his new clothes. There is one consolation, modest sum procure tasty fixings from a stock selected by Haberdashery experts and sold by men who know and care.
 seem to loo

Young men find here
the most gigantic, as well a
the most delightful, showing o Spring Suit styles that was eve assembled in a Western store. Prices somewhat less than good
clothes are supposed to sell for $\$ 10.00$ and $u p$

Get more for your fitteen dollars More Style, more Quality, mor Satisfaction-than you ever mol before. Get one of our Getmore Saits and get more than the fel-
lows will get who don't get one of them.

The best, most stylish and most desirable suits you ever saw

## King Swanson $C_{0}$

The Home of Quality Clothes

Any price- $\$ 1.00$ to $\$ 12.00$
Kingsons, \$2.50; Stetsons, \$3.50 up. Incomparable Berwicks, \$3

# Men who know good clothes 

Look to King-Swanson for the best, especially at Easter time. This store is quoted on every hand these days-and other stores sized up according the standard set by it. This is so, chiefly because it is the recognized fashion center for Men's and Young Men's Apparel and because it offers real values at all times. Another factor that enters into it is that it operates under a store service that is just as modern and superior as the store itself and the clothes it sells. It is, in truth, the modern store and it is patronived by those fellows who kno through and through-system, principle, method and appearance.

Fellows that other stores can't fit should stop wasting time and come direct to the only store that
can deliver a perfect fit. No mat ter how fat or how lean, how tall or how short, how bigg or how lit
tle you are we can easily fit you.

The Serse par-excellence, True Blue Sufficiently heavy for shape re
taining and perfect tailoring taining a and perfectuanoring doesn't fade. Altogether differ ent from imitation True Blues
We were the first to offer the and still the only ones to sell the
gennine genuine.
$\qquad$
get shoes \& oxfords of real quality here
as we say it will. If we seem to be a little too enthusdence. We sell the best Shoes and Oxfords on Earth $\$ 2.50-\$ 3.50-\$ 4.50$ \$15.00

$\$ 10$ to $\$ 35$

## German Fire Insurance Co. Omaha, Nebraska

## Home Office 1202-12 City National Bank Bldg.

BIGGER, STRONGER and BETTER THAN EVER

THE GERMAN is now controled by the National of Hartford, but it is still a State Company, is doing business in Nebraska only and is a Nebraska Company for Nebraska people.

Insure in a State Company that insures, and has over eleven million dollars in assets back of it, by so doing you are taking no chances in the event of disaster.

Patronize the German Fire, a good Home Company, and one that is absolutely safe, sound and secure.

The German Fire today has not an adjusted unpaid loss.
JAY E. WHITE, Pres. JOHN WALL, Vice-Pres. C. W. HICKS, Secy.
Certificate of Publication
state of nebraska,

AUDITOR OF PUBBLIC ACCOUNTS
it is hereby certified, That the German Fi Insurance Co. of Omaha, in the State of Nebraska, has com-
plied with the Insurance Law of this State, appplicable to such Companies, and is thereby authorized to continne the business of Fire Insurance in this state for the current year
ending January 31st, 1912. Witness my hand and the seal of the Auditor of Public (SEAL) SIUAS R BARTON, Auditor of Public Accounts.

Statement Jan. 1st, 1911 to Conn. Insuranceo Dept.
NATIONAL
FIRE INSURANCE COMPANY f HARTPORD, CONN.

Funds reserved to meet all Iiabiilities,
Re Insured Reserve, Lemal Standar
Unsettied Lessess sand thene Clainam.
Surplus over Capital and Liabilities.
Western Department Chiceago Yestern Department, chicago, II
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| Sp20.00 |
| Specials for Saturday |

