ESTABLISHED JUNE 19, 1871.

OMAHA, MONDAY MORNING, JANUARY 1, 1906.

SINGLE COPY TEN CENTS.



Seldom has Omaha's "Biggest of Big Stores" put forth a greater or a more united effort toward the reduction of its mammoth stocks. All mid-winter merchandise, odds and ends of holiday goods and broken lines must be closed out. Heads of departments have been instructed to use the price-chopper unsparingly. Every bargain offered is real-values mentioned are not inflated, but are strictly genuine. When we say "half price" we honestly mean half price. The turning of strictly new, up-to-date, dependable merchandise into the almighty dollar must be attained that our buyers may know just where they are at, before their semi-annual descent upon eastern markets for spring buying.

Read this ad carefully--It's especially written for the quality-bargain lover.

Annual Stock Reducing Sale

will have many startling bargains in the dry goods section-Half price sales, cost price sales and discount sales will be made on every side -nothing will be reserved from the cutting.

New Stylish Furs at Half Price. Every fur coat, cap. boa, scarf and muff is marked down to about half the original price. We prefer the money at half price rather than pack them away until another season.

Ladies' Astrakhan Capes, down from Ladies' Astrakhan Capes, down from Near Seal Capes, down froom \$25 Near Seal Capes, down from \$35

Near Seal Capes with Marten Collar Sable and Isabella Fox Scarfs, down and Front, down from \$25 to \$16.50 Near Seal Capes, Marten Collar and Children's Winter Coats, ages 6, 8, 10 Front, down from \$30 to \$17.50 Alaska Beaver Capes, down from \$100 to\$72.50 Canadian Mink Capes, down from

LADIES' FUR COATS. Astrakhan Coats down from \$37.50 Astrakhan Coats, Astrakban Coats, down from \$55 to \$37.50 Near Seal Coats, down from \$45 to 832.50 Near Seal Coats, Near Seal Coats. Near Seal Coats, down from \$67.50 to......848.50 Near Seal Coats, Alaska Beaver Col-

down from \$65 to \$48.50 Near Seal Coats, Mink Collar, Reveres and Cuffs, down from \$35 to \$22.50 lar and Reveres, down from \$67.56 Near Seal Box Coats, handsome silk price.
All applique trimming, down from \$85 Near Seal Redingote, Mink Cape Collar and Cuffs, down from \$125 Knit Goods at a discount of 20 per Near Seal Blouse, Persian Lamb Col-

LADIES' NECK FURS. Blended Scuirrel Scarfs, Jap Mink

Scarfs, Sable and Isabella Fox Scarfs, regular price \$6.50 to \$10, Black and Brown Marten Scarfs and Boas, regular price \$12.50 to \$20.00.

from \$10 and \$12.50 to \$6.95 and 12 years, regular price \$5 to \$12.50, in three lots, \$5.95, \$4.95 and\$3.93 All Young Ladies' Winter Coats, ages

12. 14 and 16 years, regular prices were \$8.50, \$9.90, \$12.50, \$15, now \$7.95, \$6.95 and \$5.95 Eadles' Winter Coats \$2.95-100 22 to 30-inch Coats, in beaver, kersey, covert and zebeline cloths; colors, black, red and tan; worth from \$7.50 to \$15 each—all Tuesday morning\$2.95

All Ladies' Long Coats and Evening Wraps on sale Tuesday at Half Price. All Winter Shawls at 25 per cent off regular prices.
All Knit Goods at 25 per cent off the regular prices. LADIES' SUITS.

Three great leading sales.. Nearly 150 Suits that were sold from \$7.95 to \$25 in three lots-\$13.50, \$9.90 and \$4.95.

All other Ladies' Suits at about half All Infants' Wear at a discount of

colors, black, gray, brown, navy and and \$8.50-all at\$3.25 Ladies' Dress Skirts-Over 100 formerly sold at from \$7.50 to \$27.50; materials, voiles, etamines, cheviots, Panamas, basket weaves and mo-

hairs: colors, black, navy, tan midblue, brown and gray-some have stlk drops, some combine drop, some spun glass lining-all go Tuesday All other Ladies' Skirts marked

down to little over half price. LADIES AND CHILDREN'S

UNDERWEAR. Ladies' Union Suits, fine wool fleeced. regular prices were \$1.25, \$1.50 and \$1.75; colors, black, gray and cream, including extra sizes—all—per suit\$1.00 Ladies' Vests and Drawers, white, gray and cream, including out sizes, regular prices 59c, 69c and 75c-all

Ladies' Vests and Drawers, natural gray union , regular \$1 quality, Ladies' Wool Vests and Drawers, including extra sizes, gray and ecru, regular prices \$1.25 and \$1.50, all

Ladies' Blue Gray Wool Vests and Drawers, medium and extra sizes, Boys' and Girls' Heavy Fleeced Vests and Drawers, natural gray, regular price 25c to 40c, all sizes..... 22c

LADIES' AND CHILDREN'S HOSIERY.

100 dozen Ladies' Cotton Fleeced and Cashmere Hose, regular prices 25c, 100 dozen Ladies' Heavy Fleeced Hose, Burlington fast black, regular price 20c-two pairs for 25c

Nearly 500 dozen Girls' and Boys' Hose, including cashmere, fleeced cotton and medium and heavy ribbed cotton, regular prices 25c, tan-regular prices \$5, \$6.50, \$7.50 200 dozen Children's Medium and Heavy Ribbed Cotton Hose, regular 200 dozen Children's Cotton Fleeced and Ribbed Cotton Hose, regular

price 20c, two pairs for 25c

Black and Colored Dress Goods, Annual Stock Reducing Sale of High Class Dress Goods

Owing to the immense sales in this department previous to Christmas we find a lot of broken lines and odd lengths, suitable for suits, cloaks, separate skirts and waists-prices slashed-must be sold to make room for spring stock. Here are a few of the many bargains:

54-inch Tailor Checked Suitings-54-inch Invisible Plaid Mixed Suit-

54-inch Melton Cloths-54-inch Venetian Cloths-54-inch Panamas-46-inch Mixed Panamas-50-Inch Trudo Suitings-

45-inch Black Poplins-45-inch Armures and Melrose-45-inch Voiles and Eoliennes-Worth up to \$2.50 Yard-

Clearing Sale Price 75c a Yd.

Silk and Wool Crepe de Paris-French Voiles-Fancy Panamas-Fancy Mohairs-Silk Eoliennes-

Worth up to \$1.50 a yard-Clearing Sale Price 50c a Yd. Plain Cheviots, Serges, Henriettas,

Voiles, Checks and Plaids, Granites, Mixtures, Tamise, Panamas, Crepes, Venetians and Fancy Mohairs Worth up to \$1.00 a Yard-Clearing Sale Price 39c a Yd.

Annual Stock Reducing Sale of Ready Made Sheets and Pillow Cases.

Sheets at 30c-Full size Sheets, heavy muslin, all ready for use, with seam down center, for this sale—each.39c Sheets at 50c-Extra fine quality Sheets, made of fine quality seam less muslin, free from dressing, regular 65c ones, for this sale, each.50c Pillow Cases-Made of fine quality of muslin, free from dressing, regular 12 %c quality, for this sale,

The Greatest of all Annual Stock Reducing Sales in Our Linen and Domestic Departments

We've been busy all week marking goods down. The very low prices will astonish every housekeeper, as well as the hotel & restaurant man.

1,500 Huck Towels with hemmed ends, worth 10c-this sale, each 5c 1,000 extra large Huck Towels, worth 15c-this sale, each9c 500 double warp Huck Towels that are low as \$1.95 and up to \$25.

worth 20c each-for this sale. . 15c take 20 per cent off for this sale. Webb's celebrated Dew Bleached Towels and our heavy Huck Towels, em- kins, up from \$3.25 a dozen. bossed and hemstitched borders, worth 50c, this sale—each 25c the yard, up from \$1.25.

TABLE LINEN BY THE YARD. 20 pieces full bleached and cream Webb's Fine Towels and Table Scarfs. Table Lines, in new, pretty patteras, 60 inches wide, our 45c grade.

for this sale—a yard.......29c to pieces of all linen full bleached and cream Table Damask, 70 inches wide, in small patterns, our 75c \$1.50 to \$2.50 dozen—divided in three quality, this sale—a yard.....50c lots—

pieces of 72-inch wide fine Irish Linen, fioral patterns, in full bleached and cream, our 90c grade,

0 pieces of the very finest Double Damask Lines ever shown for \$1.35 inches wide, this sale—a

Mercerized Damask-Fine soft fin- GREAT BARGAINS AT THE EMished Mercerated Damask that sells for 60c yard, this sale—yard.4236c 20 Per Cent Discount Sale-500 Thousands of manufacturer's sample fine Irish Linen Pattern Cloths, with pretty borders all around-prices as

20 per cent off all our Table Nap-

20 per cent off all Table Linen by 20 per cent discount on all our Hand Embroidered Linen Cloths, Doilies,

GREAT SALE OF ODD NAPKINS. 500 dozen manufacturer's remnants. in fine bleached Table Napkins-they come 6 in a bundle and are worth

Lot 1-Only 50c for bundle of six Napkins. Lot 2-Only 63c for bundle of six Napkins.

Lot 3-Only 75c for bundle of six Napkins. yard, in deep 18-inch borders, full 190 dozen Table Napkins in dice patterns, worth \$1.45 dozen-while

60 dozen large Table Napkins, in floral and dice patterns, worth \$1.95 dozen-a dozen only \$1.29 BROIDERY COUNTER.

lengths of Embroideries and Insertions, lengths 2 to 414 yards in a piece, many of the pieces matchthey are worth up to 35c yard-for the clearing sale, price-a yard-

Insertions and Bands-200 pieces fine Insertions and Bands, fine Swiss make, all the new work, up to 12 inches wide and worth up to 75c yard, this saie-a yard 29c

Embroideries Cheap-1,000 yards of fine Swiss and Nainsook Flouncing and Corset Cover Embroideries, from 8 to 20 inches wide, not a yard in this lot worth less than 40c and even to \$1.25 a yard, for this sale, a yard, only . . 29c ANNUAL STOCK REDUCING SALE

OF SILKS. Prices marked regardless of cost

early this week. Lot 1-All Pure Silk Foulards, in dark shade with neat fancy design-all plain shades of

20 per cent discount on picture framing during January. 20 per cent discount on all framed pictures in our three big galleries.

Just the right time to refurnish the home at a great saving. Innumerable table bargains of pictures, suitable as birthday gifts, for card parties, dens, etc., prices from \$2.75 down to

Art Section.

REDUCTION SALE OF JEWELRY

Ladies' Dog Collars, worth up to \$2.25, choice 98c Opera Bags. One Half Price Cuff Buttons, 50e value .. 25c Brooches, worth up to 50c, choice 10c Choice line of Imported Japanese Trays, one-fourth off.

Omaha Souvenir Cups,

\$1.00 value50c

All 50c Bead Necklaces . . 25c All 25c Bead Necklaces. . 15c Shirt Waist Sets, worth up to 69c, choice19c Animal Pin Cushions, 15e values, at 500 Boys' Watches, stem wind and set, \$1.25 and \$1.50 value, choice89c

Stock Reducing Sale in Crockery

Sacrifice in Dinner Set-100-piece English Porcelain Dinner Set, pretty neat gold band decorations on good porce 'ain, sold during Christmas rush at 10.00 \$15-in this stock reducing sate

Kent Dinner Set-Pretty pink spray decoration, gold traced and stippled, perfect goods

seller, we have too many sets—must close them out—100-piece Set, in this

Liberal Discount to buyers of Open Stock. Fancy Decorated Glass Lamps, finest burners, best metal finishes, \$1.50 to \$10.00. 25 per cent discount on every lamp sold.

A Sensational Hour Sale Tuesday Morning, 10 to 11. 200 German China Salad Bowls, pretty pink decoration, gold lined-not more than one to a cus-

STATIONERY

Sales still continue on Calendars, Diaries, Ink, Stands, Fancy Box Papers, etc.,

LESS THAN HALF PRICE

Large line of Blank Books, Cash Books. Journals Ledgers, Records, Indexes, etc.,

AT CUT PRICES

and Tapestry Brussels Carpet, bound on both ends, make nice rugs, will close out

Rockers ; Chairs One carload rockers and chairs that was to have come to hand for Christmas selling-just arrived. These Rockers and Chairs will be sold at a big loss to somebody-manufacturer or railroad-somebody has to stand for it-

It's the biggest rocker and chair snap we've ever offered.

Annual Stock Reducing Sale of Swisses, Nets and

Curtains of all Descriptions. Swisses in dots, stripes and figures, worth, Nottingham and Arabian Dantelle Cur-Extra fine quality of Swisses, in beautiful worth up to \$1 a pair, at—each....19e Nottingham Lace Curtains in odd lots, worth up to \$2 a pair, at-each . . . 39c Nottingham Lace Curtains, copies from fine Irish point, Brussels and Dantelle curtains, 15 patterns to select from, sell regularly from \$1.75 to \$2.25, your

choice in this sale—a pair \$1.29

Real Cluny Lace, Irish Point and Novelty Curtains, some of the very latest patterns, sell up to \$5, your choice in this Arabian Dantelle, Brussels and Irish Point Curtains, all of the latest designs and extra fine quality of nets, worth up to \$10, your choice at-a pair \$5.75 Special Inducements in Our Carpet Section. 11/2 yards samples of Axminster, Velvet | Rugs, 27x54 inches, that sell regularly for

tains, made from fine quality of nets,

in beautiful patterns, sell regularly

from \$2,50 to \$3.25, your choice at-

36, regular 79c value, at—each.....49c Small remnants of Floor Oilcloths and Linoleums, each, 10c and5c

COAL!

COAL! CLOTHIN Bennett's Capitol Coal for all Purposes. Leading Restaurants of Omaha are Using

Bennett's Capitol Coal for Their Ranges. This coal is espécially adapted where steaks, etc., are broiled. It produces an absolutely clean fire, very little smoke, and retains its original form until nothing but white ashes remain. It's the nearest approach to hard coal. Ask

your neighbors. BENNETT'S CAPITOL LUMP \$6.00 A TON. BENNETT'S CAPITOL NUT \$5.75 A TON. SACKS OF BENNETT'S CAPITOL NUT, DELIVERED DIRECT FROM STORE, 25c PER SACK. ILLINOIS NUT COAL, SMALL SIZE, VERY DESIRABLE FOR RANGE LUMP \$5.75, NUT \$5.50.

CARTERVILLE WASHED NUT, SMALL SIZE, \$5.25.

ILLINOIS NUT COAL, SMALL SIZE, VERY DESIRABLE FOR RANGE

OR FURNACE, \$5.00 PER TON.

We Meet All Competition.

A Clean Up Sale BENNITI'S BG in Hardware

Agate Saucepans, reg-Thirty green trading stamps with 2-pound can Bennett's Breakfast Coffee regular 48c value... 35c Granite Dish Pans, Thirty green trading stamps with pound Tea, all Scrub Brushes, any kind can Bennett's Capitol Pure Floor Mops, regular Ground Black Pepper.... 22c value Thirty green trading stamps with Potato Mashers, regbottle Gedney's ular 8c value Pepper Sauce Twenty green trading stamps with Floor Brushes, regu-2-pound can Diamond lar \$1.12 value S Cove Oysters..... Nut Picks and Cracks, Twenty green trading stamps with at pound Imperial Japan Nickel Soap Dishes, Tea...... Twenty green trading stamps with quart bottle Diamond Bread Knives, the S Catsup Cristy, at Ten green trading stamps with half pint bottle Ged-Wire Egg Beaters, ney's Chill Sauce . . . at Ten green trading stamps with Wetmore's Gelatine....20c with two packages Twenty green trading stamps wit

Fruits! Fruits! Lemons and Oranges,

Fancy Beliffower Apples, Fancy Baldwin or Greenings, bushel box..... per pound. Cranberries, per quart. MEASURES FRESH ROASTED PEANUTS FOR TEN CENTS. Tangerines, Kumquats, Florida

waists, a complete color range-dark colors of Pure Silk Pongee,

plain shades in Lining Taffetas and

glass tumbler Cranberry Sarce...... Ten green trading stamps with jar McLaren's Imperial Cheese Thirty green trading stamps with twenty pounds Gran-ulated Sugar..... Ten bars Diamond C

BENNETT'S CANDY SECTION. Five green trading stamps with mallows..... Chocolate Creams, vanilla flavored, Grape Fruit, Malaga Grapes, Pears delicious, ete etc.

Poplin and China Silks, and a complete assortment in every wanted shade in neat Fancy Silks for waists lines, in fancy effects for suits and

a large assortment of Colored Moire, including black-silks in this lot worth up to \$1.39 yard-stock reducing sale—a yard......49c ot 3—Consists of over 500 pieces of the finest grades of Imported Silks, in both plain and fancy-24-inch Pure Silk Crepe de Chine, in street

evening shades—all plain

shades of Chiffon Taffeta-all plain

10c

1.00

MEN'S AND YOUNG MEN'S SUITS.

All Wool Suits...... \$3.98 | All Wool Suits.... \$6.98 All Wool Suits......\$4.98 All Wool Suits......\$8. 3 OVERCOATS at\$7.50 and \$5.00 re 3 to 8 Reefers and Top Coats, worth \$3.00, at.........\$1.50 3 to 8 Reefers and Top Coats, worth \$4.00, at......\$2.00 3 to 8 Reefers and Top Coats, worth \$5.00, at......\$2.50 3 to 16 Overcoats and Reefers, worth up to \$7.50, at.... \$3.50 \$20.00 Suits and Overcoats at\$9.98 THERE ARE ALL KINDS OF TROUSERS But the only kind you ought to wear-because they are

the best-is the famous DUTCHESS TROUSERS.

We sell them in this town and have the largest stock and greatest variety you ever saw. Come in and pick out one of the choice patterns for next Sunday's wear.

Or if you want a cheaper grade for every day, we have that kind too. No other store can offer you such bargains-From \$6.00 Down to \$1.00 a Pair.

BOYS' LONG TROUSERS-10 to 20 Years. \$1.50 ones at......\$1.00 | \$2.50 ones at.....\$2.00 \$2.00 ones at......\$1.50 | \$3.00 ones at......\$2.50 ODD PAIRS AT ODD PRICES-\$6.00 ones at......\$3.00 SHIRTS-All Fancy Shirts, worth up to \$2.00, white stiff Shirts, worth \$1.50, at\$1.00

And Fifty Green Trading Stamps. Coat Fronts, cuffs attached, collars attached, stiff bosoms, soft bosoms and other styles-See Sixteenth street windowon sale Tuesday.

Entire line of Men's and Boys' Outing Flannel Pajamas, worth up to \$2.00, at......\$1.00 Boys' Outing Flannel Night Shirts, worth 50c and 75c,

Boys' fleece lined Underwear, worth 25c, sizes up to 24, at. 15c A HAT OF QUALITY-Regular price \$2.50, sale price. \$1.89 Men's Soft Hats, \$1.00, \$1.50 and \$2.00 values, sale price. . 89c

All \$2.00 Caps at...... \$1.39 | All \$1.25 Caps at...... 890 All \$1.50 Caps at.........98c | All \$1.00 Caps at........69c All 75c Caps at49c

BOYS' AND CHILDREN'S CAPS, TAMS AND TOQUES.

25e values at. 19c Mail Orders on This Page Filled Till Goods Are Closed Out. Write Now. shades of Soft Italian Messalineand over 200 pieces of the most exquisite designs and new shadings for suits and waists—silks in this lot worth up to \$1.50 a yard—stock

reducing sale price—a yard....59c Lot 4—Embraces all of our 27-inch Changeable Taffeta, all plain shades

of 27-inch Peau de Cygne, 36-inch

plain black and white China and

Taffeta, fine Imported Taffetas, Moire in colors and back also a large assortment of novelties for waists and suits such as Louisine checks, stripes and light and dark pompadour effects soid during this season from \$1.50 to \$2 a yard—this sale, yd.7 ic