

Extra Special Bargains

in Women's Suits Saturday \$20.00 and \$25.00 Suits at 14.75



Saturday morning we place on sale 125 Women's High Grade Suits, in fine mixtures, Panamas and Broadcloths, all new, up-to-date styles, with new circular skirts, suits that sold at \$20 and \$25, all go on sale Saturday morning at... **14.75**

Women's New Silk Eton Suits

We have just received a new assortment of beautiful silk suits, made of the finest Chiffon Taffetas, in the new Wedgewood blue, Rosedais, Corals and black, all Eton effects, with wide girldes, and swell circular skirts beautifully made, all high class garments, at \$35.00, \$29.75, **22.00**

New Elegant Women's Coats

Young Ladies' Box Coats—In covers and mixtures, with patch pockets, that sell anywhere for \$7.50, Saturday at, each, **5.90**

Swagger Misses' Coats at \$7.90—In swell new mixtures and covers—short jaunty garments with top pockets, Saturday at, each, **7.90**

Women's New English Top Coats—Full loose back, in fine covers and beautiful mixtures—wear one of these and you will be "strictly in it" regular \$15 values, Saturday... **\$10**

New Silk Eton Coats—Made of an excellent quality of Taffeta Silk; large assortment to select from; \$10.00 Saturday, each **7.90**

Women's Swell Eton Coats—Of the very best Chiffon Taffeta, handsomely trimmed, very nobby garments, worth \$15.00, Saturday at, each, **10.75**

Women's 36-in. Loose Silk Coats—Neatly trimmed, best Taffeta Silk, cut very full, cannot be duplicated for less than \$15.00, Saturday at, each, **9.75**



A Skirt Bargain New Spring Women's \$7.50 Skirts Saturday \$4.90

250 Women's New Skirts—Made of the finest materials, mixtures, panamas and Sicilians, all new, perfect circular and plaited models, made to retail at \$7.50, on sale Saturday at **4.90**

New Spring Waists—In fine quality of white lawn, button in back, neatly trimmed with embroidery and lace, special price **95c**

Women's New Waists—All the very latest and daintiest style effects, button in back, newest short sleeves, trimmed with fine embroidery and lace, \$3.00 values, special Saturday at **1.90**



Nebraska Clothing Co

FARNAM & 15TH

HARRIMAN HURRYING WEST

Railroad Magnate Travelling by Special to Scene of Disaster.

HOPES TO HELP STRICKEN COMMUNITY

Immediate Aid the Great Need, but Future Plans Must Be Made at Once and Acted Upon.

E. H. Harriman, head of all the Harriman lines of railroad and interests in this country, passed through Omaha last evening, arriving at 8:30 and leaving at 8:50, en route from New York to San Francisco to lend his assistance in helping out the distress in the stricken metropolis of the west. Three cars constituted the special which carried Mr. Harriman and J. C. Stubbs, traffic manager of the Harriman lines.

"San Francisco is what we are thinking about," said Mr. Harriman. "Not so much of any loss we might have suffered, but for the homeless people who will surely suffer in spite of all help which can be rendered by the good people of the country. Our losses are small matters, but thousands of people have lost their all and of these we are thinking."

"I see the Omaha people have come up quickly to the help of San Francisco. Well, let the good work go on. Mr. Mohler will haul the supplies as long as we have an engine to pull them and they are all at the service of the sufferers."

City Will Be Rebuilt. "Yes, that city is sure to build up again, but our interest now is caring for the sufferers. The rebuilding will be rapid and the city greater than in the past. I am going to be on the ground to see that everything is done that is possible to help right in distress. We have been running along at a pretty good clip. Came over from Chicago in about eleven hours."

Motor car No. 7 will be taken to Denver this morning and put in service between Denver and Chicago after the Harriman returns to New York. It will be taken there for trials around Gotham. As he walked to the motor car Mr. Harriman was asked if there was any truth in it he was to put \$100,000,000 into the rebuilding of San Francisco. His reply was characteristic of him when he simply replied, "What is it get the money?"

Mohler Pledges Speed. General Manager Mohler accompanied Mr. Harriman west, taking his private car. He said he had contemplated making a generous donation to the Omaha relief fund, but had communicated with Mr. Harriman by wire and received the reply that Mr. Harriman was to give \$50,000 for the Harriman line, and that would be kept right on the move and would make passenger time, following No. 3 right through. He said this could be done, as the train would have to make no passenger stops and would be hustled right through.

Harriman Short of Slippers. Mr. Harriman, in his private car, Arden, named after his summer home in New Jersey. He was looking well and as full of life as usual. He left New York in such a hurry he forgot his slippers and wires to Omaha for some. A half dozen pairs were taken to the train, but he did not have time to try them on and all were taken along.

Nearly all the local officials of the Union Pacific were at the station to pay their respects to their chief, and he seemed especially pleased to see all. While Mr. Harriman is a very busy man he is very approachable and always ready for the newspaper boys who are assigned to try to get some story from him. He is unlike many whom it is almost impossible to approach.

TELEPHONE WAREHOUSE JOB

Contract Let Calls for Building to Cost Fifty Thousand Dollars, Sixty-Five Feet Front.

The contract for the erection of the Nebraska Telephone company's warehouse at Eighth and Farnam streets has been let to W. H. Parrish and work will be begun at once. The building will be 65x122 feet, three stories and basement and will cost about \$50,000.

Bids are in for the M. E. Smith & Co. \$50,000 warehouse on Ninth street. Six contractors of Omaha have made bids, four of Chicago, one of Leavenworth and one of Denver. The contract probably will be let the first of next week.

HIGH SCHOOL OCTET CONCERT

Finely Rendered Program Pleases a Large Audience Friday Evening.

Before a large and appreciative audience the Omaha high school octet gave its musicale at the Creighton university auditorium last evening. The character of the entire program reflected much credit on those participating. It was in the nature of a farewell program, as the majority of the present members are graduates this year. The brunt of the entire program was borne by the octet, but little outside talent appearing in any of the numbers. That which did, however, was of the best the city had. One of the most pleasing features of the evening was the half score young women in dainty white gowns who acted as ushers for the evening. These were Misses Marjorie Schram, Laura Waterman, Caroline Conklin, Helen Howard, Ethel Eldridge, Alice McCullough, Ida Lammer, Eleanor Jaquith, Beatrice Cole and Blanche Grotte.

The program, which was in charge of Messrs. Joseph Dorward, W. L. Hoffman and F. W. Hoffman, was as follows: In the Gloaming, Octet, Harrison Sextet from Lucia, Novetti, McDonald and McCullough.

(a) Ish Lebe Dieh, Gries (b) He, the Noblest of the Noble, Schuman Miss Minnie Meyer, Parks Octet.

Piano Solo—Hark, Hark, the Lark, Miss Heide Sadilek, DeKoven The Owl and the Pussy Cat, DeKoven Octet.

Trio—The Larkboard Watch, Williams Messrs. F. W. Hoffman, vocal; McCullough, Horn; Thom, piano; DeKoven Piano Duet—Tarentelle, Raff Misses Sadilek and Harris

For All Humanity, Octet, Harrison Popular choruses, from various authors Octet.

The Capture of Bacchus, Dudley, Buck Mr. Walter L. Hoffman, Viola Solo—Selected, Mr. George Barker, Tosti Octet.

Even Bravest Hearts, from Faust, Gounod Mr. J. F. Harrison, Parks The Feller On My Knee, Parks Octet.

The above program was generously supplemented by frequent encores, which all received. Misses Geraldine Clapp and Helen Sadilek were the accompanists of

ONE PRICE AND THE SAME PRICE TO EVERYBODY



OUR ADS AND SALESPEOPLE TELL THE TRUTH

CREDIT THAT MEANS SOMETHING

Our liberal credit helps you when you need it. It is real help. It not only helps, it protects. In sickness or misfortune you are safe from the hardships that afflict those who do not buy on our safe plan.

Our credit is measured to fit your necessities. It exactly meets your requirements. It permits you to buy at the moment of your greatest need and allows you to pay in the way that best fits your circumstances.

No other store can promise you better credit convenience than the People's Store gives, because it has nothing better to offer.

In addition to its unsurpassed credit The People's Store offers you better goods and lower prices than any other store in Omaha.

DON'T FORGET—YOUR CREDIT IS GOOD

LADIES' ETON SUITS

The Eton Suit we are showing this season has become extremely popular. It is finished with braid and buttons, has silk lined jacket, moire trimmings and the newest girde effect. The skirt is made on the circular strapped model and is very effective; special for Saturday, at **13.75**

LADIES' SILK SHIRTWAIST SUITS

Made of chiffon taffeta silk, has yoke of fine tucking and fancy braid trimmed panel, pleated back, full sleeves, elbow length cuff, 9-gore skirt, many colors; price **13.50**

LADIES' LINGERIE WAISTS

We are showing an extra fine quality of Lingerie Waists. They are beautifully trimmed with Val. lace and three panels of Swiss embroidery and many pin tucks, long or elbow sleeves; price **89c**

MILLINERY SPECIAL FOR SATURDAY

Tomorrow we put on sale another lot of Pattern Hats. They include all the newest shapes and are trimmed with flowers, foliage, quills and ribbons. The regular price is \$5.00; on sale Saturday at **2.69**

MEN'S ALL WOOL TAILORED SUITS

We are showing a splendid line of Men's all wool Suits. They are well tailored and come in all styles—black, blue and all other desirable shades, worth \$12.50; special Saturday at **7.50**

MEN'S SUMMER UNDERWEAR

We have large assortments of Men's plain balbriggan and fancy Underwear. We have the weight and quality you want. Special, Saturday, at **25c-50c-\$1**

MEN'S AND WOMEN'S SHOES

We have just what you want in Men's and Women's Shoes, both high and low cut styles. You can't beat them at **\$1.50 to \$4.50**

THE NEWEST STYLES IN MEN'S HATS

No other store can offer you better prices on Men's Hats. We have them in every color and shape. Prices **\$1.50-\$2.00-\$2.50-\$3.00**



OUR LETTER BOX.

Then and Now.

The Omaha of today with its 120,000 people, in everything that concerns its generous spirit when suffering humanity calls for sympathy and succor, is a big chip from the old block of 1871, when it contained, by honest count, not a soul more than 25,000 people. When Chicago was in ashes and scores of thousands of people were homeless, foodless and helpless, under the inspiring lead of Andrew J. Poppleton, J. M. Woolworth, S. B. Caldwell (the father of Victor, our big banker), Edward Creighton, Augustus Kountze, Ezra Millard and other founders and fathers of Omaha, met in mass meeting in a small opera house in Omaha to devise ways and means of relief to a stricken people. In less time than it takes to tell the story 25,000 was wired to Chicago from this then little country village, and then began such work as I have never seen before or since in swelling its contributions of money and clothing for a suffering people. A day or two ago I saw assembled in the council chamber of the city hall a body of men who were summoned by Mayor Zimman to consider the unspeakable calamity that has utterly destroyed a great sister city on the Pacific coast. Omaha's stout-hearted men were there in large numbers, the representatives of the public spirit and generous-minded charac-

ter of the Omaha of today, the architects of the future Omaha. "God bless them, every one!" With one mind and one heart they bent to the work of succor under the lead of Guy C. Barton, and the result shall make every man and woman proud of our town and country.

STICKNEY ON PLEASURE TRIP

Great Western President and Associate Officials Jump Into Omaha for Little While.

President Stickney of the Great Western and twenty-five other officials of the road were in Omaha Friday afternoon on a special train from St. Paul on an annual inspection of the railroad properties. The party arrived at Union station at 4:10. It was met by Gordon W. Wattles, N. B. Uplike, S. A. McWhorter, J. Colt and others, with seven automobiles and went for a ride about the city, visiting in the course of their travels, the Great Western freight terminals and the independent elevator. The visitors took dinner at the Her Grand before starting on the return trip to St. Paul.

"Our presence here has no significance for Omaha," said President Stickney. "We are merely making a tour of the system, looking at the roadbed, bridges, depots, terminals, and other properties—sort of educational trip. I wanted all the men with me to see what has been done by the Great Western at its terminals. After

visiting the independent elevator we had a pleasant ride to the Field club. "I am pleased with the progress Omaha is making. Though it is but a short time since my last visit, I can see improvement. The city is growing so fast that only a blind man could not see it."

"O, that is an old story; it is worn threadbare," said Mr. Stickney, when asked concerning his attitude on federal rate legislation. The party included President Stickney, Ansel Oppenheim, vice president; L. C. Cass, third vice president; S. C. Stickney, vice president and general manager; Tracy Lyon, assistant general manager; G. A. Goodell, general superintendent; A. Munster, chief engineer, and all superintendents, division engineers and heads of mechanical departments.

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The Dynamo of the American People

We are a race of workers. Work requires brain, nerve, energy. We glory in achievement. To work and work with might and main, good food is absolutely essential.

Although nearly every one eats soda crackers sometime, yet there are a few people who do not consider their true value as an article of daily food. But it is now a recognized and established fact that the soda cracker contains the most tissue, fat and muscle forming elements of any article of food made from flour.

Great as is the value of the common soda cracker, yet it is small in comparison with **Uneeda Biscuit**—the most wonderful soda cracker ever baked, and of which nearly 400,000,000 packages have been sold.

Uneeda Biscuit, the food of power, transmitting as they do the elements so vital to our well-being, may in very truth be called "The Dynamo of the American People."

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Low rates from East generally. Account **\$50** Mystic Shriners

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Tickets good on California Limited, if desired.

Ask for Shriners' folder.

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We do not treat all diseases, but limit our practice strictly to diseases and weaknesses peculiar to men. To this class of diseases alone we have earnestly devoted all our professional life, and on them all our faculties are centered. The physician who tries to extend and conquer the whole field of medicine and surgery becomes proficient in no particular branch, while we have confined ourselves entirely to a single class of diseases and the complications that ensue and mastered them. We do not scatter our faculties, but concentrate them upon one particular specialty. We have made a lifelong study of the diseases and weaknesses so prevalent among men, spending thousands of dollars in research and scientific investigation, evolving a special system of treatment that is quick, safe and certain cure. The specialists connected with the Institute are eminently qualified to advise, direct and treat such cases, and a cure is effected within the briefest possible period and at the least expense.

We successfully treat and cure Stricture, Varicocele, Emissions, Nervo-Sexual Debility, Impotency, Blood Poison (Syphilis), Rectal, Kidney and Urinary Diseases and all diseases and weaknesses of men due to inheritance, evil habits, excesses, self-abuse or the result of specific or private diseases.

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