

# WE ANNOUNCE OUR FALL OPENING

## Formal Exposition of Authentic and Favored Fall Fashions

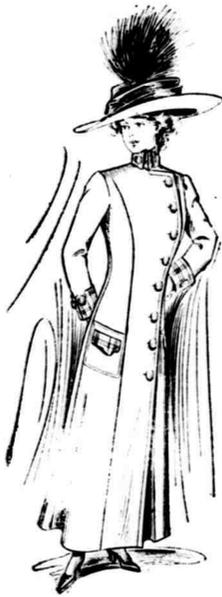
On these days we will reveal to our friends and patrons the result of careful, critical and thorough preparation for the fall season. Here will be found a complete assemblage of the smart, correct fashions for Fall and Winter. This Fall Opening is a style show comprehensively complete in every detail—an exposition of models critically selected to meet your preference. Whether the models are plain or of the extreme dress type, the hand of Fashion is clearly in evidence in every instance.

An important feature of our careful and thorough preparation has manifested itself to a marked degree, in our pricing—we are able to offer Fashion's favored styles at very favorable prices.

May we have the pleasure of numbering you among our many other friends who will attend our most important style show—our Fall Opening of 1910? We extend to you a cordial invitation.

### Opening Begins Saturday, Sept. 24 and Continues Until Saturday, Oct. 1

#### Fashion Notes from the Dress Section



Style authorities have developed many unusually beautiful designs in waists and dresses for Fall wearing. Materials of a more or less transparent nature are the leading fabrics from which the new models have been designed. Our showing is complete.

Beautiful Tailored Dresses in black and colors, price \$12.50 and up

Worsted dresses, colors navy, smoke, Bordeaux sage, Copenhagen, price \$12.50, \$15, \$20.00, \$25.00.

#### Ladies' Fall Waists

Beautiful embroidered tailored waists in percale and linen at \$1.00, \$1.25, \$1.50, \$2.50, \$3.50, \$5.00.

Black silk waists at \$3.50, \$4.00, \$5.00 and \$6.00.

Colored silk waists \$3.50 and up. Persian silk waists, price \$5.00, \$6.00, \$7.50, \$8.50.

#### Dress Goods for Fall

Our display of the various materials includes soft fabrics—plain weaves, worsted voiles, broadcloths and mohairs and will furnish you with an idea of the broad basis upon which we have assembled our stocks. Prices are interesting as well. An investigation will convince you of this.

Fancy checks and plaids for children's wear, price 18c, 25c, 35c, 50c, 75c.

Wool serge, panama, fancy weaves, price 50c, 60c, 75c.

Beautiful weaves in fancy and plain weaves, in worsted and broadcloth, all the new desirable shades, price 75c, \$1.00, \$1.25, \$1.50, \$2.00.

#### Silks for Fall Wear

Close beside the woolen fabrics you will find the new silks. Fashion especially favors silks of a satin faced character. These newer silks with all the more staple designs are shown here in liberal assortments of all leading shades.

Soco silk in plain and dotted weaves at 25c.  
Soco scarfing silk at 50c.  
Crepe de chene scarfing at 75c.  
Fancy silk, almost any shade desired, at 50c.  
Beautiful plaid silk for fall, price 75c, \$1.00, \$1.25, \$1.50.  
Persian silk is quite the thing for Fall wear, price \$1.00.

#### Tailored Suits are Strikingly Beautiful

The Season's approved fashions are pictured in the extensive showing of tailored suits now formally displayed here for the first time—they are fresh from the master designers of the season modes. The newest styles in the new suits are in the short, smart straight cut coats and narrow skirts. Every desirable model is represented in our showing.

New Fall Tailored Suits, Fancy Worsted and Broadcloth, price \$12.50, \$20.00, \$25.00, \$30.00, \$35.00, \$40.

#### Coat Fashions will Quickly Meet With Favor

All the favored coats are to be found here in ample assortments. What is so rich in appearance and so really needed and desirable in winter as a separate coat?



Black coats in beautiful tailored styles, price \$10.00, \$12.50, \$15.00, \$18.00, \$20.00, \$25.00.

Mixtures in Ladies' Coats are quite the thing. Prices \$10.00 and up.

#### New Neckwear Creations are Wonderfully Handsome

Our display of this season's neckwear is the last word of the Fashion authorities. The styles vary, as a matter of course, but the beautiful effects are distinctively new and extremely stylish.

Prices 25c, 35c and 50c.

#### The New Hand Bags for Fall

The Fall hand bags have been designed with a double purpose in view—that of combining beauty and practicability—a thing much desired though rarely found in hand bags.

36 all leather lined hand bags at \$1.50, values at \$1.00.  
Silver mesh hand bags at all prices.

Largest and Most Beautiful Display of  
**MILLINERY**  
in Our New Millinery Department

# GRAY'S

#### Rugs and Curtains are Handsome to a Marked Degree

The woman who revels in the beauty of a handsomely furnished room will find in our collection of rugs and curtains a "riot of beauty" which leaves nothing to be desired in the way of variety and charm of coloring. Our exhibit is sure to satisfy your longing for the new.

300 curtain samples, one of a kind, each at 28c.  
250 short lace curtain samples, each 25c.

Descriptive.  
"The eye of a little miss was attracted by the sparkle of dew at early morning. "Mamma," she exclaimed, "it's hotter'n I thought it was."  
"What do you mean?"  
"Look here; the grass is all covered with perspiration."—St. Louis Star.

## MILLINERY NEWS

Our OPENING success is very pleasing, but we deserve it. We have the goods, as those who have seen them will testify. Variety, Style and price, all combine to make our hats more popular this season than ever. We can give you a hat, that is correct in style comfortable to wear and worth the money at \$3.00 to \$5.00 while our higher priced ones are not equalled anywhere.

If you have not seen them you ought to, just for satisfaction if nothing else

We guarantee our work, and give you fair treatment and will be glad to see you at any time.

# H. H. STIRES



Brookline, Kinsaid & Co. Chicago

EVEN the most critical college man cannot but like our two button models. They have an elegance of tailoring and smartness of style which will force the attention of anyone having any ideas about clever style.

**GREISEN BROS.**  
COLUMBUS, NEB.

The Artist and the Critic.  
Sidney Cooper, the English artist, happening one day to visit the Royal academy, where some of his works were on exhibition, while a couple of critics were examining the pictures strolled up to where they were standing. At that moment the younger of the two critics exclaimed, "Any machine could turn out sheep like that!" Mr. Cooper put his hand in his pocket, produced his card and, handing it to the newspaper man, said, with gravity, "If you will kindly send that machine to this address when completed I'll send a check for \$1,000 to the institute for decayed journalists."

Sermons at All Prices.  
"Brethren," said the visiting preacher, "I's got a eight dollar sermon, an' I's got a six dollar sermon, an' I's got a five dollar one an' a three dollar one, an' den I's got one I kin let you have fur jes' one dollar. Now, I want you fur to take up the kerlection right now, an' we'll see which one uv dese sermons you wants."—Exchange.

Do not make excuses to yourself for your failures, but look them squarely in the face and study how to avoid their repetition.

A Gun Club's Treasure.  
Thirteen million cartridge shells, the result of eleven years of shooting by the members of a gun club, have been gathered into a huge pile by one of the leading sporting organizations of England. Eleven years ago one of the members conceived the idea of having the members save all their shells and deposit them on the pile. The shell bank is now the club's most prized possession. If a single man were to shoot one cartridge a second day and night it would take him about twenty-five years to discharge 13,000,000. The club maintains a vigilant guard over its precious shell pile.

Filial Repartee.  
Richard Brinsley Sheridan, who was always distressed for money, was one day backing his face with a dull razor when he turned to his eldest son and said:

"Tom, if you open any more oysters with my razor I'll cut you off with a shilling."

"Very well, father," said Tom, "but where will you get the shilling?"  
Failures are with heroic minds the stepping stones to success.—Halliburton.

## AK-SAR-BEN CARNIVAL AND PARADES OMAHA

Sept. 28th to Oct. 8th, 1910

THE BIG JOLLY CARNIVAL EVERY DAY

Tuesday Night, Oct. 4	Wednesday Night, Oct. 5	Thursday Afternoon, Oct. 6	Friday Night, Oct. 7
CARNIVAL FIREWORKS	ELECTRICAL PARADE	MILITARY PARADE	GRAND BALL

Grand Military Manoeuvres Every Day by U. S. Regular Troops.  
REDUCED RATES ON ALL RAILROADS.  
SHOW YOURSELF A GOOD TIME—YOU'LL HAVE LOTS OF HELP

**MOVING PICTURES**  
AT THE  
**North Theatre**  
**EVERY NIGHT**  
Except Sunday  
Matinee--2:30 Saturday  
Change of Program  
Tuesday,  
Thursday  
and Saturday