

FALL AND WINTER SALE

Now Going On

GINGHAMS IN PLAIDS AND CHECKS; Special, per yard..... **10c**
 OUTING FLANNEL, per yard..... **14c**
 BLEACHED MUSLIN, per yard..... **12½c**

ZUCKER'S Department Store

1615-17-19-19½ North 24th Street
 Between Seward and Franklin Sts.

Records Records

ALL THE LATEST AND BEST

Brunswick and O-Keh Records

SPECIAL SALE OF NEW STOCK RECORDS Will Play on Any Machine. Four for..... **\$1.00**

Rialto Music Shop

1512 North 24th Street

Douglas Shoes

"Best in the World"



As the Leading Exclusive Shoe Store

We have been appointed exclusive agents in North Omaha for the popular high grade shoes for Men, Women and Children. To make room for our heavy shipment of Douglas Shoes, we must move our stock at PRACTICALLY COST.

1510 North Twenty-fourth Street

FRIEDMAN BROS.

FOR SATISFACTORY SERVICE TRY

Emerson Laundry

"The Laundry That Suits Everybody"

1201 North 24th Street

WEBSTER 0820

VERY SPECIAL COLORADO LUMP

C-O-A-L
MINE SCREENED

PER TON **\$9.00** DELIVERED

We have only a limited supply—
 First Come, First Served

CONSUMERS COAL & SUPPLY COMPANY
 "DEALERS IN GOOD COAL"

Gen. Office, 13th and Nicholas Phone DO. 0530

We are featuring this week a large number of North Twenty-fourth Street Merchants who show by their advertising in YOUR newspaper that they desire your patronage. Prove to them that you believe in reciprocity and will throw your trade to those who advertise with us. Tell them you saw their "ad" in The Monitor. This will help all.

BERNSTEIN'S NEW DEPARTMENT STORE

A new comer among the North Twenty-fourth street merchants and a wide-awake man who is after the trade of the colored folk of the North end is Nathan N. Bernstein of the Bernstein Department Store, whose adver-



tisements appear quite regularly in our columns. This store is located near Decatur street and carries a large line of ready-to-wear clothing for women and children. Although this store has been opened for only a few months it is rapidly growing in favor. Mr. Bernstein has the enviable faculty of making warm friends by his genial personality and democratic spirit.

THE EMERSON LAUNDRY STEADILY GROWING

The Emerson Laundry on Twenty-fourth street, near Caldwell, enjoys a large patronage from our people. It is the pioneer laundry on this street and has steadily grown year by year until it has now become a large institution employing a large corps of workers. The proprietors are courteous, obliging and progressive gentlemen. They pride themselves upon the class of work turned out by their up-to-date laundry. It is a busy place.

VICTOR ZUCKER, TWENTY-FOURTH STREET MERCHANT

Among the enterprising and progressive merchants who have a deservedly growing patronage among our group is Victor Zucker, proprietor of the Zucker Department Store. To Mr. Zucker great credit is due for the development of the retail trade on North Twenty-fourth street. He opened a popular millinery shop at his present location six years ago, and rapidly developed this into a general department store. The growth of his business is due to his courteous treatment to all patrons, the dependability of the merchandise offered and the reasonable prices always to be found at this store.

THE RIALTO MUSIC SHOP

A companion store to that of Friedman Bros. Booterie is the Rialto Music Shop next door. This is a branch of the popular Douglas street store and under the management of Mr. Himelstein. A full line of musical supplies and the latest records are carried by this firm.

FRIEDMAN BROS. BOOTERIE

Have you visited recently Friedman Bros. Booterie on North Twenty-fourth street between Charles and Seward Streets? It is one of the handsomest stores in that section of the city. The firm is well known to our readers. Their stock of shoes is complete and of the latest style and at most reasonable prices.

CARLSON THE OLD RELIABLE

For thirty-two years C. J. Carlson has conducted a shoe store at the same location, 1514 North Twenty-fourth street. He numbers among his customers scores whose parents bought shoes of Carlson for them when they were kids. Now grown to manhood and womanhood and having married they are continuing to trade with Carlson, buying their shoes for the whole family as their parents did. For years and years C. J. Carlson had the only shoe store on North Twenty-fourth street. It is still regarded as the old reliable shoe store.

CHIC FALL SUITS

Soft Unbroken Lines Characterize Winsome Models.

Jacquette Effect With Varying Degrees of Bloused Backs Striking Feature in New Outfits.

To develop a suit in the soft unbroken lines that characterize a dress is one of style's requisites for those models that would be truly smart. The employment of finest fabrics and adherence to the graceful lines of today's silhouette have made this requisite not only a possibility, but the means of achieving some unusually artistic creations. One company has had exceptional success in developing the new model in fall suits, and is showing a varied and interesting line of de luxe numbers.

The Jacquette effect with varying degrees of bloused backs is a striking feature of the new suits. The fitted hip line achieved by a narrow band or deep yoke is used and fun sleeves are interspersed with numbers showing a fitted shoulder line.

One of the models with a fitted hip band handsomely affects the aspect of a dress by four coat panels finished with broad bands of fur that drop over the skirt several inches below the hem. This number is fashioned of a fine velvete and trimmed with lynx.

Paris' latest edict calling for the fitted sleeve with flared cuff is beautifully interpreted by this house, and in outlining the full cuff is done only in the finest furs. One of the most fascinating of the new styles shows an extreme side fastening on the coat with a soft draped effect held in place by a large ornament. In contradistinction to this treatment, the back is severely straight and tailored.

Straight line coats in those numbers of staple character are shown in Marvella cloth and establish a preference for a short coat effect that gives youth and a great deal of chic to these numbers. Beaver and squirrel are shown in the deep shawl collars of these suits and patch pockets of the fur give them a sturdy, efficient look that may be truly enjoyed in winter.

Fine tucking is one of the distinguishing features of several numbers and nicely exploits the fine workmanship that typifies the entire showing of this manufacturer.

RICH HAT OF BROWN VELVET



This stunning hat or brown velvet is completely stitched and sufficient unto itself with only a band of grograin ribbon as relief. It is in splendid harmony with the machine embroidery of the gown worn by the model.

No Doubt About It.
 "Horace wanted to kiss me sixteen times last night."
 "How do you know he did?"
 "Because I counted them all."
 Pennsylvania Punch Bowl.

Going it Alone.
 "I've called with a plan to make you a very rich man," said the stock salesman.
 "That's very nice of you," replied the prospective customer, "but I've decided henceforth to earn my own fortune and dispense with outside help."

READ WHAT YOUR FRIENDS

have to say of what Madam E. Hackley Lawson ACME HAIR GROWER has done for them.

Omaha, Neb., Sept. 18, 1922.
 Enough can not be said of Madam E. Hackley Lawson's wonderful Hair Grower. I was very much discouraged with the many hair oils until better than one year ago I began Madam Lawson's treatment which has proven a success, for my hair was then three inches long and breaking harsh and falling with an itching scalp. But now I have an abundant growth of hair, ten inches long, with a healthful scalp, owing to the wonderful Acme Hair Grower.—MRS. A. BALDWIN, 2225 North 26th Street.

Write or Call
 Madam E. Hackley Lawson
 Phone Webster 1655
 2624 North 27th Street, Omaha, Neb.

EMERSON'S LAUNDRY

The Laundry That Suits All
 1301 No. 24th St. Web. 0820

The Western Funeral Home

And will serve you night and day
 2518 Lake St. Phone Web. 0218
 SILAS JOHNSON, Prop.
 FUNERAL DIRECTORS

The Diamond Store

3421 N. 30th St. Web. 3458
 THE STORE OF GOOD QUALITY AND LOW PRICES
 Come In and Give Us a Trial

Why Not Let Us Do Your SHOE REPAIR WORK

Best material, reasonable prices.
 ALL WORK GUARANTEED
 BENJAMIN & THOMAS
 Phone Web. 5084—1415 No. 24th

Allen Jones, Res. Phone W. 204

JONES & CO.
 FUNERAL PARLOR
 2314 North 24th St. Web. 1100
 Lady Attendant

Notary Public in Office and Counselor

N. W. WARE
 Attorney at Law
 Practicing in Both State and Federal Courts
 111 South 14th St. Omaha, Neb.

F. Mittleman & Son

2624 North 30th St.
 Phone Webster 0171

GROCERIES and MEATS

Vegetables in Season

FREE DELIVERY

If Our Goods Don't Please You, Your Money Back

We Sell SKINNER'S

the highest grade Macaroni, Spaghetti, Egg Noodles and other Macaroni Products.

Phone 881 C. A. L. Phone 881

YELLOW CAB COMPANY

SAFETY and SERVICE to all alike
 Council Bluffs, Iowa

Star Grocery and Meat Market

No. 2
 N. W. Corner 30th and Pratt Sts.

THE STORE OF COURTESY AND SERVICE

We Sell SKINNER'S

the highest grade Macaroni, Spaghetti and Egg Noodles.

Central Cuming Mkt.

HIGHEST QUALITY GROCERIES and MEATS

All Kinds of Fruit and Vegetables in Season

Open Until 9 P. M. Every Evening. All Day Sunday.

2820 Cuming Street
 PHONE HARNEY 4515

We Sell SKINNER'S

the highest grade Macaroni, Spaghetti, Egg Noodles and other Macaroni Products.

Established 30 Years in Omaha

Liberty Drug Co.

B. Robinson, Manager.

1904 North 24th Street - Webster 0386

Our Prices Are Lowest—Quality Best
 EXPERT PRESCRIPTIONIST
 WEEK BEGINNING SATURDAY, NOVEMBER 11th

50c Mulsified Coconut Oil Shampoo.....39c
 \$1.00 Nuxated Iron, Liquid Form (The Best Strength-Giving Tonic).....74c

WE DELIVER FREE AND PROMPTLY

Omaha Trunk Factory

Manufacturers of

TRUNKS

TRAVELING BAGS and CASES, LADIES' HANDBAGS AND LEATHER NOVELTIES

1318 Farnam Street

Phone Jackson 0480

I. LEVY, DRUGGIST

FREE DELIVERY

24th and Decatur Sts. Web. 3100

CAPITOL POOL HALL

2018 North 24th Street—Phone Webster 1773

CIGARS, TOBACCO, CANDIES and SOFT DRINKS
 CHAS. W. SOUTH, Prop.

PATRONIZE THE STATE FURNITURE CO.

Corner 14th and Dodge Streets Tel. JACKSON 1317

Headquarters for **BRUNSWICK** Phonographs and Records

GOOD GROCERIES ALWAYS

C. P. Wesin Grocery Co.

Also Fresh Fruits and Vegetables

We Sell **SKINNER'S** the highest grade Macaroni, Spaghetti, EGG NOODLES

2005 CUMING STREET TELEPHONE DOUGLAS 1098

A. J. Glenn

2426 Lake Street

We Sell **SKINNER'S** The Highest Grade Macaroni Egg Noodles, Spaghetti and other Macaroni Products

FULL LINE STAPLE AND FANCY GROCERIES

FRESH AND CURED MEATS

THE TABLE SUPPLY

OMAHA'S PURE FOOD GUARANTEES

SEVENTEENTH AT DOUGLAS STREET

AMAZING VALUES

in Groceries and All Food Supplies

We Sell **SKINNER'S** The Highest Grade Macaroni Egg Noodles, Spaghetti and other Macaroni Products

We Deliver to Any Part of the City—Tel. Douglas 3940

COAL COAL

ILLINOIS NUT - \$9.50

ILLINOIS LUMP - \$10.50

For Lowest Prices on Other Kinds of Coal, Call

E. SIDMAN COAL COMPANY

Phone Jackson 1918 715 South 13th St.

THINK OF CARLSON

When in need of Good Shoes. He has stood the test of 32 years in one location—1514 No. Twenty-fourth Street, Corner of the Alley.

Our Phone---AT. 1322

Great Lower Price Sale

DRESSES for all occasions

CHARMING INDEED are the select showing of dainty silk—satin—taffeta—Canton Crepe—Poiret Twills—Serges. Values up to \$39.50. During this sale—

\$9.75, \$14.95 and \$19.50

Deep Pile Fabrics New Fall Coats

Emphatically underpriced charming coats of new fabrics, in all wanted styles and colors. Chappy models, Mannish sport models, in all wool. See these remarkable values at—

\$14.85, \$19.85 and \$24.85

Great Sale of Plush Coats

Beautiful plushes, gorgeously lined with Foulard satins. Rich in style. Honest to goodness values at—

\$16.95, \$19.95 and \$24.95

New Sweaters

Tuxedo and Slip-over Sweaters. All shades and colors. Values up to \$8.50. Special—

\$1.95, \$2.95 and \$4.95

1806 NORTH 24th STREET

NEAR DECATUR

BERNSTEIN'S

FEATURING—"ALWAYS QUALITY ABOVE PRICE"