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Omaha's Fall Festivities have begun—  
—they commenced with Bennett's

# GRAND FALL OPENING

Omaha's Largest Trading  
Institution—Bennett's—

was first to take on holiday dress and to bespeak the enthusiasm and joy of Ak-Sar-Ben. Bennett's New Store is the capstone of western progress and prosperity and is the most significantly useful of all the landmarks that adorn the commercial capital of Nebraska.

### Conveniences and Characteristics

Perfect ventilation from basement to ceiling, large, roomy, airy aisles, a ready elevator service, immediate and courteous attention, prompt wagon deliveries, free telephone service, ladies' resting and writing rooms, services of a temporary hospital, where a sick child or woman can have trained-nurse attendance until able to be moved home. Postal, telegraph and money order station No. 1 United States postoffice is situated on main floor. Cafe and dining room, where the finest arts of the cuisine at prices to suit everybody are purveyed.

Our conveniences are not approached for thoughtfulness in the west. One lady writes: "I believe yours is the only store in the city that has a rest-room and light, clean, sanitary toilet apartments."

When you visit Omaha, make our store your headquarters; come whether you trade or not. This is a FREE, FRANK AND SPONTANEOUS INVITATION! Have your baggage checked and left with us. It will cost you nothing. Have your mail addressed to our care. Come and listen to the music, specially provided for Ak-Sar-Ben.

### OUR VALUES

Everything we sell comes direct from the scene of its production. A customer's good will is OUR SATISFACTION—quality at real bargain prices is YOURS. A trial order gives us ALL your trade and a big lump of your friendship. Every transaction is thought out from the customer's viewpoint—SATISFACTION A CERTAINTY.

### We Never Sacrifice Quality to Price

We guarantee EVERYTHING we sell and sell nothing we cannot guarantee, and our prices are thought out THAT THEY MIGHT BE KEPT DOWN. YOU'LL FIND IT AT BENNETT'S—it's useful and good, we have it at a smaller price than you'd willingly pay. Bennett's home-maker's exposition is the best index to date of western progress and development.

# W. R. BENNETT CO.

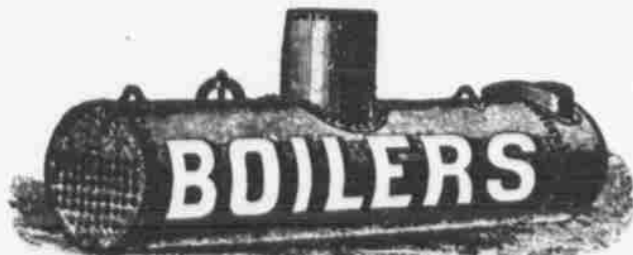
16TH & HARNEY STS.



### Mr. Melchior

established his shop in Omaha three (3) years ago and is today one of the largest and most prosperous of any in the city—employing the best of assistants.

Interior view of P. Melchior Machine Works, 13th and Howard streets.



Estab'd 1882. Incorpor'd 1902

## Wilson Steam Boiler Co.

Manufacturers of all kinds of

### Tubular, Flue and Fire Box Boilers

Oil and Water Tanks, Stacks and Breeching. Boilers repaired in City or Country. Second hand boilers bought and sold. Telephone 1141. Factory, Cor. Pierce & 19th Sts. Residence 'Phone F2059. OMAHA, NEB.

**SURETY ON BONDS.**  
**FIDELITY AND DEPOSIT COMPANY.**

CAPITAL \$2,000,000. SURPLUS \$2,500,000.  
ASSETS \$5,500,000.00.

BONDS EXECUTED AT OMAHA  
H. A. WAGNER, Special Agent.

202-3 First National Bank Bldg. 'Phone 1278. OMAHA, NEB.

# Why They Prefer It.

You have only to glance at a strip of Rex Bacon to realize what an exceptionally fine piece of meat it is. The color; the closeness of the trim; the way in which the streaks of fat and lean alternate—these are the things that tell the story. They explain why good housekeepers prefer Rex to any other of the standard grades of bacon.



The CUDAHY  
PACKING CO.,  
South Omaha, Neb.

## Victor Talking Machines

Sing Everything—  
Play Everything



**LOUD** as the original **CLEAR** and Musical  
**\$3 to \$50. Easy Terms**

EVERY HOME SHOULD HAVE ONE.

Free Concerts Every Evening.

Come and Hear Them.

### THE WITTMANN COMPANY,

1621 Farnam Street, Omaha.



## Shrewd Buyers

will place their orders for fall and winter garments where they are sure to obtain fair value for their money.

We offer you a tempting opportunity to dress well at a moderate price.

Hundreds of economical buyers are placing their orders here. They realize the saving in having their garments made by Nicoll The Tailor.

**\$5, \$6, \$7, \$8, \$9, \$10**

for trousers—made to your order.

**\$20, \$25, \$30, \$35**

for stylish and up-to-date suits.

All garments made by the best skilled tailors of Omaha.

# Nicoll

THE  
**TAILOR**

200-211 South 15th St., Karbach Bldg.



## Tri-Auto-Culture

IS BASED ON THE LAWS OF NATURE.

EACH INDIVIDUAL IS CAREFULLY EXAMINED AND GIVEN A SPECIAL ROUTINE OF EXERCISES ACCORDING TO THEIR NEEDS.

A HIGH DEGREE OF HEALTH IS THE RESULT IN ALL CASES.

LESSONS DIRECT OR BY MAIL.

### Sam J. Fox,

1101 Farnam Street,  
OMAHA.