



ALTERATION SALE MEN'S CLOTHING

Price MEN'S CLOTHING

BRANDEIS "BOSTON STORE" & SONS

Half Price MEN'S CLOTHING

The Old Boston Store is being completely remodeled. Before the Men's Clothing department is settled in its splendid new quarters in the south half of the old store, we must sell all our stock. It will be the most complete clearance ever attempted in a short time by a clothing store in America. Prices split in two.

Every Man's Suit or Overcoat in Our Entire Stock at 1/2 Price

We have only a few weeks to sell every bit of clothing in stock. Every dollar's worth must go at once. Not a Suit or Overcoat will be spared. Your choice of the stock at just half the former price. No man in Omaha can afford to ignore this chance.

- | | |
|---|---|
| Choice of Our Rogers-Peet & Co's.
\$35 Overcoats and Suits, 1/2-price sale 1750 | Your Choice of all Our Men's
\$20 Overcoats and Suits, 1/2-price sale \$10 |
| Choice of all Our Rogers, Peet & Co's.
\$30 Overcoats and Suits, 1/2-price sale \$15 | Your Choice of all Our Best
\$18 Overcoats and Suits, 1/2-price sale \$9 |
| Choice of all Our Finest
\$25 Overcoats and Suits, 1/2-price sale 1250 | Choice of all Our Men's
\$15 Overcoats and Suits, 1/2-price sale 750 |
| Choice of all Our Highest Grade
\$22.50 Overcoats and Suits, 1/2-price sale 1125 | All Our Men's
\$12.50 Overcoats and Suits, 1/2-price sale 625 |

All our Men's \$10 Overcoats and Suits.....\$5 | All our \$7.50 Men's Overcoats and Suits 3.75

ALL THE BOYS' CLOTHING at 1/2 PRICE

- | | |
|--|--|
| Your choice of our Children's
\$3.00 Overcoats and Suits 1.48 | Your choice of our Boys' and Child-
ren's \$4.00 Overcoats and Suits at 1.98 |
| at..... 1.48 | Your choice of our Boys' and Child-
ren's \$6.00 Overcoats and Suits at 2.98 |

Half Price on all Boy's Knee Pants

- | | | |
|---|--|--|
| All our Boy's
50c knee pants. 24c | All our Boys
75c knee pants. 39c | All our Boy's \$1 &
\$1.25 knee pants. 49c |
|---|--|--|

All the
MEN'S PANTS
1/2 PRICE

All our
Men's
\$2 Pants.. 98c

Men's \$3 Pants
at..... **1.48**

Men's fancy Vests
and white wash-
able vests,
worth up to \$2,
at..... **39c**

Men's Odd Coats, **98c**

Men's Odd Coats and Vests **1.48**

1/2 PRICE

**Sale
Begins
Saturday
Everything
1/2
Price!**

Clearing Sale of Men's Hats and Caps

Odds and ends of Men's \$2.00, \$2.50 and \$3.00 Hats, at **\$1.50**

All the Men's and Boys' 50c Caps will go at **25c**

All the Men's \$1.00 Caps will go at **50c**

All the Men's \$1.50 and \$2.00 Caps, at **98c**

All the Men's \$3.00 Fur Caps will go at **\$1.98**

All the Men's \$3.50 Fur Caps at **\$2.50**

All the Men's \$5.00 and \$6.00 Fur Caps at **\$3.50**

All the Men's \$7.50 Beaver Caps at **\$4.98**

MEN'S FURNISHINGS

Old Store South End

Men's \$1.50 and \$2.00 Negliges and Stiff Bosom Shirts at **98c**

Broken lots of Men's Wool Underwear, shirts and drawers worth up to \$2.50, at **98c-1.25**

Men's \$1.00 Shirts at **50c**

Men's and Boys' Wool Sweaters, worth to \$3. **75c-1.25**

Men's \$1.00 Ribbed and Wool Fleece Underwear at **35c-45c**

IN THE NEW BASEMENT---Furnishings for Men

Men's and Boys' 50c and 75c Negligee Shirts at **29c**

Men's 50c Silk Neckwear, socks and four-in-hands, at **15c**

Men's and Boys' 50c and 75c Wool and Jersey Sweaters, at **25c**

Men's and Boys' Wool Golf Gloves, the 36c quality, at **15c**

Men's Heavy Fleece Underwear, worth up to 75c a garment, at **35c**

GREEN THINGS IN JANUARY

Market as Full of Tempting Vegetables as During the Summer.

PRICES GETTING DOWN FROM HIGH PERCH

Strawberries at Twenty-Five Cents the Quart Head the List, with a Fine Array of Fruits in the Column After.

It is not an easy matter to go marketing nowadays and ignore all the fresh things one meets there. They are just as crisp and inviting as they were last summer--more so, many of them, for they are kept in refrigerators and even out on the racks they remain fresh longer at this season. The price alone reminds one that it is winter rather than summer, but everything taken into account, these green things are not expensive. Jobbers and commission men predict that a few more seasons will find these things in market the year around and at prices little in excess of the cost of the home product. Truck gardening is becoming more and more extensive in the south each year, and considering the transportation facilities this prediction is not unreasonable.

Strawberries at 25 cents a quart in January certainly indicates that it is not unreasonable, and that is the price at which they have been selling in Omaha for two days. Of course this is unusual. There was a larger shipment than could be disposed of at the regular price, so they have had to be sold for what they would bring. They are nice, too--the best that have been in this winter, coming from Florida, but their color is rather pale.

Real French prunes were another choice offering of Friday morning's market. They are of exceptional quality and sell for 7 cents a pound.

Pineapples are getting cheaper, selling for 15 cents each. Navel oranges show such a decided improvement that they are becoming preferable to the Florida oranges. They sell from 15 to 20 cents a dozen, according to size, while the Florida fruit sells from 10 to 15 cents a dozen. Grape fruit ranges from 10 to 15 cents each, but does not look as nice as it did.

Melons grapes sell from 30 to 40 cents a pound. Cakes for 10 and 15 cents a pound.

AN OLD AND WELL-TRIED REMEDY.

FOR OVER SIXTY YEARS
DR. WINSLOW'S SOOTHING SYRUP
has been used for over SIXTY YEARS by MILLIONS of MOTHERS for their CHILDREN WHITE SWELLING, WITH PAIN, COLIC, STOMACH AFFECTIONS, CHILDISSUES, WIND, COLIC, and is the best remedy for DIARRHOEA. Sold by Druggists in every part of the world. Be sure and ask for
DR. WINSLOW'S SOOTHING SYRUP

and figs for 10 cents a pound. Many of the fresh fruits from California and Florida are also in market.

Cabbage is also cheaper than it has been, selling for 5 and 10 cents a head. Green turnips, carrots and beets sell for 10 cents a bunch, or three bunches for 25 cents. Radishes are 3 and 5 cents a bunch. Spinach is nicer than it has been and still sells for 20 cents a peck. Green peppers are way up, selling from 40 to 75 cents a dozen, according to size. Head lettuce is 10 and 15 cents a head and leaf lettuce 5 cents a head. Celery, 5 and 10 cents a stalk for the dwarf and other varieties. Cucumbers seem to be growing longer rather than better and cost a little more, selling for 20 and 25 cents each. They are very large and one would be almost sufficient for a salad for an ordinary family. Tomatoes are large and firm, but not very red, and sell for 20 cents a pound. Cauliflower sells from 20 to 25 cents a head; turnips are 25 cents a peck; sweet potatoes, 40 cents a peck; Irish potatoes, 20 cents a peck and 75 cents a bushel; old parsnips, 25 cents a peck; old turnips, 25 cents a peck, and cranberries, 10 and 15 cents a quart.

Mushrooms have had a big drop in price, selling Friday morning for 75 cents a pound. Mexican chilis are 50 cents a pound; coconuts, 5 and 10 cents each; popcorn, 5 cents a pound; honey, 25 cents a pound in the frame; hominy is 10 cents a pound and cottage cheese 10 cents a pound. Cream domestic cheese is still 30 cents a pound and maple sugar 15 cents a pound.

Although the first grade package creamery butter still brings 25 cents a pound, a superior grade of country creamery butter, that is quite as choice as the package creamery, is in the market and only costs 3 cents a pound. Another grade of "country" butter that many are using for the table sells for 25 cents a pound, while the cooking butter sells from 25 to 35 cents a pound. Oleomargarine sells for 12, 15 and 22 cents a pound. The very best fresh eggs in the market sell for 25 cents a dozen and the best candied eggs are 74 cents a dozen, these prices having been reached this week.

Chickens sold for 15 cents a pound Friday morning, duck for 15 cents a pound, geese 15 cents a pound, and turkey from 17 to 20 cents a pound. There is always the "Saturday price," however, and it will pay the housekeepers to watch for this. Bulk lard is 15 cents a pound, leaf lard 10 cents a pound, or eleven pounds for \$1; pig lard is 12 and 15 cents a pound, and suet 5 cents a pound.

Pure Food Law.

The national pure food law, for which housekeepers in every part of the land have contended so long, went into effect last Tuesday. Concerning it What to Eat says:

The national food law will not permit the shipment of an adulteration from one state into another. It cannot prevent the sale of an adulterant in the same state in which it is manufactured. Therefore beware of private brands and of foods made in your state, if your state has not a food law complying with the national law. The national food law, however, will reach the highest manufacturer and will wipe from the market three-fourths

SUNDAY DINNER BARGAINS

We Roast Coffee

TRY OUR
MOCHA MIXTURE

1 pound 35c
3 pounds for \$1

W.L. MASTERMAN & Co.
The Coffee Men
1221 Farnam Street, Omaha, Neb.

We Offer Better Goods

for less money than any other store in the city. It will pay you to call on us to get prices before ordering your GROCERIES AND MEATS elsewhere. A dollar saved is two dollars earned, so it certainly must pay to trade with us. We have convinced hundreds of people and can convince you if you only give us a fair trial; and in addition to our low prices we give "S. & H." green trading stamps free with every purchase.

SATURDAY SPECIALS

10c Mustard Sardines, 6 cans for 25c
No more than 50c worth sold to a customer.

Genuine Boneless Cod Fish, whole fish, in 1 and 2-lb. pkgs., regular 15c Saturday only, 4 lbs. for **25c**

Best, every sack guaranteed, 45-lb. sack for **\$1.15**

Purity Flour, the Lange Grocery Co. Brand, every sack guaranteed, 45-lb. sack for **\$1.15**

3-lb. can Chase & Sanborn's Seal Brand Coffee, for Saturday only, per can **39c**

MEAT DEPARTMENT

Pork Loin, per lb. **9 1/2c**
Shoulder Meat, per lb. **6c to 7c**
Rib Roast, per lb. **7 1/2c**
Good Steak, 4 lbs. for **39c**

THE LANGE GROCERY COMPANY
Telephones, 1530--Douglas--3223. 24th and Cuming St.

IS NOT the sparkling, brilliant cut glass service nor the handsomely designed, dainty china that characterizes the luncheon with such pronounced individuality; 'tis the

Exquisite Table Delicacies Vegetables and Fruits

that contribute the essentials which give that dashing grace, when purchased of

Sommer Bros.
Exponents of Good Living.
28th and Farnam Streets.

Crosse & Blackwell's Condiments
Bengal Club Chutney, bottle, **25c**
Wolcut Catsup, bottle, **25c**
Anchor Paste, jar, **25c**
Chow Chow, jar, **25c**
Nonpareil Capers, bottle, **15c**
Maraschino Cherries, bottle, **25c**
Pine-Olas, bottle, **30c**
Pin Money Pickles, bottle, **15c**

Strictly Fresh Eggs, dozen, **24c**
Creamery Butter, pound, **33c**
Shredded Biscuits, pkg., **10c**
Excellent Prunes, 2 lbs., **25c**
Choice Alaska Salmon, 2 cans, **25c**
Ritter's Concentrated Soup, per can, **7 1/2c**

We Roast Coffee

TRY OUR
MOCHA MIXTURE

1 pound 35c
3 pounds for \$1

W.L. MASTERMAN & Co.
The Coffee Men
1221 Farnam Street, Omaha, Neb.

We Offer Better Goods

for less money than any other store in the city. It will pay you to call on us to get prices before ordering your GROCERIES AND MEATS elsewhere. A dollar saved is two dollars earned, so it certainly must pay to trade with us. We have convinced hundreds of people and can convince you if you only give us a fair trial; and in addition to our low prices we give "S. & H." green trading stamps free with every purchase.

SATURDAY SPECIALS

10c Mustard Sardines, 6 cans for 25c
No more than 50c worth sold to a customer.

Genuine Boneless Cod Fish, whole fish, in 1 and 2-lb. pkgs., regular 15c Saturday only, 4 lbs. for **25c**

Best, every sack guaranteed, 45-lb. sack for **\$1.15**

Purity Flour, the Lange Grocery Co. Brand, every sack guaranteed, 45-lb. sack for **\$1.15**

3-lb. can Chase & Sanborn's Seal Brand Coffee, for Saturday only, per can **39c**

MEAT DEPARTMENT

Pork Loin, per lb. **9 1/2c**
Shoulder Meat, per lb. **6c to 7c**
Rib Roast, per lb. **7 1/2c**
Good Steak, 4 lbs. for **39c**

THE LANGE GROCERY COMPANY
Telephones, 1530--Douglas--3223. 24th and Cuming St.

IS NOT the sparkling, brilliant cut glass service nor the handsomely designed, dainty china that characterizes the luncheon with such pronounced individuality; 'tis the

Exquisite Table Delicacies Vegetables and Fruits

that contribute the essentials which give that dashing grace, when purchased of

Sommer Bros.
Exponents of Good Living.
28th and Farnam Streets.

Crosse & Blackwell's Condiments
Bengal Club Chutney, bottle, **25c**
Wolcut Catsup, bottle, **25c**
Anchor Paste, jar, **25c**
Chow Chow, jar, **25c**
Nonpareil Capers, bottle, **15c**
Maraschino Cherries, bottle, **25c**
Pine-Olas, bottle, **30c**
Pin Money Pickles, bottle, **15c**

Strictly Fresh Eggs, dozen, **24c**
Creamery Butter, pound, **33c**
Shredded Biscuits, pkg., **10c**
Excellent Prunes, 2 lbs., **25c**
Choice Alaska Salmon, 2 cans, **25c**
Ritter's Concentrated Soup, per can, **7 1/2c**

We Roast Coffee

TRY OUR
MOCHA MIXTURE

1 pound 35c
3 pounds for \$1

W.L. MASTERMAN & Co.
The Coffee Men
1221 Farnam Street, Omaha, Neb.

We Offer Better Goods

for less money than any other store in the city. It will pay you to call on us to get prices before ordering your GROCERIES AND MEATS elsewhere. A dollar saved is two dollars earned, so it certainly must pay to trade with us. We have convinced hundreds of people and can convince you if you only give us a fair trial; and in addition to our low prices we give "S. & H." green trading stamps free with every purchase.

SATURDAY SPECIALS

10c Mustard Sardines, 6 cans for 25c
No more than 50c worth sold to a customer.

Genuine Boneless Cod Fish, whole fish, in 1 and 2-lb. pkgs., regular 15c Saturday only, 4 lbs. for **25c**

Best, every sack guaranteed, 45-lb. sack for **\$1.15**

Purity Flour, the Lange Grocery Co. Brand, every sack guaranteed, 45-lb. sack for **\$1.15**

3-lb. can Chase & Sanborn's Seal Brand Coffee, for Saturday only, per can **39c**

MEAT DEPARTMENT

Pork Loin, per lb. **9 1/2c**
Shoulder Meat, per lb. **6c to 7c**
Rib Roast, per lb. **7 1/2c**
Good Steak, 4 lbs. for **39c**

THE LANGE GROCERY COMPANY
Telephones, 1530--Douglas--3223. 24th and Cuming St.

IS NOT the sparkling, brilliant cut glass service nor the handsomely designed, dainty china that characterizes the luncheon with such pronounced individuality; 'tis the

Exquisite Table Delicacies Vegetables and Fruits

that contribute the essentials which give that dashing grace, when purchased of

Sommer Bros.
Exponents of Good Living.
28th and Farnam Streets.

Crosse & Blackwell's Condiments
Bengal Club Chutney, bottle, **25c**
Wolcut Catsup, bottle, **25c**
Anchor Paste, jar, **25c**
Chow Chow, jar, **25c**
Nonpareil Capers, bottle, **15c**
Maraschino Cherries, bottle, **25c**
Pine-Olas, bottle, **30c**
Pin Money Pickles, bottle, **15c**

Strictly Fresh Eggs, dozen, **24c**
Creamery Butter, pound, **33c**
Shredded Biscuits, pkg., **10c**
Excellent Prunes, 2 lbs., **25c**
Choice Alaska Salmon, 2 cans, **25c**
Ritter's Concentrated Soup, per can, **7 1/2c**