

FORMERLY
W. W. SCOFIELD
OF CLOAK & SUITS

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OF CLOAK & SUITS

1510 DOUGLAS ST.

Opening of our Annual Coat Sale

You remember our great Coat Sale of a year ago and the hundreds of beautiful Coats we sold—it was the biggest sale that was ever held in Omaha. This sale is based upon our experience of last season.

This is a tremendous undertaking—it means that we will offer smart, new models for at least one-third less than garments can be sold for under usual conditions.

OVER 400 NEW COATS AT \$25

The wonderful variety of new styles that you will find here at the above price will be a surprise—every new model thought out by the world's best designers is in this collection—all are made of finest broadcloths, in black or colors—special price.....

\$25



OVER 300 NEW COATS AT \$19.50

These Coats are all made of fine broadcloths, kerseys and fancy materials, in all the tight fitting, semi-fitting and loose styles—all are perfectly tailored, in either trimmed or plain effects—special price.....

19.50

OVER 300 NEW COATS AT \$15

The styles of these Coats are of the character that one only finds in the higher-priced garments—we have them in tight fitting, semi-fitting or loose effects—all are made of best all-wool materials, in black or colors—very special at only.....

\$15

EXTRAORDINARY SUIT SALE

\$45.00 AND \$50.00 TAILORED SUITS—Made in plain and trimmed styles of finest chiffon broadcloths and imported worsted materials, in all colors, all are exclusive new suits—On Sale Saturday, at.....

\$35

\$35.00 AND \$37.50 TAILORED SUITS—These suits are all smart new models, made of fine broadcloth, worsteds and fancy materials in all colors—on sale Saturday at.....

\$25

A well known manufacturer sells us several hundred high-grade Tailor-made Coats for women at a great sacrifice!

THE MATERIALS COST MORE THAN WE ASK FOR THE COATS

YOU NEVER SAW SUCH VALUES — We bought them from F. Siegel & Bros., the well-known suit and cloak manufacturers of Chicago. They are swell garments, made from elegant new materials and are absolutely up-to-date; they are first-class in every particular. You'll not have another opportunity like this during the season, or at the end of it, either. **THEY GO ON SALE IN THREE BIG LOTS**

Saturday Morning

LOT 1

Women's \$10.00 Coats Saturday for \$5.00

Made of fine new mixtures, 48 in. long, trimmed with velvet and braid, nobby, stylish garments for young ladies—positively worth \$10.00—Saturday for.....

\$5.00



LOT 2

Women's \$12.50 Coats Saturday for \$7.90

These Coats are made of dark or light mixtures—mannish effects, also kerseys, 50 inches long, full loose backs, plain or trimmed—every garment in this lot would be cheap at \$12.50—Saturday for.....

\$7.90



LOT 3

Women's \$18.75 Coats Saturday for \$10.00

You'll find in this lot the greatest collection of Coats that have ever been offered at this price. Made of beautiful new dark mixtures and kerseys, handsomely trimmed and well made—manufactured to retail at \$18.75—Saturday for.....

\$10



Nebraska Clothing Co

FARNAM & FIFTEENTH STS.

DAUGHTER ON BODY BUILDING

Mrs. Provident Thinks She May Beat Her Brothers on the Subject.

UNCLE SAM LEADS FOR MAN'S DIET

Source of Rejoicing to Americans that Their Country is at Last to the Front in This Science.

"Now it is my daughter's turn to become interested in this study of facts pertaining to body building," said Mrs. Provident, "and she bids fair to outdo her brother in finding out interesting things and presenting them for the benefit of the family. One of the things is one fact, over which we proudly rejoice, that at last our country is taking first rank in the study of human diet. Therefore nearly all authorities quoted were German, or possibly some times French. Liebig, a German, greatest among chemists, taught the great value of proteins, generally meats as a source of muscular energy. For years this theory has been accepted with only an occasional dissenting voice, as when two men made the ascent of the Faulhorn in 1860 on a diet which contained no nitrogen, and showed continued strength and vigor, but now an American physiological chemist, Dr. Russell H. Chittenden of Yale after a long series of most practical experiments has published a book which sums up the results of these experiments and the scientific press everywhere is admitting that he has settled the question against Liebig. Possibly not everywhere, either, for my daughter says she does not find any reports from Germany, which probably may be jealous of the reputation of their country man and loath even in the interest of true scientific progress, to take up a theory, although so buttressed by facts, which overturns his claims, but the London press, the Athenaeum, Science, the Lancet, the Paris Reue Scientifique, and other medical organs unite in acceptance of Dr. Chittenden's conclusions.

Compels Rejection of Liebig.

"Dr. Chittenden's experiments compel," says the London Athenaeum, "to reject Liebig's teaching and to accept the proposition that nitrogen equilibrium can easily be maintained on an amount of protein food, which is not more than one-third of the amount usually considered necessary." Which being translated into terms more suited to our limited understanding means that we do not need, into at least a third as much protein food as we have considered heretofore necessary, and that one-third should be subtracted from the amount of protein food as Dr. Chittenden says the true nutritive diet necessarily leads towards vegetable foods." So now we of our family are all gradually educating our tastes in that direction. I will not deny that the thought of a well cooked roast of beef or a casserole of chicken, or a broiled steak with a maitre d'hotel butter sauce, still appeals to us and I am very sure we shall have our usual Thanksgiving turkey and our Christmas goose, but we have utterly eliminated pork, and only once a day is meat of any kind seen on our table. Instead we are all intelligently enjoying what foods to use instead that shall fill the true idea of nourishing the body and at the same time indulge to a reasonable degree our sense of taste."

Recipe for Cereal Griddle.

"I have come across a recipe for cereal griddle cakes, and as my family still indulges in the hot cakes for breakfast, we find these overcoming some of the faulty nutritive conditions of pancakes, as the cereal of which they are largely composed has been cooked, and so we do not have so much of the half cooked, starchy material as is most pancake mixtures. If people would only realize that griddle cakes are mostly starch, the better on them is fat, the syrup is the most condensed energy producing food, and that all these things must be thoroughly chewed before swallowing and eaten in small quantities, they would find less ill effects, especially if they would get into the body and the blood a sufficient amount of air, oxygen, to make use of the energy producing food and keep it doing its work, in-

GOOD THINGS TO EAT PLENTY

Local Market Offers Much that is Delicacy as Well as Substantial.

If out of the limited resources of the olden days the housewife evolved a dinner that has been handed down to her posterity as a model upon which all Thanksgiving feasts are based, what then is possible to the modern housewife with the delicacies of every land at her command? It is a joy and delight to go to market nowadays. Of course sweet corn and strawberries are out of season just now, but aside from these there are few things that can be said to have a "season" thanks to the refrigerator car and rapid transportation. There is nothing, however, that belongs to Thanksgiving time that is not in market now.

Enough Tokay grapes are to be had for Sunday's salad, but this week will finish them. They are selling at 10 cents a pound in the stores and cheaper on the streets, but they are not as nice as they were. Malaga grapes are a little cheaper, having dropped from 25 to 20 cents a pound.

WE ARE SURE

We can please you. Our lines of Groceries, Meats and Bakery Goods are the freshest, purest and best. Our prices are always the lowest. Quality is our first consideration.

SPRING CHICKENS—We dress them, per lb. 11 1/2 c

TOMATOES—New pack, first class, per can. 10 c

FIGS—Imported Turkish, per jar 9 c

CLAM CHOWDER—1 lb. cans. Buman's and Morrell's, 25c variety, per can. 17 c

PEAS—Early June, sweet, per can 10 c

SAUCE—Lea & Perrin's, per bottle 25 c

PUFFED RICE—fresh, 3 pkgs. for 25 c

PANCAKE FLOUR—New, three pkgs. for 25 c

POTATOES—Per bushel 75 c

MARMALADE—Imported, per jar 50 c

WHITE CAKES—Three-layer, per lb. each 30 c

SAUSAGE—Our fine home made 12 1/2 c

LARD—3-qt pails, best brands, per pail 40 c

Phone Your Orders Early.
Johnson & Goodlett Co.
20th and L Street.
Telephone Web. 1575.

Sunday Dinner Bargains

Unnumerable Varieties of Tempting FRUITS AND VEGETABLES that contribute additional grace to the table and distinguish every course served with "pronounced taste" par excellence.

FRESH MUSHROOMS.
Head Lettuce, Leaf Lettuce, FIRM RIPE TOMATOES, Radishes, SLENDER CUCUMBERS, Cauliflower, WAX BEANS, CRISP DWARF CELERY, CREAMERY BUTTER—1 lb. 30c
FLORIDA ORANGES, large size 40c
KNOX GELATINE, per pkg. 10c
PURE MAPLE SYRUP—1 1/2 lbs. \$1.25
IMPORTED MALAGA GRAPES—Concord, Grapes, Catawba Grapes, Imported Cluster, Raisins, Shelled Nuts, Crystallized Ginger, Snyders Figs, Fard Dates.

SLENDER YOUNG TURKEYS, PUCKS, SIMON WELLS CO'S MATZOS, Berk's Celebrated Kosher Sausages.

Sommer Bros.
22th and Farnam Streets.
Exponees of Good Living.

Table butter of all kinds is a little cheaper this week, the package creamery butter, all brands, selling for 28 cents at most of the stores. Dairy and country butters in rolls and in tubs sell from 22 to 25 cents a pound, while the cooking butter sells from 29 cents up. Surprising quantities of oleomargarine are being sold, the best grade at 20 cents a pound, being used extensively for table purposes. Unless one knows, it is difficult to tell the oleomargarine from some of the best butters. It is of a tempting, light yellow color and frequently of superior flavor to the package butters. The best eggs sell for 25 cents a dozen and other eggs for 15 and 20 cents a dozen. Domestic cream cheese is 20 cents a pound.

Chickens sold Friday morning for 14 and 15 cents a pound, ducks at 16 cents a pound and turkeys at 28 cents a pound. Chickens and ducks sell with head and feet on and undrawn.

Leaf lard sells nine pounds for \$1. and suet for 6 cents a pound.

Do You Know Good Meat?

We do. We are experts in buying meat and poultry. When you buy of us, whether you are a judge of meat or not, you get the benefit of what we have learned in many years.

You get the benefit, too, of our buying in immense quantities. The small market can't sell poor meat as cheap as we do good meat.

Come in, or telephone your order for Sunday. Try one of our tender, juicy, rich roasts of beef, or a choice, chicken, goose or turkey.

CENTRAL MARKET

210 N. 16TH STREET TEL. DOUGLAS 1796

MEATS EXCLUSIVELY.

We handle nothing but meat, therefore our time and attention is devoted to the question of satisfying our patrons in one line only.

Our long experience enables us to judge quality and buy right. Our service is unexcelled.

Anything you may want in the meat and fish line we have.

GIVE US AN ORDER

Thomsen's Market

23d and Leavenworth St.
Phone Douglas 540.

SPECIAL SALE Smyrna Figs

SATURDAY ONLY, AT PER POUND 20c

We have just received a direct importation of figs from Smyrna, Turkey. They are the largest and finest figs in the world, measuring two and three-quarters inches in width and with a flavor of rare excellence.

We will carry them in stock throughout the winter to sell regularly for 30 cents per pound, but as a special inducement to have you try them and know how very choice they are, we will have them on special sale for

SATURDAY ONLY, AT PER POUND 20c

Balduff's

THE STORE FOR DELICACIES

1518-20 Farnam Street.
Phone Doug. 711.

Pure Food Grocery

Cor. 20th and Cuming Sts.
Telephone Douglas 4882
A. MUCKENBECK, Proprietor

Your Dinner is Not Complete Without a Glass of Fine Wine or

Edelweiss Rye

—OR—

Edelweiss Beer

Phone Douglas 877 for any kind of Wine or Liquor. Orders delivered to any part of the city.

Henry Rohlf,

Wholesale Beer and Liquor Dealer,
2567-69 Leavenworth St.,
OMAHA, NEB.

Elmer A. Johnson

2806 Leavenworth
Telephone Harney 841

I have a brand new store, new stock, new fixtures. Everything in the grocery line—absolutely new, pure and clean. My aim will be to maintain a first-class grocery store. My inducements to patrons will be

Courteous Treatment

Prompt Service
and
RIGHT PRICES.

Give Me A Trial Order

Just received a carload of the famous Wyoming

POTATOES

Hughes Grocery

14th and Douglas Sts.
THE STORE FOR QUALITY
Curtis Bros' Canned Goods

We have the exclusive agency for the famous Blue Label Brand of canned goods. Each variety the choicest possible to produce. **Rock Brand Butter.** Sold by us exclusively.

Salt Raising Bread. Sold by us exclusively.

Everything in Fresh Vegetables, Meats and Fish.

LIQUOR DEPARTMENT

FURN TO LADIES

In order to more widely introduce our line of Miller's fine old Wine and to demonstrate their stimulating and healthful properties, we will give FREE to every lady a sample bottle on request.

SPECIAL FOR SATURDAY

1 1/2 Gallenheimer Rye, 95c
1 1/2 P. F. Straight, 85c
Whiskey, full quart, 85c
75c Port Wine, full quart, 48c