

OUR GREAT JANUARY

CLEARANCE SALE

of High-Grade Winter Wearables for Men, Young Men, Women, Misses and Children Starts THURSDAY, JANUARY 2ND

Twice each year this store holds a Real Clearance Sale, at which time our own Quality Apparel is offered at honestly reduced prices. The period for the winter clearance is at hand and we invite every person in Omaha and vicinity with a taste for the best to participate in the bargain getting.

BENSON AND THORNE CO.

1518-1520 FARNAM STREET

A STORE THAT STANDS FOR QUALITY AND SATISFACTION

For eleven years this store has been growing and building—and it proposes to keep at it. The several elements of its growth have been cemented together with satisfaction. We have never lost sight of those two essentials to a constantly expanding business. In regular season our thoughts center on them, and at Special Sale times it is the same. We know that our customers appreciate our values, and we know they feel a certain confidence in our methods. We would have them feel that way always. We would have them know that we never "load up" for a Special Sale; that the Benson & Thorne standard of quality and satisfaction is never lowered—even though the prices may be.

EXPLAINING THE MEANING TO THAT WORD "BARGAIN"

Sensationalism and misrepresentation have never been a part of our store methods. We use the word "Bargain" sparingly and advisedly always. The same word is used without restriction by many stores to advertise Sales. At one store it means one thing and at another, something else. Here it means a certain, definite reduction of the regular prices at which we have been selling our quality wearables. The reductions are as great as can honestly be made. And—it is well to remember that the correct measure of the bargain is the value you receive for the price you pay—not the unsubstantiated statement in the "ad." You'll be mightily pleased with our kind of Bargains.

Lounging Robes and Smoking Jackets Reduced—

- \$12.00 and \$10.00 kinds for... \$8.50
- \$9.50 to \$8.50 kinds for... \$7.50
- \$7.50 to \$6.00 kinds for... \$5.00
- \$5.00 kinds for... \$4.00

Men's, Young Men's and Boys' Clothes Liberally Reduced—every reduction honestly made

- #### Men's and Young Men's Suits—
- \$16.50 and \$15.00 Suits for... \$11.00
 - \$20.00 and \$18.00 Suits for... \$13.50
 - \$25.00 and \$22.50 Suits for... \$16.50
 - \$30.00 and \$28.00 Suits for... \$19.75
 - \$35.00 and \$32.50 Suits for... \$24.00

- #### Men's and Young Men's Overcoats—
- \$16.50 and \$15.00 Overcoats for... \$11.00
 - \$20.00 and \$18.00 Overcoats for... \$13.50
 - \$25.00 and \$22.50 Overcoats for... \$16.50
 - \$30.00 and \$28.00 Overcoats for... \$19.75
 - \$35.00 Overcoats for... \$25.00
 - \$40.00 Overcoats for... \$30.00

- #### Boys' Russian and Sailor Suits—
- \$ 5.00 Suits for... \$3.50
 - \$ 6.50 and \$ 6.00 Suits for... \$4.50
 - \$ 8.50 and \$ 7.50 Suits for... \$6.50
 - \$10.00 and \$ 9.00 Suits for... \$7.50
 - \$12.50 and \$12.00 Suits for... \$9.75
 - \$15.00 Suits for... \$11.00

- #### Norfolk and Double Breasted Suits—
- \$ 5.00 Suits for... \$ 3.50
 - \$ 6.50 and \$ 6.00 Suits for... \$ 4.50
 - \$ 8.50 and \$ 7.50 Suits for... \$ 6.50
 - \$10.00 and \$ 9.00 Suits for... \$ 7.50
 - \$12.50 and \$12.00 Suits for... \$ 9.75
 - \$15.00 Suits for... \$11.00

- #### Boys' Overcoats, 2 to 10 yrs.—
- \$ 5.00 Overcoats for... \$ 3.50
 - \$ 6.50 and \$ 6.00 Overcoats for... \$ 4.50
 - \$ 8.50 and \$ 7.50 Overcoats for... \$ 6.50
 - \$10.00 Overcoats for... \$ 7.50
 - \$12.50 and \$12.00 Overcoats for... \$ 9.75
 - \$15.00 Overcoats for... \$11.00

- #### School O'coats, 10 to 18 yrs.—
- \$ 8.50 and \$ 7.50 Overcoats for... \$ 6.50
 - \$10.00 Overcoats for... \$ 7.50
 - \$12.50 and \$12.00 Overcoats for... \$ 9.75
 - \$16.50 and \$15.00 Overcoats for... \$11.00
 - \$20.00 and \$18.00 Overcoats for... \$13.50

Boys' and Girls' Underwear at economy figures—

- Boys' and Girls' Fleece Union Suits, 50c values, at... 39c
- Boys' Heavy Cotton Union Suits, 75c values, at... 50c
- Girls' Part Wool Union Suits, \$1.00 values, at... 69c
- Boys' Fleece Shirts and Drawers, 50c values, at... 29c

Men's Furnishings, Priced to Save You Money—

- #### Two-Piece Underwear—
- \$1.00 Natural Cashmere, light weight, per garment... \$.65
 - \$1.50 Natural Wool, heavy weight, per garment... \$1.00
 - \$1.00 Combed Egyptian Cotton, elastic ribbed, per garment... \$.50
 - \$1.00 Natural Merino, patent seams, per garment... \$.65
 - \$1.50 Cashmere, per garment... \$1.00

- #### Shirts—
- \$2.00 values... \$1.65
 - \$1.50 values... \$1.15
 - \$1.00 values... \$.75

- #### Handkerchiefs—
- \$1.50 Colored Initial H'dkerch'fs... \$1.00
 - \$1.00 Colored Initial H'dkerch'fs... \$.75

50c Neckwear for 35c—

- #### Mufflers—
- \$1.00 Silk Mufflers... \$.75
 - \$1.25 Knit Mufflers... \$1.00

\$2.00 French Kid Gloves for \$1.50—

- #### Men's Sweaters—
- \$3.50 Turtle Necks for... \$2.75
 - \$4.00 Byron Collar Coat... \$3.25
 - \$5.00 Combination V. Neck-Byron, button front... \$3.50
 - Others worth to \$3.50 for... \$2.50

- #### Boys' Sweaters—
- \$1.50 Turtle Necks, now... \$1.00
 - \$2.00 Turtle Necks, now... \$1.50
 - Others worth to \$1.50, now... \$1.00

Ladies Waists—

- Big Clearance of beautiful waists in every fabric—silks, linens, flannels and hand-made laces.
- \$60.00 Kinds for... \$47.50
 - \$40.00 Kinds for... \$29.75
 - \$25.00 Kinds for... \$19.75
 - \$20.00 Kinds for... \$13.50
 - \$14.00 to \$17.50 Kinds for... \$9.75
 - \$10.00 to \$12.00 Kinds for... \$7.50
 - \$ 7.50 to \$ 8.50 Kinds for... \$4.95
 - \$ 5.75 to \$ 6.75 Kinds for... \$4.25
 - \$ 3.50 to \$ 4.50 Kinds for... \$2.45

Rare Bargains in Fine Furs for Women, Misses and Children—

Ladies Fur Sets—

- \$210.00 Eastern Mink for... \$195.00
- \$125.00 Eastern Mink for... \$110.00
- \$80.00 Pointed Fox for... \$65.00
- \$75.00 Southern Marten for... \$55.00
- \$69.50 Otter for... \$55.00
- \$57.00 Jap Mink for... \$47.50
- \$55.00 Pointed Fox for... \$47.50
- \$47.50 Australian Lynx and Jap Mink for... \$37.50
- \$37.50 Mole, Isabella Fox, Jap Mink for... \$29.75
- \$35.00 Persian Lamb and Chinchilla for... \$27.50
- \$35.00 Electric Seal and Australian Lynx for... \$27.50
- \$25.00 Hudson Seal... \$19.75
- \$23.50 Persian Paw... \$19.75
- \$19.75 Persian Paw and Austrian Seal for... \$14.75
- \$17.50 Marten... \$13.50
- \$16.50 Marten... \$13.50
- \$ 8.75 Coney... \$ 6.75

Children's and Misses' Fur Sets—

- \$22.50 Fur Sets for... \$16.75
- \$16.50 Fur Sets for... \$12.50
- \$14.75 Fur Sets for... \$10.00
- \$10.00 Fur Sets for... \$ 7.50
- \$ 9.75 Fur Sets for... \$ 7.50
- \$ 3.75 Fur Sets for... \$ 2.95
- \$ 2.95 Fur Sets for... \$ 2.25

Separate Scarfs—

- \$10.00 Russian Mink for... \$7.50

Separate Muffs—

- \$145.00 Eastern Mink for... \$125.00
- \$125.00 Eastern Mink for... \$110.00
- \$ 85.00 Eastern Mink for... \$ 75.00
- \$ 32.50 Beaver for... \$ 25.00
- \$ 22.50 Jap Mink for... \$ 17.50
- \$ 22.50 Pony for... \$ 17.50
- \$ 22.50 Austrian Lynx for... \$ 17.50

Children's Dresses—

- Children's white dresses in French or Russian styles, 2 to 6 years.
- \$1.00 and \$1.50 values, now... \$.85
- \$1.75 and \$2.00 values, now... \$1.35
- \$2.25 and \$3.95 values, now... \$1.85
- \$4.50 and \$5.00 values, now... \$3.95
- \$6.50 and \$7.50 values, now... \$4.50

Children's Coats—

- Children's white and colored coats, 2 to 6 years, in chinchilla, corduroy, broadcloth and serge.
- \$3.95 Kinds for... \$2.75
- \$5.00 Kinds for... \$3.75
- \$6.00 Kinds for... \$4.25
- \$7.50 Kinds for... \$5.00
- \$8.50 Kinds for... \$5.75
- \$12.50 to \$15.00 Kinds for... \$8.75

Junior and Small Women's Garments at Big Savings—

Suits—

- \$19.75, \$17.50 and \$15.00 Suits... \$12.50
- \$25.00 and \$22.50 Suits for... \$16.50
- \$29.75 Suits for... \$19.75
- \$32.50 to \$39.50 Suits for... \$25.00
- \$45.00 to \$59.00 Suits for... \$29.75

Coats—

- \$35.00 to \$45.00 Coats for... \$25.00
- \$22.50 to \$29.75 Coats for... \$17.50
- \$16.50 to \$19.75 Coats for... \$12.50
- \$12.00 to \$14.75 Coats for... \$ 8.75

Fur Coats—

- \$215.00 Hudson Seal for... \$185.00
- \$145.00 Tiger for... \$125.00
- \$ 97.50 Natural Pony for... \$ 75.00
- \$ 90.00 Near Seal for... \$ 75.00
- \$ 95.00 Black Pony for... \$ 75.00
- \$ 85.00 Black Pony for... \$ 65.00
- \$ 45.00 Black Pony for... \$25.00
- \$47.50 and \$45.00 Coats for... \$35.00

Fur Lined Coats—

- \$87.50 Coats for... \$65.00
- \$75.00 Coats for... \$60.00
- \$56.00 Coats for... \$45.00

Opera Coats—

- \$69.50 and \$65.00 Coats for... \$50.00
- \$47.50 and \$49.00 Coats for... \$37.50

Angora Mackinaw Coats—

- \$8.75 Coats for... \$6.75

Dresses—

- In Silks, Serges, Etc.
- \$29.75 and \$25.00 Dresses for... \$16.50
- \$22.50 Dresses for... \$14.75
- \$17.50 and \$19.75 Dresses for... \$12.50
- \$14.75 Dresses for... \$ 9.75
- \$12.50 Dresses for... \$ 8.75

Girls' Dresses—

- \$12.00 to \$14.75 Wool Dresses... \$8.75
- \$ 9.75 to \$10.50 Wool Dresses... \$7.50
- \$8.50 and \$7.50 Wool Dresses... \$5.75
- \$6.50 and \$6.00 Wool Dresses... \$5.00
- \$5.00 Wool Dresses... \$3.75
- \$3.95 Wool Dresses... \$2.95

Girls Coats—

- \$14.75 to \$17.50 Coats for... \$10.00
- \$12.00 to \$13.50 Coats for... \$ 8.75
- \$ 9.75 to \$10.50 Coats for... \$ 6.50
- \$ 6.50 to \$ 8.75 Coats for... \$ 5.00

Bargains from the Infants' Department—

- Infants' long coats radically reduced.
- \$2.50 Kinds, now... \$1.95
- \$3.95 Kinds, now... \$2.75
- \$5.00 Kinds, now... \$3.75
- \$6.50 Kinds, now... \$4.50
- \$8.50 and \$10.00 Kinds, now... \$6.50
- Infants' angora bonnets in white, gray or brown.
- \$1.00 to \$2.00 values... 89c
- Children's bonnets in poke or draped effect
- \$1.25 and \$1.50 values... \$.89
- \$2.75 values... \$1.95
- \$3.95 values... \$2.75
- \$5.00 values... \$3.95

FREIGHT RATES SUSPENDED

Proposed Western Classification No. 51 is Held Up.

BIG QUESTIONS ARE INVOLVED

Commission Finds that Some Rates Are Lower and Others Higher, but Average Shows Distinct Increase.

WASHINGTON, Dec. 31.—The proposed new freight classification known as "Western classification No. 51," directly affecting rates and regulations on railroads not only west of Chicago, but throughout the country, remains under suspension by the Interstate Commerce Commission, according to the terms of a report of its investigation ended today by the commission.

Postal Chief Thinks Merger of Offices Will Please Cities

(From a staff correspondent.) WASHINGTON, D. C., Dec. 31.—(Special Telegram)—As a New Year's present to the cities of Omaha and South Omaha, the postmaster general gives as his contribution to the greater efficiency of both postoffices, a consolidation of their respective forces.

The order, which the postmaster general made some time ago as to the consolidation of both Omaha with the Omaha postoffice goes into effect tomorrow, notwithstanding the strenuous objections of Senator Hitchcock and Representative Lobeck.

LABORER HANGS HIMSELF WHILE LIGHTS ARE OUT

ST. PAUL, Dec. 31.—After sitting and conversing in a dark workroom for a quarter of an hour, employees of a St. Paul lumber company were startled when the lights were turned on today to see the lifeless body of a former fellow workman

STEPHENS FOR PUBLIC CHOICE

(Continued from Page One.) be allowed to vote. I believe you followed this rule in the conduct of your recent election for postmaster.

President's Party Reaches Washington

WASHINGTON, Dec. 31.—President and Mrs. Taft accompanied by Colonel and Mrs. George W. Goethals and the party that accompanied the president to the canal zone reached Washington today.

TO HELP FIGHT LOAN SHARKS

Ministers of City Will Be Asked to Assist with Sermons.

PREPARING A TENTATIVE BILL

Have Remedial Loan Societies and Effort Will Be Made to Add Nebraska to List.

The ministers of the city will be asked to speak on the evils of the loan shark from the pulpits Sunday morning.

Wife of Hal Chase is Granted Divorce

NEW YORK, Dec. 31.—Supreme Court Justice Bijur today signed an interlocutory decree of absolute divorce in favor of Mrs. Nellie H. Chase from Hal Chase, first baseman of the New York Americans. Mrs. Chase is awarded the custody of their son, Harold, Jr., and \$1200 a year alimony.

GRIEVANCE AGAINST MANAGER CAUSES MESSENGERS' STRIKE

NEW ORLEANS, Dec. 31.—Seventy-five messenger boys employed by the Postal Telegraph company went on strike today because the company refused to discharge the manager of one of the branch offices against whom the boys declare they have a grievance.

All Humors

Are impure matters which the skilful liver, kidneys and other organs cannot take care of without help. Pimples, boils, eczema and other eruptions, loss of appetite, that tired feeling, bilious turns, fits of indigestion, dull headaches and other troubles are due to them. In their treatment be sure to take Hood's Sarsaparilla.

In the usual liquid form or in the tablets known as Sarsatabs.

