

# SPRING 1911

An elaborate and comprehensive showing of authentic styles in spring clothes for men, young men, boys & children is announced by

**King-Swanson Co.**  
16<sup>TH</sup> & HOWARD STS.  
The Home of Quality Clothes

Omaha's  
only  
Modern  
Clothing  
Store

An earnest invitation is extended to every person interested in really good wearables to inspect our new spring line before the weather hurries buying.

### Some Reflections and a Prophecy :

Three years ago next April, the King-Swanson Co. was organized—although the store was not opened until the Fall following. The wise acres made gloomy forebodings and said the public would not appreciate and support such a store. They little reckoned on the way the clothing situation of that time had been analyzed by us and the improvements that had been planned both as to store service and merchandising methods. These same wise ones now say success was inevitable—and looking back over the instantaneous success accorded this store and the vast volume of business done, we say that, as we then had faith in the public's approval of this store's methods we now have faith in the further advance of it's importance and popularity.

### An Independent, Not an Agency Store—

This store bends the knee to no man nor manufacturer. The independent merchant is master of his business, a personality, a factor, a force in his community. His name identifies his merchandise. No manufacturer's will, whim nor cunning can play havoc with his customers' interests. The Agency Merchant is a dependent and the vassal of a master. He sinks self and raises this or that Brand to the dignity which his own name should, but doesn't have. His bid for trade is not as a merchant. No—he makes it as a selling agent for a product over which he exercises no control. He dares not question the prices or criticize the quality of the garments his master makes for his customers. This store enjoys a freedom no other store enjoys. It can and does—have a say about the clothes it sells—about the fabrics, the making of them and the prices they are to bring. If we care to sell our clothes for less than they could be sold for, that is our business. When you buy clothes from an independent store you are buying clothes—not name. You wear the clothes, not the name. Why pay a royalty for getting it?

### Who makes those magnificent suits King-Swanson Co. sells?

Brand clothing must necessarily be extremely high priced. Owing to the fact that we handle no Brand Clothes at inflated prices—and in that particular are so different from the "agency" stores—the question some times arises as to who makes our clothes. There is no mystery about it whatever and for the benefit of the curious we'll explain. We have a working agreement with several of the leading tailories in the East. We buy the fabrics from the mills and direct the making of the garments. We are thus able to put our clothing on the Omaha market at wholesale prices. These King-Swanson directed shops are located in Rochester and New York City and are designed and assigned work as follows: Shop L. B. makes hand tailored clothes of genteel design. Shops A. B. and B. K. C. make young men's clothes of extreme elegance. Shop M. S. C. makes hand tailored clothes to sell at popular prices. Shop W. C. makes the finest hand wrought clothing in the world. Shop F. B. is entrusted with the making of most of our superb \$15.00 Suits. Shops A. L. C. and J. F. make the best popular priced garments on earth. The product of these master tailors is what we offer.

Superb Spring Suits  
**\$10 to \$35**

This is to be a Blue Serge Season and our True Blues will again prove their unquestionable superiority—

They can use the name True Blue on inferior serges—unfortunately, it is not copyrighted—but no other store can show you a genuine True Blue if you pin them down to it. They'll tell you the name means nothing—that a serge is a serge. Don't you believe it. "True Blue" stands for the best that can be made in Blue Serges. True Blue quality is a reality, not a vision. True Blues are a King-Swanson product and are not to be had in Agency stores. They are woven double chain and warp—weigh 12 to 18 oz. and are unfadable. They are made into perfect fitting suits in our own shops and cost you \$8.00 to \$10.00 less than the single chain and warp—\$10 to \$35. True Blue serges offered by our imitators. **\$10 to \$35**



### This is Omaha's Only Really Modern Clothing Store.

While this may not be, and we do not claim it to be, the most expensively equipped, it is admitted by every clothing authority to be one of the best and most conveniently arranged clothing stores in the U. S. It is modern in every detail of appointment and in its business methods as well. A store may be modern in appearance and yet not be modernly progressive in manner. This store is both and the only one of which the same can truthfully be said. Its beautiful designing is richly executed in Silvered Oak with Ebony trimmings. Its methods are the result of 25 years of study and close application to the clothing business. Its progressiveness is the result of those 25 years of study and a firm determination on the part of every person connected with it—to keep a little ahead of the times—to never be satisfied with being as good as any other store. These are the things that make this Omaha's Only Modern Clothing Store.



### The Cutting Room in one of Our Tailor Shops

Proper cutting is the secret of perfect fitting clothes. Proper cutting consists of cutting every garment individually—rather than in quantity, by machinery. Our woollens are carefully examined, thoroughly shrunken, stripes and plaids carefully registered. Our cutters follow the pattern lines already tested and yet—have a master to answer to. An architect is no more particular about the lines of his blue prints than is any one of our designers about strict dimensions of each part and pattern. Our cutters are not limited for yardage hence they never skip a facing or forepart or twist a pattern thereby causing irregular sizes or mismatched stripes or plaids. You never see a mismatched garment in this store.

### Don't Buy Your Boy a Spring Suit Without Seeing Ours

We've always boasted of the excellence of our Boys' clothing—its stylishness—the amplex of the assortments and the splendid department devoted to it. Never have we shown such an attractive line as right now. As usual, the prices are the lowest in town.

Spring Suits.....**\$2.00 to \$15.00**

### Nifty Washable Suits

Nothing more sanitary for the little fellows to wear and our Spring line is unusually attractive. It will pay you to see what we offer at **\$1.00 to \$4.50**

#### Spring Furnishings Splendidly Ready

You'll not be invited to look at so fine a showing of shirts, neckwear, hosiery, underwear, sleeping garments and such things as this store now invites you to inspect. Here you find just what is right in style and price and enough of it to allow you to choose tastily.

#### Our Spring Hats Will Please You

Some stores sell you a hat full of quality but shy on style. Other stores sell you a stylish hat minus quality entirely. Our hats are stylish and the quality so good that the stylishness is an enduring feature. Better see them.  
Stetson's \$2.50 up  
Kingsons \$2.50  
Chase \$4.00  
And the Best \$3.00 Hat in Omaha.

#### Our Shoes and Oxfords for Spring

are better than ever—if betterment were possible. We save you 50c to \$1.00 on a pair and give you a shoe as stylish as any in the world and one that is restful to your feet—thanks to the thorough drying on the last.  
\$2.50, \$3.50, \$4.50  
Guaranteed Patent Oxfords \$4.00

#### Rain and Top Coats for Dress and Utility

Every man should own a light over garment—better to own two—a dressy Overcoat and a light Rain Coat. Men who agree to this will find here many different novelties not found in ordinary stores.  
**\$10 to \$30**

#### Children's Furnishings and Headgear

This line has been selected with special deference to the likes of particular parents who wish to practice economy. Swell little hats, jaunty caps, waists, neckties—in fact, any little thing a boy wears.

### FEDERAL JOB IS ENDANGERED

Congress May Abolish Position of Circuit Court Clerk.

### COMMITTEE'S REPORT COMPLETE

Conferees Agree on Bill Codifying Laws in Judiciary Title of Revised Statutes—May Be Effective in June.

The life of the office of United States circuit court clerk, of which George H. Thumel is the incumbent, hangs by a thread. Whether or not it will be abolished along with every similar office in the country is a matter that will develop within the next twenty-four hours.

Unusual activity at Washington during the closing hours of the present session of congress tends to confirm the belief that has existed for the last several weeks that the office would be abolished, the work of the circuit court clerk to be taken up by the district clerk.

The scheme to abolish circuit clerks' offices is embodied in what is known as the bill codifying the laws embraced in the judiciary title of the revised statutes, after having been thrust out in both

houses the matter was given over to a joint committee of conferees. They agreed upon a report, but the nature of it is not yet known here. The senate Friday adopted the conference report, which was submitted to the senate by Senator Heyburn, chairman of the joint committee, while Congressman Moon, vice chairman, submitted the report in the house. This completes the work of the circuit clerk's office of the revised statutes, the penal code having become a law during the last session.

The prompt action taken by the conference committee indicates to Mr. Thumel and other interested persons in his office that there is a keen desire at Washington to abolish the circuit clerk's office and he expects to hear at any time that the president will attach his signature to the bill. The measure is enacted into a law the office will be abolished on June 30, the close of the fiscal year.

Nobody is Too Old to learn that the sure way to cure a cough or cold is with Dr. King's New Discovery, 50c and \$1.00. For sale by Beaton Drug Co.

Tennis Challenge from Africa. SYDNEY, N. S. W., March 1.—The South African Tennis association has challenged the Dwight F. Davis international lawn tennis cup. Challenges had already been received from the Lawn Tennis Association of Great Britain and the United States National Lawn Tennis association.

### Cosgrove Says that Reagan Doesn't Know Whereof He Speaks

Insists Bill to Abolish Comptroller is Pushed as a Matter of Spite.

Senator Reagan, who introduced the bill to abolish the office of city comptroller, does not know what he is talking about when he gives as a reason that the bill means a saving to the taxpayers, says Fred H. Cosgrove, city comptroller. Cosgrove also charges that the bill was introduced to get even.

"Senator Reagan's reported reason for the introduction of the bill to abolish the office of city comptroller, appears as much a matter of personal spite from things which have gone before as the alleged 'reason' of economy of administration," said Mr. Cosgrove.

him are contrary to modern practice in municipal administration.

"The comptroller, as the bookkeeper, auditor and city's fiscal agent, is charged by law with an accounting control of all departments which in any manner have to do with the collection, expenditure or disbursement of the city's moneys.

"Senator Reagan states that the salary of each of the comptroller and the city clerk, is the same, \$3,000 per annum. Had he been at all informed, he would have known that the comptroller's salary is \$2,000 and the clerk's \$2,500.

"The senator's recent conversion to the saving of the public money is commendable, but I recall that when he acted as city appraiser, he did not hesitate to ask many times more for his services than the comptroller would approve. For instance, as an appraiser of the Northwest boulevard, his claim of \$154.50 was cut to \$78.

### CHURCH TRUSTEES GIVE UNIQUE ENTERTAINMENT

Furnish Fun and Amusement While Dressed in the Real Irish Garb.

The parlors of Lowe Avenue Presbyterian church, Fortieth and Nicholas streets, were the scene Thursday night of a very lively social event. The church has recently adopted a plan of giving one open social gathering every month under the auspices of some one of its official organizations. The trustees themselves acted as hosts to several hundred guests, members and nonmembers of the church. The trustees were attired as Irishmen and played the part even to the brogue of some of Erin in all their ceremonies, filling the evening with wit and laughter. The trustees who took part were Dr. J. H. Wallace, John R. Buchanan, Jack Anderson, F. E. Underwood, A. R. Wells, H. B. Payne, Thomas Landale, J. B. Owen. Mr. Landale, a native of Scotland, appeared in his kilt, erbooker and plaid hat and called the meeting to order, turning it over to the chairman, Mister Buchanan, who presided with a huge shillelagh for a gavel. Men, women and children composed the company and the trustees, after their songs and other capers, served the re-

freshments, bringing them in from the kitchens in hods upon their shoulders. One of the features of the evening was the singing of little Master Underwood, leading for a chorus of men.

### CHIEF STICKS TO TESTIMONY

Special Attorney Mullen is Unable to Shake Him on Cross-Examination.

Attorney Mullen for the state submitted Chief Donahue to a severe cross-examination in the outer proceedings Friday morning, but failed to shake the chief at any stage. On cross-examination, the chief testified that he had used every effort to prevent the sale of liquor illegally and the running of disorderly houses. Mullen went after him from every angle, but the chief stuck by his testimony on direct examination and never crossed himself once. "The cross examination develops the fact that the chief has used every effort to direct the police affairs as he should, even better than my direct examination," said Attorney Connell. "Mullen will exonerate the chief without my help."

### ST. JOSEPH HOSPITAL'S REPORT

Record of the Patients Received and Discharged and Nationalities and Religions.

Of 5,419 patients at Creighton Memorial St. Joseph's hospital during 1910, operations were performed on 3,408, according to the annual report just issued. It is interesting to note that of this number 1,784 were fifty-five orthopedic operations for the correction of deformities, especially in children. This is a branch of surgery which is rapidly being developed to a stage of perfection, though only in late years has it been given a great amount of study by the surgical practitioner. The report shows that on January 1 there were 19 patients in the hospital. During the year 2,995 were received and 2,980 discharged. Deaths occurred only in 153 cases. A record of nationalities and religion of the patients was also kept. There were 2,136 Americans, 300 Germans and 138 Irish. The balance were of scattering nationalities representing practically every race of people on the globe. Among the patients the Catholics were in the majority, there being 1,818. The others are scattering, embracing practically every religion from the Buddhist to the Dunkard.