

Out-of-town patrons are urged to further their acquaintance with this store on this occasion.

# GOLDSTEIN-CHAPMAN CO.

Paxton Block "The Store of Individual Shops" 16th & Farnam

This sales event will be a gala one in the Store of Individual Shops.

## Department Managers

### Sales Event

Every manager in this store wants to become personally acquainted with you!

Every manager in this store wants you to share in the wonderful offerings for this event.



David R. Cohen,  
Manager of the  
Gift Shop,  
Announces a Big

### BAG SALE

Newest Leather and  
Silk Bags,  
Worth to \$7.50

**\$3.45**

If you want a quality bag, here's your chance!  
Underarm, swagger, back-strap, and latest novelty styles  
in patent, real goat or calf leathers, Morocco, and rich  
silks.

Beautifully lined and fitted, every one.  
Superlative values for Managers' Day!

Main Floor



Ernest Cottmire

Striking New Fall

### COATS and DRESSES

Style Marvels! Value Marvels!  
Specially Selected for This Event at

**\$24.50 \$39.50 \$59.50**

The most attractive coats you ever saw—evidencing all the new season sleeve and collar treatments,  
the new suede-like fabrics, and the new colors. Beautifully fur-trimmed models included, of course!

Dresses of silk or wool in every smart style you've seen or read about! Straight-line models, with  
a world of distinction, made of unusually beautiful fall fabrics.

Third Floor



Esther Shapiro

### What! Sweaters

like these at only

**\$2.95**



F. J. Ruedy

"For Managers' Day only," said Mr. Ruedy. "I'm going  
to give them something!"  
All-Wool Coat Sweaters with 2 pockets that should sell  
from \$4.50 to \$7.95. Think of it!  
Of camels hair, brushed wool, silk and wool, and in plain  
knitted weaves. In powder blue, tan, brown shades, gray  
shades and rust, as well as two-toned, checked and striped  
patterns. Sweaters for comfort—ideal for office wear,  
for golf, for first cool days. Don't fail to see them!

Pure Radium Silk Slips

\$2.95, \$3.95 and \$4.95 Values

Well made with self-shoulder straps and 17-inch  
self-hems. In white, black, brown, blue, flesh, peach  
and orchid. Not all sizes in every color,  
but all sizes in the lot.

Main Floor



Anna L. Greenberg  
Manager of the Baby Shop

Announces a display of Infants'  
Apparel, that no mother will want  
to miss! Among the many dainty  
little wearables are:

### TOTS' COATS

**\$5.95 to \$17.50**

Cunning models—sizes 1 to 6—  
each one distinctive in its own  
little way. Omaha mothers tell us  
time and again that we have the  
best little tots' coats in the city!

### TOTS' BONNETS

**\$2.50 to \$5.95**

A perfect match for every coat in  
1 to 6-year sizes. Of velvet and  
brocade, made with elastic  
backs. Soft and frilly around the  
face, with perhaps a touch of rib-  
bon or fur.

Cunning Light Bonnets  
for Tiny Babies  
\$1.50 to \$3.50.

Rompers, \$1.50

Regular \$1.95 values.  
Cleverly styled in fine wash mate-  
rials. Many are hand-embroidered  
or appliqued. Sizes 1 to 3.

Third Floor

### MISS IDA FRIEDEN, Manager of the Folwer Shop

offers for this event special  
prices on Wedding Bouquets,  
Funeral Sprays and Designs,  
Corsages, Table Decorations,  
Cut Flowers and Potted  
Ferns.

Main Floor

### To the PARENTS of BOYS

Who Care

Says Mr. Rubin: "We are  
offering merchandise made  
by specialists who are past  
masters in producing boys'  
wear."

The famous Jackie Coogan Suits and Overcoats, \$12.95.  
We believe these values are superior. But when mothers have  
shopped around and come back and tell us so, we know this is  
the acid test for any store. Inspection invited as well as  
comparison.

Boys! Come in and get information on our  
Free Contest, starting today. Ten Beautiful  
Prizes Free.

Roos Flyer Bicycle, Roos Coaster Wagon, Roos  
Scooter, Cowboy Suit, Indian Suit, Sweater,  
Mackinaw, Suit with extra Knickers and a wool-  
lined Overcoat.

Boys' Shop—Second Floor



Dick Thornton, Manager  
Ladies' Boot Shop,  
Presents

### Fall Shoes

You like so well!

"If we showed you less,"  
says Mr. Thornton, manager  
of the Shoe Shop, "you prob-  
ably would be satisfied; but  
we show you more so that  
you may be enthusiastic."

Dozens of the cleverest ideas in women's autumn  
footwear are arriving daily; featuring the new col-  
ors: penny, cowboy brown, the new gray and tan  
shades, as well as black satin and patent. All styles  
of heels.

Priced from \$4.85 to \$7.85.

Main Floor

Manager  
of the Art  
Needlework  
Shop.  
Second Floor



Mrs. G. V. Crowell  
Offers

### Tempting Specials

in Art Needlework

3-Piece Buffet Sets 25c

Choice of two simple designs stamped on white Basco lined  
material.

Pure Linen Buffet Sets 63c

Dresser Sets 63c

3 pieces stamped in simple floral design.

Scarf and pincushion to match, stamped and tinted on art cloth  
in yellow girl, or blue colonial man and lady pattern.

From the Corset Shop, back-lace Delice Corsets, made by Madame  
Irene. Values to \$16.50. Special at \$10.00.

Manager  
of the Corset  
Shop.  
Second Floor



Bertha J. Ruedy

A special that will make hosts of new friends for this popular  
shop. Chiffon and service hose in black, gunmetal and all  
advance fall shades. Some silk from top to toe; others with  
lisle tops.

### Pure Silk and Fibre Silk Vests

Wise shoppers will lay these away for Christ-  
mas gifts, after they have anticipated their  
own needs!

Nothing cheap about these vests but the price.

In white, flesh, orchid, peach, green, and a  
host of other delicate shades.

Main Floor

### Full-Fashioned HOSE

**\$1.19**

Values to \$2.95



Sarah G. Kneeter

Manager of the  
Children's and Juniors' Shop

Years of experience in buying and  
knowing what girls and their moth-  
ers want, is reflected in Mrs.  
Kneeter's offering for this event.  
Nowhere will you find smarter  
styles, greater selection, or better  
values in apparel for girls and  
juniors.  
Sizes 6 to 14.

### GIRLS' COATS

**\$9.95**

Swaggery fall styles, all well-  
lined. Many have fur collars.  
Unusual values!  
Sizes 6 to 14.

### GIRLS' DRESSES

**\$5.95**

Becoming wool frocks for school  
and dress. Brightened with gay  
trimming, touches of color. Vel-  
vet pantie frocks are to be found  
among the smaller sizes. Sizes 2  
to 14.

Girls' Hats  
**\$2.95 to \$4.95**

For 6 to 14-year-old girls. A hat  
to match each coat, in a style be-  
coming to every girlish face.

Third Floor

Florence  
Paxton-Smith,  
Manager of the  
Millinery  
Shop.  
Third Floor



Florence Paxton-Smith

"Where you  
are sold be-  
coming hats  
that are  
individual"

### HATS at \$10

Are offered to Omaha's well-dressed women, for Managers'  
Event. They show, of course, the marked individuality Mrs.  
Smith so skillfully achieves, even in hats at this modest price.  
Off-the-face, turban-like and high-crowned models. Of felt,  
satin and silk combined, or of soft, flattering velvet. Other  
smart models.  
\$5 to \$50

Third Floor

FREE!  
with every pair of  
Children's  
School Shoes  
TABLET, PENCIL  
and RULER

He is also giving a full  
measure of service and  
satisfaction with every  
pair of these newly ar-  
rived shoes!

Girls' Shoes of patent leather with field mouse,  
white or tan tops.  
Plain brown or black shoes in lace or button style.

Sizes 5 1/2 to 8.....**\$1.95** up  
Sizes 8 1/2 to 11.....**\$2.65** up  
Sizes 11 1/2 to 2.....**\$3.45** up

Boys' Shoes and Oxfords, made to withstand hard  
wear.

Sizes 9 to 13 1/2.....**\$3.75** up  
Sizes 1 to 6.....**\$4.45** up

Children's Boot Shop—Second Floor

MRS. M. C. SCHOENING  
Manager of the  
ECONOMY SECTION

Has a real value-surprise  
in store for this oc-  
casion in

Dresses at \$10 and \$15



Mrs. M. C. Schoening

Extra special values for Managers' Event—  
every one of them.

Dashing new frocks for school girls.

Long-line models for women who wear large  
sizes.

Smart styles for every other feminine type.  
Sizes 14 to 58.

"Values that are supreme," says Mrs. Schoen-  
ing, and you'll agree!

Mezzanine—Second Floor

Mr. Frank  
Manager of the  
Beauty Shop

has just returned from the  
National Hair Dressers' con-  
vention, to which he was a  
delegate from Nebraska.  
He has a host of new ideas  
that will interest you.  
Consult him about the latest  
styles in hair dressing.



Mr. Frank

Third Floor