Pure Worsted

Sale Price

Actual \$5.00 Values

Sale Price

Men's Shirts

Sale Price

1519-21 Douglas St.

Winter Shoes

The Boys

The cold weather that is

It doesn't pay to buy cheap

shoes for the boys-they give

their shoes harder wear than

a man does, and the best is

Don't waste your money in cheap shoes for the boys.

Our "STEEL SHOD" shoes

for boys have stood the test for years. You make no mis-

take when you get a pair of

21/2 to 51/2 \$2.50

Bring the boys in Saturday

Drexel Shoe Co.

1419 Farnam Street

82.25

ahead of us will require some

good, substantial, warm shoes

for the boys.

none too good.

BOYS' SIZES-

YOUTHS' SIZES-

and let us fit them.

1 to 2....... LITTLE GENT'S SIZES-10 1/2 to 13 1/2 \$2.00

them.

JUST RECEIVED FROM OUR NEW YORK BUYER. 200 Women's Winter Cloaks

and Opera Coats

WORTH UP \$10 TO \$40, AT

The winter cloaks are smartly made of black and colored broadcloths, mixtures and heavy cloths—a dozen new and classy style features, such as you always find in \$35 and \$40 cloaks. Also stunning evening wraps in dainty shades-bave been greatly admired in the window-values up to \$40 each, Saturday, 2d floor, at





Great Sale of Hosiery

Tan, black and fancy hosiery for men, women, girls and boys—some mercerized, full fashioned foot, double sole,	1
mercerized, full fashioned foot, double sole, worth up to 35c, at per pair	١
Women's imposted hosiery, fast black and colors, 50c 25c-35c values, at per pair	100
Infant's black and white, all wool, cashmers hose, silk heel and toe, at per pair	-

SPECIAL SALE OF UNDERWEAR Misses', children's and boys' heavy ribbed Children's fine and heavy ribbed Women's wool vests and pants,



10c and 15c Handkerchiefs at 3tc and 8tc

Women's and men's all pure linen initialed handerchiefs; also fine cotton initialed handkerchiefs, some mercerized, many worth 15c, at 31/2c and

Saturday - Special Sale of Gloves

Short kid gloves-2-clasp, single row or Paris point stitching-tan, brown, red, toupe, green, black and white, fitted to the hand, at, pair. 98c-\$1.50

Women's and Children's Cashmere and Golf Gloves All colors-worth up to 35e pair,

PYROGRAPHY OUTFITS SPECIALLY PRICED Regular \$3 sets, at \$2.25 | Regular \$4.25 sets, \$3.50 Regular \$3.50 sets, \$2.98 | \$5.00 sets, at.....\$3.98 Special prices on all burnt wood.

BRANDEIS



SPECIAL

GROCERY

Holland Rusk, per pkg. . . . 7c White Ribbon Tollet Soap, per cake, at 10c tins Red Hot Stove Polish 5c Pop Corn, per lb. 3c 3 lb. cans Tomatoes, per dog \$1.00

Meat Department

,000 Boneless Rump Roast, lb. 8140,000 lbs. Boneless Chuck Roast, per lbs. Boneless Pig Pork Hams, 2.300 lbs. Boneless Pig Pork Roast per 1b. 6150 6150 6150 600 bs. Veal Breast, per 1b. 8520 860 bs. Shoulder Roast, 1b 1050 1.090 lbs. Rib or Loin Roast, per 1b. 14120 1.000 lbs. Morrell's lowa Pride Pic-

Deerfoot Farm Sausage, per 1b. 30c Saturday P. M. 1,500 lbs. Stricts or Porterhouse Steak, per 1b. 12%c From 8 to 10 P. M., we will sell 1,000 lbs. Veal Roast, per lb., 4%c 1,000 lbs. Choice Lamb Roast, per 800 lbs. Choice Boiling Beef. 4420 2,500 lbs. Country Sausage, lb. 4420

Liquor Dept.

SPECIALS

Straight Whiskey, full quarts 60c
Monegram Whiskey, full quarts 75c
White Mait Whiskey, (very old),
quart, for 75c
Peach and Apple Brandy, hottle 75c
Banana, Strawberry and Cherry
Cordials, per bottle ... 50c
Port Wine, regular 50c bottle 35c
Port Wine, regular 75c bottle .60c
PHONES:
Douglas 547. ... Ind. A1216. Private exchange connects all depts.

Journey & Co.

17th and Douglas Sts .- Omaha.

SPECIALS

Lye Hominy, per quart 100
New Evaporated Peaches, 1b. 100
Prunes, per lb. 50
Country Butter, rolls, per lb. 290
Best Creamery Butter, per lb. 340
Queen Olives, quart jars ... 500
Manzanilla Olives, per qt. jar 250
Dill Pickles, per dozen ... 150
Johnson's Sweet Cider, per gal. 400
35c cans Sliced Apricots ... 300
½ lb. tins Vienna Sausage ... 50
Miuscatel Peel Grapes ... 250
J lb. cans B. B. Beans ... 12½c

153go

We Recommend

The Beer You Like

Cases 2 dozen \$3.90 Cases 3 dozen \$3.90

upon return to us of the empty case, and all of the empty bottles in good

Orders will be taken for Luxus in less than case lots at the follow-

\$2.00 per doz. Large Bottles \$1.35 per dez. Small Bottles

The first sale of the Omaha Auction & Commission Co. will take place Saturday morning, January 23d, at 10 o'clock, at its new location, 1611-13-15 Davenport street, Household goods of all kinds will be offered, such as Furniture, Carpets, Stoves, even Beddings, etc., will be sold to the highest bidder or at your own price.

Auction Begins at 10 O'Clock Sharp Do Not Miss This Big Opportunity.

Omaha Auction & Commission Co. THOMAS L. HULL, Auctioneer

Keep Well

An ounce of preventative is worth a pound of cure."

Always keep a bottle of Hiller's Whisky or Brandy in your home.

SPECIALS:

	et Wines - Port.
Sherry, Angel 50c bottles	ica, etc., 29c
Calumet Whisk; bottles	y, \$1.00 79c
Canadian Valley Whisky, \$1.00	bottle69c
Guckenheimer I	
	ourbon. 95c

HILLER'S WHISKIES Always the Same. Full quarts 80c, \$1.00 and \$1.25.

Telephone for a Bottle

We Deliver Promptly.

Both phones Doug. 1241, A3241.

FAM LY LIQUOR STORE 1309 Farnam Street We Ship Three Dollar Orders Prepaid

Sugar 23 lbs. . \$1.00

We want your Tea, Coffee, Spice and Baking Powder trade and we will save you money on good qualities. OUR COFFEE LEADERS.

Our sugar offer only for customers buying \$1.00 worth of other goods. MOYUNE TEA CO.





PARKER'S HAIR BALSAM shaes and beautifies the h



Boston's New Hotel

Bids you and your friends a hearty welcome. No pains will be spared to make your next visit a longer one. Excellent cuisire with service the best, amid surroundings fastidiously appointed. Everything new, attractive and cosy, with prices reasonable

Cor. Boylston and Washington Sts.

TEL. 41440 OXFORD. Dinner parties before and after the theatre will receive our special attention. Ladies when shopping will find it most convenient to have

comfort and exclusion. Ainslie & Grabow Company,

luncheon here with every known

Operating fotels Lenox, Tuileries & Empire, Bostos New Ocean House, Swampscott Hotel Titchfield, Jamaica, W. L

"Malf a Block from Morald Equare." - HOTEL -COLLINGWOOD On the Block Between NEW

5th Ave. & B'way arr

Offers select accommodations to discriminating people.

ABSOLUTELY FIREPROOF, and affords every facility for the comfort of guests.

Situated in the very heart of the city, in a very quiet neighborhood, convenient to all surface, Subway and elevated railway lines, and in the midst of the shopping and theatre district Rooms With Bath \$2 and Up.

Special rates by the month or season Restaurant a la Carta. SETE M. MOSHLET, SD, Formerly of New Haven House, New Haven, Coun

\$3.00 Shoes

We believe we can outshoe, for the money, any man that wears \$3.00 shoes and does not buy them here.

Our shoes were made according to our specifications by a shoe manufacturer that turns out some of the best men's shoes made.

THE STYLES ARE CORRECT BUTTON, LACE OR BLUCHER

If you wear \$3.00 shoes, sir, and have not been buying here, you have certainly been missing the best \$3.00 shoes made.

THE SHOERS 16th and Douglas Streets.



March? Do You Mind the Cold?

New England Butternut Bread is the best source of body warmth. It is the match that starts the regular fuel burning. Just a little improves the appetite; a little more warmth builds up and strengthens the whole body. Thousands of Omaha families are using it daily. Do not be deceived into buying any other than the original loaf, as there are many imitations on the market. Your only protection is the above label Look for it.

DOUGHNUTS-Fresh, home 6c made, per dozen.......... ORANGES-25c size; firm, sweet fruit, per 14c TOMATOES Large car standard, 12 %c quality, cans, 8c BRUSHES - Extra 5c PANCAKE PLOUR rands, two packages 15c BUTTER Best Creamery any brand, per lb..... 33c COUNTRY BUTTER-ST 28c LAMBS LEGS 12 c FOT ROAST-Lean, tender. 8c VEAL BOAST 12 c PEAS Good Early June, 90 WRITE CARES - Three

milk, four loaves 15c Johnson & Goodlett 20th and Lake

Best of All Farm Papers.

Phones-Web. 1575, Ind. B-1575.

Our Men's

THE LEATHERS ARE SPLENDID THE SHOEMAKING PERFECT

FRY SHOE CO.



Do You Dread February and

NEW ENGLAND BAKERY 2217-19 Leavenworth Street. Phone Douglas 1507

Thousands of Homes Right Here

in Omaha are Being Beautified by Collecting S. & H. Green Stamps,

Some of them your neighbors. perhaps. Why not start right now? It is surprising how quickly books fill up.

SATURDAY SPECIALS. 90c 12-gal. can Maple Syrup 65c 50c qt. can Maple Syrup. . . . 35c Strictly Fresh Eggs (guaranteed) Meadow Gold, Ideal, Wdgewood, Diadem, Idlewild Butter, lb.356 Dr. Price's Baking Powder, 1-lb tins 39¢ Knox Gelatine, per pkg..... 10¢

FRESH VEGETABLES New Potatoes Cucumbers
Head Lettuce Radishes Spinach
Cauliflower String Beans
Rhubarb Sweet Potatoes
Cranberries Believue Dwarf Colery
Fresh Tomatoes

Sommer Bros.

Exponents of Good Living. 28th and Farnam Sts.

TWENTIETH CENTURY FARMER TWENTIETH CENTURY FARMER One Dollar a Year.

\$35,000 STOCK OF FINE SHOES

SECURED FROM THE WELL KNOWN SPENCER SHOE CO. Boston Mass.

ON SALE SATURDAY

ABOUT HALF ACTUAL VALUE

Men's \$3.00 and \$3.50 Shoes-In Patent Calf. Vici Kid and Gunmetal, button or buckle style, on sale at, pair \$1.98

Men's \$4.00 and \$4.50 Shoes-From the Spencer Shoe Co. stock, all the newest styles and leathers, the greatest values seen in Omaha in years, at our sale price\$2.50 Women's \$3.00 and \$3.50 Shoes—A splendid line of popular lasts,

in patent, colt or gunmetal, lace or button welts, on sale while they last, at per pair\$1.98 With the most discriminating women, it's Queen Quality Shoes first, last and always. There's a good reason for it. Let us fit

you once, and you'll recognize the cause. We're exclusive Omaha

Queen Quality agents. Big Reduction Sale of Gas and **Electric Fixtures Here Saturday**

ALL OUR GAS AND ELECTRIC LAMPS AT HALF PRICE

Gas Stand Complete, with tubing, burner, chimney and mantle for\$1.69 Upright Burner Complete, with globe and mantle25c Inverted Light Complete, with globe and mantle 59c 3 Upright Mantles for 25c | 3 Inverted Mantles 25c ALL GAS AND ELECTRIC LAMPS AT HALF PRICE.

FORGET TRY HAYDEN'S FIRST TAYER

Street Car Accidents HAPPEN

Because People:

1.-Persist in getting on or off moving cars;

2.—Get off, facing towards the rear of the car;

3.—Run after a car and attempt to board it while it is going at a high rate of speed;

4.—Cross behind one car and step in front of another car coming from the opposite direction;

5.—Turn their vehicles sharply in front of a car;

Use no caution when driving across street car tracks;

And Because Children:

Or steal rides on the cars.

7.—Are allowed to make the streets their playground;

Won't YOU Bear These Things in Mind and Assist Us in Preventing Accidents.

Omaha & Council Bluffs Street Railway Company

Do your shopping at Omaha's Popular Trading Place. The Public Market high grade eatables are sold here for less than elsewhere.

Specials for Saturday

MEAT DEPARTMENT. 0.000 lbs. Fresh Pig Pork Loins, 1b. Armours or Cudahy's Hams, one guaranteed first-class, 101c Steaks, choice steer beef. 25c 3 lbs for 5,000 California Hams, No. 1, 1b. 7 c

Butter, Egg and Cheese Department SPECIAL FOR SATURDAY. iggs, Public Market Special...
ancy Country Roll Butter...
canut Butter, in bulk, per ib...
iood Butterine, 2 lbs...

Do you have trouble getting good coffee? Then try our famous steel cut sifted goods, with all dust removed. We know we have the best offee in Omaha, and good housekeepers are rapidly learning the fact. goosd. Mocha Mixture, 35c; I lbs. for \$1.00. Exclusive Blend, 25c. Market Special, 20c. Branch of W. L. Masterman & Co.

THE COPPEE MEN.

TEA AND COFFEE DEPARTMENT.

Phones: Doug. 2144 Ind. A-2147

Beyd's Theater

Acress From

D. C. SCOTT, D.V.S. SELFTANT STATE VETERINARIAN,

Stones.

Calls Promptly Asswered at All Hours.

Howell's-Anti-Kawf Try a bottle, 35c and 50a.

Box Douriss 1225. (Batta, Hely Middle the Block Boxes CO., Motel Loyal