

What Sort of Clothing Does King-Swanson Put on Sale?

The very same kind that it sells every day in the year—the best that brains and skill can produce. These garments are our own regular stock—but the lots are broken. This store doesn't use the term special sale as some stores use it. Half price here means exactly what it implies—half of our regular prices. It doesn't mean that our buyer grabs up every questionable garment left on the manufacturers' hands—marks each at an exorbitant figure fictitiously called regular prices, and then reduces these so-called regular prices to half. This is not a job lot store and during a Half Price Sale it sells its Quality Garments in broken lots at one half the regular all season selling price.

OMAHA'S ONLY MODERN CLOTHING STORE

King-Swanson Co. 16th & HOWARD STS. F.S. KING, PRES. THE HOME OF QUALITY CLOTHES A.S. PECK, SEC. TREAS.

All Half Price Garments on Main Floor

You will understand that this sale includes all the broken lots—and we would not have you understand it otherwise. Staple garments which go unchanged in style from season to season—Dress and Evening Clothes, for instance, are not included. To avoid confusion, and, as a matter of convenience, the broken lots which are to be sold have been assembled on our big main floor—which space they fill to the limit. Here you can see, in the most satisfactory way, all the garments arranged according to size, without having to run all over the store. Think of it, imagine if you can, the variety that can be found in one full floor of Men's and Young Men's Clothing, mercilessly reduced.

The Sale of All Sales--Our Great HALF PRICE SALE

of Men's and Young Men's Quality Suits and Overcoats Starts Saturday, Jan. 4th

Almost every one recognizes in the above announcement the clarion call to bargains of unapproachable magnitude. A very great many look forward to this event with a feeling of great economy assured. Few, if any, read the announcement with any degree of misgiving or suspicion. To the majority of men folks of Omaha and vicinity it is the one big, bargain event of the year. It would be that to all of them if they would but heed the message.

We say, without reservation, that this sale will call out the biggest crowds that have assembled in any clothing store in a year and that the first day will see the greatest jam. Why do we say it—what right have we to prophesy? Well, each time we hold one of these sales the crowds are greater than the time before—they increase in exact ratio to our increasing business and wider knowledge of different sale methods. This store has grown considerably during the past year and to those people who have helped it to grow no other sale will appear worth considering.

Please take your time in making selections—even if a salesman should so far forget himself as to hurry you—take your time and satisfy yourself—we don't believe in rushing you

Men of Irregular Build Amply Provided For

We care not a bit how nature has formed you—you can be fitted during this sale. The fellow of regular build has no advantage over you. You may be extraordinarily large or extraordinarily small—you may be stout, very stout, or you may be thin and tall—and find here a splendid assortment of garments, not only to fit you but to please your every whim. Fellows of slender, youthful proportions are equally sure of a satisfactory choice.

Get Here Early, if You Can

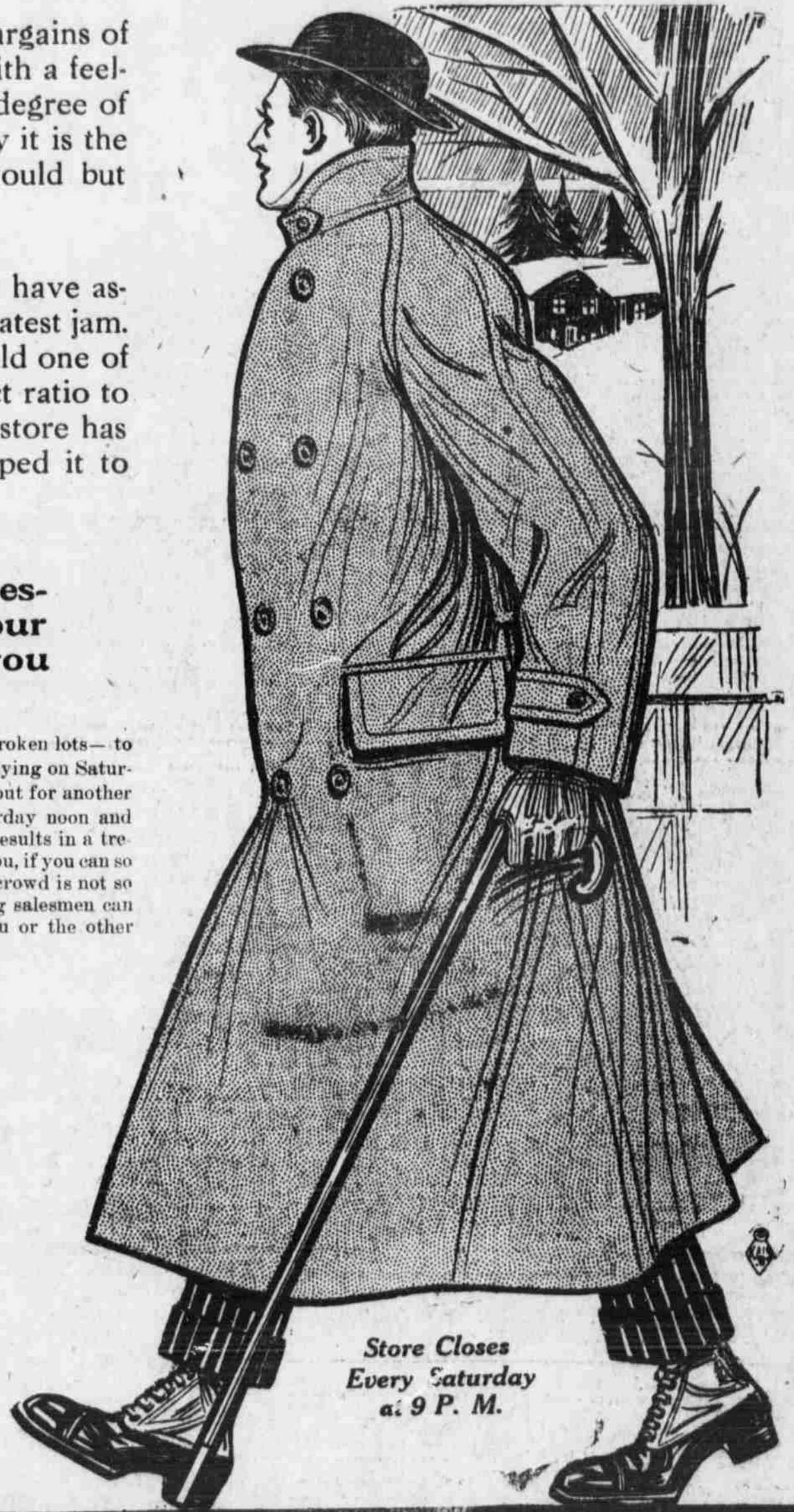
While we have thousands of garments—all our broken lots—to dispose of during this sale yet we advise early buying on Saturday. Not because of any advantage in selection but for another reason. The majority of men work until Saturday noon and must of necessity shop in the afternoons. This results in a tremendous rush during that part of the day and you, if you can so arrange it, should buy in the morning when the crowd is not so great as a consequence of which our painstaking salesmen can give the best of attention without slighting you or the other fellow. Please try to shop early.

Fancy and True Blue Serge Suits at Half Price

Table listing suit prices: Regular \$10.00 Suits for \$5.00, Regular \$12.50 Suits for \$6.25, Regular \$15.00 Suits for \$7.50, Regular \$18.00 Suits for \$9.00, Regular \$20.00 Suits for \$10.00, Regular \$25.00 Suits for \$12.50, Regular \$30.00 Suits for \$15.00, Regular \$35.00 Suits for \$17.50, Regular \$40.00 Suits for \$20.00.

Finest Overcoats in Town--Now at Half Price

Table listing overcoat prices: Regular \$10.00 Overcoats for \$5.00, Regular \$12.50 Overcoats for \$6.25, Regular \$15.00 Overcoats for \$7.50, Regular \$20.00 Overcoats for \$10.00, Regular \$25.00 Overcoats for \$12.50, Regular \$30.00 Overcoats for \$15.00, Regular \$35.00 Overcoats for \$17.50, Regular \$40.00 Overcoats for \$20.00, Regular \$50.00 Overcoats for \$25.00, Regular \$60.00 Overcoats for \$30.00, Regular \$75.00 Overcoats for \$37.50.



Store Closes Every Saturday at 9 P. M.

BUTTER THE SAME AS BEFORE

Quotations Still Made Week Ahead and Follow Elgin.

OMAHA IS TWO CENTS HIGHER Market Supported to Be Based on the Law of Supply and Demand is Still Following the Old Rule.

Despite the resolution of the Elgin butter board abandoning the price fixing committee and basing butter prices on sales announcements of prices still come from there a week in advance and the Omaha commission men accordingly fix Omaha's butter prices 2 cents more a pound, as of old.

This week's report from Elgin says, "Butter, 34—based on sales. Forthwith Omaha butter men announce, "Butter, 36—based on sales." So, whether there is a price fixing committee at Elgin or not the Omaha consumers still are destined to pay 2 cents more a pound for their butter than consumers in the Elgin district—and Omaha, the largest creamery butter producing city in the world. How the Elgin butter dealers can quote

a price on the commodity a week in advance and "base it on sales" is a question only they can answer. The ukase from there is that this coming week butter shall sell for 34 cents a pound and, following suit, the coming week in Omaha butter will be sold for 36 cents.

Same as Before. A King, manager of Hayden Bros. grocery department, declares the Elgin butter board operations are just the same now as before "all the noise" was made about abandoning the committee fixing prices and allowing the commodity to price itself through supply and demand.

"When Elgin announces butter at 34 cents," says he, "I can go to all the butter dealers in Omaha or this section of the country and have quoted to me only one price—36 cents. They probably have a way of figuring out at Elgin what the supply and demand on butter will be a week ahead of time and announce the price that suits, but if their calculations are correct the board probably could make more money setting up as a fortune telling corporation."

Egg prices are the same this week as last—17 cents a dozen. Fresh eggs are 15 cents, both kinds having dropped 1/2 cent wholesale Thursday. Eggs are expected to make another drop within a few days

if the weather remains the same or does not get colder.

Sugar is another commodity that must come down in price, grocers say. It is now selling twenty-one pounds for \$1. It is said that there are more than 1,000,000 bags of sugar in storage between Omaha and St. Louis City that must be moved if the shippers do not want to pay the expense of transportation rerouting. Grocers believe some of this amount will be turned out on the market, causing the price to drop.

Nebraskans at the Hotels. E. H. Gabriel of Randolph, J. Mack of Oakland, Mrs. E. Harwood of Columbus and W. B. Ralston of Alma are staying at the Millard.

Jay C. Clark of Beatrice, E. C. Stroh of Lincoln and L. Bridenbald of Wynona are guests of the Henshaw.

Mr. and Mrs. Lee Shearer of Randolph, S. H. Goodrich of Fairbury, Blanche Bowlines of Polkton and A. E. Aker of Valley have taken rooms at the Paxton.

R. E. Lee of Madrid, F. C. Baker of Tilden, E. Masters of Comstock and C. J. Henderson of Newport are at the Mercantile.

JEROME P. MAGEE WINS POINT

In Fight Over Pratt Estate His Opponents Make Concession.

AN AGREEMENT IS REACHED Attorneys for Different Contestants Have Conference in County Judge's Chambers and Arrive at Compromise.

Jerome P. Magee, who is fighting with his father and his brother, Henry W. Magee and Wayland W. Magee, over what is left of the estate of the late Colonel James Hervey Pratt, has won a point. His opponents consented to a hearing on Henry W. Magee's \$50,000 claim against the estate before hearing is had on Jerome P. Magee's motion to extend the time for filing of additional claims. Hearing on the \$50,000 claim was set for 1:30 this afternoon.

Ben E. Baker, attorney for Henry W. Magee and Wayland W. Magee, and J. W. Woodrough, attorney for Jerome P. Magee, reached this agreement in a conference in County Judge Crawford's chambers. The Magees were present, but took no part in the discussion. It was

apparent that there was between them little of the harmony that ordinarily exists between brothers and fathers and sons. Wayland W. Magee and his father, Jerome occupied another. When the late Colonel Pratt died it was found that before his death he had deeded his principal possession, the 100,000 Summerhill farm, to his daughters, Mrs. Hjalmar Olsson of Sweden and Mrs. Henry W. Magee of Chicago, in undivided halves. Mrs. Magee had died, leaving her half to her husband, Colonel Pratt's will left half his estate to Mrs. Olsson and the other half to his grandsons, Wayland W. and Jerome P. Magee. But the estate is worth only \$28,000, according to the appraiser's report.

Housekeeper Has Claim. Of this amount Mrs. Karla Rehn, the colonel's housekeeper, claims \$12,000, her claim being disputed by Wayland W. Magee as executor of the will and special administrator of the estate. The battle now is between Jerome P. Magee on one side, Wayland W. Magee and Henry W. Magee on another, and Mrs. Rehn on a third.

Following Henry W. Magee's filing of a \$50,000 claim against the estate for attorney's fees Jerome asked that the time for filing additional claims be extended.

as it will expire by operation of law next week. Wayland W. and Henry Magee objected. If their objection had been sustained Jerome would have been barred from filing any further claims against the estate to counter Henry W. Magee's claim. By the stipulation Jerome may fight Henry W. Magee's claim and if he loses that fight he still will have a chance to gain an extension of time and file more claims for himself. Hearing on his motion to extend the time was continued by stipulation until March 1.

Jerome P. Magee, who recently purchased Mrs. Hjalmar Olsson's half interest in the Summerhill farm, has filed suit against Henry W. Magee and Wayland W. Magee in district court for partition of the property. If it cannot be divided he wants it sold and the proceeds divided between him and his father.

Hearing on this application will be had within a few days.

SARPY COUNTY FARMERS MEET IN PAPILLION

PAPILLION, Neb., Jan. 3.—(Special).—The Sarpy county farmers' institute opened its ninth annual session here yesterday. The exhibits number two hundred and are of an excellent quality. The afternoon session was opened by the address of welcome by E. G. Fase, and was followed by Mr. Noyes of Waterloo who spoke on "The Silo in Its Relation to the Stock Industry in Nebraska." Miss Hulda Petersen of Holdrege gave an interesting talk on Junior clubs.

The evening session was devoted to Junior work and Mr. Collins, county superintendent of public instruction, presided. Music was furnished by the Papillion band, and a number of songs and recitations were rendered by the Papillion high school. Miss Peterson spoke on "Getting the Girls and Boys Interested." Mr. E. V. Parrish, manager of the publicity bureau of the Omaha Commercial club, addressed the audience on "The Relation of a City to the Trade Territory."