



Our Entire Stock of Boys' Winter Suits Broad assortment for your selection At Half

YOU'LL find more than mere price-savings; you'll find unbounded satisfaction in the purchase of merchandise here in our February Sales. Everything must be up to standard in quality no matter what the price. Our guarantee assures it.

Wonderful Values in All Kinds of MILLINERY Trimmed and untrimmed hats, flowers, feathers, etc. at a small fraction of worth.



50c Veilings 25c

A splendid lot of high class Novelty Veilings in all colors and styles, to 50c yard values, at yard 25c

\$2.00 Thermos Bottles 98c

We carry a complete line of these goods and this special bottle is certainly unequalled.

HANDKERCHIEF SPECIAL

15c Pure Linen Handkerchiefs for 7c

5c Fancy Corner Handkerchiefs for 2c

25c Embroidered Handkerchiefs for 15c

Thousands of yards of beautiful Ribbons, both plain and fancy; on sale Saturday at prices far below actual worth.

EXTRA SHOE SPECIALS for SATURDAY

Prices on Shoes That Should Make Them Move Quickly



Men's and Women's fine \$4.00 shoes, in lace or button, patent, gum metal or velvety kid; sizes somewhat broken, but all sizes in the different lots, at per pair \$2.50

Boys' and Little Gents' shoes, values up to \$2.25; also Misses' and Childs' shoes, button or lace. Just the kind of shoes that will give the best kind of wear for school children. In two big lots, at the pair \$1.50 and \$1.00

Men's and Women's good \$3.00 values, in new, snappy styles, in all the leathers. Good, dependable shoes at per pair \$1.98

Infants' shoes, worth up to 75c, in two lots, at 50c and 25c



20c Tooth Brushes 10c

We bought from a Japanese factory an unusual lot of odd brushes, broken dozens and discontinued patterns, that sell regularly at 20c and 25c; Saturday the entire line goes at, choice 10c

An Odd Lot of Hair Brushes at Half Prices

LADIES' HAND BAGS

\$1.00 to \$5.00 values, in four big special lots for Saturday's selling at 49c, 98c, \$1.49 and \$2.50

NEW HAIR GOODS

Most complete new line of Switches; on sale Saturday—matchless values at \$1.00, \$1.25, \$1.75, \$2.00 Up

Splendid Advance Showing of New Spring Styles

Combines with almost unbelievable values in winter garments to make Saturday, and in fact all this month, the most pleasurable and profitable time to buy. See these specials.

200 New Spring Tailored Suits—Samples sent us for comparison and selection: \$18.00, \$20.00, \$22.50 and \$25.00 values, in navy, blue serges, pretty novelties, whitecoats and diagonals; very newest style ideas, in all sizes, 14 to 46; your choice, at \$14.95

\$14.95

\$9.95 For choice of several hundred pretty dresses made to sell to \$25.00; come in chiffons, satin charmeuse and other choice silk or wool fabrics; beautiful designs in nearly all wanted colors.

French Seal Plush Coats, fine imported garments, all Skinner's satin lined; 100 of them for selection, at each \$19.50

Long Novelty Cloth Coats, made to sell at \$20, \$25 and even \$30, all sizes, at, choice \$6.95

A splendid stock of Fur Coats, Fur Sets, Scarfs and Muffs, here for your selection, at Half and less than Half regular price.

Women's long silk kimonos, Sabal Coney fur coats, \$30.00 and that sell regularly at \$5.00, \$35.00 values, Skinner satin lined, beautiful styles and color—30 inches long, on sale Saturday, ings, at \$2.95 at \$13.75

Sweeping reductions on all infants' wear in baby bazar, on second floor.

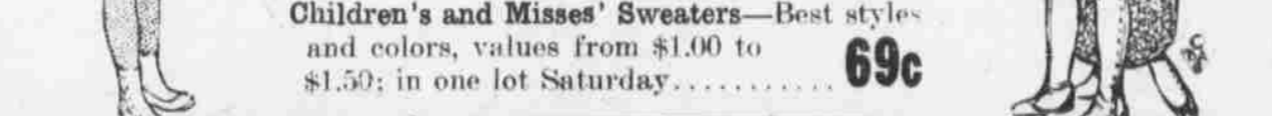
See our Splendid Showing of the Beautiful New Spring Waist Styles—You'll find them emphatically pleasing in both styles and prices.

Some Deeply Cut Prices—the Children's Coats and Dresses in Saturday's Sale.

Several hundred pretty wash dresses—regular \$1.50 values, in all sizes, 4 to 16 yrs., will be on sale at, choice 79c

Children's Winter Coats—Regular values to \$5.00, all sizes 2 to 14 years; big assortment, at \$1.95

Children's and Misses' Sweaters—Best styles and colors, values from \$1.00 to \$1.50; in one lot Saturday 69c



Some Men's Furnishing Bargains That Will Insure a Host of Delighted Customers



Men's \$1.50 Shirts at 49c—New, clean, perfect spring samples in both white and colors, coat styles.

\$2.50 and \$3.00 Shirts, \$1.45 and 98c Fine flannels and imported madras, very finest qualities, choice. \$1.45, 98c

15c 4-ply Collars, all good styles, all sizes, men's or boys', all clean, perfect goods, at each 5c

Men's Wool Union Suits, values to \$3.00, at \$1.45

Men's fleeced shirts and drawers, \$1 values, at 49c

Men's 50c quality suspenders, at 25c

Men's \$1.50 and \$2.00 Union suits, on sale at 98c, 75c

Men's all wool shirts and drawers, to \$2.50 values, at \$1.50, \$1.25, 98c

Men's 25c and 50c Socks, wool or cotton, all colors, at pair 25c, 12 1/2c

Final Clearance MEN'S HATS

All the fine imported Velour Hats go at JUST HALF.

\$7.00 Velour Hats, \$1.50

\$4.00 Velour Hats, \$2.00

\$5.00 Velour Hats, \$2.50

\$6.00 Velour Hats, \$3.00

FUR CAPS AT HALF

Just For Quick Clearance.

\$ 4.00 Fur Caps, \$2.00

\$ 7.50 Fur Caps, \$3.75

\$12.00 Fur Caps, \$6.00

\$18.00 Fur Caps, \$9.00

All Men's and Boys' Cloth Caps, that sold to \$2.00, in four lots, at—

19c 29c 39c 75c

STOVES

Don't overlook our big 20% discount sale on ranges and heaters. We still have some great bargains.

The following 25c to 40c values, Saturday only:

Rolling pins, 10c

Full size zinc wash bowl

Shaker flour sieves, 10c

Small, nickel plated tea kettle, 10c

Kindling wood hatches, 6-in. Monkey wrench, 10c

One lot of pocket knives

Cotton mats, 10c

High grade shoe brushes

1-gallon oil cans, 10c

6 rolls toilet paper, 10c

High grade, 6 lever padlock, 10c

Small enameled tea kettles, 10c

Enamel chambers, quart, 10c

Large Aluminum basting spoons, 10c

Warranted butcher knives, 10c

Hayden's Meat Market Prices for Saturday—It's Quality at the Right Price

A Saving of 25 to 50 Per Cent

The best quality Spring Chickens, per lb. 14c

The best quality Pork Loin, lb. 12c

The best quality Pork Shoulders, per lb. 10c

The best quality No. 1 Rib Roast, lb. 14c

Sirloin or Porterhouse Steak, lb. 15c

Port Roast, No. 1 quality, lb. 10c-5c

Cornd Beef, special, Saturday, lb. 5c

Mutton Chops, lb. 9c

Bulling Beef, lb. 8c

Box Skinned Ham, per lb. 16c-5c

Box Picnic Ham, per lb. 12c-5c

Box Bacon, per lb. 10c

No. 1 quality home-made Pork Sausage, lb. 7c-5c

Morrell's Mince-meat. MUTTON SPECIAL SATURDAY. Hind quarters No. 1 quality Mutton, per lb. 8c-5c Fore quarters No. 1 quality Mutton, per lb. 8c-5c Fresh Bulk Oysters, quart, 25c Our Meat Dept. is now owned and controlled by Hayden Bros., with a full line of first quality Meats.

Corsets

All the new models in women's

R. & G. W. B. Kabo, Thomson, Glove Fitting, C. B. A la Sprite and other popular makes, at from \$1.00 to \$5.00

Broken Lines of Standard Corsets, that sold to \$5.00 Saturday, \$1.98

\$1.50 Corsets—Broken lines, on sale at 98c

Corsets Worth up to \$1.00—1x6 hose supporters, extra long, medium bust, on sale at 49c

Be Here Early Saturday the Opening Day of Omaha's Greatest Rug Sale

Offering assortments and values far superior to any ever previously shown in any Omaha store. Superior not only in point of low pricing and broader assortments, but from the fact that all Rugs shown in this sale are New 1913 Patterns bought directly from America's best mills

The most tempting lot of rug bargains ever offered here or elsewhere

Table listing various rug types and prices: Fine Velvet Rugs, Handsome Axminster Rugs, Axminster Rugs, Seamless Wilton Velvet Rugs, Wilton Velvet Rugs, Seamless Velvet Rugs, Tapestry Brussels Rugs, Best Axminster Rugs, Tapestry Brussels Rugs, Bundahr Wilton Rugs, Best Axminster Rugs, Wilton Velvet Rugs, Fine Velvet Rugs.

Over \$100,000.00 Worth of New Rugs

Included in this sale; every one guaranteed perfect and all new 1913 patterns. Comparison of values will ensure your purchasing here Saturday, Monday or Tuesday. Plenty of salesmen to wait on you. Plenty of bargains for all.

Three Other Splendid Specials Men's Suits; Overcoats

That sold to \$20.00, all best full styles, choice, at \$11.50

Suits and Overcoats that sold to \$18.00, on clearance sale, at \$9.50

Men's Suits and Overcoats, that sold to \$12.50; on sale in domestic room, at \$5.00



\$1.50 Copyright Books 50c

"Hidden Water" by Dave Coolidge, "Don Mac Grath" by Randall Parrish, "Castle of Dreams" by Nettie Syrett and hundreds of other copyright books on sale Saturday, at choice 50c of the lot

Your Unrestricted Choice of Any Men's Fancy Suit or Overcoat

In our entire winter stock; every garment is guaranteed by both ourselves and the makers, that sold up to \$35, choice Saturday, and all next week, \$15

22 Lbs. Granulated Sugar \$1.00

48-lb. sacks best high-grade, Diamond H. Flour for \$1.10 This flour is made from the best selected wheat; nothing finer for bread, pie or cakes. 10 bars Lennox, Best 'Em All or Diamond C Soap for 20c 10 lbs. best White or Yellow Cornmeal for 17c-5c 1 lb. best hand picked Navy Beans for 25c 10 cakes Silex Scouring Soap, 20c 6 cans Lu Lu Cleanser—It beats the Dutch—for 90c The best domestic Maccaroni, Vermicelli or Spaghetti, 7c-5c 5 lbs. Penny Japan Rice, 10c quality, 25c 5 cans Oil or Mustard Sardines, 25c 5 cans Oil or Adobo Jelly, 7c-5c The best Soda or Oyster Crackers, per lb. 9c The best Crisp Pretzels or Ginger Snaps, per lb. 15c Grape-Nuts, per pkg. 10c E. C. Corn Flakes, per pkg. 10c Yeast Foam, per pkg. 10c 1-lb. pkg. best Tea Settings, 10c Golden Santos Coffee, lb. 25c 1-lb. jar pure Strained Honey, 25c The best bulk Peanut Butter, per lb. 12c-5c The best strictly fresh Eggs, from the country, per dozen 35c The best Creamery Butter, carton or bulk, per lb. 35c The best Country Creamery Butter, per lb. 30c The best No. 1 Dairy Butter, lb. 25c Nonfatlet Cheese, each 30c Jennie Bros' Famous Brick Cheese, per lb. 35c Roquefort Cheese, lb. 35c Edam Cheese, each 25c Red Globe Cooking Onions, special fancy No. 1 stock, nothing finer; 15 lbs. best 10c Fresh Hots, 15c Per bushel, 27 lbs. 15c 15 lbs. best Red River Potatoes, to the peck 15c 12 lbs. best No. 1 Beans or Ben Davis Apples, for 15c Fancy Flat Dutch Cabbage, per lb. 1c Fresh Spinach, per peck 15c Fresh Hots, Carrots, Turnips, shallots or Radishes, bunch 4c Fresh Head Lettuce, per head 4c 5 bunches fresh Hot-house Lettuce, 15c Fancy California Cauliflower, lb. 7c-5c 5 large Soup bunches 10c 5 large Green Peppers 10c Cane Cod Crabberries, quart 4c-5c 2 bunches Fresh Parsley 3c Old Hots, Carrots, Turnips or Parsnips, per lb. 15c Fancy Shelled Peas, lb. 15c 5c Wood Grape Fruit, 6 1/2 size, ea. 5c Highland Navy Oranges, the orange at quality, doz. 15c, 25c, 35c, 50c