

Beginning Saturday, January 2d, a Great

HALF PRICE SALE

of Men's, Young Men's and Boys' Suits and Overcoats and Women's and Misses' Suits and Coats and Girls' Coats

Together With Wonderful Price Reductions on Other Lines of Fine Wearables for all the Family

A Sale that is what it claims to be. Where original prices haven't gone up. Where no job lots have been purchased for sale purposes. Where you get what you think you are getting. Where everything is so open and above board that you can wait on yourself.

Why should Benson & Thorne hold A Half Price Sale?

This is our first Half Price Sale, and it is sure to be a record-breaker. Why? Well, this is a growing store. A larger trade means more broken lots to dispose of; hence, unusual inducements to the buying public. Then, too, we like comparison. We grow by reason of it. We want to hold a Half Price Sale that the buying public may compare with other Half Price Sales. There's a difference in Half Price Sales, you know. The word Half Price establishes no standard of value, but the store back of it does.

Why this Sale is a different kind of Half Price Sale.

First and foremost every garment is of our own regular stock. No job lots bought cheap and marked high to permit a "terrific price slashing." The common custom is, at the end of the season to go East, pick up whatever can be found, mark it at about three times its cost, and then sell it for half the "marked price." Nothing like that here. When we say we're clearing out our stock, we mean our regular, all season stock, not lately acquired stock bought for "Sale" purposes.

We expect this Sale to make a regular Customer of you.

This sale is a bona-fide half price sale. On the price tickets you'll find no figures purporting to be half the original price. You'll find the original price marked in plain figures. You simply divide that by half. It's simple, and you can prove the correctness of the sales-person's check. We're anxious to serve you well. We expect this sale to act as an introductory to our store for thousands of strangers, and you'll find no rough-and-tumble methods. Our salespeople will not try to "rush you," and what they tell you can be relied upon.

All the Broken Lots of Big Stock of Men's and Young Men's Fine SUITS AND OVERCOATS 1/2 PRICE

With the exception of a few staple numbers together with Full Dress Apparel, which we are required to reorder at intervals, all our famous Sam Peck and Stein-Block suits and overcoats go at half price.

- \$15.00 Suits and Overcoats \$ 7.50
- 18.00 Suits and Overcoats 9.00
- 20.00 Suits and Overcoats 10.00
- 22.50 Suits and Overcoats 11.25
- 25.00 Suits and Overcoats 12.50
- 30.00 Suits and Overcoats 15.00
- 35.00 Suits and Overcoats 17.50
- 50.00 Overcoats for - - - 25.00
- 60.00 Overcoats for - - - 30.00



The remainder of the finest stock of Women's and Misses' Coats and Suits ever shown in Omaha goes at HALF PRICE

- \$ 6.50 Mackinaw Coats for \$ 3.25
- 7.50 Mackinaw Coats for 3.75
- 8.50 Mackinaw Coats for 4.25
- 10.00 Coats for 5.00
- 12.50 Coats for 6.25
- 15.00 Coats and Suits for 7.50
- 17.50 Coats and Suits for 8.75
- 19.50 Coats and Suits for 9.75
- 22.50 Coats and Suits for 11.25
- 25.00 Coats and Suits for 12.50
- 29.50 Coats and Suits for 14.75
- 32.50 Coats and Suits for 16.25
- 35.00 Coats and Suits for 17.50
- 39.50 Coats and Suits for 19.75
- 45.00 Coats and Suits for 22.50
- 49.50 Coats and Suits for 24.75
- 55.00 Coats and Suits for 27.50
- 65.00 Coats and Suits for 32.50
- 69.00 Coats for 34.75
- 95.00 Coats for 47.50



Women's Fur and Fur Lined Coats at 1/2 Price \$45.00 to \$145 Coats for \$22.50 to \$72.50

Girls' (8 to 14-yr.) Coats 1/2 PRICE

- \$ 6.50 Coats for \$ 3.25
- 7.50 Coats for 3.75
- 8.50 Coats for 4.25
- 10.00 Coats for 5.00
- 12.50 Coats for 6.25
- 13.50 Coats for 6.75
- 15.00 Coats for 7.50
- 16.50 Coats for 8.25
- 19.50 Coats for 9.75
- 22.50 Coats for 11.25

All Women's and Misses' MILLINERY at HALF PRICE

Children's (2 to 6-yr.) Coats at 1/2 PRICE

- \$5.00 Coats for \$2.50
- \$6.50 Coats for \$3.25
- \$7.50 Coats for \$3.75
- \$8.50 Coats for \$4.25
- \$10.00 Coats for \$5.00
- \$12.50 Coats for \$6.25
- \$13.50 Coats for \$6.75
- \$14.75 Coats for \$7.38

MACKINAW AT HALF PRICE

Men's \$7.50 Mackinaws, \$3.75

Men's \$8.50 Mackinaws, \$4.25

All Broken Lots of Boys' Fine SUITS AND OVERCOATS 1/2 PRICE

The Only Exception Being Full Lots or Staple Numbers

- Boys' (8 to 14 yrs.) Knickerbocker Suits and Overcoats— \$ 3.50 Suits, \$1.75
- \$5.00 Suits and Overcoats, \$2.50
- \$7.50 Suits and Overcoats, \$3.75
- \$8.50 Suits and Overcoats, \$4.25
- \$10 Suits and Overcoats, \$5.00
- \$11 Suits and Overcoats, \$5.50
- \$12 Suits and Overcoats, \$6.00
- \$15.00 Overcoats \$7.50
- Little Fellows' Suits and Overcoats at 1/2 price— \$3.50 Suits and Coats, \$1.75
- 5.00 Suits and Coats, 2.50
- 7.50 Suits and Coats, 3.75
- 8.50 Suits and Coats, 4.25
- 9.00 Suits and Coats, 4.50
- 10.00 Suits and Coats, 5.00
- Boys' Shirts, in odd lots, formerly, \$1.00, now 50¢
- Small boy's hats and caps, with ear bands, \$1.00 ones, now 50¢
- \$1.00 and \$1.75 ones, now \$1.00
- 2.75 and 3.50 ones, now 1.75

Wonderfully Low Prices on Women's, Misses' and Children's FINE SHOES

- Woman's Black Satin and white satin party slippers, formerly \$5.00, now \$2.50
- All broken lots of women's \$4.00 and \$5.00 shoes, in one big lot at \$2.45
- All broken lots of girls' shoes that were formerly \$3 and \$3.50, including Trot Mocs, in one big lot, at \$2.45
- Choice of little children's 2 to 8 size shoes that formerly sold for \$1.50 to \$2.00, now \$1.29
- All broken lots of children's shoes; sizes 2 to 8, for children up to 5 yrs., one lot, 50¢
- Choice of all broken lots of boys' shoes, including high top storm boots, \$2.50 to \$3.50 values \$1.95
- Choice of all leggins in shoe department, former prices \$1.50 to \$2.50, now 95¢

OMAHA'S FASTEST GROWING STORE. BENSON & THORNE @ 1516-18-20 FARNAM STREET.

Great. Big Bargains in Our Incomparable Infants' Department

- Angora Sweater Suits, \$5.75 values \$4.50
- Children's White Dresses— \$1.50 values \$1.29
- 1.95 values 1.29
- 2.50 values 1.89
- \$5.00 to \$6.50 values 3.85
- 7.50 to 9.50 values 5.00
- Broken lines of infants' wool vests, 1/2 price.
- Infants' Long and Short Dresses and Skirts— 50c and 75c values for 38c
- \$1.00 and \$1.25 values 95c
- 1.50 and 1.95 values \$1.29
- 2.25 and 2.95 values 1.85
- 3.25 and 3.95 values 2.45
- Infants' Long and Short White Coats: \$2.50 values \$1.95
- \$3.95 values \$2.95
- \$5.00 values \$3.95
- \$6.50 values \$4.75
- \$10 values \$6.75
- Infants' Long and Short Flannel Skirts 50c and 75c values, at 38c
- \$1.00 and \$1.25 values, at 79c
- \$1.95 to \$2.50 values, at \$1.45
- \$2.95 and \$3.25 values, at \$1.95
- Children's Guimpes, slightly soiled— 75c values 45c
- \$1.00 values 85c
- \$2.50 and \$3.00 values, at \$1.65
- Children's Woolen Dresses, values up to \$5; choice. \$2.45
- Children's Bath Robes, values up to \$2.25 95c
- Small girls' Hats, values up to \$3.00, for 95c

Women's and Misses' Furs, 1/3 Off Regular Prices

- \$ 6.50 Children's sets, \$ 4.50
- 10.00 Children's sets, 6.87
- 13.00 Children's sets, 8.60
- 17.50 Women's sets... 11.67
- 19.50 Women's sets... 13.00
- 25.00 Women's sets... 16.66
- 45.00 Women's sets... 30.00
- 65.00 Women's sets... 43.33
- 125 Genuine Mink set 88.34
- 270 Genuine Mink set 180.00

Rare bargains to be found in our Women's and Children's Furnishing Dept.

- Women's Angora Sweaters, formerly \$7.50 to \$10, now \$5.00
- Misses' Sweaters, formerly \$2.50 to \$3.75, now \$1.75
- Children's Sweaters, were \$1.25 to \$1.50, now 95c
- Boys' and Girls' Mocha Gloves, fleece lined, \$1.25 and \$1.50 values 95c
- Women's Chamousette gloves, formerly 75c, now 35c
- Women's Union Suits— \$1.25 and \$1.50 Fleece Union Suits 95c
- 1.75 Fleece Union Suits \$1.19
- 3.00 and 3.25 Part Wool Union Suits 1.35
- 3.00 and 3.25 Part Wool Union Suits 2.25
- 3.50 and 3.75 Silk and Wool Union Suits... 2.65
- Children's Underwear— Children's Fleece Vests and Pants, 25c and 35c values, for 17c
- Children's Part Wool Vests and Pants, 50c and 60c values for 35c
- 65c to \$1.00 values 48c

Lack of the Proper Equipment Causes Loss of Tsing-Tau

(Correspondence of the Associated Press.) TOKIO, Nov. 15.—Lack of soldiers and modern equipment caused the defeat at Tsing-Tau, according to General Meyer-Waldock, German governor of Kiaochow, who is held prisoner at Fukuoka. In an interview with a Japanese newspaper, the general declared it would have required at least 20,000 men, armed with modern guns, to have resisted the Japanese attack, whereas he had a total of only about 8,000 men and most of the guns in the Tsing-Tau fortress were of an old type.

pose the Japanese, who had between 25,000 and 30,000 picked troops, assisted by 1,000 British troops with over a hundred powerful guns.

"A large number of our combatants were wounded in the previous fighting and we called out all German residents in Tsing-Tau. We had one 14-year-old boy and three 12-year-old boys. They were employed in the automobile transportation work."

ability of any vessels sunk in Kiaochow bay which included the Kaiserin Elisabeth and ten gunboats and destroyers, ever being raised.

The German officers kept their swords at the express command of the Japanese emperor. The prisoners are distributed in different parts of Japan.

Red Pantaloons of French Soldier is Doomed to Oblivion

(Correspondence of the Associated Press.) PARIS, Dec. 15.—The success of the new bluish gray infantry uniform, supplied to men who became eligible to service this year, sounds the death knell of the red pantaloons.

RUSSIAN MINE EXPERTS PLEASSED WITH GALICIA

(Correspondence of the Associated Press.) PETROGRAD, Dec. 15.—Russian mining experts who have been sent to Galicia to investigate the possibilities of immediate development of the mineral resources of the occupied territory, have sent back enthusiastic reports to the government here. The oil districts now in Russian hands, it is stated, can easily be made to provide for the entire south-western part of Russia, and production on a large scale can be started early in the spring.

EAST INDIAN TROOPS FASTIDIOUS ABOUT FOOD

(Correspondence of The Associated Press.) LONDON, Dec. 15.—The East Indian troops are giving no end of trouble because of their fastidiousness in eating. In the Nedy hospital, near Southampton, Hindus and Mohammedans wounded almost came to blows over the matter of how their goat and sheep should be served. It has been necessary to separate them to avoid fighting.

RED CROSS SOCIETY SENDING RELATIVES TO SEE WOUNDED

(Correspondence of the Associated Press.) LONDON, Dec. 15.—The British Red Cross has extended its activity to the financing of trips to the front for relatives of men lying seriously wounded in field or advance base hospitals. For the present, the privilege is restricted to one relative for each patient, and the seriousness of the patient's case must be properly certified by the army medical corps.