

# Our Great Alteration Sale

## Will Commence Saturday, January 28

In accordance with the progressive methods characteristic of "THE NEBRASKA" and to make it the best arranged and most modern Clothing Store in the west, we have decided upon extensive alterations, commencing with our first floor and show windows, and including every floor of our building. The contract has been awarded and work has already begun. But in order to give the workmen sufficient room, we must reduce the stocks of every dept., to the lowest point possible. To do so we have made the greatest reductions ever announced on merchandise of such superior quality. We have not considered former prices, profits, nor even costs. But have made reductions so unusual that we know they will bring us the needed room at once.

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### During The Alteration Sale Our Suits and Overcoats For Men and Young Men Will Be Reduced to Exactly HALF-PRICE



All our slightly broken lots (some of these are complete with the exception of only one or two garments) as well as all small lots of our superb Suits and Overcoats, must be sold to make room for the alterations now under way. These garments are the most stylish, the best in quality, the newest in shades and patterns, of any shown this season. They are the best we could find in the style centers of the country and were the best values of the season at their regular prices. During our alteration sale we shall sell them in models and sizes to suit every taste and fit every build, at One-Half their actual value.

Our Regular \$7.50 to \$35.00 Garments \$3.75 to \$17.50

### Every Boys' Suit and Overcoat In Our Store is Included in This Alteration Sale

Every Winter Style, Shade and Pattern, in both Suits and Overcoats, for boys of nearly all ages, goes in this sale at remarkable reductions. Here is a list of the values you'll find now:

- Boys' \$3.50 Suits and Overcoats ..... \$2.35
- Boys' \$4.00 Suits and Overcoats ..... \$2.80
- Boys' \$5.00 Suits and Overcoats ..... \$3.80
- Boys' \$6.50 Suits and Overcoats ..... \$4.20
- Boys' \$7.50 Suits and Overcoats ..... \$5.35



Above is an X-Ray Photo of our building showing the location of our new corner entrance; the present show windows being torn out to make way for new show windows; and the second and third floor being re-arranged. The entire first floor will also be remodeled and new fixtures installed. When these alterations are complete we will have the most modern Clothing Store in the west.

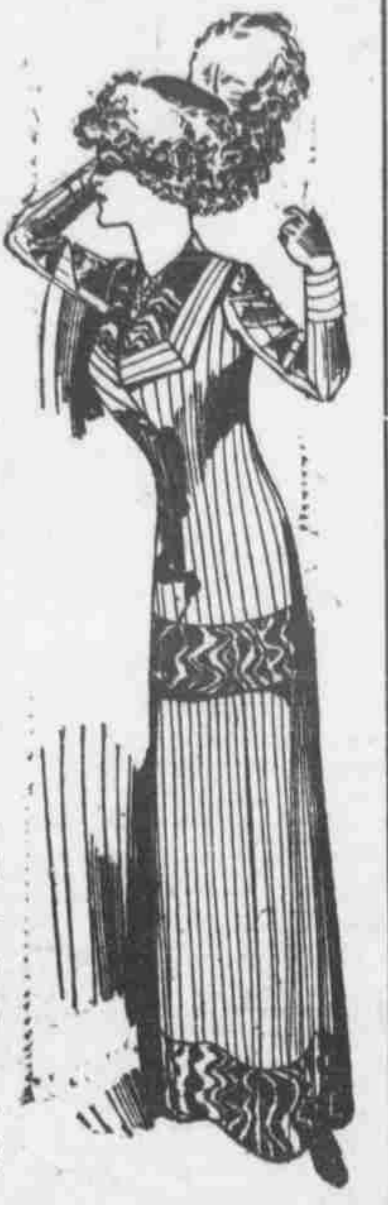
### Alteration Sale Prices On Shoes for Men and Women

- YOUR UNRESTRICTED CHOICE** of any Ladies' "Nebraska" Shoe that sold at \$2.50, \$3.00 or \$3.50; in Patent Colt, Gun Metal or Vici Kid leathers, button or lace style. All sizes and widths, while they last, your choice, at ..... **\$1.85**
- Ladies' Narrow Width Shoes, at, per pair ..... **75c**
- Your Unrestricted Choice**—Any pair of Men's "Nebraska" Shoes that sold at \$2.50, \$3.00 or \$3.50, in any leather or style you prefer, choice, ..... **\$2.29**
- While They Last, Boys' Shoes** in Satin Calf or Box Calf leather, in broken sizes, splendid wearing, comfortable shoes—Special Saturday, at, pair ..... **\$1.15**

### Thousands of High Class Women's Suits, Coats, Skirts, Furs, Etc.

Go in Our Alteration Sale at the Greatest Reductions Ever Known

- Women's \$15.00 Suits, Alteration sale ..... **\$5.00**
- Women's \$25.00 Suits, Alteration sale ..... **\$10.00**
- Women's \$10.00 Coats, Alteration sale ..... **\$5.00**
- Women's \$5.00 Skirts, Alteration sale ..... **\$2.98**
- Women's \$10.00 Skirts, Alteration sale ..... **\$4.90**
- Women's \$5.00 Silk Petticoats, Alteration sale ..... **\$2.98**
- Women's \$18.75 Fur Sets, Alteration sale ..... **\$10.00**
- Any Children's Coat in our store, Alteration sale ..... **\$2.50**
- Women's \$3.00 Nun's Veiling Waists, Alteration sale ..... **\$1.45**
- Women's \$1.45 Tailored Waists, large sizes—Alteration sale ..... **69c**



### Our Great Stock of High Grade Men's Furnishings In Our Alteration Sale

- MEN'S \$2 SHIRTS 85c**—Handsome models in Percales and Madras Shirts with plain or pleated fronts, \$2.50, \$2.00 and \$1.50 grades, reduced to ..... **85c**
- MEN'S \$1.00 SHIRTS 45c** Neat attractive light and dark stripes and figures in fancy Percale Shirts, \$1.00 grades reduced to ..... **45c**
- MEN'S 75c NIGHT SHIRTS 39c**—Domet Outing Flannel Night Shirts, 50c and 75c grades reduced to ..... **39c**
- MEN'S 50c UNDERWEAR 25c**—Fine heavy Pile-lined Yeager Shirts, the best 50c underwear made—(Shirts only) reduced to ..... **25c**
- MEN'S \$1.00 NECKWEAR 45c**—A splendid line of regular Dollar Neckwear in fancy silks of all shades, reduced to only ..... **45c**
- MEN'S 50c MUFFLERS 25c**—Fancy Silk Reefers and Knitted Scarfs, 50c grade reduced to ..... **25c**

### Any Hat in Our Store—Except Stetson's—

- All styles—both soft and stiff—all shapes and shades in this sale. (Stetson's alone excepted.)
- All Men's Hats that sold up to \$3.00, reduced to ..... **\$1.90**
  - All Men's Hats that sold up to \$2.50 reduced to ..... **\$1.60**
  - All Men's Hats that sold up to \$2—reduced to ..... **\$1.30**
  - Any Man's Winter Cap in our store (except Furs), at only ..... **45c**
  - Any Man's Fur Cap in our store, worth up to \$12, at ..... **\$5.00**



### Our Entire Stocks of Women's Underwear and Hosiery In This Alteration Sale

- The growth of our Men's Furnishing business has decided us to discontinue our lines of Women's Furnishings and give the additional space to a better display of our Men's Goods. So we have reduced all prices on Women's Underwear, Hosiery and Gloves to fractions of their real value.
- WOMEN'S 75c UNDERWEAR 85c**—"Merode" and "Setonug"—Fleeced and Merino Vests and Pants and Combination Suits, 50c and 75c grades—reduced to ..... **35c**
  - WOMEN'S \$1.25 VESTS 49c**—Low neck, sleeveless Silk Vests, regular 25c, \$1.00 and \$1.25 grades, reduced to ..... **49c**
  - WOMEN'S \$3.00 SILK HOSE 95c**—"McCallum" extra fine pure thread Silk Hose in black and fancy colors, \$3.00, \$2.50 and \$2 grades, reduced to ..... **95c**
  - WOMEN'S 75c SILK LISLE HOSE 25c**—Fine Silk Lisle and lace Boot Pattern Hose in Black and fancy colors, regular 50c and 75c grades reduced to only ..... **25c**

### Alteration Sale of Women's Gloves

WORTH TO \$2.50 AT 69c—Women's fleeced lined Mocha and Kid Gloves and Mittens; also unlined Kid and Cape Gloves, in 8, 12 and 16 Button lengths. Black, white or tan. Broken sizes. Worth to \$2.50, reduced to ..... **69c**

### BRIEF CITY NEWS.

**Times, Printing.**—Have Root Print It.  
**F. J. Oreson & Sons—Coal.**—Pask Philippe Washes, Blodm-Jewels, Gas, Electric fixtures, Burgess-Grandes, Diamonds of Quality—Edholm, Jeweler.  
**Keep Your Money and Valuables in the American Safe Deposit Vaults in The Bee Building.** \$1 rents a box. \$3 a year.  
**Lost Money is the landlord's profit.** Start a savings account with New Savings & Loan Ass'n to provide a fund to buy a home. 1405 Farnam St.  
**You Can't Be Robbed if your valuables are in our burglar proof vaults.** A private safe for \$3 per year. Omaha Safe Deposit & Trust Co. Entrance, 1011 Farnam street.  
**Annual Loss by Burglars is more than four times the fire loss.** You wouldn't be without fire insurance and you shouldn't be without burglary insurance. Phone Cretek, Haldrup & Co., Doug. 30, for both.  
**Heavyweights for Cold Weather.**—We are speaking of raincoats and we sell them for \$10 up. Rubber goods of all kinds. Omaha Rubber Co., E. H. Sprague, president, 1405 Harney street. "Just around the corner."  
**Parties in Bankruptcy.**—Irving W. Brown, a butcher of Florence, filed petition in voluntary bankruptcy in the United States district court. He places

his liabilities at \$2,046.26 and his assets at \$1,490.15.  
**Body Goes to Canada.**—The body of John W. Cathart, the second victim of the Millard hotel fire, who died of his injuries Tuesday night, was sent Friday to Ontario, Canada, for burial. Coroner Crosby sent the body upon the request by telegram of a sister, Miss Adda Cathart.  
**Claim Against City.**—Harry Mallo, representing the Bankers' Surety company of Cleveland, O., filed a bill of \$1,000 against the city Friday morning. The bill is services as surety on the bond of \$100,000, given by Frank A. Furay as city treasurer. The claim will be referred to the city council next week.  
**Jennings Comes to Omaha.**—C. E. Jennings came to Omaha Friday morning for duty in the local navy recruiting station from the navy yard at Washington. Mr. Jennings takes the place here of Carl Anderson, who has been detailed for duty on the United States steamship Hancock, a receiving ship.  
**How May End in Suit.**—As the result of a fight over the payment of a recent fare between Conductor O. E. Fisher and W. F. Chaddock, a lineman in the employ of the Bell Telephone company, the street car company is liable to become involved in a damage suit. Both men arrested at the time of the disturbance appeared in the police court Friday morning charged

with disturbing the peace. Conductor Fisher was discharged, but Chaddock was fined \$5. John D. Wear, attorney for Chaddock, says he will appeal the case and sue the company for damages.  
**Snyder Will Filed.**—The will of John R. Snyder, late of the firm of Snyder-Trimbale company, was filed for probate Friday. Hearing was set for February 8. The estate is valued at \$20,000. Five heirs are named—Agnes V. Snyder, widow; Nell S. Hess, daughter; Mae B. Salvator, daughter; Ruth V. Snyder, daughter, and Edna P. Bowie, step-daughter.  
**Funeral of Mrs. Lindoe.**—The funeral of Mrs. Minnie Lindoe, aged 55 years, the wife of George Lindoe, an old resident of this city, was held Friday afternoon from the undertaking parlors of Hulise & Rippen. Mrs. Lindoe died Tuesday afternoon. Rev. H. Wagner of the German Evangelical church had charge of the services. The interment was in Evergreen cemetery.  
**Light Company Files Report.**—According to the annual statement of the Omaha Electric Light and Power company, filed with the city clerk this week, the company did business to the amount of \$728,252.20 in 1910. Of this amount \$56,821.50 was paid in by the city of Omaha for lighting purposes, which leaves a balance of \$671,430.70, upon which the company pays occupation tax and royalty.

### AFFAIRS AT SOUTH OMAHA

**Recall and Elective City Engineer in New Charter Call Criticism.**  
**LINCOLN MECCA OF OBJECTORS**  
**Executive Committee Denies Responsibility for Including These Clauses in the Bill—Shields for School Board.**  
With charter revision probably the most important civic topic for consideration at the present time, the state capital has been almost every day this week the mecca for South Omaha people, official and otherwise. A strong feeling has arisen as to what shape the bill will take when it is submitted to both houses of the legislature and already it is rumored that two of the amendments which appeared in the bill when it left the hands of the city legal department will be eliminated. One of these amendments would incorporate the recall and the other would make the office of city engineer an elective one. J. H. Watkins, who was chairman of the executive committee of the charter revision committee, declared yesterday that an amendment, declared yesterday that an amendment was more surprising than himself when he discovered that it was proposed to make

such changes. "These matters," he said, "were never discussed or considered by the executive committee, and both Mr. McCarthy, the secretary, and myself declined to sign the bill as drafted containing them. We informed the legislative delegation that we had agreed upon these amendments were added after the bill left our hands."  
This is a little bit of history that the public has not been acquainted with up to the present. It was generally understood that the outline of the bill given to the newspapers incorporated the ideas and gave the results of the deliberations of the executive committee.  
**Expanding Fire Funds.**  
Fire and Police Commissioners Ryan and Pivonka were in Lincoln yesterday with the object, it is believed, of getting the charter as amended as to give the board more power in the direction of the expenditure of the funds at its disposal. This is a proposition that will arouse, beyond doubt, considerable opposition. A leading citizen, talking on the subject last night, remarked that some people thought the board had too much power at the present time.  
It is also said the firemen will make an effort to have their wages raised. This matter was turned down by the previous committee.  
The latest name to be placed on file with the city clerk for the school board is that

of P. H. Shields, former police captain and now head watchman at the Armour packing plant. He is the only republican who has so far shown a desire to be among the educationalists. The other three candidates who have filed are: Rudolph Yechout, the president of the board; Peter J. McGoldrick and W. J. Orchard. The last time for filing is midnight, Saturday. By the ruling of J. J. Breen, attorney to the board, the election must be preceded by a primary, which will probably be held on the first Tuesday in March, the election taking place the first Tuesday in April.  
**Fire Does \$1,200 Damage.**  
Fire early yesterday morning completely demolished the six-room cottage owned by Tom Gillespie and occupied by Vera White and his family at Forty-third and M streets. The flames were in complete control of the building when the department reached the place and furniture and effects went with the structure. The fire is supposed to have been caused by crossed electric wires. The loss is covered by insurance.  
**Demand Good for Horses and Mules.**  
According to Colonel Gallup, who had some 600 head of horses for sale at the Union Stock yards yesterday, the demand for horses and mules is good. He said that he had rarely seen it better. The prices generally are less than last year, having fallen off from \$10 to \$15 from last year. There is a good demand for colts and mules, which are selling at high fig-

ures. "We are now getting," said Colonel Gallup, "from 20 to 700 head of native horses and mules every week."  
**Magic City Gossip.**  
**Coal—See Howland.** "Phone South 1." Screenshot not coal only \$1.50 per ton. Try H. Broadwell-Roberts Co. "Phone South 2." Deputy City Clerk John Pennel is confined to his home with an affection of the eyes.  
**Camp No. 311, Woodmen of the World,** will give a masquerade dance in Rushing hall, February 14.  
The Workingmen's Social club will hold its first annual ball February 12 in Frank's hall, Twentieth and S streets.  
"Phone Bell South 208. Independent F-108 for a case of Jetter Gold Top. Prompt delivery to any part of city. William Jetter, Lodge No. 29 of the Danish sisterhood has postponed the masquerade ball to have been given Saturday evening until February 4.  
The grand matron of Nebraska and other state officers will be present at the meeting of Adah chapter of the Eastern Star Saturday night.  
The ladies of St. Agnes church will give a card party in the Odd Fellows' hall, Twenty-second street, and of a son to Mrs. and Mrs. J. M. Ashburn, 1065 North Twenty-second street, and of a son to Mrs. and Mrs. Ralph Clark, 211 E. street.