

Stirring Message of Optimism Told to Ad-Sell League

John G. Jones of New York Declares 1923 Will Meet Most Sanguine Expectations.

A stirring message of optimism in business conditions was brought to Omaha by John G. Jones, vice-president and sales director of the Alexander Hamilton Institute of New York, yesterday in his address before the Ad-Sell league at Hotel Fontenelle. Fully 400 persons attended. "We cannot look forward to a business boom this year," said Mr. Jones. "But next year will undoubtedly live up to the expectations of the most optimistic business man, indications show. Industry in general must be toned up in spiritual matters. A business house must build up its sales force on a basis of personality so that there must be a better understanding between the salesman and the public. Throughout the country, there appears to be a revival of real ethics in business which is the result of keen vision into the future. Advertising is the keynote of success in the commercial world today," Mr. Jones emphasized. "It is the one big means by which the merchant is selling his personality and wares to the public. It is the important factor in industrial life that is making business bigger and better with more beneficial service to the public which ultimately is a cornerstone to world peace and prosperity."

"Finger" Improves He "Snipes" Sack of Candy on Way to Jail Shining Moments

"Finger" Stevens, dope addict, improved the shining moments yesterday afternoon.

He and Goldie Britton were being escorted from the Federal building back to the county jail when Miss Britton asked to be allowed to stop at a drug store at Seventeenth and Douglas streets to make a purchase. Deputy United States Marshal Lee Weeks, in charge of the pair, allowed her to do so. When they came out Weeks noticed that Stevens was eating something. "What have you got there?" he asked.

Stevens smiled. "Did you see me?" he asked, displaying a 10-cent sack of candy. "I didn't see you," said Weeks. "Did you steal that?" "I just took it," said "Finger," putting another chocolate in his mouth.

Weeks stopped at the drug store on his way back and paid for the candy.

The Britton woman was held under \$1,000 bond for alleged possession of yen shee and other dope at 417 North Thirtieth street.

Home for Girls Urged by Bishop

City's Problem Is to Provide Good Surroundings for Young Women.

"There are in Omaha more than 10,000 employed girls and single women, and the great problem is to provide them with good home surroundings," said Bishop Homer C. Stuntz, speaking yesterday at the noon luncheon of the Omaha Kiwanis club at Hotel Rome.

"I look for Omaha to reach the half million mark within the near future. It has the key to a territory that will compel it to grow. More than half the girls who come to the city for employment come from the country and small towns and are unfamiliar with city ways. They must be safeguarded and be provided with home life."

The bishop spoke about Willard

Dress Sale

Choice of 300 new Silk Dresses on sale Saturday at— \$10.00 and \$15.00 Values to \$35.00

JULIUS ORKIN
1512 DOUGLAS

Retail Clothing Prices Drop.

Chicago, May 12.—Retail clothing prices have dropped 42 per cent since July, 1920, and a further decline is expected, according to the National Industrial Conference board, which has made a survey of the clothing industry.

Officers Take Part in Police Court Riot

When Claude Walker, 26, 2016 Charles street, saw what he believed to be a miscarriage of justice yesterday morning in Central police court, he took the law into his own hands and a riot followed.

He knocked down James Scott, 2014 Charles, next door neighbor, and fought him until two policemen dragged him off.

Max I. Walker was chairman of yesterday's luncheon.

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5¢ Welch's Special

Week of May 6th to 14th. Includes—We Give Coffee, Tea or Milk FREE with Every 5¢ Order of Welch's Wheat Tonn Bread. ALL SIX RESTAURANTS

The Men's Shop

Buy Your Straw Hat SATURDAY



And Buy It in Our Men's Shop

A style for every man. The best at lowest price.

The newest and most popular styles, including the rough braids that have become so popular in sand and copper tones.

Shapes men will like because they look well and fit well.

All Standard Makes.

\$2²⁵ and Up

Burgess-Nash Men's Shop—Main Floor

Men's Shirts \$1⁹⁵

An exceptional value in men's shirts with collar attached in various desired materials. Just the thing for summer or sports wear. \$1.95.

Burgess-Nash—Main Floor

Summer Suits

\$30 \$35 \$40

Suits that harmonize with the hot weather that is sure to come—suits that are hand tailored and made of all wool materials, are divided into three groups—priced at \$30, \$35 and \$40. An opportunity to purchase your summer suit at the first of the season at unusually low prices.



Golf Trousers

Golf enthusiasts will surely want a pair of golf trousers, made of a durable tweed fabric, priced at—

\$6⁵⁰

Burgess-Nash—Main Floor.

Boys' Wash Suits



These warm days require cool and comfortable clothes for the little man, too. We feature for Saturday Boys' Wash Suits, in either middie or Oliver Twist models. Can be had in blue, white and green. Linen collars. Sizes 2½ to 8 years.

Priced at \$1³⁹ \$1⁶⁵ \$2⁹⁵ to \$5⁰⁰

Burgess-Nash—Main Floor.

BURGESS-NASH COMPANY
"EVERYBODY'S STORE"

Dance to—

Today's Most Popular Hits



- | | | | |
|------------------|----------|---|--------|
| Jimmy | Fox-Trot | The Columbians | A-3585 |
| Dinny Danny | Fox-Trot | Ray Miller and His Orchestra | 75c |
| She's a Mean Job | Fox-Trot | Frank Westphal and His Rainbo Orchestra | A-3571 |
| If You Knew | Fox-Trot | Frank Westphal and His Rainbo Orchestra | 75c |
| Song of India | Fox-Trot | Eddie Elkins' Orchestra | A-3569 |
| To a Wild Rose | Fox-Trot | Eddie Elkins' Orchestra | 75c |
| Lola Lo | Fox-Trot | Ray Miller and His Orchestra | A-3563 |
| Doo Dah Blues | Fox-Trot | Ray Miller and His Orchestra | 75c |

Ask any Columbia dealer to play these records for you. You'll know then why Columbia leads in dance music.

Columbia Records

Columbia Graphophone Company, New York

HEADQUARTERS

For All Columbia Records at All Times

SCHMOLLER & MUELLER PIANO CO.
1514-16-18 Dodge Street DOUGLAS 1623

Convenience in Selection

Columbia Records

Our booths on the Main Floor to the left of entrance afford an ideal Record Shop.



415-17 South 16th St.

Hartman's

415-17 South 16th St.

Buy Your Columbia Records Here

All the popular hits in our Columbia Grafonola Department

Howard Street

H.R. Bowen Co.

Between 15th and 16th

GUARANTEE CLOTHING CO.

Saturday Special in Our May Clearance Sales

500 Hand Tailored SUITS

Not a suit worth less than \$30

\$19⁷⁵

2-Pants Suits

Featured for Saturday at

\$25

That Extra Pair Gives Extra Wear

GUARANTEE CLOTHING CO.

General Motors Trucks

Give Uninterrupted Delivery Service

GMC TRUCKS

This fact is proven by the results of thousand of GMC trucks now in service.

- 1 Two-Range Transmission
- 2 Removable Cylinder Walls
- 3 Radius Rods
- 4 Pump and Thermo-Syphon Cooling
- 5 Removable Valve Lifter Assemblies
- 6 Pressure Lubrication
- 7 Instantaneous Governor

The exclusive features that are embodied in General Motors Trucks, such as the Removable Cylinder Walls, the Two-Range Transmission and the removable Valve Lifter assembly, are found on no other trucks, and add greatly to the efficiency and economy of your delivery service.

There is another big advantage in the fact that there is not a single wearing part in the GMC engine which cannot be replaced. Adjustment or replacement can be made without disturbing the other units with which they function.

Another Evidence of GMC Economy

Nebraska Buick Auto Company

LINCOLN OMAHA SIOUX CITY
H. E. SIDLES, Pres. LEE HUFF, Vice-Pres. CHAS. STUART, Sec.-Treas.