatica, lumbago, lameness, soreness, sprains, strains, bruises. Be prepared—keep it handy.
All drug stores—35c, 70c, \$1.40.



We Are Six Years Old Today--

It is with a great deal of pride that we look back over the past six years with the realization that our splendid success has been due to the liberal patronage of the public and their appreciation of our aggressive methods of merchandising.

We have endeavored to be of the "greatest service to the greatest number." It is our greatest ambition.

Our service has first thought for your interest and for your complete and lasting satisfaction with everything that you buy in this store.

Always living up to our promises; making good for any mistakes we may have made; never permitting any customer to keep any merchandise that was not perfectly satisfactory; lending every helpful service a store can give its customers and visitors—we are always looking for a way in which we can serve you better.

Our Anniversary Sale will be of service to those wishing to secure unusual values in fresh, new merchandise of the needed and wanted sort.

Thrifty People Will Take Advantage

Anniversary Sale of Men's Sample Hose

More than 4,000 pairs of sample hose—for the values are so extreme that men want to lay in a supply for the future as well as the present needs.

- At 23c** Includes cotton, lisle hose in all colors and sizes, 9 1/4 to 11 1/4. Special, 23c.
- At 45c** Consists of fiber silk, mercerized and fancy lisle. Extra value, 45c.
- At 35c** Silk lisle and mercerized lisle hose in fancy and plain colors, sizes 9 1/4 to 11 1/4, 35c.
- At 75c** Assortment of pure silk in all colors and sizes, 9 1/4 to 11 1/4, 75c.

Men's Sweaters, \$1.50

A miscellaneous lot of men's sweaters. Heavy rope stitch and Shaker knit. Some are coat styles, but mostly slip-over styles with shawl collars, special, \$1.50.

Men's Belts, 25c

A large assortment of men's sample belts in black, gray and tan. Sizes 30, 32, and 34. Special, 25c.

Men's Hats, \$3.95

A great clearance sale of all broken lines remaining from our season's selling—including many of our better hats. Men will find that every hat is an exceptional value—all desirable blocks and colors are represented.

Yards of Beautiful Draperies 1/3 Off Regular Prices

Including cretonne, damasks, velvets, sun-fasts, repps, denims, burraps, silks, voiles, etc., as well as all trimming. During our Anniversary Sale 1/3 off regular price.

One Lot of Men's Ulster and Ulsterette Overcoats \$39.50

Extraordinary values offered to men during our Sixth Anniversary Sale. These overcoats are of the best quality material, finest workmanship and wonderful values. Very special at \$39.50.

Anniversary Sale of Women's Dresses In the Downstairs Store \$5.00

A Fraction of Their Real Worth
Made in a variety of pretty new styles of
Georgette of good quality in navy and lace and ribbon, belts and sashes.
Serge of good quality in navy and black, trimmed with braid and buttons.
No Approvals, No C. O. D.'s, No Exchanges. Specially priced for one day only at \$5.00.
Downstairs Store.

Excellent Values in Women's Waists 50c

Voiles and lawn, with trimming of lace and embroidery. Made in slip-over styles, V necks and with collars. Slightly spoiled but splendid values at 50c each.
Downstairs Store.



Begins Monday, Continues Through

Sale of Children's Bath Robes 1/2 Price

Pretty, comfortable bath robes for the children. Plain and also bound with ribbon. Sizes 2 to 8 years. The lot has been reduced for clearance to 1/2 price.

A Limited Number of Mina Taylor Dresses \$3.95

Made of gingham, chambray and percale in dark or light colorings, smartly trimmed in self or contrasting colored collar and cuffs, pockets and belts. Broken sizes, for Anniversary Sale, \$3.95 each.

Choice of Any Winter Suit In Stock at \$10.00

Our definite policy of not carrying merchandise over from one season to another, brings this unsurpassed opportunity to secure a fashionable suit for \$10.00. No woman or miss in need of a suit for the remaining cold winter months, and for wear far into the spring can afford to overlook this sale.

First Quality Gray Enamelware In the Anniversary Sale at 69c

- 10-quart dish pans.
- 4, 6 and 8-quart convex kettles with cover.
- 8 and 10-quart lipped preserving kettles.
- 2 and 3-quart coffee pots.
- 4-quart convex sauce pan with cover.
- 6-quart lipped sauce pan.

First Quality Pure Aluminum Ware At \$1.39

- Included are: 4 and 6-quart convex kettle with cover.
- 4 and 5-quart sauce pans.
- 5-6-8-quart lipped preserving kettles.
- 4-quart convex sauce pans.
- Rice boilers.
- Wash Boilers \$1.69 Made of heavy galvanized iron—has wood handles—No. 8 size—\$1.69.
- Sauce Pans, 2-quart size, 79c Mirro pure Aluminum lipped sauce pans—2 quart size—79c.
- Mop outfit 89c Sprutex Mop outfit, consists of large size triangle mop with handle and large bottle Sprutex polish, the outfit—89c.

Ice Skates 1/3 Off Regular Price

Boys' ice skates of cast steel with hardened adjustable screw clamps, for Anniversary Sale, 1/3 OFF REGULAR PRICE.

- Roller Skates \$1.95** Brownie Roller Skates, all ball-bearing, adjustable to any size, with screw clamps. Very special, \$1.95.
- Spalding Ice Skates 1/2 Price** With shoe attached, Hykarbon steel, tempered, small sizes only, for Anniversary Sale, 1/2 price.

Sale of Drugs and Toilet Articles

- Mavis Talcum Powder, 24c.
- Waltz Dream Talcum Powder, 24c.
- Massatta Talcum Powder, 14c.
- Jardin de Rose Face Powder, 39c.
- Blue Orchid Face Powder, 39c.
- La May Face Powder, 39c.
- Palmoile Face Powder, 19c.
- Pinnaud's Violette Vegetale, 69c.
- Dorin 1249 and 1251 Rouge, 48c.
- Dorin Brunette Rouge, 29c.
- Wood back pure bristle Hair Brushes, very special, 25c.
- Evans' Duplicatory Powder, 59c.
- DeMiracle Liquid Hair Remover, 59c.
- Stevens' Non-oxobious Depilatory Powder, 59c.
- Spiro Powder, 19c.
- Liquid Dress Shields for excessive perspiration, large bottle, 49c.
- Large bottle Odonoro, 89c.
- Herpicide, medium size, 39c.
- Amami Shampoo, 9c.
- Two-quart Red Rubber Hot Water Bottles, \$1.79.
- One-pound roll Hospital Cotton, 49c.
- Ivory Nail Buffers, large size, heavy ivory, \$1.19.
- Magic Dye Soap, flakes, all colors, 8c.
- Sayman's Vegetable Soap, 12c.
- Burgess-Nash Special Soap, sandalwood, violet, rose and olive, the cake, 10c.
- Carlton's Bath Soap, large cake and a variety of odors, 19c.
- Remmo Sterilized Toilet Soap, 9c.
- Floating Rose Bath Soap, 6c.
- Small bar Olive Oil Castile, 12c.
- Pond's Vanishing Cream, small, 19c.
- Pond's Face Powder, 39c.
- Pond's Rouge, 39c.
- Pond's Tooth Paste, 29c.
- Enthymol Tooth Paste, 19c.
- Palmoile Cold Cream, tube, 19c.
- Putnam Dry Cleaner, 17c.
- Wright's Silver Cream, 19c.
- Carbons, small bottle, 13c.
- Temple of Heaven Incense and Burner, 39c.
- Listerine, 14-oz. size, 78c.
- Listerine, 7-oz. size, 39c.
- Listerine, 3-oz. size, 19c.
- Dioxogen, medium size, 39c.
- Sanitol Mouth Wash, 29c.
- Sanitol Tooth Powder, 29c.
- Fluto Water, 14c.
- Hinkle Pills, 100 in bottle, 19c.

Chiffon Velvet Hand Bags, \$3.95

In black, taupe, brown, blue and heaver, with heavy metal frame, chain or velvet handle, faille silk lining. Our extraordinary value for Monday, \$3.95.

Ribbons at 59c

Plain and fancy colored ribbon, checked, striped, plaid, dresden and floral designs. 6 to 7 inches wide at 59c a yard.

Beautiful Ribbon Remnants 1/2 Price

To Embroider Night Gowns, \$1.75

Night Gowns stamped in simple dainty designs on good quality nainsook. Very special at \$1.75.

Children's Dresses \$1.50

Frocks for very little girls, stamped to embroider on sheer white mull. Sizes 1, 2, 4 years, at \$1.50 each.

An Assortment of Women's Short Wraps \$10.00

We have taken from our regular stock a limited number of short plush and velvet coats, capes and cloaks and placed them in one group to sell at \$10.00 while they last.

Sixth Anniversary Lingeries

Hundreds of Attractive Undergarments are offered at out-of-ordinary savings. 1/4 - 1/3 Regular Prices.
FRENCH, PHILIPPINE, SILK AND consisting of gowns, camisoles, petticoats, pajamas, envelope chemise and corsets.
Gowns priced from \$1.05 to \$65.
Petticoats priced from 95c to \$25.
Camisoles priced from 95c to \$15.
Bloomers priced from 75c to \$10.
Pajamas priced from \$1.95 to \$40.

Choice of Our Colored Georgettes At 1/3 Regular

Blouses for Practical Wear ranging from the plain tucked and elaborate beaded ones. Sizes from 34 to 58 1/2. None C. O. D.

Extraordinary Women's Pure Silk \$1.11

Full seamless, silk to the knee, double mockseam. These are samples at Anniversary Sale price, \$1.11 a pair.

Sample Hose, 27c

Roadmen's samples of women's hose in cotton and lisle, seamless foot, double garter tops. Big variety from which to choose at 27c pair.

Wool Hose 1/4 Off Regular Price

For Anniversary Sale at a 1/4 off the marked prices. Women's sport wool hose; also full fashioned pure thread silk hose in odd lots.

