A Woman's Reasoning.

One of Omaha's society matrons was on her way to Boyd's the other evening with her husband, and getting off a Farnam car remarked wonderingly at the illumination in front of The Bee building. As they were early they walked up the broad sidewalk in front of The Bee building to see what was the occasion of the celebration. What attracted them was only the regular illumination of the new store front of the MacCarthy Tailoring company. Standing in front of the handsome plate glass window a particular fabric caught her fancy, and she said to her husband: "You will certainly have to come here the first thing in the morning before anyone else gets that pattern. I noticed their advertisement in The Bee the other evening, and I think this is probably one of their exclusive patterns. Besides, if you get your suit here instead of from one of those tailors who charge you $20 extra for the label he sews into the lining we will have enough to pay for our theater tickets for almost everything we wish to see this season."

Kink Cole Pancacks from whole wheat flour.

Dunlap and Stetson hats. Frederick.

There's only one Stonecypher. He prints.

Frederick, Hatter, 120 South 15th street.

Pure 18-K wedding rings. Edholm, jewel'r.

Monroe Co., coal and feed, telepnone 971.

Williams' Best $3 Photos, 1406 Farnam.

Garden Hop.

The Gardeners of Mayflower garden have arranged to give a regular hop on the fourth Thursday evening of each month, the first of which is to occur on next Thursday, October 30. Music, refreshments and a good time assured. Members and their friends invited.

Beautiful $5 brooches. Edholm, jeweler.

Are You Going to Buy A Suit, Overcoat or Pants Soon?

If so, do not overlook the fact that the Guarantee Clothing Co., 1519 & 1521 Douglas street, has one of the largest clothing stocks in Omaha. Here are four floors devoted to goods for men's and boys' wear. Everything is new and up-to-date; every article is marked in plain figures, from which price there is no deviation. Everything sold by the Guarantee is guaranteed to be as represented. The aim of this house is to sell good goods for as small a cost as possible. Suits of clothes sold by the Guarantee for $5.00, can't be matched anywhere else for less than $7.50 in fine suits; they handle such fine makes as Benjamin's, Kuppenheimer's, "Koostbaum's handmade," the K. N. P. brand and many others, ranging in price from $10 to $22.50; the latter ones are as fine as any tailor can make, no matter how high is price, besides the Guarantee employs first-class tailors to fit the clothes to your form, free of cost. Be sure and look us over before you buy.

THE GUARANTEE CLOTHING CO.,
1519 and 1521 Douglas St., Omaha.
Most progressive clothiers, furnishers and hatters.

YOUR FLOORS

Much care and attention is now given to the care of floors. After being properly prepared first, there will be no more trouble if you use the right material, in the right way. We are headquarters for everything used on floors.

Stains

in WALNUT, ROSEWOOD, CHERRY, OAK, MAHOGANY, EBONY at 20C PER CAN.

Varnish

the kind that dries so hard that no marks will be left on the surface after walking on it, $1.00 PER CAN.

Floor Oil

the kind made in the right way, not a little turps and linseed oil mixed and sold cheap. Our floor oil is the best on the market. 25C PER QUART.

We sell the BUTCHER WAX, the best on the market. Everybody uses Butcher's Wax at 50C PER CAN.

Wax

You should by all means get a floor brush while the prices are down. A 15-in. brush, $1.50; 25-in., $2.50.

Fuller Drug & Paint Co.
114 South 14th Street.

P. S.—We have decided to quit selling drugs and give all our time to selling paints. Our prescriptions will now be filled by Kuhn & Co., 15th and Douglas Sts.

We Offer Subject to Prior Sale

$100,000 Omaha Gas Co

First Consolidated Mortgage Fifteen Year Gold Bonds, 5 per cent semi-annual interest. Price 101 and interest. A safe investment for banks, estate or trust funds.

GEORGE & CO.,
1601 Farnam St.

F. M. Russell
Reading Lamps, Electric, Oil and Gas.
Electric & Gas Fixtures
313 S. 15th St. Telephone 503.

New Smelting Company.

The Arizona Smelting and Reduction company of Yuma, Arizona, has recently been incorporated by a number of well known western business men. It is claimed that Yuma is the center of an extensive mining country and that at present all ore mined in that district must be shipped long distances for smelting, and that a plant at this point should prove a good investment. Stock is now being offered for subscription and Mr. L. E. Williams, a well known banker of Glenwood, Ia., is a director and general eastern representative of the company, from whom information may be obtained.

Have Root print it.

Joseph Gahm, pianist, 512 W. O. W. Bldg.

S. Burns, Haviland bread & butter set, $3.

Good Position Open.

Good opening for a newspaper or magazine solicitor. Permanent position for a competent man. Address, Twentieth Century Farmer, Bee Building, Omaha.

Publish your legal notices in The Weekly Bee. Telephone 238.

Diamond bethrothal rings. Edholm, j'w'r.

Genuine imported beer on draught. Ed Maurer's, 1306 Farnam street.

Best $3.00 hat. Frederick.

Funeral Notice.

Dr. Sherman A. Yule died March 4, 1901, Philippine islands. Services will be held at Thurston Rifles' armory Sunday at 2 p. m.

Douglas Printing Co., 1513 Howard; tel 644.

H. E. and E. Huberman. Furs remodeled and repaired. 118 South 15th street.

Large house for rent, 25th, near Farnam. Every convenience. W. T. Graham, Bee building.

Gorham silver. Edholm, jeweler.

Wedding and other presents at Hubermann's jewelry store. Lowest prices guaranteed. Cor. 13th and Douglas.

Try the Chicago laundry. 'Phone 205.

NOT A DREAM

50c Liebig's Extract Beef	11c
Does this look like a trust?	
25c Laxative Bromo-Quinine	9c
Does this look like a trust?	
$1 Coke's Dandruff Cure	48c
Does this look like a trust?	
$1 Wahoo Blood and Nerve Tonic	25c
Does this look like a trust?	
$1 Magnet Pile Killer	75c
Does this look like a trust?	
50c Texas Catarrh Remedy	25c
Does this look like a trust?	
$1 Jackson's Bed Bug Exterminator	75c
Does this look like a trust?	

Our Mixed Paints—made by the Detroit White Lead Works Co.—do not require Rocky Mountain cement to make them stick—but we will give you a bottle of this wonderful mender with each purchase of one or more gallons—$1.50 a gallon—40c per quart.

Does This Look Like a Trust?

PEYTON, Ph. G.,
Cutting Cutter of Drugs,
24th and Leavenworth Streets.

YOUR LAST CHANCE

This is no hot-air store—the drug combine can give you a sufficient quantity of that with our help—but we have it straight from headquarters that the prices of patent medicines are to be advanced—so you must take advantage of these prices now or hold your peace forever after. LAST CHANCE, mind you—and they are corkers and are good for Sunday, October 26, and Monday, October 27, and only one article to a customer.

$1.00 Peruna	$ .54
$1.00 German Kimmell Bitters	.75
$1.00 Pinkham's Compound	.59
$1.00 Wine Cardui	.42
$1.00 Pierce's Medicines	.59
25c Carter's Little Liver Pills	.10
25c Laxative Bromo-Quinine	.10
50c "Catarrh Rem," guaranteed	.30
$1.00 Kilmer's Swamp-Root	.59
35c Castoria, genuine	.18
$2.00 Chester's Pennyroyal Pills	1.00

Open all night.

SCHAEFER'S CUT PRICE DRUG STORE
16th and Chicago Sts., Omaha, Neb.

Why Suffer Pain

While having a tooth extracted? When Vitalized Air is used you feel absolutely no pain. Can be taken by any one. Made fresh in our office every day.

Set of Teeth.....$5.00 up
Gold Crown $5.00

Taft's Phildelphia Dental Rooms
1517 Douglas St.

Sick Room Goods

We mean all of the articles which have been brought out recently—articles for the alleviation of suffering among those who are ill as well as articles of use in the home.

Such as Fountain Syringes, Hot Water Bags, Atomizers, etc. We have a good stock of all this class of goods and are selling them at very reasonable prices.

2-qt. Water Bottle, 39c; 2-qt. Fountain Syringe, 39c; Atomizers, 25c.

S. E. HOWELL,
Park Ave. and Leavenworth St.
Phone 882.

GOOD HORSE SENSE

will teach you that the best place to buy HORSE BLANKETS, LAP ROBES and all HORSE GOODS is at a regular harness store, where there is a large stock, and make a specialty of that line of goods at low prices.

We also carry the 5A Baker blanket. We have the finest line of robes in the city.

SPECIAL—A good blanket for 99c.

ALFRED CORNISH,
Telephone 2614. 1210 Farnam St.

W. R. BENNETT CO.
16TH AND HARNEY STS.

Groceries
Always Fresh and Pure

Bread, large loaf, at	3c
Soda and Oyster Crackers, per lb	3c
Ginger Snaps, per lb	5c
Salmon, one-lb. can, at	10c
Pancake Flour, 2-lb package	10c
Soup, assorted can, at	8c
Fairy Soap, bar	4c

Teas and Coffee

Tea Siftings, B. F. Japan, Gunpowder, Oolong,	15c
B. F. Japan, Gunpowder, Oolong, English Breakfast, per pound	38c
Coffees roasted daily. Good Drink	10c
Bennett's Capitol Coffee, the finest flavor, one lb.p kg	28c

Candy
Special for Monday

New California Figs, carton	8c
These are delicious:	
Gum Drops, per lb	8c
Mixed Candy, per lb	9c
Caramels, per lb	12½c
Chocolate Creams, per lb	15c

Monday Sale

LILLIAN RUSSELL CIGARS, each 2½c; 10 for	25c
FLORODORA, 3 for	9c
Duke's Mixture, 1 2-3 oz. for	4c
25c Briar Pipe for	15c
60c Imitation Meerschaum Pipe, Weitzel stem, for	40c

See Our Ad on Page 17.

Drexels $3.50 Specials

These are not a $5 shoe for $3.50—that is, a Drexel $5 value. It is, however, a $5 value as shoes generally go, and you can bank on their not being the usual $3.50 kind.

We can sell a better shoe for $3.50 than you can get anywhere else, because the selling and carrying of them do not cost us anything, and these men's shoes are "special" with us—having the same style and comfort and wearing qualities as the higher priced ones.

Ask your friends and see if their shoes do not come from Drexel's—most everybody's does.

DREXEL SHOE CO
Omaha's Up-to-Date Shoe House,
Send for New Fall Catalogue.
1419 FARNAM STREET.

H. O. P. S.

Do you know what that means? It stands for WHISKEY; GOOD WHISKEY, SUCH WIHSKEY as you have never before tasted.

Hiller's Old Private Stock

is a whiskey for your medicine chest or your sideboard; it is toned to suit the palate and is soft, delicious and nutricious; it is guaranteed pure and is kept in the U. S. government warehouse until ripe and mellow.

$1.00 for a full quart.
$3.50 for a gallon.

Our Hiller's pure Rye at 80c per quart and $3.00 per gallon can not be equaled for the money.

"IF IT COMES FROM HILLER'S IT MUST BE GOOD."

Hiller Liquor Company

1309 Farnam St. Branch, 522 N. 16th St. 'Phone 1241.

Goods delivered in plain packages and plain wagon.

Monday We Will Sell

A Pound Box of Assorted Chocolates, Worth 40c for 20c.

Fine cream, mixed candy, lb	10c
Fine cream carmels, lb	10c
Choice stick candy, 5 sticks	1c
2 packages any kind chewing gum	5c
Box choice cream wafers	20c
Toasted Marshmallows, lb.	20c
A fine home dinner (home cooking)	25c
Oyster stew	15c

J. L. BRANDEIS & SONS BOSTON STORE

See the Best

BEFORE YOU BUY.
GET OUR PRICES ON OUR FAMOUS
GENUINE ROUND OAKS, CARLAND OAKS and GERMAN HEATERS.
Right goods at right prices. Stoves Sold on Payments.

OAK STOVES	$5.95 up
AIR-TIGHT HEATERS	$2.95 up
2-HOLE LAUNDRY STOVE	$4.95 up
OIL HEATERS	$3.95 up

Hardware

A New, Up-to-Date and Complete line of

Builders' Hardware
and a full assortment of
Modern Mechanics' Tools.
GET OUR PRICES.

Steel Ranges

We are sole agents for the following celebrated makes:

Monitor, Malleable, Quick Meal, Garnet,
They range in price up from $29.00.
Van Hotel Ranges
also carried in stock.

Mantels.

Fireplace Grates, Tile and a fine display of

Andirons, Gas Logs, Fire Sets, Wood Baskets.

A full line of BRASS, COPPER AND WROUGHT IRON FIREPLACE FIXTURES.

Metal Specialties

A beautiful assortment of high grade BRASS AND NICKEL PLATED

Chaffing Dishes, Five O'Clock Teas, Baking Dishes, Coffee Pots. Carvers
and Silver Plated Tableware.
All at remarkably low prices.

Milton Rogers & Sons Co.,
14TH AND FARNAM STREETS.

1513 Dodge Middle of the Block **Hardy's** "THE 99 CENT STORE" 1513 Dodge Middle of the Block

DINNER WARE

Not a frantic groping after fame, behind loosely built affairs worth one-half the price—but a straight forward bid for whatever trade is going at a limited profit.

It is just so with Dinner Sets—All new goods—on show in the window,—112 pieces—filled in decorations and gold band—They were considered rareties at $15—and they are speedy sellers at

$9.00 the Set.

It's an October bargain and October soon goes.

A New Man In Town.

It's Mr. W. D. Fowler.

Mr. Fowler came all the way from New York to enter our employ.

We raked the whole city of Omaha over with a fine-toothed comb, but failed to find just the kind of cutter and fitter we wanted—the kind that we believe the men of this city deserved.

Knowing that our customers will be satisfied with nothing but the best, we have secured the best cutting and fitting talent to be had for money.

The addition of this gentleman to our staff clinches our claim of thoroughly and exactly fashionable, finely fitting and worthy clothing for medium prices—doubles the reason why you should give us a trial.

$25 to $50 for suits—$25 to $65 for overcoats—$6 to $14 for trousers.

MacCarthy Tailoring Co.
'Phone 1808. 1712-10 Farnam St.
Bee Bldg., Omaha.

ARTISTIC FOOTWEAR

All men and women of taste like to wear stylish, handsome shoes—artistic shoes.

All those who buy their shoes at this store do wear them, for no other kind is sold here.

The styles we show in our new lines for fall and winter, are the smartest and nobbiest fashions brought out this season.

An inspection will interest you, and will also prove that high grade shoes, artistic in style, material and finish, can be bought here at very reasonable and easy prices—$3, $3.50, $5.00.

FRY SHOE CO.
16TH & DOUGLAS STS. OMAHA

E&W TRADE MARK **ICARIA** NEW COLLAR

Running for His Life

If he was running for office or a glass of Metz' bottled Beer he couldn't do better—and Metz Beer is always worth running for—There's nothing to equal it as a tonic and mild stimulant. Cooling, refreshing, nourishing, invigorating, it is a prefect brew. Strictly pure, of high grade and uniform in quality—the Beer PAR EXCELLENCE.

Metz Bros. Brewing Co.,
Tel. 119, Omaha.
Or Jacob Neumayer, Agt., care Neumayer Hotel, Council Bluffs, Iowa.

HAYDEN'S Special in Men's Suits

MEN'S STRICTLY ALL WOOL FALL AND WINTER SUITS—made of cheviots and cassimeres, in neat checks and plaids and mixtures, also plain oxford gray, all have reliable linings and trimmings, tailored in a most careful manner, perfect fitting, worth $8 to $10, sale price **5.00**

MEN'S ALL WOOL HEAVY WINTER WEIGHT SUITS—in blue serges, cassimeres, cheviots and fancy worsteds, very dressy and good wearing suits, the linings and every stitch of the tailoring is of the best, altogether is one of the greatest values we have offered, sale price **7.50**

FOR $10 WE HAVE OVER 25 DIFFERENT PATTERNS to select from—these suits come in black and blue cheviots, fancy cheviots and oxford gray cheviots, fancy worsteds and serges, these suits come in single and double breasted, round and square cut; the finest assortment to select from ever offered, at. **$10.**

SPECIAL ON OVERCOATS AT $10.00.

These overcoats come in black, blue and brown, in beaver and kersey cloth, undoubtedly the best coat ever offered for the money, fabrics, linings and tailoring all first class, a $15 value at Hayden's for **$10**

Boys' and Children's Clothing

The richest products of the world's best manufacturers in boys' and children's clothing. High grade garments at lowest prices. This week we are offering special inducements to tasty and economical parents. Why not bring your boys here and purchase them an entirely new outfit? You can get these suits in blue and black serges and worsteds, oxford grays and browns, in checks and Scotch mixtures, cassimeres and fancy homespuns—any style you favor, vestee and double-breasted, Norfolk, manly and 3-piece suits, all sizes from 3 to 15 years, your choice of $3 to $8 values in this special sale, at $1.50, $1.95, $2.95, $3.50 and $5.00.

CHILDREN'S EXTREMELY NOBBY STYLES in juvenile suits, made of highest quality fabrics, excellent workmanship and correct styles, including the handsome sailor and Norfolk suits, sailor collar effect, ages 2½ to 8 years. Don't fail to see these.

BOYS' AND CHILDREN'S REEFERS, with storm collar, in chinchilla and Irish frieze, oxford grays and browns, special prices 95c, $1.25, $1.95, $2.25 and $3.50.

Boys' and children's single breasted overcoats, in long cut coat, made in the very latest up-to-date Seymour and swagger styles, in oxford and brown cheviots and friezes, in checks and overplaids, at $3.25, $4.50, $5.00 and up.

YOUTHS' LONG PANTS SUITS, ages 12 to 20, in black or blue serges, unfinished worsteds, oxford grays and browns, cassimeres and Scotch cheviots, made in single and double breasted military and regular cut, a large variety, special sale price, $3.75, $4.50, $6.75 and $7.50.

WE WOULD LIKE A CHANCE TO SHOW YOU THESE SUITS AND OVERCOATS.

HAYDEN BROS.
READ GREAT SALES ON PAGE 13.

Acorn Steel Ranges

Our sales on Acorn Ranges this fall are nearly twice that of last year. This remarkable increase is undoubtedly caused by the superior merit of Acorn Ranges and our extraordinary low prices. The name Acorn is in itself a guarantee of good quality and superior baking. Prices, $28.00 up.

Acorn Base Burners

The coal strike is settled and we will soon have all the hard coal we want. Why not buy your base burner now, while the assortment is complete. $25.00 and up is our price on the Acorn. Seventeen sizes and styles. Over two thousand testimonials from Omaha users.

Oak stoves from $5.50 up. Wood stoves, $2.50 up.

John Hussie Hardware Co. 2407 Cuming Stree
"If you buy it of Hussie it's right."

PAINLESS EXTRACTING

By one of the most careful and expert painless extracters in the United States

Special Free Clinic Prices Until October 15.

Call early and avoid the rush—The only college of its kind in the west—Dentists come here to learn our patent painless methods—Post graduate course—only for old experienced dentists—No students—Beware of jealous idle dentists—We invite all such to come and take a course—then all will meet with success—Our methods are painless—Why take chances with others—**We are here to stay—incorporated under state laws.**

WORK DONE FREE—Small charges for material

Our success is due to the high grade work done by the Professors of the college—Work guaranteed ten years—Save pain and money

Filling from 25c; Set of teeth $3; Teeth extracted FREE; Gold crowns from $2.85

Cousult the Professors free—Be sure you are on the right floor.

UNION DENTAL CO., Room 4, 1522 Douglas. Open daily till 9 Sunday 10 to 4.

WEDDING INVITATIONS, ANNOUNCEMENTS, AT HOME, RECEPTION, ADDRESS CARDS ENGRAVING, STAMPING, EMBOSSING.

Engraving for Business, Bank and Private Stationery—Initials, Monograms, Crests, Heraldic Devices engraved to order and embellished in gold, silver or colors.

WRITE FOR SAMPLES AND PRICES

MOYER STATIONERY CO., 220 and 222 South 16th Street

SHRADER'S LAXATIVE FIG POWDER cures constipation, bilious ness, prevents headache and removes alvine poison.

Sold in 10c and 25c boxes. Manufactured by Shrader Med. Co., N. Y. and Omaha.

WHEN YOU BUY A

MERCANTILE

You are not paying for CHROMOS, SCHEMES, FREE DEALS, ETC., but for FINE QUALITY HAVANA TOBACCO, EQUAL to IMPORTED CIGARS.
F. R. RICE MERCANTILE CIGAR CO., Manf., St. Louis. Union Made.