Make yourselves To Visitors in Omaha: Make yourselves at home in our store-we invite you to our waiting room, etc. whenever convenient for you. You will find that you can buy here to much better advantage than anywhere else. Our stocks are larger our prices lower-and our goods more stylish and reliable.

Ladies' Ready-to-Wear Hats at 98c and 1.50

An Ak-Sar-Ben special in the greatest milinery store in the west. The most popular street hats for fall in the pretty Napoleon, rolling brim sailors, short back sailors, etc. trimmed with pompoms, breasts, wings, jet buckles and orna-



75 pieces, new patterns of fancy taffetas and Louisene silks for suits. waists-navys and browns, grays, gun metal, etc. and the shades most popular-silks are popular—silks are usually sold at \$1 to 49 \$1.50—entire lot, bar-

\$1 Quality Silk Velvets, All Colors, 29c Yard.

Rug Bargain

Wilton, Axminster and Velvet rugs-samples up to 17 yards long, at each ...

Rug Bargain Brussels Sample Rugs up to 14 yards long,

Special Basement Bargains

Good substantial canvas valises worth \$1 each, on the cases—each 98c One big table of small cups and saucers-Gilt and neatly decorated, in mustache and plain and many odd shapes-none worth less than 25c each, to go

One table 36-in, wide One table slightly One table lithopercale, the 10c kind | mussed India Linon | graphed pillow tops. the 5c and 10c the 50c -for. grades, go at, C kind, go at, each.

Watch Our Windows

NEW BOOKS AND MAGAZINES

A Collection of Stories Suited to Those in All Walks of Life.

A NEW NOVEL WITHOUT A WOMAN

"The Elwoods" Deals with Social and Political Ideals-"Joll, a Boy of Galilee." One of the Sesson's Best Juvenile Books,

"The Promoters," by William Hawley Smith, a novel which enjoys the distinc- and the other illustrations were selected tion of being a novel without a woman, is the story of a great scheme worked by two men, who selected Nebraska as their point of operation, because, as they said, it was "the only spot on all the earth that could and would furnish just what we ing the career of Philip Bertram from the wanted, to the last item." Omaha, Lin- time of leaving his "little German home coln and the state legislature figure very across the sea," in his boyhood, down prominently, but just what the scheme was and how the "promoters" worked it and what was their success, is left for the he manifested; how he faced and conquered reader to discover. Rand, McNally & Co., publishers.

"The Ellwoods" by Charles Stuart Welles, M. D., is a novel with a social and a political purpose, the author's object apparently being to indicate avenues by which ideals may be elevated. Social, legal and religious theories are touched upon. The love story is interesting and there are fine descriptions of the portions of the country in which the scenes are laid. It will no doubt receive a cordial reception from those who are believers in reforms in the various subjects treated. Published in London; also by Morgan M. Renner, New York.

"Joel. A Boy of Galilee," by Annie Fellows Johnston, author of "The Little Colonel" series. In this volume the author presents us with the story of a little crippled boy living among shepherds and fishermen, at a time when he was privileged to witness the miracles and the death and the resurrection of the Nazarene. The story of how his own little crooked back was straightened by the Master; the glimpses of the temple, and the descriptions of the customs and life of the people of those dues, told in the author's inim-itable manner, make this one of the season's best Juvenile books. L. C. Page & Co., publishers.

"The Marvelous Land of Oz," by Baum, being an count of the further adventures of the Scarecrow and Tin Woodman, and also strange experiences of the highly magnified Woggle-Bug, Jack Pumpkinhead, the animated Saw-Horse and the Gump; the story being a sequel to the "Wizard of Oz." The illustrations, a great many of which are extravagantly colored, are by

John R. Neill. The baby readers will be delighted with the adventures of the wonderful characters. There are fairles and witches, good ones and bad ones, and strange experiences that even father and mother will enjoy. The Rellly & Britton company, Chicago, publishers.

"Azalim: A Romance of Old Judea," by Mark Ashton. This romance of old Judea has for its chief character Jezebel, whose name has come to stand for the very incarnation of human wickedness. The author has written a series of brilliant descriptions of the life of the time, with its pomp, luxuries and pleasures, and has vivid pictures of the hideous rites of Basl worship. The frontispiece is in color, from a rare old print of Jezebel, trom valuable plates. Published by L. C. Page & Co.

"Pluck," by Judge George Grimm of Jefferson. Wis., is a simple narrative, recitthrough the succeeding years in a new country-America. The pluck and energy obstacles and by perseverance and integrity won influence and friends in his adopted country, make an admirable story. Germania Publishing company, Milwaukee,

"Tanner's Elementary Algebra," by J. H. Tanner, assistant professor of mathematics in Cornell university. In this work the author has aimed to make the transition from algebra to arithmetic as easy as pos-The book is designed to meet the sible. examination requirements of any college or university in this country. Published by the American Book company.

"Grammar School Arithmetic," by David Eugene Smith, is a work in which the author provides exercises composed of genuine American problems, showing common business as it really is today, without being too technical for appreciation of and girls of grammar school age. Published by Ginn & Co.

"Elements of Algebra," by George W. Hull, is a book for beginners, in which the author has succeeded in presenting the subject in a way that will assist in making the study interesting and profitable for

"Progressive Course in Spelling." by J. N. Hunt, is a work in two parts. The exercises cover a wide range in both methods and matter. The author has aimed to select the words by pupils both in and out of school ploys a system of discritical r which the pupil is rendered in acquiring a correct merican Book company.

Above books at lowest retail prices. Matthews, 122 South Fifteenth street.

LADIES' **Sweaters**

We have a full line from infant's size up to ladles' size 40. They're well made from best yarn; neat in appearance; fit the form closely and make a very light, warm and tldy garment, especially suitable for misses and children for outdoor wear. Ladies' and misses' garments, blouse front; sleeve finished full above wrists; tight band at waist. Price: Ladies' \$2.87 to \$3.75; Children's Norfolks, finished with belts, \$2.00 up; Children's and misses' without belts \$2.25 up; Infant's \$1.65 up. Fast colors: white, red. blue and striped. Your friends may have told you-you may have guessed-buy, one today and actually know of the comfort and case and freedom of motion given by these garments. For perfect satisfaction buy a good one-buy it here.

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WE BOUGHT **ANOTHER STOCK**

at 40 cents on the dollar-considerably less than the cost to manufacture-about 75 instruments in all. A fine variety of sizes and different cases, such as a first class piano store usually has. Part of this stock was on display Saturday and Monday, causing such a rush of eager buyers that from now on we will have more salesmen, more wagons, giving better service if possible-open evenings, too, for your convenience.

THIS WEEK

We are in position to sell the BEST PIANOS on the EASIEST TERMS, for less money than dealers pay. Many others are taking advantage of this chance-WHY NOT YOU? See the remarkable upright planos selling for \$64, \$79, \$90, \$110 to \$125-or the choice, beautiful CA-BINET GRAND upright planos rapidly going for \$142, \$154, \$166, \$178 to \$192, that are worth just about double

Over 500 planes in stock from 30 ifferent factories makes plano dealing easy here. Omaha visitors are cordially in-

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has been used by leading actresses and others who know the value of a beautiful complexion and rounded figure. It will positively do as we claim, PRODUCE HEALTHY FLESH on the face, neck and arms, filling all hollow places, adding grace, curve and beauty. It is positively the only preparation in the world that will DEVELOF THE BUST and keep the breast firm, full and symmetrical, it has never failed to accomplish this result, not only for the society lady, the actress and the maiden, but for the mother se unfortunate as to lose her natural bosom through nursing.

WRINKLEB about the mouth, eyes and those of the forehead disappear as by magic, leaving a skin texture firm and clear.

PACIAL SAGGING, the great beauty destroyer of middle life, is also corrected by this Flesh Food. On sale at all Department fitters and Druggists.

Our following liberal offer puts it within the SPECIAL OFFER: FRIF—One Box and Book, reach of every purse. The regular price of Dr. SPECIAL OFFER: FREE—One Box and Book, reach of every purse. The regular price of Dr. Charles' Flesh Food is one dollar a box, but if you will send us it we will send you two (2) boxes in plain wrapper, also our book, "ART OF MASSAGE," illustrated with all the correct movements for massaging the face, neck, arms and bust, and containing valuable hints on health and beauty. Fleer's Chaptert, the selectated French masseur, says of this book: "It is the most campiate I have ever seen. Every worms should have one and cassalt it daily." Write today.

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the cigar bands, BRING tobacco tags, etc. of the Florodora Tag Co. -you've lots of 'em-bring the squares cut from the wrappers of Cudahy's Diamond "C" and White Russian soap; bring the coupons you get in-side the packages of 'FORCE'; bring the coupons that are attached to Stafford's inks; bring them all to the Premium Parlor, 2nd floor, and get Green Trading Stamps for them Get a complete list of labels, etc. that are redeemable in this way. It's a great idea for rushing your stamp book collecting. Ak-Sar-Ben Daylight Parada

Is timed to pass the Bennett store at 2;45 Wednesday afternoon. The best spot for seeing it thoroughly is right around the Bennett windows. This is a free vantage ground for you. You are heartily welcome to it. Come inside the store and wait.

Wednesday GOODS DEPT. Sales in the

LADIES' COATS-Heavy kersey, all lined, tan, navy, black and brown, stached velvet trimming, silk buttons, an \$8.50 coat,	5.95
LADIES' COATS-Extra fine kersey, heavy satin lining, half fitting, box front, raised seams, sold by all dealers at \$10.00, on Wednesday	7.50
CHILDREN'S AND MISSES COATS-Zibeling beaver, full length, satin bands, velvet piping, military buttons, storm collar, shoulder cape, belt and Bishop sleeve, colors, blue and brown, ages 6 to 14 years.	4.95
LADIES' and flisses' sweaters—We are showing 8 different our Leader for Wednesday—Heavy German knitting yarn, turtle neck, blouse effect, colors, red, navy, white and black—usually sold at \$2.50, for	1.48

1.48
furs of
1.69
2 95
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3.95
4.95
5.95
5.95
7.95
-
6.95
5.00
8.00
5.00
59c

SALE OF BLACK DRESS GOODS BIG BARGAIN SALE OF BLANKETS

500 pairs fine grey, white and tan fleece cotton blankets, fancy
stripe borders, \$1.25, 95c, 85c and 69c, and extra heavy,
at. \$1.75 200 pairs fine wool blankets at special prices for this week. Pair, \$6.50, \$4.98, \$3.95,

BARGAIN SQUARE DRESS PATTERNS 300 very choice full dress patterns, enough in each for a full of black, plain and fancy colors, worth from \$5.00 to \$7. at the bargain square, main aisle, per BIG BARGAINS IN TABLE LINENS 10 pieces 72-inch all linen silver bleached damask, regular \$1.00 quality, only, yard. 58-inch red damask, special, 19c 20c Turkish and linen towels, special.
50c bleached table damask, 58 inches wide, special, 35c \$1.75 quality fringed and plain hemmed bed spreads,

Take a Camera Shot at the Parades

The best practice in the world for the photographer. The daylight parade Wednesday afternoon and the gorgeous electrical cavalcade Thursday evening.

Your Camera, Your Kodak and Your Photo Supplies

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GROCERY DEPT. Our Out-of-Town Visitors Are Invited to visit our immense Grocery Dept. FREE-A Special Gift to Out-of-Town Customers.

STERLING SILVER THIMBLE FREE WITH A PURCHASE OF 3 POUNDS BEST JAVA AND 1.00 MOCHA COFFEE A REMARKABLE OFFER

LOWEST PRICES reserves, assorted, jar. aported Sardines, can. Imported Sardines, can Macaroni, pound package. Maple Cream, cake. Baked Beans, 3-pound can. Early June Peas, can. Corn, 2-pound can.

CANDY DEPT. Ten (\$1) "S. & H." Green Trading Stamps with package Razzle 5c

WEDNESDAY SHOE SALE

300 pairs men's sample shoes, vici kid and box calf, Goodyear welts, worth up 2.48 And fifty (\$5.00) Little Green Stickers.

And fifty (\$5.00) Little Green Stickers. 600 pairs of misses and children's Dongola button and lace shoes, worth \$2.00, at..... And thirty (\$3.00) Little Green Stickers.

A CROCKERY EARTHQUAKE. No. 1 or 2 Heavy Brass Lamp Burners, each 3c

Three to a customer-no delivery. No. 1 or 2 common Lamp Chimneys, each2c Limit of three-no delivery. Good supply of fruit jars and jelly tumblers on hand.

Plain White Soap Dishes, each 5cf And Ten (\$1) Little Green Stickers, 1 Qt. Patent Tomato Catsup Bottles, doz . . . 88c And one hundred (\$10.00) Little Green Stickers. Japanese China Salts and Peppers, each 8c

And Ten (\$1) Little Green Stickers.

Floor

Get Our Prices on FURNITURE AND CARPETS Third

THE RELIABLE STORE

SPECIAL SALES EVERY DAY In Our DRESS GOODS DEPARTMENT

Youths' Children's Stylish Suits AT SPECIAL PRICES WEDNESDAY.



The most complete stock ever shown in the west, latest styles, best fabrics, lowest prices. Youth's Long Pants Suits, \$5 and 7.50 \$7.50 to \$10.00 values, at

Cheviots, cassimeres, fancy worsteds, serges, etc, in both single and double breasted styles, almost unlimited range of colors and patterns -special prices-\$5 and 7.50

Suits for the Youngsters

The kind that will stand the test of hard wear. Why? Because the quality of fabric and workmanship is in them. Your choice of Norfolk, sailor blouse, Russian blouse, sailor Norfolk, double breasted or three-piece styles, worth \$3 and \$3.50, special **2.50-2.95** prices, Wednesday.....

NOBBY OVERCOATS for boys and children. A magnificent line, comprising all latest styles in immense variety of colors and fabric. Our prices-

\$2.95, \$3.75, \$5.00, \$7.50 and \$10.00

SPECIAL EMBROIDERY SALE 9 solid cases of strips or loom ends in GROCERY AND CROCKERY SPECIALS

India Ceylon tea, worth \$1, special at,

Pretty embossed lamps with globe chimney to match, at. 53c Decorated fruit plates, each 55c Art pottery water pitchers, 4-qt. 25c Decorated cuspidors, each 10c All sizes in plates, cups and saucers, each 25c The largest line of genuine hand-painted French china in the west. See our assortment of decorated ware at 10c

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White Satin Strap Slippers; White Kld Strap Slippers; White Canvas Ties; Black Castor "Majestic" Slippers ofth beaded vamps; Black Castor Three Strap Slippers with plain vamps; Patent Leather "Geisha" Ties; Champagne Kid "Geisha" Ties; Patent Leather Strap Slippers; Vici Kid Strap Slippers with beaded vamps.

We are showing a very stylish and interesting line of Ball foot-wear at our usual reasonable prices.

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