

PETERS SHOE COMPANY OF ST. LOUIS

The Hit of the Great World's Fair St. Louis Day. MANUFACTURERS OF "DIAMOND BRAND" SHOES MAKE LIVELY THE BIGGEST DAY OF THE BIGGEST FAIR.

At the World's fair the Peters Shoe company of St. Louis, who operate the largest and only successful shoe factory ever installed at an exposition, has come to be known as the leader of enthusiasm on the big days.

On Thursday, which was St. Louis day, the biggest day of the fair, they eclipsed all former efforts by literally pouring out onto the throngs of people on the grounds over a hundred thousand whistles and almost as many wooden souvenir postal cards, made up in imitation of burnt wood. The whole World's fair seemed one vast throng of whistlers whistling for Peters' shoes, and so great was the crush at the Peters Shoe company's exhibit, where their \$1,000 slip-pers and other interesting specimens of footwear are shown, that the entrance had to be closed repeatedly, in spite of which portions of the exhibit were wrecked and plastering broken out.

The wooden souvenir card, given by this firm, is one of the cleverest novelties designed in connection with the big fair. One of them will be mailed to any address free on request.

Home Visitor's Excursion Fair. Tuesdays in September and Oct. 11. Good thirty days. Half fare plus 25c. Many points in Indiana, Ohio and Kentucky. Inquire at the Northwestern Line Office, 1611 and 1613 Farnam St., Omaha.

Mr. and Mrs. Chambers Will reopen their School of Dancing 2834 Farnam street, September 23, complimentary reception, by card only. Inspection of the academy's 2 to 5 p. m. Dancing \$30 p. m. For juveniles, Saturday, September 24th; dancing 4 to 6 p. m. Applications may be made now.

Low Colonel Rates Via Chicago Great Western Railway. To points in Montana, Idaho, Washington and western Canada. Tickets on sale daily from September 15 to October 15. For further information apply to S. D. Parkhurst, General Agent, 1515 Farnam St., Omaha, Neb.

There will be a meeting of the Fifth Ward Republican club Thursday evening, September 22, 1904. Young's hall, Sixteenth and Corby. All candidates invited. W. B. CHRISTIE, President. PAUL B. SEWARD, Secretary.

Fresh Velvet Candy

We have just received our first shipment of HILDRETH'S VELVET MOLLASSES CANDY for season 1904. This is the candy that together with SULLIVAN, BUNKER HILL and TEA, helped to make Boston FAMOUS. WE SELL THE CANDY 1 pound package for.....25c 1/2 pound package for.....15c 1/4 pound package for.....10c FREE TASTING SAMPLES ALL DAY FRIDAY.

Sherman & McConnell Drug Co. Corner 15th and Dodge Sts., Omaha.

SOLAR OAK



Holds fire three days and an even heat. All we ask for it is \$3.00 down and \$3.00 per month or the whole price for cash. Mr. Olds, 1137 N. 17th St., after he had bought a Solar Oak stove that I ever saw; we had to plunk the coal in through the top and raise the smoke, dust and dirt, then we had to shovel the ashes out of the bottom and raise the smoke, dust and dirt. Then it was hotter than bilhon one minute and colder than bilhon the next minute. Nobody could show me how to get the different results so I sold it.

The Stoezel Stove Co., 714 S. 16th St.



Women's \$3.50 Patent Leathers

The real swell shoe this fall is the dull top and button shoe—Patent Colt and Ideal Kid vamp. A dress toe on the new swaggar potay last—so suitable for dress or street wear. The most popular shoe this fall will be the "Shiny" leather shoe and we have a larger variety of styles than ever before in both the welts and turns.

Drexel Shoe Co. 1419 FARNAM STREET, Omaha's Up-to-Date Shoe House. ASK FOR OUR FREE CATALOGUE.

J. L. BRANDEIS & SONS BOSTON STORE & SONS BIG THURSDAY SPECIALS

Ladies' Fall Suits and Skirts

Special Suits for Thursday's Selling—Made in the latest and prettiest styles for fall wear—the new fabrics—a big bargain for Thursday's selling, at..... 8.98



A New Fall Suit at \$12.50—The new tourist coat style—blue, Directorate styles, the military and all around blouse effects—cleverly designed and trimmed, at..... 12.50

The Stunning New Styles—Very high class tailored suits—all the elegant materials and the smart new style features, at..... \$19 to \$24

Ladies' Walking Skirts—Correct colors for fall, pretty pleats, medium and heavy weights, at..... 1.89

Swell skirts in the very newest styles for fall—new mannish mixtures, etc., at..... 3.98

The Fashionable Tourist Coats—The long loose tourist's and traveling coats, with belted backs, new sleeves, etc.—the big favorite of fall coats—serves for every occasion, at \$4.98, \$7.50 and \$9.98

Popular Cravenettes—A stylish rain coat, right up to date—The best cravenette that was ever priced at..... 9.98 A Stylish New Fall Waist—Made of the new woolen materials—very latest patterns and style features, a special at..... 1.98

\$1.00 Corsets at 39c

Over 5,000 "F. C." and American Beauty Corsets, all the Surplus Stock and Odd Lots From Kalamazoo Corset Co.

These corsets are in all sizes, straight front, bias gored and high bust—made of French coutil and black Italian cloth—all colors, white, black, blue, pink, lavender, gray, etc., made to wholesale at \$8 to \$9 a dozen—regularly sold at \$1.00 each the country over, your choice Thursday at..... 39c

Smart Fall Hats at \$1.98

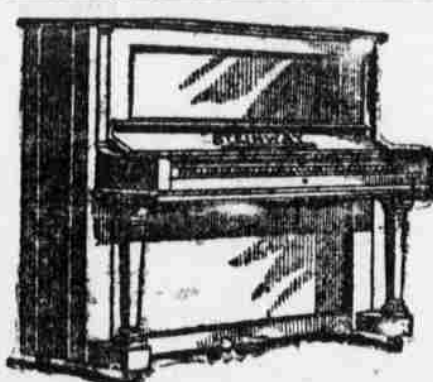
The prettiest medium price hats you ever saw—they were designed and made by our own experienced artists after the latest fashion models—every one is right up to date—will go at..... 1.98



Trimmed and Street Hats—

Latest shapes and trimmings, trimmed with the pretty feathers, pom-poms, wings, braeais, ribbons, etc.—very stylish for street and general wear, at..... 3.50

J. L. BRANDEIS & SONS, BOSTON STORE



Prices Falling To ROCK BOTTOM AT

SCHMOLLER & MUELLER'S

Operating 4 stores and a factory. THE OLD RELIABLE 1313 Farnam Street, OMAHA

Popular Prices for the Horse Show.

Wishing to comply with the demand of the masses for a popular price admission to the Horse Show, the management has placed the tickets of the Bit and Bridle Club to occupy the entire balcony, in every section, from the fifth row back. A membership to this club entitles one to two reserved seats for every performance making 16 tickets for \$10.00 or in other words a single ticket to cost but 67 cents. These tickets are transferable and include privileges of the promenade.

Season tickets on arena floor \$12.50 each for the week. Season tickets, first four rows in the balcony \$10.00 each for the week.

Balcony seats, first four rows, \$1.50 each, single performance.

Reserved seats on Arena Floor, single performance, \$2.00 each.

General Admission, including reserved seat, back of first four rows in balcony, \$1.00 each, including privileges of the promenade.

Fire Sale Still Going On Every Day BUY YOUR WINTER CLOTHING NOW. PEOPLES' CLOTHING HOUSE, 1321 Douglas LOOK FOR THE SIGN.

OMAHA WEATHER REPORT—Thursday Fair and Warmer

BENNETT'S S. & H. Green Trading Stamps EVERYTIME

Horse Show Windows

The most elaborate and ambitious display of Horse Show window illustrations ever attempted in this city or hundreds of miles around it. The entire sweep of 16th street is finished and attracting every lover of the beautiful. The Harney street side is rapidly nearing completion.

Everybody in Omaha is specially invited to enjoy the pleasure of seeing these triumphs in window trimming.

MILLINERY

Every lady is heartily invited to inspect our magnificent millinery showings on Second Floor.

For Horse Show and Ak-Sar-Ben our styles are very exclusive, and some of the rarest imported creations are offered as never before.

MILLINERY SECTION, 2nd Floor

Thursday in Our Cloak Room.

Misses' and Children's Cloaks—Over 100 Styles to Select From—Thursday's Special, Two Numbers.

256 heavy Zibillines—green, brown, red, blue shaded, metal buttons, narrow braids, shoulder capes, military collar—6 to 14 years—worth \$5.00, at..... 3.95 81 Kersey Beaver—plain, tan and navy, metal buttons, belt, double capes, satin piping—a \$5.00 cloak—at..... 3.95

Wool and Beaver Shawls. PLAIN GREYS and BROWNS, SMALL CHECKS, SCOTCH PLAIDS AND BRIGHT FANCY COLLARS AND BLACK. SINGLE WOOL SHAWLS—\$1.50, \$2.50, \$3.50, \$4.50, \$5.50, \$6.50, \$7.50, \$8.50, \$9.50, \$10.50, \$11.50, \$12.50, \$13.50, \$14.50, \$15.50, \$16.50, \$17.50, \$18.50, \$19.50, \$20.50, \$21.50, \$22.50, \$23.50, \$24.50, \$25.50, \$26.50, \$27.50, \$28.50, \$29.50, \$30.50, \$31.50, \$32.50, \$33.50, \$34.50, \$35.50, \$36.50, \$37.50, \$38.50, \$39.50, \$40.50, \$41.50, \$42.50, \$43.50, \$44.50, \$45.50, \$46.50, \$47.50, \$48.50, \$49.50, \$50.50, \$51.50, \$52.50, \$53.50, \$54.50, \$55.50, \$56.50, \$57.50, \$58.50, \$59.50, \$60.50, \$61.50, \$62.50, \$63.50, \$64.50, \$65.50, \$66.50, \$67.50, \$68.50, \$69.50, \$70.50, \$71.50, \$72.50, \$73.50, \$74.50, \$75.50, \$76.50, \$77.50, \$78.50, \$79.50, \$80.50, \$81.50, \$82.50, \$83.50, \$84.50, \$85.50, \$86.50, \$87.50, \$88.50, \$89.50, \$90.50, \$91.50, \$92.50, \$93.50, \$94.50, \$95.50, \$96.50, \$97.50, \$98.50, \$99.50, \$100.50

DOUBLE WOOL SHAWLS—\$7.50, \$8.50, \$9.50, \$10.50, \$11.50, \$12.50, \$13.50, \$14.50, \$15.50, \$16.50, \$17.50, \$18.50, \$19.50, \$20.50, \$21.50, \$22.50, \$23.50, \$24.50, \$25.50, \$26.50, \$27.50, \$28.50, \$29.50, \$30.50, \$31.50, \$32.50, \$33.50, \$34.50, \$35.50, \$36.50, \$37.50, \$38.50, \$39.50, \$40.50, \$41.50, \$42.50, \$43.50, \$44.50, \$45.50, \$46.50, \$47.50, \$48.50, \$49.50, \$50.50, \$51.50, \$52.50, \$53.50, \$54.50, \$55.50, \$56.50, \$57.50, \$58.50, \$59.50, \$60.50, \$61.50, \$62.50, \$63.50, \$64.50, \$65.50, \$66.50, \$67.50, \$68.50, \$69.50, \$70.50, \$71.50, \$72.50, \$73.50, \$74.50, \$75.50, \$76.50, \$77.50, \$78.50, \$79.50, \$80.50, \$81.50, \$82.50, \$83.50, \$84.50, \$85.50, \$86.50, \$87.50, \$88.50, \$89.50, \$90.50, \$91.50, \$92.50, \$93.50, \$94.50, \$95.50, \$96.50, \$97.50, \$98.50, \$99.50, \$100.50

LADIES' SUITS—A Bargain Bomb for Thursday. \$5.95—Tailor made suits, the butcher coat, the tourist coat, the jacket at cost, the military coat and blouse, all at..... 5.95 LADIES' SHIRT WAIST SUITS—Mannish cloth leather trimming, opened this week, very chic, at..... 12.50

Ladies' Autumn Waists—All the New Effects in Mohair, Panama, Flannel and Henrietta Cloths—Thursday's Program. WOOL FLANNEL WAISTS—Black, red, brown and navy, buttons and tucks, at..... 98c COLORED PIQUE WAISTS—White piping, long shoulder, very floppy, at..... 1.19 LADIES' TOURIST CLOAKS—Mannish cloth in shades of green, grey and brown—the very latest trimming and style—Thursday, at..... 9.90

Thursday's Extra Bargains at Our Silk Counter—All Silk Crepe de Chine. 24-inch wide all silk Crepe de Chine, in all the evening colors, including creams, whites and blacks, also the new browns and navy—a good lot, quality—Thursday only, at, yard..... 59c

Special Sale New Zibiline Suitings Thursday. 48-inch fine French Zibillines, close cut, in the new blues, browns, greens and black—a good lot, quality—Thursday, at, yard..... 85c

Outing Flannels. Another big table full of the 50c quality Outing Flannels, nice, pretty light and dark colors, neat styles, only yard..... 81c Cotton Bed Blankets. 200 pairs fine large Bed Blankets in tans, greys and whites, pretty borders, worth 85c pair—Harney Street Bargain Counter—pair..... 69c

GROCERY

Everybody's grocery, we cater to all, best goods, largest varieties, lowest prices.

Thirty (\$3) "S. & H." Green Trading Stamps with three pounds finest Java and Mocha Coffee..... \$1 Thirty (\$3) "S. & H." Green Trading Stamps with pound Tea..... 78c Ten (\$1.00) "S. & H." Green Trading Stamps with pound New York Cheese..... 20c Ten (\$1.00) "S. & H." Green Trading Stamps with two pounds Tapioca..... 14c

Maple Cream, cake..... 5c Peas, two-pound can..... 7c Corn, two-pound can..... 10c at..... 10c Fancy "Blue" potato package, at..... 10c Salmon, one-pound can..... 10c Baking Soda, per package..... 4c Condensed Cream, can..... 5c Preserves, assorted, jar..... 9c

CANDY DEPT. Delicious Vanilla Flavored Chocolate Creams, pound..... 12c

Photo Holders

SAVE YOUR PHOTOS 300 Photo Holders, gold plated, adjustable, just the article for a mantle or dresser, sale price Thursday, only..... 20c And twenty (\$2) Little Green Stickers.

SHEET MUSIC SALE The Gondolier, a beautiful song, sale price Thursday, only..... 25c And ten (\$1) Little Green Stickers.

Visit our art gallery, den, pyrography and sheet music Dept.

Quart Tin Fruit Cans Sale continues Thursday We will continue the sale of one quart tin fruit cans, at the price advertised, per doz..... 38c Nothing better for the canning of Tomatoes.

Stove pipes and Steel Range Enamel, really the best on the market—19c half pint cans with brush.... 19c And ten (\$1.00) Little Green Stickers thrown in—Thursday only.

Come and see our array of Peninsular Base Burners, heating stoves and steel ranges. If you are in need of a stove, get a Peninsular at Bennett's.

A Boss Printing Press with every boys' suit up from 3.95

Dr. Bradbury—1506 FARNAM—DENTIST

Teeth Extracted Without Pain. Filling..... \$0.50 up Crowns..... \$2.50 up Bridge Work..... \$2.50 up Plates..... \$2.00 up

NO FOUNTAIN PENS

Better than those you find. A good pen for \$1.00 and a larger one for \$1.25 and \$1.50. Waterman Pens, \$2.50, \$3.50, \$4.50 and \$5.00. Our \$1.25 and \$1.50 pens are just the ones for school boys and girls. Stop in and see them. Look for the name. S. W. Lindsay, Jeweler. 1516 Douglas St.

See Our 16th St. Window Display. HAYDEN'S THE RELIABLE STORE. See Our 16th St. Window Display.

HORSE SHOW NOTES FOR THE LADIES. 25 PER CENT REDUCTION FOR TWO WEEKS.

On all Real Laces, Lace Collars, Berthas, Robes, Shawls, Jackets, Stock Collars, etc., in Duchesse, Rose Point, Point Venice, Point Applique, Rose Pompadour, Point Gause, etc., to introduce the most extensive line of real laces in the city. We will make this special discount for the next two weeks, the last day of the sale being the day of the Ak-Sar-Ben court ball.

SEE SAMPLES OF REAL LACES IN OUR 16TH STREET WINDOW. DISPLAY AT SILK COUNTER. STOCK COLLARS IN REAL LACES—AT \$10.00 to..... 3.50 ROSE POINT LACE BERTHAK AT \$50 to..... 9.50 ROSE POINT LACE JACKETS—AT \$100.00 to..... 75.00

IN OUR CLOAK DEPARTMENT.

BEAUTIFUL EVENING GOWNS—AT \$50.00, \$60.00, \$100.00, \$150.00, up to..... 250.00 HANDSOME OPERA CLOAKS—AT \$20.00, \$25.00, up to..... 65.00 THREE GREAT BARGAINS IN WOMEN'S TAILOR SUITS. STYLISH SUITS—in great variety of mannish materials, chevots, serges, etc., made to sell for \$15.50—our special price..... 14.50 HANDSOME SUITS—with all the chic, elegant styles and materials, garments you can't find elsewhere for less than \$30 to \$35—at..... 27.50 choice..... 18.50 SAMPLE SILK COATS—a complete line loose back and blouse styles—\$5.00, \$7.50, \$10.00 and..... 5.00 COVERT JACKETS—in early fall weights, in handsome color combinations—special..... 12.00 HANDSOME TOURIST COATS—in fancy both black and tan—at..... 20.00 \$2.50, \$3.50, \$5.00 and..... 20.00 \$2.50 TOURIST COATS—trimmed in handsome color combination—special..... 8.90 NEW WALKING SKIRTS—in 12 different styles—worth up to \$5.00—special, at..... 4.98 DRESS AND WALKING SKIRTS—in all colors and newest styles—worth up to \$7.50—special, at..... 3.98

OMAHA'S MOST RELIABLE GROCERY DEPT.

PRICES ALWAYS THE LOWEST. QUALITY ALWAYS THE HIGHEST. Large bottle tomato catsup..... \$1.00 Large sacks cornmeal, white or yellow..... 75c Best laundry soap, per bar..... 5c Best laundry starch, lb..... 25c 1 bar Wool of Armour's white soap..... 10c Rice, Niger, Vini, Neutria, Egg-O-Sauce, or X-Cello, pkg..... 75c 5-lb. fancy hand-picked navy beans..... 15c 5-lb. good Java coffee..... 15c 5-lb. fancy Pearl Tapioca, Sagar-Barley, Farina, cracked or Flake Hominy at the 5-lb. breakfast table..... 15c 1-lb. pkg. best macaroni..... 5c

HAYDEN BROS.

Model Hats for the Horse Show

The Greatest Exhibit of Imported and New York Model Hats ever shown in Omaha. Medium Priced Millinery that conforms with the Ideals of the Stylish Dresser.

Extraordinary Sale on Tailor Made Street Hats Thursday.

Popular Prices Always. 1508 Douglas

\$8.50 ONLY \$8.50

MISSOURI PACIFIC RAILWAY ST. LOUIS 1904

COACH EXCURSIONS TO ST. LOUIS, MO.

Sunday to Thursday inclusive of each week.

Sixty Day Tickets - \$15.35 Fifteen Day Tickets - \$13.80

Coach excursion tickets will be on sale every Sunday, Monday, Tuesday, Wednesday and Thursday of each week—limit of seven days from date of sale.

Everyone should visit this the greatest Exposition the world has ever known. This is a delightful season for viewing the wonderful sights.

Ample Hotel and Lodging House accommodations for all. REASONABLE RATES.

See local agent for full particulars.

TOM HUGHES, Trav. Pass. Agt. T. F. GOODFREY, Pass. and Ticket Agt. S. E. Corner 14th and Douglas Sts., Omaha, Nebr.

H. C. TOWNSEND, Gen. Pass. and Ticket Agt. St. Louis, Mo

AK-SAR-BEN CANDY GIFT BOX

Our Own Manufacture. Purity and Excellence Guaranteed

\$1.00 DELIVERED ANYWHERE IN THE UNITED STATES.

Send a sweet remembrance to your out-of-town friend.

BALDUFF, Farnam St. ...1520...