h.L.cUMMINGS DIIES Little South Side Lad Killed coasters hurt as afTER OPRRATION When Sled Runs Into Auto SLED STRIIES POLE

|Ouch! Backache! Rub Lumbago or StiffnessAway
Rub pain from back with small al bottle of old Jacob's Oil.

## Extra Price Reductions

Surprising Values and Qualities for Saturday $\underset{\substack{\text { Suits and } \\ \text { Overcoats } \\ \text { ㅍ. }}}{ }$ HALF PRICE It's a Genuine Saving of $\$ 7.50$ to $\$ 20.00$.
 mi-Annual Sacrifice Sale, among which are"Kuppenheimer," "Society Brand" and "David Adler" $\$ 15.00$ to $\$ 40.00$ Suits and Overcoats $\$ 750 \overline{\mathrm{TO}} \$ 2000$

## Spring

 Dresses
## ON CREDIT

 At Cash Prices. No charge for credit.Also a complete line of Men's Serge Suits. Your Gredit Is Good


## Comes to Arrange for Appearance of the Russian Ballet

## 

## TOILET GOODS CARNIVAL SATURDAY, FEBRUARY 12

## AT THE 4 SHERMAN \& MCCONNELL STORES



Sherman \& McConnell Drug Co.

## Blue Serge Suit Sale

 $\$ 7.50, \$ 10, \$ 12.50, \$ 15, \$ 17.50$


## "YourAttention,Please"

The Novelty Company, 214-216 No. 16th Street, has reorganized. The new members of this progressive firm are, respectively, Mr. H. Bernstein and Mr. H. Krasne. The latter, who has Just returned from an extensive eastern buying tour, promises to the buying public that this busy store is now being repienished with one of the most complete, up-to-tho-minute stocks of high grade wearing apparel for men and women that has ever been shown In Greater Omaha. We wish to thank the patrons, the pubilic and the vicinity of Omaha, for their combined loyalty to us in the past, and ask them to continue calling at the old stand, your trading center, where you've always received the highest standard merchandise, greater values, courteous treatment. We now ask you to inspect our new spring goods which are arriving dally and are now on display. We guarantee to save you many dollars on your purchases.

Thanking you kindly for your loyalty, we beg to remain, very respectfully,
BERNSTEIN \& KRASNE, Successors.

