## THE NEW FIVE STORY BUILDING

 1311-13 Farnam St., Omaha, will contain over thirty-five
thousand square feet of floor space-or room to
six hundred pianos. This large building is necesincreasing piano trade. Buying for our five large stores more
pianos in a single month than fueller to secure concessions and disall equal to a fair profit. It is not the prices alone that it's their goodness, merit, worth and value. To relleve our crowded floors at the Harney street store
we place on sale this week at cut prices over 100 new, tyle, upright pianos fully guaranteed

## ASTONISHING PIANO VALUES

New, mahogany, upright, large size. New, walnut, upright, made to sel
New, oak or mahogany, upright. . Beautiful sample, standard mal small grand, slightly used $\begin{array}{cc}\text { Regular } & \text { Now } \\ \$ 300.00 \\ \$ 158.00\end{array}$ $\$ 325.00 \quad \$ 175.00$ $\$ 350.00 \quad \$ 192.00$ $\$ 400.00$ $\$ 500.00 \quad \$ 290.00$ Bargains in slightly used steger \& Sons, Emerson, Fisher, Hallet \& Davis, Arion, Erbe, and many others worth fully \$5.00 MONTHLY PAYMENTS ACCEPTED on request by mail. Address,

## Schmoller \& Mueller

Tel. 1625. 1407 Harney St., Omaha, Neb.

WOW Cabo

3

## 

AFFARS AT SOUTH 0) MARA


## 



Ayer's Hair Vigor is a hair-food. It feeds the hair and the hair grows. That's all there is to it. And it is a splendid tonic to the hair, giving the hair follicles tone and strength. This is why it checks falling hair so promptly.
As a dressing, it keeps the hair soft and smooth and prevents splitting at the ends.


OMAHA MEN AND THEIR HOBBIES


Sce.joc Menis seekwar now selling 25c
75c-1.00 Men's Fancy Negligee Shirts 456
35c-50c values Men's Fancy Hose, 256
$\$ 1.00$ values Boys' Fancy Waists, 48 C 19c
and $39 \mathrm{c} \quad$ Men's and Boys' Straw Hats $\quad$ Cut to Half Price ${ }^{69 \mathrm{c}}$ and 98 c

Commencing today we close our store at 5 p.m.---Saturdays at 10 p. m., during July and August, so that our employes may enjoy shorter hours during these hot months.

## Trebraska Cothinqze



