Big fire is livgels hards Sierce chiar s.inven mamen miroug Burtington Stratuares. zoes asour aumpara troosasid

 yne wirm
 mox mixm mix mis min
 $==$ odd lengths which they had to sell. One of the lead. ing weavers of the U. S. submitted swatches of these ends to the representative of this store, who was in the East late in January buying for next Fall. Priees quoted were but trifling fractions of the real valnes. There was a total of 3947 yds., enough for 862 suits. Some patte rns contained only enough for three suits, some as many as 47 and so on. Coming as it did, between seasons, Spring Clothes having been made and Fall Clothes not started, we found tailoring establishments anxious to make these fabries up without thought of profit, solely to keep their men busy. The deal was elosed on January 28th, and now we can follow our established custom of sharing with our customers every advantage of our buying power and offer strictly bench tailored Suits of high charaeter at the lowest price ever quoted.

## Why We Made

 Such Effort$\xrightarrow{\text { As is well known, this store sells an extrrordinary }}$ number of suits from adimit some stores sell more suita for less than sin.00. This is not as it should be-never was a store more entitiled to the bullk of this particular business. For some reason we've been unable to attract enough to justify our efforts. Some who want to spend less than
$\$ 15.00$ note the attractiveness of this store and perhaps imagine, though incorrrectly, that we do not care for imagine, though incorrectly, that we do not carre fort
their trade. Some imagine that our modern arrangetheir trade Some imagine thate our modern arrange. should be the very plice to come. Then again, many men know the greath number of higher priced suita we sell and imagine we cater entirely to such tradeanother wrong surmise. We don't ask for all the popuiar priced trade-we asik only for what our efforts en-
titie us to. It amounts to more than we get. That is titile us to. It amounts to more than we got. That is
honest truth. We want to attract the attention of more fellows with less than $\$ 15.00$ to spend and make them interested in a storre that will serve them bettor than
thiey ever were served. Heice we've piotted for thrree thiey ever were served. Hence we've piotted for thirree
months to do what is now scheduled for Saturday and montis
Monday

Take a Look at Windows I, 2, 3 and see the SUITS.
Look at them several times-the oftener you see them the more determined you'll be to have one. Come In and see them at close range-examine them critically,
subject them to every test you know. Then, if you want subject all right tien to ton't-no harm done. We'll still be glad you came to looik.

842 \$20, \$18 and \$15 Mand-Tailored Suits at Ridiculously Low Price of

## What To Expect When You Come

find Expect to find oniy new 1910 styles. Expect to fincluding Coilese Choug and other modeis for young fel Iows. Expect to find a variety of coiors to please any taste and a a range of weaves to answer any purpose. Ex peet to find suits that retail ordinarily from $\$ 15.00$ to \$320.0. Expect to find $85 \%$ of them worth s20.00 and sut all of the $15 \%$ worth 315.00 or more. Expect to find any size from 31 to 50 , including stouts, shiort stouts and slims and to be fitted as carefully as if you were paying us what the snits were really worth. Expeet all these things and then some and-Yon'll not be disappointed.

## Offer Limited to Saturday \& Monday

There are only 842 Suits-The selling will surely be brisik-and the assortment will soon be depletedThen too, they are worth more money and will sell for the present price will be withdrawn. Come Saturday if posaible-or Monday without fail.


Where is the woman who has so atten said: "No dse talling, you simply MUST
from $\$ 3.50$ upwards for good shoes these days!" Now, this woman means well, pay from $\$ 3.50$ upwards for good shoes these days!" Now, this woman means well, ut she DOESN'T know of the shoe Marist "Bame
This is an age of inconsistencies. Even while the words "high cost of living," are on everytody's tongue, we are reaching bed rock with captivating, sturuily built, snappily styled ahoes at prices
THAT'S reasonable, isn't it?

It goes without saying that these are UP-TO-THE MITVUTE shoes-otherwise we couldn't CROWD that basement as we ARE doing. "Low Cuts" are the theme now -we've the atyle You'ves been waating rigatit along

Shoe Market Basement 322 South 16th Street.

322 South 16th Street.

## Will you cut your ice bill in two--if we tell you how?

We sell all funniture, carpets and househoid goods at
an averuge of $20 \%$ below the prices charged in Omuma an averige of $20 \%$ below the prices charged in Omaha-
beenase our rent is so low-our loention is in Southi beeanse our rent is so low-our loention is in South
Omalha-we do business on a most eeonomical basis.
 When it comess to reffigeral.
sererat dollas on enth
line shown in this section.
$\$ 4.75$ to $\$ 30$ for refrigerators the same make as illustration
What one woman told uss
One woman volintarily told us that her bill for
ice was from 25 c to 40 per day. She read our adver ice was from $25 e$ to tole per day. She read our adver
tisement, bought one of our refrigerators and has never tisement, bought one of our reirigerators and has never
sinee spent more than 10 e or 15 e per day for ice. During the summer that would make a saving of from $\$ 12$ to $\$ 25$ just on the ica bill- enough saved to purchase a
very fine refrigerator. Worth investigating isn't it?

## Kitchen Cabinets

 Strongly built, sanitary Kitchen Cabinets,made of solid oalc-at from © 275 made of solidi oalc-at from $\$ 2^{75}$
$\$ 22.50$ down to...............$~$
Whis down co.............
Home Furniture Co.. 24th and L Streets South Omaha-All South Omaha cars pass our door

