

The Nebraska

JOHN A. SWANSON, President.

The Nebraska

WILLIAM L. HOLZMAN, Treasurer.

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John A. Swanson, Pres. of the Nebraska Clothing Co. is the "I will" man

THE ORIGINATOR OF THIS FAMOUS HALF PRICE SALE—the clothier who has demonstrated time and again what a BONA FIDE Half Price clothing sale really is; the clothier who has had the courage of his convictions and the mettle to say "I WILL" clear away stocks at actually ONE-HALF PRICE.

John A. Swanson is the original "I will" man of Omaha

This Is the Signal Thousands Have Waited For.

Sale Starts Friday, Jan. 2



# The "I will" Man

## is HERE and Announces Broadcast the Opening of the Most Colossal HALF PRICE CLEARANCE SALE Ever Attempted in the Entire History of the City

THE "I will" man has aroused your curiosity as never before. Read this advertisement and take its message to heart. Just stop and think of the tremendous importance to you of this most extraordinary announcement and then come and see for yourself that it means every word that it says.

### Our Entire Stock of Men's and Young Men's New, Fashionable, Highest Grade FALL and WINTER SUITS and OVERCOATS

will be placed on sale, beginning Friday, January 2nd, at just one-half price and our regular prices are 25% less than elsewhere.

What an opportunity to buy the superbly tailored clothes made by the recognized leading wholesale tailors. "Hickey, Freeman & Co.," "L. Adler Bros. & Co.," "Rosenberg Bros. & Co.," the makers of Fashion Clothes of Rochester, N. Y. "Clothcraft Clothes," "Kaufman's celebrated pre-shrunk clothes," and a host of other famous makes—the finest suits and overcoats produced in America, all go at Half Price.

Remember that our entire stock, consisting of thousands of the suits and overcoats in all sizes from 32 to 52-inch breast measure and including every fashionable new model and fabric from the best foreign and domestic looms is offered you. Every desirable new style idea is represented in this great Half-Price sale of best clothes made—come early.

This is going to be an earthquake of values, a landslide of bargains. The most stupendous sale ever offered the citizens of Omaha and vicinity.

Blue Serge Suits are also included in This sale.

Take your unrestricted choice Friday as follows:

ALL \$10.00 SUITS and O'COATS at \$5 || ALL \$15.00 SUITS and O'COATS at \$7.50 || ALL \$20.00 SUITS and O'COATS at \$10 || ALL \$25.00 SUITS and O'COATS at \$12.50

#### IMPORTANT NOTICE! REGARDING CONDITIONS OF THIS ONE-HALF PRICE SALE

Please note that at these prices it will be necessary to make a small charge for alterations.

During this sale no goods will be charged.

Intelligent people will realize the justifiableness of the above rules. Our store service in all other respects will be the same as heretofore.

ALL \$30.00 Suits and Overcoats at \$15 || ALL \$35.00 Suits and Overcoats at \$17.50 || ALL \$40.00 Suits and Overcoats at \$20

All \$45.00 Overcoats at \$22.50 (Fur Overcoats and Full Dress Suits alone Excepted.) All \$50.00 Overcoats at \$25.00

This great sale has a two-fold purpose—to clear away all stock and to further introduce this greater New Store—now completely remodeled. The best clothing store in the west. Come, get acquainted with the "new home of quality clothes" and our way of doing business on the square.

#### MEN'S FUR COLLAR OVERCOATS

Plush and quilted satin lined reduced as follows:

\$20.00, reduced to \$12.50  
\$25.00, reduced to \$15.00  
\$30.00, reduced to \$18.00  
\$35.00, reduced to \$20.00

#### FUR-LINED OVERCOATS

\$25.00, reduced to \$15.00  
\$30.00, reduced to \$20.00  
\$40.00, reduced to \$25.00  
\$50.00, reduced to \$30.00  
\$75.00, reduced to \$45.00  
\$100.00, reduced to \$75.00

## Men's Furnishing Goods---Prices Cut to the Core---Stock Up Now

\$1.00 and \$1.50 Shirts at 65c

A sensational offer of high grade shirts; all are from leading shirt manufacturers. Plain or pleated styles; fine percales and madras cloths; all sizes 14 to 17½. Regular \$1.00 and \$1.50 shirts, clearance sale price. **65c**

#### MEN'S NECKWEAR SALE

Thousands of beautiful sew Neckties. Startling values.

Men's 10c Hose, Sale Price, 5c

50c Men's Fine Silk four-in-hand neckwear **25c**

\$1.00 Rich Imported silk neckwear; sale price. **65c**

#### EXTRA SPECIAL

25c Knitted fine quality Neckwear at, each **9c**

### MEN'S UNDERWEAR SALE

\$1 and \$1.50 Underwear, 55c  
Men's fine Wool Merino Flat or Ribbed Shirts, Drawers, or Undershirts, all sizes, all qualities, sale price, **55c**  
\$3.00 and \$4.00 Union Suits at \$1.95  
Men's natural ribbed fine wool and silk Union Suits, \$3.00 and \$4.00 quality, at **\$1.95**

\$1.00 Union Suits at 69c  
Men's heavy Ribbed Cotton and Natural Wool Fleece \$1 Union Suits, sale price only **69c**

\$1.50 Union Suits at 95c  
Men's natural Ribbed Merino heavy weight \$1.50 Union Suits, sale price only **95c**

\$5.00 and \$6.00 Union Suits at \$3.95  
Fine all wool merino, also Vassar, fine quality silk and wool, \$5.00 Union Suits at **\$3.95**

Men's 25c Hose, 2 Pair for 25c  
A smashing sale of pure thread silk fiber hosiery, in black and colors, at exactly one-half price; 2 pair for **25c**

Women's 50c Hosiery at 29c  
Fine quality fiber silk boot hosiery, no tear garter top; the best wearing, best looking 50c hosiery made; sale price. **29c**

## Nebraska Clothing Co

JOHN A. SWANSON, PRES. W. L. HOLZMAN, TREAS. FARNAM AT FIFTEENTH ST.

CORRECT APPAREL FOR MEN AND WOMEN.

Men's \$2.00 Sweaters at \$1.15  
These sweaters have shawl collars and two pockets, all colors, \$2 sweaters. **\$1.15**

\$3.00 Sweaters at \$1.95  
Men's extra heavy Shaker Knit Gray Sweater; \$3.00 sweater, sale price **\$1.95**

\$4.00 Sweaters at \$2.50  
Men's Fine Worsted Shawl Collar Sweater; two pockets; good colors; \$4.00 values at **\$2.50**

Women's 19c Hosiery, Sale Price, 10c

Women's \$3.00 Sweaters  
Another sensational offer strictly all wool sweaters, shawl collar, two pockets, white, gray, red and tan; \$3.00 Women's Sweaters at **\$1.65**

#### Women's Underwear Sale

Women's 85c High Neck, Long Sleeve Merino Union Suits at **50c**

Women's \$1.25 Heavy Merino Union Suits, all styles, silk finished, \$1.25 values, at **79c**

#### BOYS' UNION SUITS.

Fine Ribbed Wool Merino Union Suits. 50c Union Suits. **39c** | \$1.00 Union Suits. **69c**

### AFFAIRS AT SOUTH OMAHA

Half Million Dollars Put Into New Buildings During Past Year.

#### MANY RESIDENCES ERECTED

Two Churches and One Large School Building Among the Structures that Are the Most Costly.

Nearly \$500,000 in buildings and building improvements was put into South Omaha last year, exclusive of some improvements made by the different packing houses.

City Building Inspector John Devine

reports two new churches erected worth respectively \$10,000 and \$15,000 each. St. Bridget's school, a brick and steel building, was erected at a cost of \$18,000 and an addition to Corvian school cost \$12,000.

The following report of the building inspector shows the permits issued.

Total building permits for the year, 1913. They call for \$410,500, put into buildings as follows: Frame dwellings, \$1; brick dwellings, 4; store buildings, \$1; business blocks, 3; remodeling, 12.

Among the improvements in the city are included the new Methodist and the United Presbyterian church. St. Bridget's Catholic school is a modern school building designed to accommodate 300 children.

The Koutsky-Pavlik building and the Plunket blocks are additions to the downtown section of the city, while the Plunket interests have under construction a new block of modern flats and apartment houses.

#### Some Questions Are Asked.

Who has the issuing of subpoenas to the police of South Omaha? And if so why? Where does the arresting officer get on when it comes to acting as court witness at \$1 per day and why do certain officers appear regularly in court to testify while others never see anything nearer the halls of justice than

Police Judge Callanan's tribunal? These questions are agitating a number of the South Omaha police officers, who claim that even when they make an arrest of a prisoner, afterward to be tried in the district court, they are never subpoenaed to testify in court. Instead, it is claimed, a few do all the testifying.

There is dissatisfaction among some of the best officers on the force over the matter. One officer, discussing the matter yesterday, said:

"I know of an instance where I, with another officer, actually made the arrest and delivered the prisoner to the station. We had no assistance from anyone before or at the time of the arrest. The man was afterward tried in district court. Neither the other arresting officer nor myself were called. Others, however, were able to give the testimony as to the arrest."

#### Mayor Talks to Newsboys.

A talk from Mayor Hoctor to the fifty newsboys of the city was the feature of the newsboys' dinner last night at the Greer hotel. Mayor Hoctor didn't refer to the child problem, nor to the complexity of modern days as regards the psychology of the boy. He told them: "If you are on the square and work hard, honestly and faithfully, some day you will grow up to be great men and

perhaps, who knows, be president of the United States." It was as aid as the republic, the mayor's talk, but the boys drank down the words of the mayor with as much avidity and their eyes glistened and cheeks glowed with the light of irrepressible hope that burns in the heart of the lowliest.

Probation Officer Paul Macauley made a talk to the boys, as did Chief of Police John Briggs. The banquet was given by Briggs and Macauley for the newsboys of the city.

#### McKale Accepts Second Place.

Chief of the Fire Department John McKale has agreed to accept second place on the department under former Assistant Fire Chief John Haaberg as soon as he returns from his vacation. "I have been granted two weeks' leave," said McKale yesterday. "I shall take my vacation and then return to duty. I hope everything will be pleasant in the department."

It is understood that the first sign of internal dissension in the department was a lopping off of the dissenting members. Speaking of the fire department yesterday, Mayor Hoctor said: "I will not tolerate any pettiness in a department where discipline is so essential to the welfare of the city. Chief McKale

has accepted the change and will report for duty after his vacation."

#### Magic City Gossip.

Skating is good at Jetter's pond and large crowds are attending every day.

Mrs. Wright and daughter, Breta, are visiting with relatives in Avoca, Ia.

Leo Pryor of Chicago is visiting friends in Omaha and South Omaha for a few days.

The Ladies' Aid society of the First Methodist church will serve a chicken dinner at the church Thursday evening from 5:30 to 7:30 o'clock.

New Year's afternoon will be a big time for the local Bohemian Turners, who will hold a tournament at Twenty-first and D streets. The Omaha Bohemian and the German Turners will take part in the tournament. The tournament is an annual event.

Jerry Howard has sent a letter to the library board, asking that lights be installed on the front steps of the library. Jerry had a fall last week.

The Orchard Hill Improvement club will hold a meeting in the Cassidy hall, Fortieth and Q streets, tomorrow evening for the purpose of electing officers.

The Philatelic class of the First Baptist church will hold a pastry sale at Poley's market, Twenty-fourth and E streets, Saturday, January 3, 1914, at 1 o'clock.

Mrs. W. Carroll will entertain at a children's party this afternoon in honor of the fifth birthday anniversary of her little daughter, Dorothy, at her home, 1509 M street.

The Brotherhood of American Women will meet at the Ancient Order of United

Workmen temple for the purpose of installing officers next Saturday evening at 8 o'clock. Refreshments will be served.

At a meeting of the board of directors of the Commercial Savings and Loan association held December 30, a dividend of 5 per cent per annum on all stock in the association held December 31, was declared. The total assets of the association is now \$662,122.25.

Rev. H. L. Wheeler of the First Presbyterian church, will call a meeting of the young people of the church this evening at the church to organize a Junior Endeavor. This organization will consist of

young people between the ages of 13 and 15 years and is formed for the purpose of throwing light on the understanding of the different parts of the Bible.

The Bohemian society, lodge No. 4, Hoesda Soobody (Star of Liberty) Z. C. U. is as follows: President, Frank J. Pittle; secretary, James Stutz; financial secretary, Joseph Machal; treasurer, E. R. Tutch; guide, Frank Drio; inside watchman, James Krulis; outside watchman, John Fatac; trustees, Joseph Dolzal, Frank Hajek; medical examiners, Drs. Ed Chaloupha and J. W. Koutsky.

Key to the Situation—See Advertising.

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