

SPECIALS FOR FAIR WEEK

DRY GOODS DEPT.

SILK SPECIALS

- 5 pieces of Black Taffeta Silk, 36 inches wide, wear guaranteed, special this week at per yard..... **89c**
 Black All Silk Messaline, 36 inches wide, a good \$1.50 value, this week at per yard..... **\$1.25**
 A beautiful collection of 27-inch Silk Foulords, in all good desirable colors, at per yard..... **79c**

WOOL DRESS GOODS

Our new fall dress goods are now on display and ready for your inspection. We are showing a beautiful range of patterns at the following prices..... **49c, 69c and 89c**

BLANKETS

200 10-4 Blankets in colors, tan and gray, at each..... **89c**

TURKISH TOWELS

25 dozen Unbleached Turkish Towels, 18x40, regular 12 1-2c value at each..... **10c**

FLANNELS

50 pieces of Lisbon Flanneis in all colors, just the thing for house dresses, at per yard..... **10c**

PERCALES

We show an endless variety in Pioneer Percnles in all colors, fancy and plain, at per yard..... **10c**

CLOAKROOM NEWS

New Supply of Fall and Winter apparel is commencing to arrive daily. You are welcome to inspect the new lines of

SWEATER COATS FOR LADIES

In pure wool yarn, all desirable colors, staple lengths and variety of styles, low priced at **\$4.95, \$3.95, \$2.95 and \$2.48**

SWEATER COATS FOR CHILDREN

Sizes 24 to 34 inches, red, gray and navy colors, at **\$1.95, \$1.75, \$1.57**

COATS FOR LADIES AND MISSES

In Silk Plush, Caracul, Broadcloth, Kerser and Mixtures. We cannot too strongly praise the correctness of these handsome garments. They represent the genius and skill of the most advanced and accurate designers, and tailors. Are low priced at **\$22.50 down to \$12.50**

TAILORED WAISTS

Large assortment in plain pleated or fancy embroidered fronts. They are right in material, style, fit and price. From **\$2.50 down to 98c**

Exclusive agents for Men's E. Z. Walker Work Shoes for Men, \$3.00 to \$4.00 per pair. Made by F. P. Kirkendall & Co., Omaha, Neb.

FRED SCHMIDT AND BRO.
 217-221 O St. OPPOSITE CITY HALL

Advance showing of "1911" Fall models in men's and women's Shoes
 Women's Shoes...\$2.50 to \$4.00
 Men's Shoes.....\$2.50 to \$4.50

Coal

We Invite You to Visit Our Show Rooms and See the Best in Building Materials

Material

COAL

Scranton, Pennsylvania Hard Coal, Fanklin Co. and Carterville, Illinois, Colorado and Wyoming, Iowa, Missouri and Kansas.

We aim to handle the best grades and give satisfaction in prompt deliveries and lowest prices. We are hauling from the cars and will save you money on storage coal.

MATERIAL

Lime, Plaster, Sand, Portland and Bricklayers Cement, Stone, Rubble Cut Stone and Chipped Brick, Face and Commom. We carry a full line of samples of the

Hydraulic Press Bricks

Tile, Mortar Color and Roofing Papers of all kinds. We are leaders in our line.

Western Brick & Supply Co.

WHOLESALE AND RETAIL

CITY OFFICE, 1342 O YARDS, 19th and R

Lincoln, Nebr.

BOTH PHONES

