

# THIS STORE WILL NOT BE ABLE TO HOLD THE CROWDS SATURDAY

The Great Sale of Dresses, Ladies' Suits, Coats, Millinery, Men's Clothing, Shoes and Furnishings, Together With Great Bargains From the Bankrupt Stock, Will Make Our Store Crowded to the Limit.



A sale of men's and young men's new spring suits for less money than you can buy after the season is over.

**Suits at \$7.98** | **Suits at \$9.98** | **Suits at \$12.98**

Men's and young men's spring suits in all wool Scotch cloth and worsted dark mixtures. Suits in this lot worth \$15, at... **\$7.98**  
Fine blue serge, also pretty brown and gray all wool suits for men and young men. Actually worth to \$22.50; choice Saturday and Monday for... **\$9.98**  
Men's and young men's suits of the finest workmanship in pure wool serges and mixtures; all new 1914 models; worth to \$27.50 on sale at... **\$12.98**

All the odds and ends of men's and young men's suits that are left from the bankrupt stock; worth \$7.50 to \$12.50, will be closed out at... **\$4.98, \$3.98, \$2.98**

**BOYS' SUITS**—For Saturday we will place on sale a new assortment of boys' spring suits; pretty styles; all wool cloth, including all wool blue serges; worth regularly \$4.00 to \$8.00; in three lots... **\$2.48, \$3.98, \$4.98**

Men's separate pants will be placed on sale for the first time Saturday in three lots—

**LOT 1**—Men's Pants, well made of good woollens; worth up to \$3.00; on sale at... **\$1.48**  
**LOT 2**—Men's Pants, in good staple patterns in wool materials, worth to \$3.50, at... **\$1.98**  
**LOT 3**—Men's Pants, fine all wool pants; elegantly made; worth to \$5.00, at... **\$2.98**

Saturday we place on sale for the first time the entire stock of men's and young men's hats we bought from the Dome Hat Store at less than half price.

The Dome Hat sold for \$2.00 the year around, and they were the best values in Omaha at \$2.00. The Dome Hat Store was only in existence about one year and therefore the styles are all up-to-date, and included are the wrinkle band hats in all shades and all other new styles. We divide the stock of 120 dozen hats into two lots, at—

**98c and \$1.39**

YOU BETTER BUY YOUR EASTER HAT NOW.



## Hundreds of Women's and Misses' Dresses Worth \$15.00 to \$25.00, for \$7.50

Saturday we place on sale hundreds of beautiful new SILK AND WOOL DRESSES. These dresses are made in the neatest and prettiest spring styles, overskirt tunic effects, draped styles, etc., including silk poplins, crepes, messalines, charmeuse, etc., wool serges, crepes, etc. All the newest shades. All ladies' and misses' sizes. Many beautiful party dresses included. Positively \$15 to \$25 values, Saturday at... **750**

## Exceptional Bargains in Snappy Suits, Coats

**SPRING SUITS** in very pretty new styles and fabrics, all sizes, worth to \$15; Saturday at... **\$8.98**  
**SPRING COATS** worth to \$12.50, in wool, serges, plaids, etc., leading shades, tailored and kimono sleeve effects... **\$5.98**

**BEAUTIFUL SAMPLE SUITS** Worth to \$22.50 in all wool crepes, serges, poplins, etc., all the new shades, skirts made with new tunic effects, Saturday at... **\$10**  
**SPRING COATS** Worth to \$16.50, made in every new and pretty style and material Saturday at... **\$7.98**

**PRETTY SAMPLE COATS** Values up to \$22.50. No two alike, the most beautiful of new spring coats, go to our fitting room, worth to \$20.50, in season's most beautiful styles, fabrics and colors, Saturday at... **\$15**

## TRIMMED and UNTRIMMED HATS

A Great Before Easter Sale of Charming Trimmed and Untrimmed Hats Saturday. Trimmed Hats worth to \$3.98—in pretty spring styles, at... **\$1.98**

The most beautifully trimmed hats, including sample pattern hats, all the newest and prettiest shapes. Beautifully trimmed, no two alike, positive values... **\$4.98, \$3.98, \$2.98**

**Untrimmed Shapes**, worth to \$2.75, in leading colors, at... **98c**  
**Children's Trimmed Hats**, \$2.50 values, on sale Saturday at... **\$1.25 and 98c**

## Bargains in Men's and Boys' Shoes

Men's and young men's shoes and oxfords in all the new styles and leathers, black or tan. Many well advertised brands, worth to \$4, at... **\$1.98**  
Boys' and little gent's shoes, worth to \$2.50, at... **\$1.39**



## Pretty Skirts

250 handsome dress skirts, made up in a variety of pretty styles, all colors and sizes, positive \$5.98 values, at... **\$2.98**  
Stylish new skirts, worth to \$10, newest tunic ruffles and overskirt styles, at... **\$4.98**

## Bargains in Ladies' and Children's SHOES

One big table of women's shoes and oxfords, tan or black, in patent leather, gunmetal and vic, all sizes, good styles, worth to \$3.00, at... **\$1.39**  
Children's girls' and misses shoes at... **39c, 69c, 98c and \$1.39**

## MEN'S FURNISHINGS

\$1.50 and \$1.75 men's spring dress shirts. These shirts come from the bankrupt stock, all bought for this spring, on sale at... **88c**  
\$1.00 men's union suits... **48c**  
\$1.00 men's dress shirts... **48c**  
\$3c men's two-piece balbriggan underwear at... **25c**  
\$5c men's suspenders... **14c**  
\$5c men's silk four-in-hand ties... **17c**

## SPECIAL FOR SATURDAY FORENOON FROM 8 TO 12 ONLY

Men's Hole Proof hose, also men's 35c silk hose, at <b>19c Pair</b>	Corset covers, embroidery and lace trimmed, slightly-mussed, worth 30c, at <b>12c</b>	Yard-wide percale, good quality, worth 12 1/2c, at <b>5c Yard</b>	Pillow slips, made of good muslin, each— <b>8c</b>	Children's Rompers, <b>19c</b>	Dusting caps, at <b>3c</b>
Dress skirts, worth to \$3, black, navy, brown and leading colors, good styles, from 8 to 12, only <b>79c</b>	Men's shop caps, 10c and 15c regularly, at <b>5c</b>	Full size muslin sheets, two to a customer, each <b>29c</b>	5c cotton toweling, per yard <b>2 1/2c</b>	\$1.00 handbags, medium and large sizes <b>39c</b>	Ladies' shoes and oxfords, mostly small sizes, but worth up to \$4 at <b>69c Pair</b>

## SPECIAL FOR SATURDAY EVENING FROM 7 TO 10 ONLY

Wool dresses, ladies' and misses' sizes, worth to \$6, at <b>\$1.98</b>	39c dressing gowns, at <b>9c</b>	39c real good corset covers, nicely trimmed, at <b>19c</b>	Cotton messaline petticoats, all colors and black, worth \$1.00, at <b>48c</b>	Men's regular 15c linen collars, all styles, at each <b>7 1/2c</b>	Men's shirts, slightly mussed, dress shirts, worth to \$1, each— <b>25c</b>
Muslin gowns, petticoats, etc., worth to \$1.00, at <b>39c</b>	Boys' waists, worth to 50c— <b>19c</b>	House dresses, worth to \$1.25, at <b>69c</b>	Children's Shoes, all leathers and sizes, worth to \$2.50, at <b>98c</b>	Flowers and foliage for trimming hats, worth to \$1.00, at <b>19c</b>	White dresses, worth to \$10; beautifully embroidered lingerie, crapes, etc., in tunic, overskirt effects, etc., <b>\$5.00</b>

# THE NOVELTY COMPANY, 214-216-218 North 16th St.

## BUTTER DOWN AND MEAT UP

Canned Goods Twenty Per Cent Cheaper Than Last Year.

## CAR OF STRAWBERRIES COMING

Honey Takes a Big Drop. White Sugar Still Sells at Twenty-Three Pounds for a Dollar.

Butter and egg prices took a drop during the current week, but the drop was more than made up for by the increase in meat prices. Butter fell off 1 cent and is now selling for 23 cents, while eggs dropped 2 cents to the present 15 cent rate. Meat prices jumped on the average of 2 cents a pound. Beef is up 2 cents, pork 1 1/2 and 2 cents and mutton and lamb, with both very scarce on the market, went up 2 cents a pound. Prospects for more advances in meat prices are excellent, as the market is everywhere very strong.

Pineapples are coming into the Omaha market. They are still rather high in price, No. 30 pineapples selling for 20 cents, but they are expected to drop as spring advances.

The first carload of strawberries is expected some time next week. According to Al King, manager of Hayden Bros., grocery department, the berries will probably sell at 20 or 25 cents a box, as this is practically a standard price for the first carload each year.

All canned goods are selling at prices ranging about 10 per cent lower than last year. Corn, peas, tomatoes and other

canned vegetables have all dropped off at about this ratio. Honey has taken another drop. It is now selling for 12 1/2 cents, a drop of 2 cents in the week.

Sugar is still cheap, selling twenty-three pounds for \$1, but the market is strong and although there is no likelihood of an immediate increase there is no chance for the price to become any lower.

## Low Cost of Living Special Sale

Bottled in Bond Whiskies, full qt. **89c**  
3-Star Brandy, per quart. **49c**  
Peach and Apricot Brandy, qt. **49c**  
Old Whiskies, qt. **69c to \$1**  
Port or Sherry, qt. **23c to 49c**

**Luxus Mercantile Co.**  
100-111 North 16th St. Opposite P. O. Phone Douglas 1880.



## EASTER... SPECIALS

Saturday we will place on sale Dressy Street Hats—

**\$5.00** | **\$7.50** | **\$10.00**

## O'CONNOR & EMBLEN

2d Floor Paxton Block 16th and Farnam

## BUY YOUR DRUGS

Where You Can Find Both "THE GOODS" and the PRICE

### The "10 Best Sellers" in Proprietary Medicines

- \$1.00 Lambert's Listerine for... 50c
- Reckitt Rheumatic Remedy, 40c, 90c
- 50c genuine Syrup of Figs for... 20c
- Hypnotic Liquid and Inhaler, 45c, 90c
- Reckitt Orderlies... 1.00, 25c, 90c
- Reckitt Kidney Remedy... 45c, 90c
- \$1.00 Pinkham's Compound... 50c
- 25c Fletcher's genuine Castoria... 25c
- 50c Samuel's 3 Ps for... 50c
- \$1.00 Fellow's Sy Hypophos for... 50c

### Household Drugs

- 1-lb. Spanish Silver Whiting... 50c
  - 1-lb. Sulphur or Copper for... 50c
  - 10c can Coca, Lye or Potash, each, 5c, per dozen... 50c
  - 30g bottle Household Ammonia... 50c
  - 25c bottle best Pitch Hazel... 14c
- CIGARS** by the box as cheap as average dealers pay at wholesale.
- Bland's Iron Tonic Pills, 50c size for... 29c
  - 25c Yellow Box Prophylactic Tooth Brushes for... 19c

**Big Rubber Goods Sale Saturday**

**SHERMAN & McCONNELL DRUG CO.**  
4 Prescription Drug Stores

## AN INVESTMENT THAT PAYS BIG DIVIDEND

## Rectal Diseases—Cured

A mild treatment, that cures Piles, Fistula and other Rectal diseases in a short time, without a surgical operation. No Chloroform, Ether or other general anesthetic used. A cure guaranteed in every case accepted for treatment, and no money to be paid until cured. Write for book on Rectal Diseases, with testimonials.

DR. TARRY—See Building—Omaha.

## Our Big Fire Sale

Is Stirring the Town

We are selling standard goods in this sale. Such brands as Oscar Pepper, Guckenhimer, Golden Wedding, Lexington Club, Winchester, Clark's Rye and Overholt Rye are standard quality wherever liquor is sold.

<b>Fruit Brandies</b> The finest line, such as Apricot, Orange, Raspberry, Cherry, Banana, etc.—\$1 & \$1.25 bottles <b>59c and 49c</b>	<b>PORT WINE</b> \$1.25 and \$1 bottles Spanish Port for... 69c 75c bottles Best California Port for... 48c 65c bot. California Port, 32c 50c bot. California Port, 28c Labels slightly damaged by water.	<b>Olives</b> The fine, large kind. 40c bottles... 23c 35c bottles... 19c 25c bottles... 15c	<b>Whiskies</b> A fine line of old Whiskies, 6 to 8 years old, all go at— <b>59c, 69c, 79c</b>
<b>HIGH GRADE COGNAC BRANDIES</b> 75c and \$1 quality... 59c, 69c <b>CRYSTALLIZED ROCK &amp; RYE</b> \$1 and 75c values... 49c, 39c	<b>BOTTLED IN BOND WHISKY</b> Guckenhimer, Golden Wedding, Oscar Pepper, Lexington Club, Winchester, Overholt Rye and dozens of other brands, all \$1.00, \$1.25 and \$1.50 quality at... 89c, 79c	<b>WHISKEY BY THE GALLON</b> Fine Whiskies, by the gal. go at <b>\$1.50, \$1.75 and \$2</b>	

## CAKLEY BROTHERS

16th and Capitol Ave. The Quality Store 16th and Capitol Ave.

## FRESH EGGS

For Your Breakfast  
1,500 single comb White Leghorn Hens on Cherrycroft Farm are laying eggs (none over 48 hours old) for your breakfast if you eat at

**Welch's**  
Quickserv Cafeteria  
Basement City Nat'l Bank Bldg. Or Boston Lunches, 219 South 16th St. 1408 Douglas St. 1408 Farnam St.

## You Don't HAVE to Pay Those Big Prices for Footwear

**\$2.50**  
Buys all the Newest Styles in Footwear **\$2.50**

Ladies' Dull Kid Colonial Pumps, new styles, \$4.00 values, on sale Saturday at... **\$2.50**

Ladies' High Shoes, all \$4.00 values, on sale at... **\$2.50** | Men's Florsheim Oxfords, \$5.00 values, on sale Saturday... **\$3.00**

**CHILDREN'S DEPT IN BASEMENT**  
Boys' serviceable gun metal shoes, **\$1.48** | Children's Patent and Kid Button Shoes, at **\$1.19**

## ALEXANDER CO.

Open Till 10 Saturday Night 1512 Douglas



## Choice Pig Pork Roast, 11 3/4c

Choice Riser Pot Roast, 10 1/4c - 10 1/2c  
Young Veal Roast... 11 1/4c  
Lamb Legs... 12 1/4c  
Lamb Chops... 13 1/4c  
Mutton Roast... 7 1/4c

**SPECIALS**  
From 2 P. M. to 9 P. M. Lamb Chops... 5c  
From 9 P. M. to 10 P. M. Pork Chops... 12 1/4c

We bought for cash the entire stock from the branch of a Chicago wholesale house for 50c on the dollar. Come in or telephone your order and get the benefit of this wonderful purchase. Sale start Saturday.

**Public Market** 1610 HARNEY STREET Phone Douglas 2793