

lways a little a ahead of the season in style, and always selling the very best makes of shoes, our opening
IN OTHER WORDS WE SELL YOU A BETTER SHOE FOR THE MONEY THAN ANY ONE ELSE In addition to our regular line of shoes, the specialties we control in Omaha, such as the Dr. Reed's Cushion Shoes for men, the
Oueen Quality $\$ 3$ shoe for Women, the Julia Marlowe Shoe for Women, the Phit-Easi Shoe for Women. We place un sale toQueen Quality $\$ 3$ shoe fo

Florsheinin Men's Shoes, made to retail for $\$ 6$ pair our opening price, is FOUR (\$4.00) DOLLARS THE "BOSTON EASE" S5 SHOE for MEn's WEar We sell at $\$ 3$ foin the prill $\$ 3.50$ for the Shoe that's lined all Leather Dr. Reed's $\$ 5$ and $\$ 6$ Cushion Insole Shoes in blacks and tans in all the different weights of soles we sell at FOUR (\$4.00) DOLLARS The Racine Shoe Co's $\$ 3$ and $\$ 4$ Shoes for men, in all the new winter styles we sell at $\$ 1.98$ and $\$ 2.50$

And the Regular \$1.75 and \$2.50 Men's Shoes we sell at $\$ 1.39$ and $\$ 1.59$ Pair. Men's $\$ 5$ Patent Leathers for $\$ 3$ and $\$ 3.50$



CUSHION SHCE.

## The New Mannish Shoe for Women

 $\$ 4.00$ $\$ 4.00$The New Round Toe Welf Sole For womens wear \$2.50, \$3.00 man \$3.50
the new dress shoe with louls XV heel

 $\$ 3.00$ GOOD SHOES FOR EVERY DAY WEAR (10.4 51.39 s1. 59 \$1. 98 \$2.50

Fancy Slippers, Oxford Ties and Sandals


water sports on lacoon

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