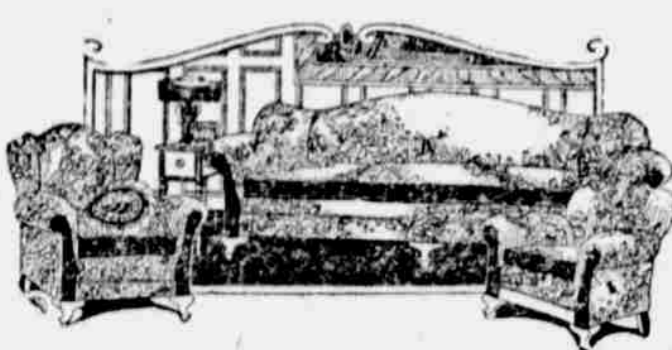


Saturday **Bowen's** Saturday
THE VALUE GIVING STORE



At Value-Giving Prices

FILLING the home with beauty and at the same time keeping the price down to where the purchaser feels it is not a burden, is a task for the specialist. Accordingly we take exceptional pride in our ability to perform such a mission. To better demonstrate this fact, we have fitted up a four-room apartment on our main floor, the price of which you'll find value-giving when you see the various items included. Of course you can make any changes you may desire in case you are supplied with some of the articles included in the complete furnishings as shown. Come in and let us show you these four rooms.

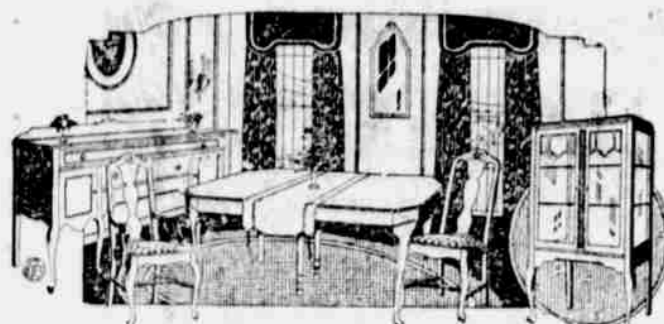
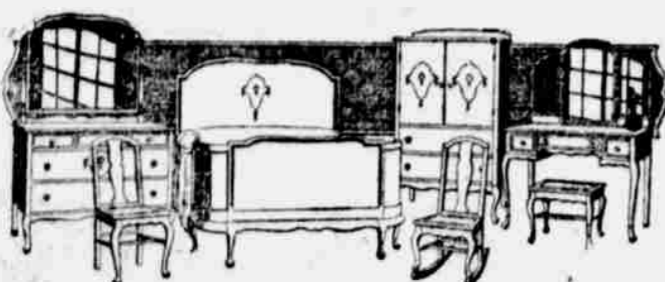


Overstuffed Tapestry Three-piece Living Room Suite... **\$163.75**

Here is the best all overstuffed Tapestry Living Room Suite you've seen for anywhere near the value-giving price we are offering it for Saturday. Suite includes full size Davenport, large Easy Chair and big comfortable Rocker, all three pieces with loose spring-filled cushions. The three pieces only **\$163.75**

Walnut Four-piece Bedroom Suite, at **\$142.50**

It isn't often you will find as good a value as this four-piece Walnut Bedroom Suite, consisting of large Dresser, Bow-Foot Bed, Chiffonette and Semi-Vanity Dresser. All four pieces in genuine walnut, for only **\$142.50**



Walnut Six-piece Dining Room Suite... **\$157.75**

Just think of this beautiful Walnut 6-piece Dining Room Suite with Oblong Table, elegant Buffet and large Arm Chair and three Side Chairs fitted with blue Spanish leather slip seats, all for **\$157.75**



Water Pails

Splendid Galvanized Pails made to give excellent service only **19c**



BOSTON FERNS

This beautiful Potted Boston Fern, nice and fluffy, in a 6-inch earthen pot that will grow all winter and add wonderfully to the beauty of your home. Only **39c** each



Mixing Bowls

Every housewife should own a set of these five Earthen Mixing Bowls. Just the thing to complete the outfitting **79c** of your kitchen. Only



Strong, durable, wide splint fancy Clothes Hampers. Something every house-keeper needs. Only **\$1.25** ea.

A solid oak Foot Stool covered with heavy imitation leather top and strongly built. Finished golden. A splendid value at only **79c** each.

Extra heavy copper bottom Wash Boilers that will outwear many boilers sold for \$4.00 and \$5.00. Only **\$2.59**.

Double Cookers made of heavy aluminum that will last for years. Only **75c** each.

COMFORTS

Come in and select your Comforters while our selection is at its best—many wonderful values. You'll need them pretty soon, therefore it stands you in hand to buy early. Value-giving prices range from **\$4.65** up.



Good Oak Heaters, **\$16.50** up.

BLANKETS

What is nicer than a pair of nice warm double blankets on a cold winter night? You are going to need them now pretty soon, so why not get them now and have them ready? Good ones from **\$3.95** up.

Good Base Burners, **\$11.00** up.

FREE

A Galvanized Fireless Furnace or a four-piece Walnut Bedroom Suite will be given away free Friday, September 29th at 8 p. m. 25 other useful household articles will also be given away. Come in and ask about it. No purchase required. See the Bedroom Suite and Furnace in our Howard street window.

FREE

Have the Metropolitan Van and Storage Co. Move You.

It Pays to Read Bowen's Ads at All Times
H.R. Bowen Co.
"OMAHA VALUE GIVING STORE"

HOWARD STREET, BETWEEN 15TH AND 16TH STREETS

Visit Bowen's Exchange Department for Value-Giving Bargains.

Telling Its Own Advertising Story—August

IN July, just past, and now again in August, The Omaha Bee gains in advertising exceed all other papers by wide margins and in August both in total inches and percentage of gain.

The Omaha Bee believes that the real basis of a newspaper's value is its circulation and rate, plus the buying power of that circulation. However, much emphasis has for years in Omaha been placed on advertising volume. Therefore, The Omaha Bee submits the figures of gains in advertising of all classes. These figures tell a story so plain that "he who runs may read."

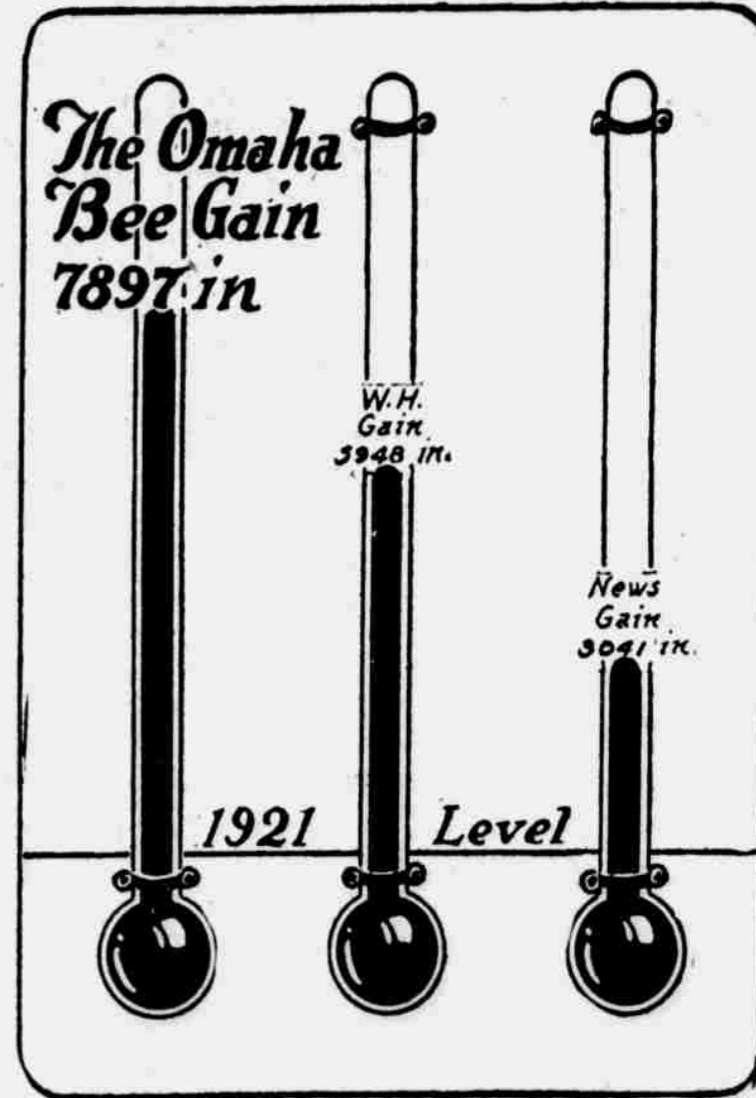
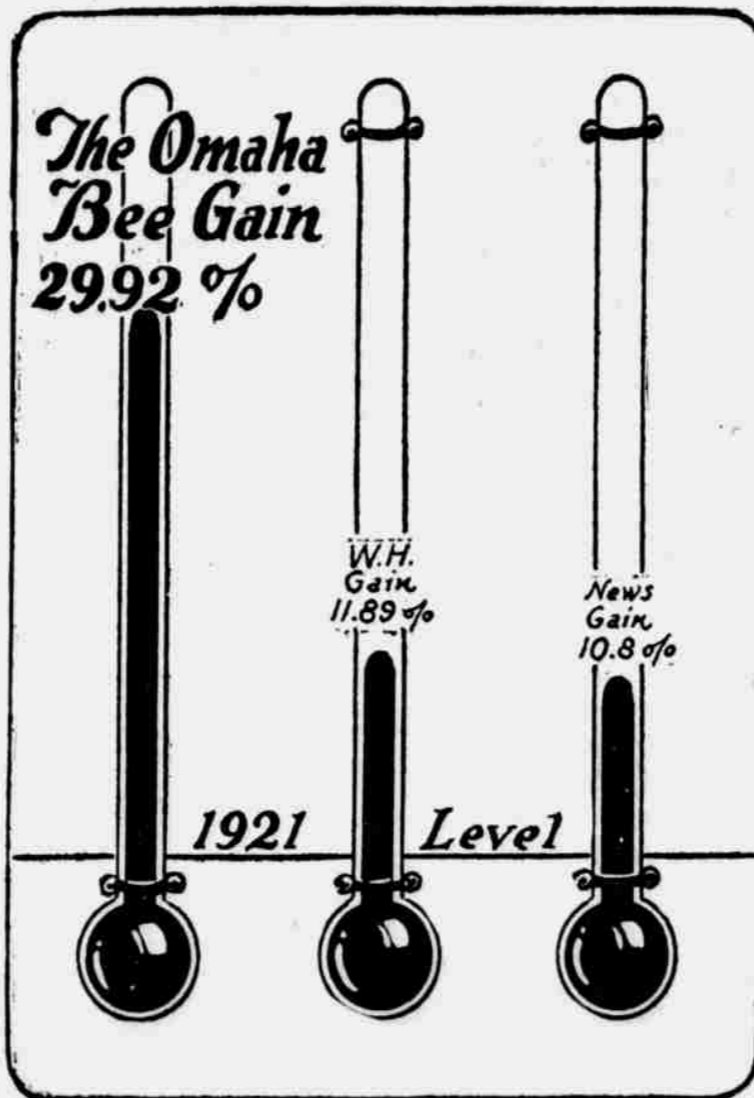
August Advertising "Temperatures"

Figures From Haynes Advertising Company, Complete for the Month of August, 1922

PERCENTAGE INCHES

of Gain in Total Paid Advertising (Less Legal)

Gain in Total Paid Advertising (Less Legal)



Of course, such an advertising growth as this means that The Omaha Bee advertisers are getting the benefit of a rapidly increasing circulation. Daily average circulation for August was 72,378, an increase of 13,437 over the August, 1921, figures. The Sunday average circulation for August was 76,519, an increase of 19,789 over the July, 1921, figures.

Pollyanna Not Needed This Fall

In a month of customary warm weather and of news events more or less detracting, the buying public of this territory showed calmness, even eagerness, to buy. This responded to the intelligent and collective effort of Omaha Stores to make the buying worth while. A note of confidence and even optimism in buyer and merchant is noticeable in the attitude of both toward the fall business.

**The Omaha Morning Bee—
THE EVENING BEE**