The Store That Appeals to Women of Taste and Fashion.

ELEGANCE IN LADIES' FOOTWEAR

We announce the arrival of the swagger new effects in ladies' shoes for spring. All the extreme and moderate novelties in shoes of high character are to be found at our center of footwear fashion. The swell new ideas in oxford and court ties are destined to be very popular-made in patent colt, vici kid, gun metal and other demi-glaze stocks-also the new high cut shoes in button, lace and Blucherspecial range of prices

We announce that every item mentioned in this page is an extra special bargain -Every number specially priced to make Saturday a day of tremendous interest

VERY SPECIAL BOOK BARGAIN ON SALE SATURDAY

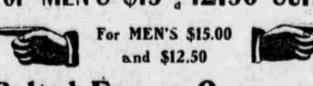
Just received 5,000 books, known as the Modern Author's Series-This lot includes over 400 titles, world's most popular fiction, printed from clear type, on good paper; each book has flexible back, the covers have appropriate designs in colors on a heavy coated, enameled paper. Buy while the list of titles is complete. Such authors as Bertha

M. Clay, Ralph Connor, Marie Corelli, The Duchess, Alexander Dumas, Charles Garvice, Victor Hugo, Mary J. Holmes, Mrs. Southworth, etc., for,

per copy,....

EVERY HEAVY WINTER OVERCOAT AND SUIT MUST GO

For MEN'S \$15 : 12.50 SUITS





Belted Fancy Overcoats Choice of Men's \$12.50 and

ored and dresslest plain and fancy effects, single and double-breasted latest cuts, snugly fifting collars every suit a special bargain -have been selling at \$12.50 and \$15-Saturday all go, at SIX

The Men's

Are our best finest tall-

PANTS A Sacrifice of all Odd Lots on

MEN'S

Saturday Made of union cassimeres, worsteds, hair line stripes, etc., high quality, 195 well tailored

Choice of Men's \$12.50 and \$15 Suits. \$15 Over-Every Heavy Belted Effects Weight Suit in the House Must Go

the Fancy

The Men's

The Overcoats must positively all go tomorrow; all our best fancy mixtures, the swagger long belted overcoats, tailoring and workmanship absolutely perfect, at

SIX

New Ideas in CHILDREN'S SPRING SUITS

The new effect for spring in boys' suits are extremely dressy the styles show a great variety of colors and mixtures. We mention a special

All the men's fine fur hats worth up to \$2.50, at

In Basement—Choice of all the men's soft and stiff hats, worth \$1.50 and \$2.00, at.....

Advance Season Sale of

three lots:

All the men's finest

grade soft hats

and derby hats,

worth up to \$3.50

MEN'S NEW SPRING SHIRTS

Saturday is the Gigantic

ENTIRE STOCK OF MEN'S HATS

MANUFACTURED FOR FOUR LARGE RETAIL STORES

L. L. Hattel, 1228 Myrtle Avenue, Brooklyn

Neely-Harris Co., Comanche, Texas The Albert Hat Co., 323 Jefferson St., Joliet, Ill.

Baum & Bernstein, Pittston, Pa.

ALL GO AT JUST

Never was there such a

big bargain event as this.

The latest styles in high

quality stiff and soft hats.

Every desirable shape is here,

every size, worth from \$1.50

up to \$3.50 and divided into

ONE-THIRD ACTUAL VALUE

Imported mohairs, pongee, madras and percales, cuffs attached and detached, plain and 98c to 2.98

Men's \$1,00 Shirts at 50c—New spring patterns, neat figures and stripes, special Saturday, at... 50c Men's spring weight ribbed underwear, plain colors, 75c value, at 35c-45c

den's light weight wool underwear for early spring wear, worth \$1.25 and \$1.50, at...... 36C Spring's Stunning Styles

Ladies' Tailored Suits

Spring style in tailor mades is shown in all its beauty at Brandeis-Every new and dressy effect that will be popular this spring.

Dressy New Etons, Pony Suits

Made of fine English Broadcloth, handsomely tailored and trimmed with narrow self straps and velvet buttons-many in the chic new collarless ideas. All the new colors and black. The special price Saturday

Smart New Spring Suits

New Eton styles are foremost-the short sleeve effects are much favored-the materials show pin checks, cheviots, mixtures, etc.-The special Saturday price

Favorite Spring Skirts

These skirts are in the popular circular effects—as well as the new gored models-Panamas, Serges, etc.— should bring \$7.50, special at.....

The Swagger New Covert Coats

Brand new and very fetching ideas in these pretty, dapper little outer garments -made of Covert Cloth in either the box or the tight fitting effect-very. prettily strapped, lined and unlineda very special number.

Ladies' \$1 and \$1.50 Waists at 50c

Clearance Ladies' Cloaks in Basement Cloak Dept

42 to 50 inch plain and mixtures, Odds and ends of ladies' suits-Eton

These are odds and ends and broken lots of our regular \$1 and \$1.50 waists—We have a big variety and all sizes in these very pretty waists of mohair, flannel, sateens, albatross, etc.—colors and black—Saturday.

cravenettes will sustain their great popularity as the best coat for wear in all weather-our variety leaves nothing to be desired. We mention specials in absolutely new \$10-12.50-\$15 and \$25

THREE TRADE EXCURSIONS that the excursion was scheduled.

mercial Club Crusaders.

As Many States Will Be Visited by Com-

sbrasks, Portions of Iowa and

Kansas, Not Heretofore Covered Will Be Taken in This Year.

for the Commercial club this summer. The two made last summer were eminently successful, and the trade extension committee in preparing for this summer's Island in northern Kansas, the principal campaign, is much encouraged by the sat- towns being Belleville, Mankata, Smith isfaction expressed by the jobbers over Center, Norton and Colby. This country the results of the fast one.

will be made early in the season, and the quently Kansas City and St. Joseph have jobbers will have to pledge before the the biggest part of the trade. There is first one their representation and payment no reason why Omaha cannot have its of their share of the expenses for all three | share, says Chairman Yetter, for the Rock | trips. The main reason for this is that Island gives as good service from this city under the old plan of arranging for each as any of the roads do from the Missouri was required of the chairman of the committee before each excursion. The new plan will put the bulk of the work at the strictly to business this summer. beginning of the summer and make the re-

their vacations for about the same time

THE NEWEST AND MOST FASHIONABLE MODELS FOR 1906

Men's Spring Suits, Top Coats, Cravenettes

Brandeis is always first in the display of the stunning new models in advance of regular season. The men's

suits are the long coat models-single and double breasted are both very popular-greys are favorites, in

handsome mixed effects. The top coats show many innovations and are more than ever desirable. The

Three States to Be Visited. One trip will be made in Kansas, one in Nebraska and one in Iowa. In former years Nebraska has been pretty well covered by the club, but there remains a southeastern group of counties, from Bea PLANS WILL BE MADE EARLY IN SEASON trice and Lincoln east, and from Plattsmouth south, to which Chairman Yetter says considerable attention ought to be given. This is a territory where the strongest of competition is shown Omaha

by Kansas City and St. Joseph, and the jobbbers feel that they ought to have a larger share of the trade. A trip of about three days will be taken through these counties on the Burlington. Three trade excursions will be planned. On this trip it probably will be decided to visit the four southwestern counties in

Iowa, on the Burlington and Wabash, Another excursion will be over the Rock never has been canvassed as it should be Detailed plans for all three excursions by the Omaha wholesalers, and conseseparately, two weeks' hard work cities. Last year's trip to this section

City extension of the Great Northern is talked of. A stop will be made at each town and the jobbers will make the acquaintance of the merchants.

None of these plans has been definitely decided upon by the committee, for it has not yet been called together for this summer's work, but the talk of the members of the committee indicates that such a schedule will be carried out. It is the schedule which Chairman Yetter will recommend to the committee.

Mr. Yetter says it would be a good plan to run a trade excursion over the Northwestern road to Shoshone, in Wyoming, when the extension to that place is completed. All Wyoming is naturally Omaha's trade territory, he says, and the jobbers ought not to slight any of their opportunities-in that state.

SPORTS OF A DAY.

SIGUX CITY WINS THE RUBBER Five Points to the Good in Basket Ball Game.

In one of the most closely contested games of the season, the Omaha High school went down to defoat before the percities. Last year's trip to this section was planned to include a day's outing at Pike's Peak, but the idea is to attend strictly to business this summer.

A third trip will be made into Iowa on the Northwestern, taking in the towns in the vicinity of Rockwell City, Carroll Skillful all and steady onslaught of the Sioux City High school in a basket ball game at the Young Men's Christian association last evening. The resulting score was 39 to 34. The visiting team was by far the heavier, thus contributing largely to their victory. In former games this year the two teams had shown that they were equally matched, each winning a victory in their home force.

lineup was as follows:
Seniors.
Seniors

nches.

All four classes were listed in the broad ump, as follows: Seniors, John Latenser, feet 3 inches; juniors, John Rippey, 8 feet 3 inches; sophomores, Elmer Clark, 9 eet 4% inches; freshmen, Harold Black, feet 11% inches, Treshmen, Harold Black, feet 11% inches, The sophomores were deterrious.

ictorious.

In the relay race all classes were entered, as follows: Sentors, George Speiser, Sam Slaughter, Paul Benson, Joy Clark; juniors, E. Moore, John Rippey, A. Mattson, H. Delamatre; sophomores, E. Clark, A. Bunnell, H. Pagles, Smith; fightmen, Robert Kovan, H. McKinney, Prescott Piper, H. Paxton, In the preliminary the sentors and sophomores were victorious and the sentory went to the surfacepropers on a

Entries in W-yard dash: E. Burnett, Trucy

senior; H. DeLamatre, junior; Alden Bunnell, sophomore; H. McKenney, freshman. The preliminary dash was won by the seniors and sophomores and the final dash by the seniors in 4:02.

Senior E. Burnett, Junior Phil Frederick, Sophomore Thomas McKell and Freshman Claude Neaveles were entered for the sixteen-pound shotput. The result: Burnett, 38 feet 1 inch; Neaveles 2 feet; McKell, 40 feet 7½ inches. The victory went to the sophomore class.

The final event was the obstacle race, in which these participated: Seniors, Sam Slaughter, Paul Benson, George Speiser, juniors, H. Delamatre, E. Moore, John Rippey; sophomores, E. Clark, R. Doud, H. Pagles; freshmen, H. McKinney, Prescott Piper, Robert Koran. The preliminary was won by the seniors and freshmen and the final by the seniors.

The points were apportioned as follows:
Seniors-High jump, 2; broad jump, 3; 20-yard dash, 5; shotput, 2; hasket ball, 3; relay race, 2; obstacle race, 5. Total, 24.

Juniors-High jump, 2; broad jump, 1.
Sophomores-High jump, 5; broad jump, 5; 26-yard dash, 3; shotput, 5; basket ball, 5; relay race, 5. Total, 28.
Freshmen-Shotput, 1; obstacle race, 2.
The sophomores carried away the honors, while the seniors were a close second.
The events were largely attended by enthusiastic students and parents and friends to the number of several hundred. School and class yells were continually in evidence. Enthusiasm ran high throughout the evening.

TOMMY BURNS WINS THE FIGHT Chicago Man Makes Marvin Hart Look

Like a Novice. LOS ANGELES. Feb. 23.—By those who took Marvin Hart's claim to the world's championship title seriously Tommy Burns of Chicago may now be considered the heavyweight champion. Burns decisively

Reversal of Porm.

KANSAS CITY, Mo. Feb. 23.—(Special Telegram.)—The Kansas City athletics showed a surprising reversal of form tonight, defeating the basket ball team from the University of Nebraska 49 to 19. It was the most decisive defeat of the year for the Cornhuskers. Early last month Nebraska, by a clean-cut defeat on their own court, started the Kansas City Athletic club five on the downward road, which culminated last week in three straight defeats at the hands of the Schen ctudy team.

The play on both sides tonight was remarkably clean, not an intentional foul being made. From the start the Athletics were in the lead and were never headed. At the end of the first half the score was 18 to 8 in their favor. Tomorrow night the same teams will meet again.

WITH THE BOWLERS.

The Onimods won three straight games from the Armours last night. Both teams improved a long way in each game, but the Onimods kept their edge all the way. Anderson was high man on totals with 54 and G. O. Francisco had the top single score with 242 Score:

ONIMODS.

Children's heavy winter cloaks, 69c 838 934 ARMOURS. 886 946 2,612 In a two-men contest last night on Lentz & Williams' alleys Furay and Davis won from Fatterson and Rice by 137 pins. Scores:

Dufrene, William E. Magner, B. H. Crouch, Al J. Latey, Dr. Fred Teal and Henry Baumer. Chief Game and Fish Warden Carter and Superintendent O'Brien of the state fish hatcheries were present and made short talks, congratulating the club on its work in protecting the fish in Cut-Off lake and promising co-operation and support in the future. In the last five years 5,00,00) fish have been placed in the lake, according to Mr. O'Brien.

Ladies' heavy winter Cloaks,

FINALS IN TENNIS MATCH TODAY

Fisher and Grant Will Play for Indoor Championship.

GIRL KILLED IN HER HOME Florence Allen of Mount Pleasant, Inc.

and jacket effects, worth up 2.98

Full size ladies' beaver shawls, 98c

to \$10.00, at

Shot by Carl Becker, Who Commits Suicide.

BURLINGTON, Ia., Feb. 23.-Florence Allen, 20 years old, daughter of County Physician R. B. Allen, was instantly killed and Mrs. Allen was seriously injured to night at Mt. Pleasant by bullets fired at them in their home by Carl Becker, a

Underoof Rye

It is thoroughly matured, soft and rich.

CHAS. DENNEHY & COMPANY, Cnicago.

The Food Value of a Soda Cracker

You have heard that some foods furnish fat, other foods make muscle, and still others are tissue building and heat forming.

You know that most foods have one or more of these elements, but do you know that no food contains them all in such properly balanced proportions as a good soda cracker?

The United States Government report shows that soda orackers contain less water, are richer in the muscle and fat elements, and have a much higher per cent of the tissue building and heat forming properties than any article of food made from flour.

That is why Uneeda Biscult should form an important part of every meal. They represent the superlative of the soda cracker, all their goodness and nourishment being brought from the oven to you in a package that is proof against air, moisture and dust-the price being too small to mention.

NATIONAL BISCUIT COMPANY