

# Omaha's Fastest Growing Apparel Center

## A STORE DAILY FORGING AHEAD

Receiving equal recognition with the largest metropolitan stores of America and distributing apparel for young men, small women, misses & children to all sections of the country

"Constant striving leads to better things"—and constant application to prompt efficient store service has resulted in a patronage and variety growth unsurpassed in the retail annals of Omaha.

### WE ARE GRATEFUL

beyond expression for your ready acceptance of this store—because you have tested our frequent claims of putting YOUR INTERESTS before OUR INTERESTS—of making OUR INTERESTS YOUR INTERESTS. In short, making you feel that you are of this store as much a part as any individual in its organization.

### 9 YEARS AGO A GAP WAS FILLED

And from the hour of our first small store opened—this store has successfully filled the gap between the store which concentrates its attention upon apparel for persons of medium and large proportions and the requirements of small women, young men, misses and children.



BENSON & THORNE CO

Our established policies of Integrity in every Detail Sincerity in every transaction; liberality in exchange of merchandise, or refund of purchase price—for the basis for the success of this business



Indisputable evidence of the favor this store has and does receive is shown by the following figures, showing increase in floor space since its opening:

- 1901—1,100 square feet.
- 1901—2,904 square feet.
- 1907—4,664 square feet.
- 1909-10—12,672 sq. feet.

Or more than 12 times as large as the original store—and the journey to greater things is still on. We lease the majority of space in the Paxton block—one of Omaha's biggest buildings.

Exclusive local agency for the celebrated Mark Cross, London, Dollar Fifty Gloves for young men and small women and children.

#### A Young Men's Clothes Store

The growth of which is magnificent and bears strong witness to the permanent satisfaction of

#### Sampeck Suits and Overcoats of Distinction

At \$15-\$18-\$20-\$22.50-\$25-\$28-\$30

Size 32 to 40. If you once wear a "Sampeck Garment" nothing can persuade you to forego the increased style appearance, nor the comfortable, perfect fit these garments extend.

Young Men's Shirts, Underwear, Gloves, Neckwear, Collars, Sleeping Garments, Hats and Caps, etc., in a big, generous variety.



Sampeck Clothes

#### A Small Women's Apparel Section of Wide Renown

And easily one of the chief departments of this unique style store. Suits, Coats, Dresses, Gowns, Wraps, Skirts, Petticoats and Waists are abundantly here in sizes for women 32 to 38-inch bust measure. You are not subjected to a review of a few staple styles as most stores show, but here our entire garment section centers upon the display, and the variety is a principal charm. Your earliest inspection of these lines is advised, for of most styles there is but one of a size, and duplication, in most instances, is impossible.



#### COATS AND HATS—for Girls and Children

AN AUTHORITATIVE DISPLAY—Notable for its variety and completeness. Coats in the newest models and Hats or Bonnets to match them—completing the color scheme of the outfit. These coats range in size for girls 2 to 14, and embrace the choicest styles to be secured.

- Coats, sizes 2 to 6 years—\$3.95 to \$20
- Coats, sizes 8 to 14 years—\$5.90 to \$22.50
- Bonnets, for girls 2 to 6 years—\$1.50 to \$7.50
- Hats, for girls 8 to 14 years—\$1.50 to \$8



#### A SHOE STORE OF PRE-EMINENCE

Splendidly fulfilling the mission of properly fitting the feet of small women, misses, girls, boys and infants.

Originally an infants' shoe store, shoes for larger children and then for misses and small women, were added as a natural sequence to the development and demands of our patrons.

- Small Women's Shoes—\$4.00-\$5.00-\$6.00
- Misses' Shoes—\$2.00-\$3.00-\$3.50
- Boys' Shoes—\$2.50-\$3.00-\$3.50
- Children's Shoes—\$2.00-\$2.50-\$3.00
- Infants' First Shoes and Baby Shoes (for walking)—\$1.00-\$1.25-\$1.50
- Succasinas—50c-75c-\$1.00

#### IMPROVED SWEATERS and SWEATER COATS

for small women, misses, young men, boys and girls. Where is the improvement, you ask? It begins with the selection of better yarn, extends through the knitting, the shaping, the creation of designs, and the sum of the improvement is greater beauty, better service and lower cost. These are the advantages offered you in Benson & Thorne Sweaters.

- Small Women's Sweaters—\$3.50 to \$12
- Young Men's Sweaters—\$2.50 to \$6
- Boys' Sweaters—\$1.25-\$1.50 to \$5
- Girls' Sweaters—\$2.25 to \$3.75
- Infants' Sweaters—\$1.50 to \$2.50

"Sampeck Suits and Overcoats For Small Boys and Juveniles The highest grades known in America. Overcoats—\$3.50 to \$15.00 Suits—\$5.00 to \$10.00 In all the popular styles.

# BENSON AND THORNE CO.

#### IOWA CANDIDATES OBJECT

Committee of Three Republicans Asks More Work Be Done.

#### ASK FOR MORE MEETINGS

Business Men to Give Banquet to Theodore Roosevelt When He Comes November 4—Democrats Want Primary.

(From a Staff Correspondent.) DES MOINES, Ia., Oct. 22.—Special Telegram.—A committee of three of the candidates for office on the republican state ticket called upon the chairman of the republican state committee today and on behalf of every one of the republican state candidates made a demand for a more active state campaign from this time on. They pointed out to Chairman Franks that apparently but little has been done or attempted to show for the money that has been contributed to the state campaign. They demand a larger number of meetings and that the literary department actually do something to aid the campaign. There has been much discontent because of lack of work being done and it is understood all the republican state and congressional candidates are in favor of independent action. Plans are being laid for a business men's banquet to Theodore Roosevelt on the occasion of his visit to Des Moines to attend the state teachers' association, November 4. Mr. Roosevelt made a special request that Henry Wallace, president of the National Conservation congress, be seated by his side at the dinner.

Businessmen as Hefty. Chairman Reed of the democratic state committee this evening took Chairman Franks of the republican state committee sharply to task for refusing to agree to a senatorial primary. He insists that it would not be more disrespectful to the memory of the late senator to have the people vote quietly for their choice for senator than to have groups of politicians engage in a scramble for the place. He declares that such a primary would be in keeping with the spirit of both platforms.

#### Diagonal, Tingley and Murray and have an evening meeting at Osceola, Ia. Wednesday he is at Centerville and Seymour, Thursday at Ottumwa, Friday at Mahanoy, county and Oskaloosa and Saturday afternoon at Bloomfield, his old home.

#### In Ohio Foraker Criticises the Insurgent Plan

Takes a Shot at Roosevelt, Saying Movement Not Only Excites Condemnation, but Ridicule.

MARYSVILLE, O., Oct. 22.—Joseph B. Foraker, former United States senator from Ohio, criticised the "new nationalism," discussed the insurgent movement, endorsed the administration of President Taft and pleaded for the election of the republican state and congressional ticket in Ohio.

"We have lately had a new declaration of political principles," said Mr. Foraker. "They are politically baptized as the doctrine of a 'new nationalism.' They are set forth in the nature of a platform for a new party. Possibly they are intended for that use only in the event that the distinguished author be not nominated for the presidency by either of the old parties. However that may be, it is well to note that they violate our dual form of government by arrogating to the national government the control of matters so purely local that they clearly belong to the jurisdiction of the states.

#### Aurora is Host to the Christian Endeavorers

State Convention Held at Hamilton County's Chief City, Proving Great Success.

AURORA, Neb., Oct. 22.—(Special.)—Although it is its first attempt to act as host to a gathering of such magnitude, Aurora is certainly making good as convention city in its entertainment of the twenty-fourth annual convention of the Nebraska Christian Endeavor union, which opened here yesterday for a three days' session.

There are 200 delegates in the city this morning and 200 more came during the day. The local entertainment committee met every incoming train with automobiles for the purpose of conveying the delegates to their temporary homes. Every home in Aurora is open, the city is a mass of Christian Endeavor pennants and union colors and everywhere the delegates are being received with open arms.

The opening session was held in the First Congregational church yesterday afternoon. The building was completely filled with delegates. Orin L. Wright of Bethany, president of the Nebraska Christian Endeavor union, was the presiding officer. After the song service, devotional exercises were conducted by Rev. W. C. Harper of the local Presbyterian church. The address of welcome for the city was made by President C. W. Wood of the Aurora Commercial club, for the local church by Rev. F. D. Reeves of the Congregational church and for the local convention committee by Chairman F. A. Hart. The convention's appreciation was delivered by Rev. M. D. Berg of Hartley, vice president of the union. Following this, "How to Make the Most of This Convention," was handled by Rev. J. H. Salisbury of South Aurora, ex-president of the union, and an address from the subject, "Union and Service," was delivered by Karl Lehmann of Boston, interstate field secretary for the United Society of Christian Endeavorers.

#### Flight in Custer Takes on Many Interesting Features.

ANSLEY, Neb., Oct. 22.—(Special.)—A fierce contest has been made by the anti-division forces of Custer county to prevent a vote on the new proposed Rose county and the new proposed Rose county. Corn county was ordered placed upon the ballot by the Custer County Board of Supervisors.

On the new proposed Rose county the petitioners had 103 signers on the remonstrance. The vote on the new proposed Albany, Arbor and Corp. counties will go on the ballot and it is probable that all three will be voted off at the general election.

Ex-County Clerk Joseph Fignola, now the United States census agent for the sixth congressional district, is manager and leader of the anti-division forces. E. T. Lunday, sergeant; R. E. Brega, Galia-way; A. Florida, Coonto, and R. M. Hayslip, Analey, are the county division leaders. E. J. Clements is in charge of the legal part of the county division work. The county divisionists of Custer county have called a meeting at the Palmer hotel, Grand Island, for Monday morning, October 24, when the division campaign will be outlined. The legislative candidates, which the county division forces will support, will be selected. The Grand Island meeting will take action for two candidates for state offices from Custer county, who have not treated the county division forces fairly.

Population of Sheboygan. WASHINGTON, D. C., Oct. 22.—The population of Sheboygan, Wis., according to the Thirteenth census statistics, as issued today, is 25,228, an increase of 2,631 or 11.6 per cent over 22,597 in 1900.

#### The Weather

For Nebraska—Fair. Temperatures at Omaha Yesterday:

Hour	Deg.
5 A. M.	49
6 A. M.	49
7 A. M.	49
8 A. M.	49
9 A. M.	49
10 A. M.	49
11 A. M.	49
12 M.	49
1 P. M.	49
2 P. M.	49
3 P. M.	49
4 P. M.	49
5 P. M.	49
6 P. M.	49
7 P. M.	49

OFFICE OF THE WEATHER BUREAU, OMAHA, Oct. 22.—Official record of temperature and precipitation compared with the corresponding period of the last three years: Highest temp. today..... 51 Normal..... 51 Lowest temp. today..... 37 Normal..... 37 Mean temperature..... 44.4 Normal..... 44.4 Precipitation..... .00 Normal..... .00 Excess for the day..... .51 Total excess since March 1, 1910..... 7.51 Normal precipitation..... 4.96 Deficiency for the day..... .05 inch Total rainfall since March 1..... 17.71 inches Deficiency since March 1..... 12.84 inches

#### Any Woman Can have Beautiful Hair

(From French Beauty Monthly) "No woman should use water upon her hair oftener than once in two months," says M. Fourrier, the noted French cosmetist. "Dry powder only should be used. Moisture causes the hair to lose its color and in time becomes thin.

#### FRY'S \$3.00 Shoes

We have secured from the best manufacturers the best Three Dollar Shoes they could make.

These shoes acknowledge no superior and but few equals at the price.

Men's Styles There are several choice models. Splendid leathers. Swing or straight lasts. Conservative styles or shoe smartness. Button, Lace or Bluchers.

#### FRY SHOE CO.

16th and Douglas Streets.

#### 25,000 CIGARS at a Real Saving to you

We bought them at a big saving to us and offer them at a similar saving to you. They are all quality stock—rich and fragrant. Lovers of the cigars should come hurrying in for an ample supply. It means a saving of fully a third of the regular price.

Postmaster, Clear Havana Rothschild size—regular price 15c. Our price Monday—Three for 25c

#### La Droguero

Esqutaro size—regular price 15c. While they last Three for 25c

Owl, Henry George, Little Tom—5 for 10c; box of 50..... \$1.00

10c El Contento 50; box of 25 \$1.25

10c Palmer House..... 50

10c El Mayo..... 50

15c Principe de Gales 100—box of 25..... \$2.25

#### Beaton Drug Co.

Farnam and 15th Sts.

Tel. Douglas 81, 82 and 83

#### WANTED.

A high-class man of character and responsibility who has at present good employment, can secure an excellent opening. Must be a good personal producer with executive ability, to assist in creating an Agency organization. Only men of experience need apply to letter stating all facts in first letter. To: YouGov, General Agent, 528-542 Brandeis Bldg., Omaha, Neb.

#### A BEB WANT AD

will rent that vacant house, fill those vacant rooms, or secure boarders on short notice, at a very small cost to you. Be convinced.

#### TWENTIETH CENTURY FARMER

One Dollar Per Year