

Omaha's Only Modern Clothing Store

See Our Windows—All the Garments in Them Are Size 38—Other Sizes in Store.

Omaha's Only Modern Clothing Store



We treat our men well and they are not afraid to treat you well

This store invites lookers any time, sale or no sale. We never drive our salesmen to drive a bargain with you. They are happy, contented, glad to be with us and to serve a high class trade like ours. No customer is neglected because diffident about buying—none are hurried. During this sale you are at perfect liberty to look as long as you like—to leave without buying if you wish, and the salesman who attends you will not suffer when you are gone. We do not consider that you are under obligations to us because we give you the opportunity to save money—the obligation is on our part, always. Our salesmen are impressed with this idea and they act accordingly—at any time, all the time. It's a pleasure to trade with out twelve unafraid, courteous salesmen.



Some "don'ts" for confused "ad" readers

Don't—forget that, as always, the original prices, untampered with, appear on the collar tickets—the present price on a string ticket fastened to a button. Don't—compare our quality clothes with "shoddy" sweatshop clothing offered under various pretexts. Don't—forget that truth is a stranger to some clothing store "ads." Don't—forget that when you patronize this store you are patronizing one that respects its obligations and exerts an elevating influence in clothing store ethics, not one that exerts a demoralizing influence. Don't—forget that the spirit of the store is echoed in its "ads." Don't—fail to see the windows, and don't forget that the same garments are in the store. Don't—forget that we make no charge for alterations and deliveries. Don't—forget that we expect to see you.

The Sale That Set the City To Talking--

SMALL LOT SALE

Of those celebrated King-Swanson Hand Tailored Quality Suits and Overcoats for particular men and young fellows.

Owing to the fact that our Fall line has been the largest and best selected stock of Suits and Overcoats ever shown in this store—giving visible evidence of a well developed buying sense and a keen style appreciation, and as a consequence our business has been far in excess of any previous Fall's business—we find ourselves with an unusual number of small lots of our famous Quality Garments.

If we were guided solely by precedent we would accumulate these small lots until after New Year's, and then advertise a sale—but this store follows no precedent. It establishes it. Therefore it has placed these small lots on sale now. They have been separated into five big divisions with ridiculously low prices marked on each. See right hand side of this page for full explanation of price revisions.

Among the suits included in these small lots is every size required by regular and extraordinary size men. Every style that is in vogue—Every fabric that is worthy of consideration including True Blue Serges—Every color that is permissible. Among the overcoats is every popular style of plain and fancy coat—long coats with convertible collars, stylish Raglans, Plain color coats with velvet collars—Plaid back fabrics—sometimes designated as warmth-without-weight-coats and great coats for most severe weather—every one a King-Swanson quality product.

Read this-

This store holds few sales, but those it does hold are hummers. False statements about them are not made and deception is not back of them. We don't quote fictitious values or tell you that we have two dollars' worth of goods for every dollar of invoice. No garment is ever offered "on sale" that is not a King-Swanson quality garment and worthy of a place in our store at any time. We buy no job lots and we handle no "seconds"—this in decided contrast to many stores. We are never ashamed to meet a "sale" customer face to face any time after he has purchased a sale garment. Our "sale garments" are our regular quality garments, whose regular prices have conquered competition always. It will pay you, or any one else, to think twice before heeding all the sale talk now going on.

Come early-

While there are included all the small lots, and the total number runs into the thousands, still we urge early buying. Our trade in the mornings is considerably lighter than in the afternoons, especially on Saturdays and those who can possibly do so, should come then as our superb store service is as desirable to encounter as these bargains are to buy and it is at its very best in the mornings. Unless we can induce a considerable number to come early we fear it will be seriously impaired to the chagrin of ourselves and the inconvenience of our customers. Then, too, we close Saturday at 9 P. M. as our salesmen, being loyal to this store, are entitled the shortest hours possible, remember that.

Final word-

These garments are all new, all perfect, all reasonable and the King-Swanson guarantee of satisfaction goes with every one. Our salesmen will not deceive you in any particular—they are not schooled in that way. What they tell you about these garments you can depend upon. Even if you misunderstand anything they tell you and feel afterwards that you are not entirely satisfied, return the purchase for exchange or for refunding of your money as pleases you. We don't want you to keep a King-Swanson garment that doesn't please you even if you did buy it at a fraction of its worth. However, we request and would consider it a great favor if you would defer such matters to some other day than Saturday.



Regular \$40, \$35, \$30 Suits and Overcoats for

\$23



Regular \$25 Suits and Overcoats for

\$16



Regular \$20 & \$18 Suits and Overcoats for

\$11



Regular \$15 and \$12.50 Suits and Overcoats for

\$9



Regular \$10 Suits and Overcoats for

\$6

OMAHA'S ONLY MODERN CLOTHING STORE



STORE CLOSURE 9:00 P. M. SATURDAYS

BRING THE WOMEN FOLKS WITH YOU

SOCIETY MUST DEED SITE

State Board Awaits Title Before Advising New Building.

PLAN TO HOUSE STATE LIBRARY

Appeal in Habeas Corpus Case Involving Freedom of C. W. Willard Made on Behalf of Hall County.

Wants Two Architects.

C. G. Wallace of Hastings, president of a foundry company, has written to Secretary of State Wait urging that the state be divided into two districts, eastern and western, and that a state architect be employed for each. This would add one state architect to the present pay roll. The western architect, it is suggested, would have control and supervision of repairs and improvements to all state institution buildings from Grand Island and Hastings west. He says that architects living in Lincoln or Omaha naturally favor material dealers living in their sections and he believes that the division would give western contractors and manufacturers a better chance to secure contracts for public buildings in that section.

Take Warning.

Don't let stomach, liver nor kidney trouble down you. When you can quickly down them with Electric Bitters, 50c. For sale by Beaton Drug Co.—Advertisement.

Additional Reward Offered for Slayer of John G. Meints

BEATRICE, Neb., Nov. 15.—(Special.)—The board of supervisors, in session yesterday, offered an additional reward of \$500 for the arrest and conviction of the slayer of John G. Meints of Pickrell, this county, who was slugged and robbed in Lincoln some weeks ago. The family of the deceased has offered a reward of \$1,000, the state and county \$200 each, making a total of \$1,400.

Attorneys for Forbes Would Reopen Case

LINCOLN, Nov. 15.—(Special.)—An echo of Nebraska's fatal prison mutiny last year was heard at the state house yesterday when a notice was given Attorney General Martin that the supreme court would be asked to reinstate the case of the state agains Harry Forbes, John Evans and Charles Taylor ("Shorty" Gray), the latter having been killed in the prison break.

Grand Island People Want Y. M. C. A. Building

GRAND ISLAND, Neb., Nov. 15.—(Special.)—A campaign has been opened for the final effort to secure \$5,000 on an investment rather than donation plan, for a Young Men's Christian Association building. On Monday night there will be a banquet at the Presbyterian church of the committee of 100 business men, appointed by the board of directors. Tuesday afternoon there will be a boys' parade, headed by the band, and a night shirt parade is a later feature. Noonday lunch headquarters will be maintained by the committee and it is expected to complete the canvass in about ten days. Cashier L. M. Talmage of the board of directors long since made the first subscription of \$2,500 when the board determined on his motion to "get the building" and secretary of the board, B. H. Paine, seconded the motion with a \$2,500 subscription, raising the first \$5,000. A central site has already been tentatively accepted and a four-story building is planned.

Methodist Women Plan for Better Organization

KEARNEY, Neb., Nov. 15.—(Special.)—Plans for a better organization of the women's missionary work of the Methodist church in the Kearney district were laid today in the business meeting of the two days' convention, now in session here. Miss Edna McCord, the conference secretary deplored the lack of interest in the

President Receives Confederate Women

WASHINGTON, Nov. 14.—A brilliant series of social functions, centering about a reception by President Taft, marked today's session of the United Daughters of the Confederacy. The president received nearly 1,000 of the daughters in the East room of the White House. He was assisted by Mrs. Taft, and as the visitors filed by the president had a hearty handshake and a word of greeting for each.

Insurance Men Fined

COLUMBUS, O., Nov. 14.—L. C. Miller of Akron, O., and John C. Maeder of Cleveland, insurance company agents, who were under indictment for alleged bribery in connection with the passage of a bill in the last legislature, pleaded guilty this afternoon in criminal court. Miller was fined \$50 and Maeder \$25.

Nebraska Association Honors Bryan and Avery

(From a Staff Correspondent.) WASHINGTON, Nov. 14.—(Special Telegram.)—The Nebraska State association has issued invitations for an evening at the home of Miss McCoy, head of Lejeune college, this city, Monday evening, November 18, in honor of Chancellor Samuel Avery of the University of Nebraska and W. J. Bryan.

Persistent Advertising is the Road to Big Returns.

Key to the Situation—See Advertising