Trying to be Human , \% Nat in New Yotk is a Problem












 The poor boy felt
them would enjoy


 $\qquad$




## Crash! Prices Sent to Rock Bottom During This

 GREAT CHALLENGE SALEThe aim of this great sale is to secure 5,000 New Customers-5,000 new accounts on Beddeo's books

Such crowds-such values-never in Omaha's history has any credit apparel store offered such phenomenal, almost unbelievable bargains.

Men-women-from far and near should take the fullest advantage of this amazing sale. Buy now as you never bought before

## $\$ 100,000$ Stock of New Apparel Just Unpacked and Offered at Most Drastic Price Reductions

## -Omaha has never known the equal of these values in

## SUITS

 )verwhelming values-Suits and Overoats in the snappiest models. Hunlreds from which to choose. Styles for he young fellow as well as the serious business man.Four Mighty Groups


Put on your hat and come down tomorrow for che of these Suits and Overcoats-at every price you get a wonderful bargain. Double these prices and you'll about strike their true worth.

A Reasonable Down Payment is all we requirebalance can be cared for to suit your convenience No matter what size you require, you can be fitted perfectly in either a Suit or an Overcoat at a price you care to pay.

## BOYS OVERCOATS

Startling Values
9 and '13
Warm Overcoats, built for service. All sizes, 6 to 16 years. Belted and semi-belted models. Nowhere will you encounter such values.
BOYS' SUITS ${ }^{5} 7$ and ${ }^{\text {s }} 11$
Two feature challenge sale groups that offer unduplicated values. Styles of the hour-suits your boy will take a pride in
wearing.

Main Floor

A Bargain Challenge That is City Wide in

## Coalsand Wraps

Beautiful Cloth Coats-Either plain or fur trimmed. Coats that possess the newest style thoughts. Coats you'
can sell them at such ridiculously low prices.
'16
23
'34

Daring Price Smashes on
PLUSI COATS 29 and 39
Fine quaily Salts and Sik Plush Coats so and toinch leagh saappy new stylan

| Our Guarantee Against Lower Prices <br> Withis twenty-four hoen of the time you make a purehase at Beddeo's, we a lower prite queted is Omaha-this applies to eash is well as credit atores | Attention! <br> Out-of-Town Folks! <br> On any purchase of 325.00 or more we mill defray trampertation es. pease one wayi an 15000 purchases of over we will defray railroad fare неmember, chedit w Tdu want it |
| :---: | :---: |

