

Hardware Men Consider Retail
Trade in Bis Meet Dealers of Naional Promi:
nence to Addreses sute Con-



Hardware Exposition
Tuesday to Friday Evenings OPEN EVENINGS TO PUBLIC

Interesting exhibits by factories from all parts of United States

## Free at Auditorium

## Somerset Coal

Highest Grade Bituminous - Free
Burning-Big Hard Lumps-No Slack

## Updike Lumber \& Coal Co.

General Office, 45th and Dodge Street
Office, 45th and Dodg
Phone Walnut $\mathbf{0 3 0 0}$


Since away back in 1860, the year that Omaha first boasted of having a cracker bakery, Twelfth street has been CRACKER AVENUE in Omaha.This fact just happened to work out this way, but from the first day of the cracker industry in Omaha And that Omaha is fast becoming a great cracker manufacturing center can be seen from the growth of the Iten Biscuit Co. Ten years ago the directors of this company equipped their plant with four large rotating ovens, it was then figured that these ovens would be able to handle all the business this territory could produce. Today the Iten Biscuit Co. is operating sixteen ovens and they feel that the field of opportunity has only been scratched.

Omaha is the natural center for cracker distribution. Its railroads make it so, and with the greater development of this great cracker industry, so does Omaha grow-more work is furnished, more money comes to Omaha banks, everybody prospers with
them.

Let's all take up their slogan, "Keep a $71 / 2$-Pound Can of
Crackers in Your Homes." Let's eat more crackers. Let's boost for Omaha-made crackers and Omaha.

## Conn Exchange Nat'l Bank

The Bank With an INTEREST in YOU.
1503 Farnam Street.

## Yhoimatrilibatriotre $6^{\circ}$

Our February Sale of Fashionable Fabrics

Is of more than ordinary interest. We have assembled a collec
tion of cloths having all the merit of Fashion and Quality, which, by reason of the wise selection of the time of purclase, we are able to offer At Tremendous Reductions in Price Materials of Wool, Silk Fabrics, Wash Goods

## Silk Fabrics-

$\begin{array}{ll}\text { New Silk 'Shirtings, formerly } \$ 4.50 \text {, now, } & \mathbf{\$ 2 . 5 0} \\ 30 \text { pieces all-silk Chinese Shantung, } 33 \text {-in. wide, yard, } & \mathbf{6 9 e}\end{array}$

| 36 -inch Chiffon Taffetas, old price $\$ 4.00$, new price, per yard, $\mathbf{\$ 2 . 9 5}$ | 40-inchi Fairy Spun, old price $\$ 7.50$, new price, per yard, $\mathbf{3 3 . 7 5}$ |
| :---: | :---: |
| 36 -inch Satin De Luse, old price, $\$ 4.00$, new <br> price, <br> $\mathbf{\$ 2}$ <br> $\mathbf{9 5}$ | 40 -inch Crepe Satin, old price, $\$ 6.00$, new price, per yard, $\mathbf{\$ 3 . 9 5}$ |
| 40 -inch Crepe de Chine, old price 53.50 , new |  |
|  |  |
| nch Charmeuse, old price ${ }^{55.50}$, $\mathbf{8 2 . 9}$ | 40-inch Showerproot Foulards, old price. $\$ 4.50$, new price, per yard, $\mathbf{\$ 2 . 9 5}$ |

Dress Materials of Wool-


|  |  |
| :---: | :---: |
|  |  |
|  | Stinden |
|  |  |
| New French | New Plaids, |

## Wash Goods-

ECoNOMY SILK-All colors of this wonderful silk warp fabric, de-
sirable for so many purposes-underwear, linings, dresses,




 Wednesday
Gillette Safety Razors

$\$ 5.00$ and $\$ 5.50$
Silver Plated Models
\$2 9

## A very unusual transaction enables us to offer covering a certain definite quantity

These are not only firsts, perfect' in every way, but are the very best produced. Packed in leather or
Nickel Case *ith one dozen double-edge blades in
cluded.

Wednesday and for a few days. We cannot promiso beyond present quantity.

A great gift opportanity.
most phenomenal bargain.
These Items Are
Hangovers from January Sales

## Women's Muslin Nightgowns <br> 

Women's Suits for Wednesday

|  | \$25 |
| :---: | :---: |
|  | \$50 |
|  | \$75 |
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|  |  |
|  |  |

House Dresses
 Junior Specials

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