

Our Immense Stocks of High Grade MEN'S FURNISHINGS

Now Go at One-Third to One-Half Off



Any Necktie in Our Store (Except Black)

Saturday, at **25c**

Including All Our 50c and 75c Grades.



Men's Shirts AT BIG REDUCTIONS

\$2.50 Fancy Shirts, Reduced to \$1.15

Fancy Pleated and Plain Front, Madras and Percala Shirts, in beautiful up-to-date patterns, correctly cut and superbly tailored. Hundreds of styles in \$2.50, \$3.00 and \$1.50 Grades. Reduced to **\$1.15**

\$1.50 MEN'S SHIRTS Reduced to 85c

Our Fine French Percala and Madras Shirts, in stylish patterns and most coloring, that were regularly \$1.50 Grades, Reduced to **85c**

\$1.00 MEN'S SHIRTS Reduced to 45c

The Best Looking, Most Stylish and Best Made Dollar Shirts in Town, in fancy light and dark colorings—\$1.00 Grades, Reduced to **45c**

Men's Fur Caps At Big Reductions

\$15 Genuine Sealskin Caps reduced to **\$11.95**
\$10 Genuine Sealskin Caps reduced to **\$7.95**
\$4 River Mink Caps reduced to **\$3.25**
\$2 and \$1.50 Fur Caps reduced to **\$1.20**

Men's Cloth Caps
\$1.50 and \$1.25 Fancy Cloth Caps, now **89c**
\$1.00 and 75c Fancy Cloth Caps, now **45c**
\$2.00 and \$1.50 Hat Caps, now **45c**

Boys' and Children's Caps
\$2 Children's Fur Caps reduced to **\$1.00**
\$1.50 and \$1 Children's Sealskin Tams, now **69c**
75c and 50c Children's Sealskin Tams, now **39c**
Boys' \$1.25 and \$1 Caps, now **75c**
Boys' 50c Caps reduced to **25c**

Men's \$1.50 Gloves, 95c

Men's Heavy Mocha and Kid Gloves, fleece lined, silk lined and unlined. Splendid qualities, from the best makers. Our regular \$1.50 and \$1.25 Grades, at—



95c

Men's Underwear At Big Reductions

\$2.00 Union Suits, Reduced to \$1.15
Men's Extra Fine Derby Ribbed Merino and Silky Fleece Combination Suits, perfect fitting, splendid quality garments, that were \$2.00 and \$1.50 Grades, Reduced to **\$1.15**

\$1.00 Underwear, Reduced to 59c
Men's Fine Wool, Two-Piece Underwear, of good quality, correctly shaped and smooth fitting. Broken sizes only—\$1.00 Grade, Reduced to, per garment, **59c**

Men's Sweaters

Men's Sweater Coats and Cardigan Jackets heavy worsted of superior quality yarn, regular \$2.50, \$2.00 and \$1.50 Grades, at— **95c**

50c Boys' Sweaters 39c
Boys' Heavy Ribbed Sweaters, gray mixed in color, a good quality garment, that was regularly 50c Grade, at— **39c**

Men's Hose Reduced

Men's Fine Quality Seamless Cotton Hose, in tan or black. Our regular 10c Grade— **5c**

Men's Silk Mufflers
Men's Fancy Silk Mufflers, Reffer \$1.00 Grade, at— **25c**



Men's and Young Men's Suits and Overcoats At Half Price

Consider carefully how very closely this announcement concerns you, when made by such a store as "The Nebraska." A store that has kept faith with its patrons for more than a score of years—a store that has become renowned throughout One-Third of the entire United States, by the simple means of giving the greatest values possible—A store that each season offers only the choicest garments that can be produced by the best designers and the most skillful tailors in the World.

Consider these things well. Then remember that we now offer you a choice from several hundred superb Suits and Overcoats—consisting of all the small lots that remain after a wonderful season's business—at exactly One-Half their regular prices.

Remember these garments meet every demand as to style, fabric, shade, pattern and size. Then and only then, will you realize that this sale concerns every man and young man in Omaha and vicinity. Are you ready to profit by this "record-breaking" and "record-making" sale!

\$3.75 to \$17.50

For Men's Suits and Overcoats

Regularly Sold at \$7.50 to \$35.00

Nebraska Clothing Co.

"The House of High Merit!"

FARNAM & FIFTEENTH STS.

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"The House of High Merit!"

FARNAM & FIFTEENTH STS.

BRIEF CITY NEWS

Save Root Fruit—F. J. Cressler & Sons—Coal. Take Your Printing to the Times. See electric fixtures, Burgess-Grades. Colorado Apples—Phone Armour cold storage, South Omaha. Box, 114. H. C. Beebe, Olney, Colo.

For Wage Earners, the monthly payment plan of the Neb. Savings & Loan Assn. offers the ideal plan for savings. 147 Board of Trade Building.

Automobile Damage Suits—Occur almost daily. Let us assume the risk of accidents. Law rates. Liberal policies. Craig, Baldrige & Co., Phone Doug. 288.

Your Wife and Babies will get your life insurance, but a \$1 pair of rubbers will keep pneumonia from getting you. The Canby Rubber Co., E. H. Sprague, president, 1201 Tarnier, just around the corner.

Ben Robbed—It may happen at any time unless you have your valuables in our safe deposit vaults. You can rent a private safe for \$1 a year. Omaha Safe Deposit & Trust Company, entrance 314 Farnam St., or through the bank.

Newman Moves Up—J. W. Newman has been appointed general auditor of the James & Mississippi Valley railroad, starting in the first of the year 1911. Mr. Newman will have both the accounting and freight departments under his charge.

Robe His Best Friend—Convicted of stealing a watch and fob from his best friend, James Lynch of Kansas City was fined \$5 and costs by Judge Crawford Friday morning. Lynch told the court it was a fit of melancholy that prompted him to carry out his crime. Michael Reifel acted as prosecuting witness. He testified he had given Lynch board and lodging, and that while enjoying the hospitality Lynch robbed the latter's room.

Three Asphyxiated in Chicago. CHICAGO, Jan. 6.—Mrs. Virginia Horning and a son, Stanley, 12 years of age, and a daughter, Emily, 8 year old, were found today asphyxiated in their home here. A rubber tube connecting the gas main with a stove was found disconnected.

GERING NEW AD CLUB LEADER

Manufacturer Elected President at Meeting Thursday Evening.

REES WINS TREASURERSHIP

Secretary A. L. Gale Reads Account of Club's Progress and Achievements in Year Past—President Editor Absent.

AD CLUB OFFICERS

President—Henry E. Gering.
Vice President—Fann F. Fodora.
Secretary—A. L. Gale.
Recorder—A. I. Craig.
Treasurer—Sam Ross, Jr.

Officers for the Omaha Ad club were chosen at the annual banquet and business meeting held at the Hotel Home last night. No sharp contests were developed in the contest of the ballots. The vote on the president stood: Gering, 73; Kelly, 16; Swobe, 5. Twenty-five directors were chosen from a list of seventy nominees.

Proceeding the casting of the ballots short addresses and reports were made by the officers of the club. The close of the year finds the Ad club with nearly \$1,000 ahead of its debts and with a membership of 48.

The banquet was full of Ad club spirit. Ever and often the gladsome refrain of "He's style all the while" replied in applause to the sound of familiar Ad club names. The close of the business session was followed by a number of informal addresses on various commercial and municipal topics by members of the club.

Gates Recounts Club's Progress. The history of the club was summarized by A. L. Gale, secretary, in his report.

"When a few live members of this club succeeded in capturing the 1908 convention the Omaha branch of the national association was a sorry unit," said Mr. Gale. "It is today a Chicagoish—a big, strong, straight horse that is ready and able to pull a big share of the load that must be pulled in order that all of the things that ought to be done for Omaha may be done successfully.

The importance of the Omaha Ad club

IN RELATION TO LOCAL AFFAIRS

may be appreciated when comparison is made with the clubs of other cities. Our attendance at luncheons and on special occasions is invariably larger than the figures shown by the Des Moines club, and this is particularly gratifying when we remember that the pole to which Des Moines has lashed its flag of energetic municipal publicity is supposed to be the tallest pole of all.

The Kansas City Ad club is making a valiant fight for 20 members. The Omaha Ad club had 66 members in good standing at noon today, with about ten others in a sitting posture because their dues had not been paid.

The St. Joseph Ad club has a membership, it is true, that is only slightly smaller than the population of the town, but the Omaha Ad club feels that it is not yet ready to substitute the city directory for its membership list.

One of the club's last and most important acts for the year was the adoption of a new constitution—the theory being that even an Ad club must have a strong constitution in order that it may be healthy.

The club has made for itself an open forum for the discussion of the municipal problems. At one meeting it had a speaker in defense of the commission plan of government, and at another it had a speaker in favor of the mayor and city council should be empowered to expend money in this direction and that the charter be amended in this respect. A corollary to this, according to a member of the committee, would be to abandon the present art Hertz in the streets so lighted, and it was pointed out that each arc light at the present time costs the city \$2.

The proposed increase of the police and fire funds is being variously discussed. The views of a member of the committee were expressed thus: "I would boost them to the limit if at the same time we had a provided by the charter that a committee of the taxpayers could be appointed to keep an eye on all city expenditures and have an opportunity of examining the accounts."

Reply to School Board Critics.

A. L. Hunter, member of the Board of Education, spoken yesterday relative to the criticisms passed upon that body at the meeting of the charter revision committee Wednesday night, said: "They simply do not know what they are talking about. The city treasurer is treasurer for the board and the books are audited at the same time the books of the other departments are. The city treasurer receives all the money and pays the warrants. The system

AFFAIRS AT SOUTH OMAHA

of bookkeeping is quite plain and each warrant drawn is registered and entered upon the minutes. If they want to know the financial position of the board the city treasurer is the person who can inform them."

Mr. Hunter mentioned that a meeting of the board would be held in a few days, at which a statement would be prepared in reply to the criticisms.

Saloon Keeper Fined \$100.

Geo. Pearson, who has a saloon at 214 Q street, was fined yesterday by Police Judge Callahan, \$100 and costs, for selling intoxicating liquors after the closing hours.

The evidence of Captain Dvorak and Detective McGuire was that on Christmas eve they were on duty in this part of the city when they observed two men enter the saloon that leads to a hall above the saloon. They followed and were told by a man who was there two bottles of beer which he took out of a case.

For the defense testimony was introduced that this man who sold the beer was a porter in the saloon for a week that he lived in this hall and that he had purchased the liquor for his own consumption on Christmas day.

Pearson produced evidence to show that he had gone home early and that he had cautioned the man against selling drink. The court, however, thought there was a collision between the man and the saloon keeper and imposed the fine mentioned. It is a record fine on a saloon keeper in South Omaha police court, and is sure to be an effective deterrent.

Old Settler Dies.

Henry Key, one of the pioneer settlers in Sarpy county, died Wednesday night at his home at Fort Crook. He was 84 years of age and until he was prostrated by paralysis had carried on the active duties of a farmer's life. The funeral will be held Saturday afternoon at 2 o'clock from the residence. The interment will be in Bellevue cemetery. Rev. R. M. Brodin, minister of the Presbyterian church, officiating.

Death of G. F. Brown.

No meeting of the Commercial club was held yesterday owing to the death of Mr. G. F. Brown, who was killed in the railway accident at Cheney, Wash. His brother, Earl R. Brown, is secretary of the club and the meeting was postponed through the

CHARTER COMMITTEE INVITES ALL TO COME IN AND GIVE VIEWS.

desire of the members to express their sympathy with him and his family.

Exam. for Rural Carrier.

R. T. Johnson, local secretary of the civil service board, announces that a competitive examination will be held in the South Omaha postoffice January 20, for the position of rural letter carrier.

As a result of the examination it is expected certification will be made for filling the position on rural route No. 1, and for future vacancies.

Full information may be obtained at the postoffice.

House Install Officers.

South Omaha lodge of the Legal Order of the Moose installed the following officers for the ensuing year Wednesday night, the installing officer being District Sweet of Omaha:

Dictator, H. C. Myers; vice dictator, D. P. Steuffer; secretary, John J. Gilpin; treasurer, A. E. Constan; sergeant, Rev. R. A. Jordan; sergeant-at-arms, G. H. Quinn; inside guard, W. J. Orchard; outside guard, E. J. Yonka; trustee, E. Simmons; physician, Dr. E. F. Shanahan.

Magic City Gossip.

Coal-Sco Howland, "Phone South 7. The First Presbyterian church will be closed all day Sunday.

James Carroll of Sacramento, Cal., is visiting his brother, Stephen.

Mrs. Hollika entertained fifty guests in honor of her sister, Mrs. Martha Logan.

The Misses Margaret and Mary Lewis have returned from visiting friends in Iowa.

Fred Williams of Holton, Kan., is the guest of Ed Hunter, Twenty-fourth and H streets.

Mrs. Jesse Cole of Ames, Ia., is visiting her sister, Mrs. A. O. Reed, Twenty-fourth and A streets.

The women of the New Century club will give a dancing party next Tuesday evening in South city hall.

Nebraska lodge, No. 22, Ancient Order of United Workmen, installed their officers for the ensuing year last evening.

Mrs. Isaac Noyes and her sister, Mrs. Harry, mother and aunt of Mrs. A. J. Nelson, are wintering in San Diego, Cal.

Saturday afternoon the P. C. O. society will meet with Mrs. W. H. Fisher, wife Mrs. Dean Under a resident house.

All parties indebted to me will please pay the same at M. Cullen's, where a receipt will be given. S. J. O'LEARY.

The evening Magic City lodge, No. 22, Brotherhood of America, will hold an open

MURPHY ROUSES SCHOOL BOARD

meeting and install officers in the hall at 202 N. street.

G. A. Young, formerly of the Young Men's Christian association, is spending the holidays visiting friends in South Omaha.

Street Commissioner Johnson gives notice that all sidewalks must be cleared of snow, otherwise the law will be strictly enforced.

Phone Bell South 38, Independent F has for a case of Jettie Eldred. Prompt delivery to any part of city. William Jetter.

J. J. Cushing, a former resident in the city, has returned to South Omaha to make it his home. He was in business in Sioux City for a number of years.

A surprise party was given by Miss Coon Storm in honor of Miss Elizabeth Padgett, at the home of Mr. and Mrs. William Padgett, 42 North Twenty-second street.

Mrs. Mabel Webster Reed of Ogalala, S.D., was the guest for several days at the Brownsville home. She has gone to Los Angeles for a sojourn of four months.

Assistant Chief Jack Hanson has been reduced to the rank of captain by Chief McGuire of the fire department. Captain Fred Lind has been promoted to the position.

Former Police Captain E. G. Burman (old Tom) on the eve of Twenty-third and A streets and is confined to his home at Twenty-third and G streets with a fractured arm and strained back.

Dr. Frickie will begin a course of first aid to the injured in the Young Men's Christian association building Saturday morning at 10 o'clock. The class will be under the auspices of the Boy Scout work of the association.

Mrs. V. Haberman of Hamilton, N. Y., an aunt of Mrs. E. W. Creviston, who has been visiting in South Omaha since October, has left for Wagoner, Okla., where she will spend the remainder of the winter season with Mrs. N. F. Irish, a sister of Mrs. Creviston.

MANUFACTURER ELECTED PRESIDENT AT MEETING THURSDAY EVENING.

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MUNYON'S PAW-PAW LIVER PILLS

I want any person who suffers with indigestion, constipation, inflammation of any liver or blood ailment, to try my Paw-Paw Liver Pills. I guarantee they will purify the blood and put the liver and stomach into a beautiful condition and will positively cure indigestion and constipation, or I will refund your money.—MUNYON.