Cooking Demonstration Main Floor

J. L. BRANDEIS & SONS BOSTON STORE

See the Cooking by Electricity

LICHTENSTEIN'S

Pattern Hats $2.50 and $5

From the Famous 5th Ave., New York Designer.

Today as a very special offer, we show hundreds of the most beautiful pattern hats that ever came from the workrooms of Lichtenstein, the greatest designer of millinery in the country. Each stunning creation is an exclusive style of this master designer. They are all the very highest examples of late winter style.

In the charming array are chiffon hats, maline hats, fur and velvet hats, etc., trimmed with ostrich feathers, flowers, lace, etc.—they are suitable for every function that requires smart dress

All the Lichtenstein Pattern Hats that were made to sell at $25 and $35—at..... $5

EVERY HAT IS A MODEL AND POSITIVELY HAS NO DUPLICATE.

ALL THE LICHTENSTEIN HATS—made to sell at $15 and $18—at..... 2.50

J. L. BRANDEIS & SONS BOSTON STORE

Saturday—First Great Sale of

VALENTINES

A stock of Valentines twice as great as any every shown in Omaha. Saturday you may choose from thousands of the prettiest daintiest and most artistic designs ever conceived for St. Valentine's day. They make the most delightful little gifts for all. The prices will be wonderfully low for this one day sale.

Valentines in Boxes—Each one in a handsome box for mailing purposes, at 50 cents down to 10c

Lace Valentines—Handsome cards, heart shapes, booklets with pretty poetry, etc., at 10c down to..... 2½c

Comic Valentines—Thousands and thousands of them—pick them out at SIX for..... 1c

Ladies' Muslin Underwear—Gowns, skirts, chemises and drawers trimmed with laces and wide embroideries, for..... 98c

Ladies' Kid Gloves—in new lots, all sizes, styles and colors for streets and evening wear, at, pair..... 59c

J. L. BRANDEIS & SONS BOSTON STORE — J. L. BRANDEIS & SONS BOSTON STORE

Deposits....

Made this week draw interest for the entire month. We open accounts for one dollar to three thousand dollars and pay 4 per cent interest, compounded every three months.

Checks on all banks cashed.

J. L. BRANDEIS & SONS, BANKERS.

NEW OMAHA POSTALS,

25 Cents a Dozen.

Henry

HE SELLS STATIONERY.

1615 Farnam, - - Opposite N. Y. Life Building.

We Recognize the Fact

that February trade in the grocery business is somewhat dull, and to revive the interest of the public needs EXTRAORDINARY VALUE. We certainly have it in our

35c Oranges Special Sale 35c Oranges

for 19c Doz. of Highland Oranges for 19c Doz.

The largest, brightest, sweetest and juicest fruit you ever bought, and sold everywhere at 35c per dozen—our price for Saturday will be—per dozen..... 19c

25 pounds Granulated Sugar	50c
Strictly Fresh Eggs—per dozen	30c
Eagle Condensed Milk—per can	14c
Diadem Creamery Butter—per pound	25c
Idlewild Creamery Butter—per pound	25c
Lowney's Chocolate—per pound	35c
Huyler's Chocolate—per pound	35c
Walter Baker's Chocolate—per pound	35c
Boiling Beef—per pound	3c
Corned Beef—per pound	4c
Pork Loins—per pound	7c
Spare Ribs—per pound	6½c
Pickled Pigs Feet—per pound	5c
Finnan Haddie—per pound	11c
No. 1 Shore Mackerel—each	12½c
CHOICEST FLORIDA STRAWBERRIES—QUART	50c

Sommer Bros.

Exponents of Good Living.

28th and Farnam Sts.

Grocery Tels., 1239-1238. Market Tel., 728.

Saturday

We will give 25 per cent from our regular prices on Hanan's women's heavy winter shoes. This includes our double sole kid lined ideal kid, also double sole kid and French calfskin. This will be the last chance our customers will have at this discount.

Women's Shoes, turns or welts, regular $4 and $5 values, for	1.50
Women's one-strap slippers for house wear, regular $1.50 and $2.50 value, for	75c
Misses' Shoes (broken sizes) regular $1.50 to $2.00 values, for	75c
Women's Shoes, spring heel regular $2.00 and $2.50 values, for	1.25
100 pairs men's $3.50 double sole patent colt—cut to	2.50

DREXEL SHOE CO.,

1419 Farnam Street.

Omaha's Up-to-Date Shoe House

Trading Stamps Free

HAYDEN'S

THE RELIABLE STORE.

Trading Stamps Free

Cloak Department.

NEW SPRING SUITS—1904.

The Very Latest Styles.

We have just received another shipment of 325 suits, making in all about 700 new spring suits for Saturday selling. They com e in the new voiles, etamines and fancy mixtures. The handsomest lot of suits we have ever seen.

Special arrangements have been made by us with three New York tailors for taking orders for fine costumes. Sample garments and samples of materials are displayed in our cloak department. Buy your new spring suit now and save 20 per cent. Prices—$10.00, $12.50, $20.00 and up to $100

Winter Cleaks, Suits and Furs

ALMOST GIVEN AWAY TO CLEAR UP STOCK.

Women's Coats—$25.00, $35.00 and $45.00 values go at	10.00
Women's Coats—$12.50, $15.00 and $20.00 values go at	4.90
Women's $20.00 and $25.00 suits go at	10.00
500 ladies' Skirts, worth $5.00, go at, each	2.50
100 Ladies' Skirts, worth up to $9.00, go at	3.90

CHILDREN'S COATS.

295 Children's Coats at, each	1.00
Children's $7.00 Coats go at	2.98
Children's $12.00 and $15.00 Coats go at, each	7.50

WOMEN'S NEW VOILE SKIRTS.

Trimmed with satin and taffeta bands, $20, $15, $12.50, $10 and	5.98

Extra Specials

FROM 8:30 TILL 10 A. M.

Women's Fleece Lined Wrappers, $1.00 quality	50c

FROM 9 TILL 10:30 A. M.

Women's Heavy Vesting Waists, $1.75 quality—each	90c

FROM 8:30 TILL 11 A. M.

Women's Silk Waists—$5.00 quality for	2.90

FROM 9 A. M. TILL 5 P. M.

Ladies' Black Mercerized Underskirts, $2.00 value, at	1.00

FROM 8:30 A. M. TILL 5 P. M.

Women's Heavy Percale Wrappers, $1.00 quality, at	1.00

Do Not Miss This Opportunity, Men's $10 Suits at $5.00

Men's Suits, in all the latest and most popular shades and fabrics, in blues, blacks, oxford grays, browns, mixed colors, plaids, stripes, fancy mixture, in cheviots, cassimeres, worsteds, serges, vicunas and many other fabrics; single, double breasted and square cut styles. None of these suits worth less than $7.50 to $10.00. Our special sale price..... 5.00

MEN'S $10.00 OVERCOATS AT $5.00.

Men's fine Overcoats, in blue and black, all wool kersey cloth, good Farmer's satin, body lining and iron thread sleeve lining, silk velvet collar, well tailored throughout. They come in medium length and are worth $10.00. Our sale price..... 5.00

MEN'S $12.50 OVERCOATS AT $6.75.

Men's fine all wool Melton Overcoats, in oxford gray and brown, medium weight and medium length, with good linings and trimmings, tailored in first-class manner—worth $12.50. Our sale price..... 6.75

Boys' Reefers, made knee length with high storm collar, in ages from 4 to 16 years, Irish frieze vicunas and chinchillas; all well made, worth from $2.50 to $5.00. Our closing out price—only..... 1.95

Millinery Special.

Large black hats, trimmed with long ostrich feathers, silk and ribbon effects—SUITABLE FOR SPRING WEAR—Worth $5.00 and $10.00—

$2.50 Saturday Only, $2.50

Hats and Caps. The Winter Goods Must Go.

$3.50 MEN'S HATS, AT $1.50

WE HAVE TAKEN ALL OUR REMAINING WINTER STOCK OF MEN'S HATS AND PUT THEM IN TWO LOTS AT CLEARING UP PRICES FOR THIS GREAT SALE—THESE HATS ARE WORTH FROM $1.50 TO $3.50—YOU CAN HAVE THEM AS LONG AS THEY LAST—AT $1.50 AND 65c

MEN'S 25c CAPS AT 2½c.

Children's 25c Tam O'Shanters—at	2½c
Children's 50c Tam O'Shanters—at	15c
Men's and Boys' fine plush and cloth caps—at	25c
Men's $1.50 caps—at	75c
Boys' and children's 50c caps—at	15c
Children's Tam O'Shanters—at	25c
All men's $1.00 caps to be closed out—at	50c
Men's $3.00 fur caps—at	1.50

Saturday Specials.

Men's and Ladies' Furnishings.

75c men's fleeced shirts—at	35c
25c men's cotton and merino half hose, worth 25c and 35c—at	12½c
$1.50 men's all wool shirts and drawers—at	98c
Ladies' wool hose, black, oxford and mixed—go at	19c

Ladies' sweaters and blouse jackets, in the new spring styles, trimmed with large pearl buttons.

One lot ladies' corsets, in black and colors, $1 and $1.50 values—at	49c
Nemo self-reducing corsets—for short figures—at	2.50
La Marguerite corsets, in all the latest French styles and newest fabrics, whalebone filled—ranging in price from $2.50 to	10.00
Ladies' and misses' girdles—in all colors—at	39c
50c boys' extra heavy fleece lined vests and drawers	25c
A large assortment of spring styles in Kabo, Royal Worcester, W. B., Erect Form and Dr. Warner's rust proof corsets at $1.00 and up.	
65c ladies' heavy fleece lined ribbed vests and pants, in white, ecru and gray—at	39c
75c ladies' jersey ribbed combination suits, in white or silver—at	50c
$1.98 ladies' cambric nainsook or long cloth, night gowns, finely trimmed—worth $1.50 and $1.98—go at	98c

Optical Department.

Perfect Fitting Frames, Correct Lenses, Absolutely Lowest Prices.

Sheet Music.

50C MUSIC TOMORROW, ONLY 19C. 50C MUSIC TOMORROW, ONLY 19C.

Tomorrow we will place on sale such popular pieces as "Anona," both vocal and instrumental; "The Hyacinth," a charming new intermezzo; "Voice of the Flowers," valse by Smith; "Iroquois Funeral March," "Dorothy Waltzes," "Under Southern Skies," waltz; "The Burning of the Iroquois," a beautiful new song; "I'm Longing for you Every Day," very new song; "Crimson Lily Waltz," "The New Star Waltzes," by Young; "Social Waltzes," etc. Only 19c; by mail, 20c.

China Department.

Crystal Fruit Saucer, each	1c
Cup and Saucer, each	1c
Wine Glasses, six for	5c
Crystal Salt Cellars, each	1c

English Porcelain, nicely decorated, consisting of dinner plates, tea plates, pie plates, bone dishes, fruit saucers, bowls, soup plates, vegetable and covered dishes, platters, etc., goods that sell regularly for from 25c to $1.00—your choice of the whole lot at, each 5c

Oranges, Oranges. The Market is Flooded.

AND PRICES HAVE ALL GONE TO PIECES. WE HAVE TAKEN ADVANTAGE OF THIS AND SECURED 2 CARS OF THE FINEST WASHINGTON NAVELS. THIS IS THE FINEST FRUIT THAT GROWS—LARGE, JUICY, SWEET, AND THIN SKINNED. WE WILL PLACE THE TWO CARS ON SALE SATURDAY FOR, PER DOZEN ..... 15c AND GIVE EVERY CUSTOMER $5.00 WORTH OF TRADING STAMPS FREE.

READ THESE RELIABLE CUT GROCERY PRICES. TRADING STAMPS WITH EVERY PURCHASE.

21 lbs. Pure Cane Granulated Sugar for	$1.00
White or Yellow Cornmeal, large sacks	12½c
3 lbs. hand-picked Navy Beans	10c
5-lbs. good Japan rice	19c
2-lbs. fancy pearl tapioca	12c
6 lbs. Breakfast Rolled Oats	12c
1 gallon cans California Grapes, Apricots, Pears, Peaches, Green Gages or Egg Plums	35c
1-gallon cans New York Apples	25c
Choice Mince meat, per pkg	5c
2-lb. pkg. Self-Rising Pancake Flour	7½c
2-lb. cans Wax Beans	5c
2-lb. cans Solid Packed Tomatoes	7½c
2-lb. cans Early June Peas	7½c

RELIABLE DRIED FRUIT SALE—

Large California prunes, lb	3½c
Choice Utah peaches, lb	7½c
English cleaned currants, 2	5½c
Fancy Bartlett pears, lb	11c
Virginia blackberries, lb	7½c
New York crop Ring apples, lb	8½c
Fancy Moor Park apricots, lb	12½c

BUTTER, BUTTER.

FRESH COUNTRY BUTTER—per pound	14c

Your choice of any roll butter on the counter all day Saturday.

HAYDEN BROS.

Mail Orders Filled

Nebraska Clothing Co.

CLOTHES FOR MEN AND WOMEN

Send for Our New Spring Catalogue

Men's Suits and Overcoats at Reduced Prices.

We've too many men's Suits and Overcoats—bought too liberally—didn't expect an open season—and we do not intend to take any risk of carrying them over into another season. It's an imperative rule that each season must find every section with a new stock, and we're too wise to break that rule. There's only one way to sell—and to sell quick, and that's to put a price on garments regardless of loss or cost. If we've got to do a thing we do it, and do it quick. Don't wait until you wouldn't want these Suits and Overcoats at any price.

A Season is Before You and an Opportunity to Buy.

Men's Suits worth up to $13.75 for	9.75
Men's Overcoats worth $12.50 for	8.75

That's the Whole Story. Here Are the Details:

The Suits Are made of high grade worsteds, cassimeres and cheviots—fifty charming styles will greet you all superbly tailored.

The Overcoats Are made of fine Oxford gray cheviots, Rumbo cheviots—well lined—and the fit is perfect.

GREAT REDUCTIONS IN BOYS' SUITS.

We want to tell you right on the start, in the strongest terms possible, that prices are about half—and even then you have but a slight inkling of the extraordinary values these boys' suits represent.

Boys' Suits worth up to $3.00 at $1.65. | **Boys' Suits worth up to $5.00 at $2.65.**

Boys' Knee Pants, all sizes, worth 45c, for	25c
Boys' Knee Pants, all sizes, worth 75c, for	45c

Kern

Stupendous Sacrifice

Millinery Clearing Sale

Absolutely every hat must go to make room for spring goods.

Your choice of any exquisite Pattern Hat in the house—many of them trimmed with long ostrich plumes, violets and fancy pom poms—worth $10, $12 and $15—Saturday to close..... 3.98

Beautifully Trimmed Hats—draped with handsome new spring veils—worth up to $7—Saturday to close..... 1.98

See Our Windows. Investigate. 1508 Douglas Street.

Fry Shoe Company.

Saturday Shoe Sale

Splendid Bargains in High Grade Shoes

Everyone ought to investigate the bargains offered at this sale to close out our winter weights and broken lines.

Women's Shoes

Women's $2.50 and $2.75 kid and box calf, welt, lace shoes, now	1.90
Laird, Schober & Co's. $5.00 French calf, welt, lace winter weight street shoes, now	3.50
Fine Ideal patent kid lace, welt soles, kid lined, very warm and correct for winter, regular $6.00 shoe, now	4.00
All broken lines of women's $5.00 patent kid, hand welts, lace and button, now	3.50

Misses'

$2.50 and $2.00 misses' box calf, lace and button shoes, now	1.50
$2.00 and $1.50 misses' lace and button shoes, on bargain table, at	75c

Men's Shoes

$3.50 patent colts in the new Potay and London lasts, heavy soles. Splendid $3.50 values, now at	5.20
$6.00 Johnston & Murphy's box calf, leather lined lace, Clinton last, heavy double soles, late style, now	4.00
Boyden's enamel and box calf bals, hand welted, heavy double soles, Boston last, late styles, regular price $6, now	4.00

Child's

$1.50 and $2.00 kid and box calf, button and lace, narrow widths, on table at	50c
$2.00 calf lace, spring heel, large sizes—4 to 7, for girls—on bargain table at	95c

Fry Shoe Company,

N. E. Cor. 16th and Douglas Sts.

Black Walnut Taffy

For Saturday only—25 cts. per pound—regular price 40 cents. Balduff's "own make" and very fine. Call Saturday.

Balduff

1520 FARNAM PHONE. 711

RELIABLE DENTISTRY FREE

This offer good until February 15.

Set of Teeth, $2.00

Crowns, up from	$2.00
Fillings, up from	25c
Bridge Work, up from	$2.00

Work guaranteed ten years. No students. TEETH EXTRACTED WITHOUT PAIN by the use of our patented painless methods. Work done free. Small charges for material.

UNION DENTAL COMPANY

1522 DOUGLAS STREET, ROOM 4

OPEN DAILY AND SUNDAY.

Charles F. Krelle

TIN, SHEET IRON AND FURNACE WORK, ETC.

All Kinds of Furnace and Stove Castings on Hand.

610 S. 13th St. Telephone 2411

5c Per Bottle For Egyptian Lotus Cream

at all three of our stores—Sixteenth and Chicago streets, Omaha—Twenty-fourth and N streets, South Omaha (northwest corner, the yellow front)—or Fifth avenue and Main street, Council Bluffs.

This will be all day Saturday, February 13th, (the lucky day. Limit—two bottles to a customer. Everybody knows that Egyptian Lotus Cream is the nicest face and hand toilet requisite ever made.

Don't forget the date and three places—Saturday, February 13th—Omaha, South Omaha and Council Bluffs—(The People's Drug Triangle).

SCHAEFER'S CUT PRICE DRUG STORE

S. T. YATES, Prop.

16th and Chicago Sts., Omaha. 'Phones 747 and 797. 24th and N Sts., South Omaha. 'Phone No. 1. 4th Ave. and Main St., Council Bluffs. 'Phone 223. All goods delivered in either city absolutely free.

WING

to the unprecedented business and quick response to the announcement of our opening and low prices with liberal stamp inducements we were hardly prepared to give everyone the proper attention and we hope you will overlook this.

We have, however, remedied this by increasing our force, which insures you prompt attention and quick delivery in the future.

The following Green Stamp specials beginning tomorrow, Saturday.

$1.00 IN STAMPS

1 box (3 bars) Balsam Tolu Soap	15c
1 lb California Honey	20c
2 lb package Malta Vita	15c
3 lb can Apple Sauce	15c

$5.00 IN STAMPS

B. F. Japan Tea, at	75c
Oolong Tea, at	75c
Gunpowder Tea, at	90c

$4.00 IN STAMPS

English Breakfast Tea	50c
Sun Dried Japan Tea, at	50c
Gunpowder Tea, at	50c

$2.00 IN STAMPS

Golden Santos Coffee, at	25c
Cream Java Coffee, at	30c

$2.50 IN STAMPS

Java and Mocha Coffee, at	35c
Guatemala Coffee, at	40

$6.00 IN STAMPS

3 lbs 35c Java and Mocha Coffee, for	$1.00

FOR SATURDAY ONLY

$1.00 Trading Stamps with each package of the celebrated Chocolate Menier sold during Demonstration Saturday.

E. T. Smith & Co.

Groceries and Meats

1407 Douglas St. Tel. 164

Hardy's

THE 99 CENT STORE

1513 Dodge St.

Valentines

Valentines

Our grand collection of valentines go on sale Saturday.

Bigger, better and cheaper than ever, our store is the place to do your valentine buying.

PRICES RANGE FROM 5 FOR 1c TO $3.00 EACH.

Special discounts to schools and clubs.

OPEN SATURDAY EVENING TILL 10 O'CLOCK.

You Don't Have to

Go down stairs to buy our delicious candy. The Candy Department is now next to the drug department, first floor.

Stick Candy, 26 sticks	5c
Black Walnut Taffy a bar	5c
Cocoanut Cushions a lb.	10c
Peerless Cream Mixed a lb.	10c
Gum Drops a lb.	10c
Broken Mixed a lb.	10c
Champion Mixed a lb.	12½c
Chocolate Drops a lb.	15c
Cream Mixed a lb.	15c
Tip Top Carmels a lb.	15c
Peanut Taffy a lb.	15c
Home-Made Fudge a lb.	15c
Butter Scotch a lb.	15c
Walnut Buckeyes a lb.	20c
Moss Jelly a lb.	20c
Assorted Cream Carmels a lb.	20c
Italian Chocolate a lb.	40c
Italian Chocolate a lb.	40c
Gum—3 packages for	10c

J. L. BRANDEIS & SONS BOSTON STORE

TWENTIETH CENTURY FARMER

Write for a Sample Copy.