

50c Silk Veiling at Yard 12 1/2c
Saturday morning we will place on sale 200 pieces of the very latest novelties in fancy silk veiling, worth 25c, 35c and 50c a yard. Every yard perfect. A limit of 4 yards to a customer. Sale begins at 8 o'clock sharp Saturday morning. Come early and secure your choice of the lot, 12 1/2c at yard.

ALL MAIL ORDERS PROMPTLY FILLED AND SATISFACTION GUARANTEED. THE RELIABLE STORE.

ALL MAIL ORDERS PROMPTLY FILLED AND SATISFACTION GUARANTEED.

GREAT SATURDAY Bargains in Ladies' Neckwear
The greatest snap in strictly up-to-date neckwear ever offered divided into three lots:
Lot 1. A beautiful line of new Stock and Tab Collars, worth 50c each, at 25c.
Lot 2. A beautiful line of new Stock and Tab Collars, worth 50c and 75c, at, choice, 25c.
Lot 3. A swell line of All-Silk Neckwear, regular 75c and \$1.00 values, special at 50c.

THREE HOSIERY BARGAINS
Ladies' wool and fleece lined hose, in black and grays, extra heavy quality, worth from 39c to 50c; 25c special, at, pair.
Ladies' plain black and heavy fleeced hose, in all sizes, regular 19c quality; at, pair, 12 1/2c.
Boys' bicycle hose, heavy ribbed, with double knee, heel and toe, regular 25c quality, at, 15c.

SPLENDID BARGAINS IN WOMEN'S WEAR
Thousands of pretty garments selected with the greatest care, not only for their eye appealing beauty of design but for their practicality and service giving qualities, will be sold Saturday at prices which are simply irresistible. A glance at these offerings will convince you of their superiority over those sold elsewhere at the price.
New Tailor Suits, in all the latest New York styles, all the prettiest shades of plum green, blue and brown, also black and handsome fancy mixtures, garments that are good values anywhere at \$25.00, choice Saturday, 18.50.
Nobby Tailor Suits, with 45-in. satin lined coat, in great variety of plain and fancy mixed fabrics, splendid value at \$16.50, special Saturday, 12.50.
\$10.00 Coats, in the Cover and Montina's, in Empire and loose back styles, tans or black, greatest values ever shown, 6.98.
Handsome Coats in the new Swager styles, plain or fancy mixed fabrics, specially attractive values at \$18.50, \$15.00 and 12.50.
Fur Lined Coats, the most complete showing in the west, ranging in price from \$50.00 down to 12.50.
TWO SKIRTS SPECIALS.
Women's \$5.00 Walking Skirts at 2.98.
Women's \$6 and \$7 Dress and Walking Skirts at 3.98.
An almost unlimited variety of styles, colors and materials, unmatched bargains.
New Circular Skirts, one of the most popular fall styles, splendid value at \$15.00, \$12.50 and 10.00.
Children's Coats, one more chance to secure these sample garments at these ridiculously low prices. You should not miss it.

Children's Sample Coats in green, cardinal, blue or mouse colored, bear skin garments worth \$5 and \$6, at 3.98.
New Tailored Waists in Albatross, seitan and nun's veiling, embroidered and pleated, regular \$5.00 quality, special 2.98.
Children's Fall Dresses, the most complete line shown in the city, special values Saturday at \$3.98, \$2.98, \$2.50, \$2.00, \$1.50 and 1.00.
Three Fur Specials: Neat Coney Scarfs with three large tails, great snap, at 79c.
\$7.00 Opium, River and Jap Sable Scarfs, long and medium length, at 3.98.
Elegant Beaver Coats, selected skins, good values at \$7.50, special bargain, at, choice, 57.50.
Cravette Coats, something every lady should have in her wardrobe. We are showing a line of garments in greens, oxfords, tans, castors and browns, that are superior to anything ever shown in this city. Regular \$8.00 quality, at, choice, 8.90.
From 8 till 9 A. M. From 8:30 till 9:30 A. M.
Women's \$5.00 Walking Skirts at 2.98.
Handsome Silk Underskirts-regular \$5.00 quality- at 3.98.
An immense line of stylish Cravettes, in all the latest styles-regular \$7.50 values-at 4.98.

Interesting Grocery Prices
Hayden's give the largest quantity of highest quality goods for the least money.
21 lbs Pure Cane Granulated Sugar for \$1.00
10 bars best brands Laundry Soap for 25c
48-pound sacks fancy high patent Minnesota Flour, \$1.85
5-lb. pails Pure Fruit Jelly, 17 1/2c
Jello, Jellcon or Advo Jell, per pkg. 7 1/2c
Oils or Mustard Sardines, can., 3c
1-lb. cans Assorted Soups, 7 1/2c
1-lb. cans fancy Alaska Salmon, 9c
2-lb. cans Sweet Sliced Corn, 5c
2-lb. cans Wax or String Beans, 6c
16-oz. can Condensed Cream, 7 1/2c
1 lb. pure Fruit Preserves, 7 1/2c
Keele Breakfast Food, pkg., 7 1/2c
Vanilla and Lemon Wafers, lb. 10c
Raspberry Bar Cookies, lb., 10c
The best Soda and Oyster Crackers, per lb., 6 1/2c
BUTTER, CHEESE.
Choice Dairy Butter, per lb., 18c
Fancy Dairy Table Butter, lb., 20c
Choice Separator Creaming Butter, per lb., 21c
Fancy Separator Creaming Butter, per lb., 12 1/2c
Choice Wisconsin Brick, per lb 15c
Fancy New York White Cheese, per lb., 15c
Fancy New York White Cheese, per lb., 15c
Sap Sago Cheese, each., 7 1/2c
Omaha's Greatest Fresh Fruit Department.
Fancy Bellflower Apples, doz. 15c
Fancy Tokay Grapes, per lb. 8 1/2c
Fancy New Figs, per pkg., 4c
Large Juicy Lemons, per doz., 15c
3 measures Fresh Roasted Peanuts for 10c
Fancy Cooking Apples, peck, 30c
1/2 bushel basket fancy New York Dutch Sapples, 60c

Two Corset Specials
\$1.00 Corset, with long hip and garters attached, come in drab and white, best values ever shown in the city, at, choice, 59c.
\$1.25 G. D. Justrite Corsets with long hip and two sets of hose supporters, all sizes, at, choice, 98c.
We carry a swell line of Bust Forms, Ruffles and Bust Supporters at, up from, 25c.
All kinds of Ferris Good Sense Waists for Ladies, Misses and Children carried in stock.

Attractive Saturday Values in Millinery
\$3.50 Hand Made Trimmed Street Hats 98c
Seven hundred Trimmed Street Hats, purchased by us at a mere fraction of their original cost, will be offered to you Saturday at the ridiculous price of ninety-eight cents. These hats are of the latest styles, any color, and are made of all the very best materials. SATURDAY 98c.
Trimmed Beauties at \$4.98
An exposition of artistically trimmed hats, surpassing in style and beauty those shown elsewhere for considerably more money - they mirror the correct fashions, being exact copies of imported models. You will find no such values nor an extensive variety elsewhere. SATURDAY 4.98.
Trimmed Hats at \$1.98, \$2.98 and \$3.98
Here is a very choice line of Trimmed Hats, fresh from our own work rooms - every new shape included - at \$1.98, \$2.98 and \$3.98. 1.98

Saturday, Last Day of Great Sale of Sample Underwear
A human tide ebbs through our store is nothing new here, but it has been reserved for this great sale to see the climax of appreciative comment on a wholesale scale. We have offered, in addition to our previous great stock of sample underwear, we have secured the entire sample line of three of New York's greatest mills for Saturday's selling, and offer you the greatest bargain opportunity ever known. Now is your opportunity. BUY.
Ladies', Misses' and Children's Winter Underwear

CHILDREN'S UNDERWEAR-Extra heavy fleeced, very special bargains, per garment, 25c.
Children's Woolen Vests and Pants, in all sizes, good values at 75c, \$1.00 and \$1.25, per garment, 39c.
CHILDREN'S VESTS AND PANTS, heavy ribbed, all sizes, extra special values, at 25c.
MISSIE'S UNION SUITS, in all sizes, hand finished and perfect fitting, great value at \$1.50, 98c and 75c.
MEN'S WINTER UNDERWEAR
Heavy Fleeced Shirts and Drawers, made of the finest quality, heavy weight, while they last-at, gar., 25c.
Men's Shirts and Drawers - sample garments, worth up to \$1.50 - greatest bargain ever offered, at, garment, 49c.
Men's Shirts and Drawers, extra heavy fleeced lined, come in pinks, blues and silvers, at, values, 39c.
Men's Shirts and Drawers, made of the finest quality, heavy weight, while they last-at, gar., 25c.
Men's Shirts and Drawers - sample garments, worth up to \$1.50 - greatest bargain ever offered, at, garment, 49c.
Men's Shirts and Drawers, extra heavy fleeced lined, come in pinks, blues and silvers, at, values, 39c.
Men's Camel's Hair Shirts and Drawers, in medium or heavy weight, at, values, \$1.50, \$1.00 and 75c.

The Big Meat Section
1000 Fancy Spring Chickens will be killed and dressed Friday night specially for our Saturday trade, they go at, per pound, 11 1/2c.
Boiling Beef, per lb., 2 1/2c
Shoulder Roast, lb., 5 1/2c
Shoulder Steak, lb., 5 1/2c
Veal Roast, lb., 6c
Veal Stew, lb., 4c
All kinds of Sausage, strictly home made, 6 1/2c.
Nebraska famous Coupon Bacon; Premium, Sunflower Iowa Pride, Wapello and Coin brands of Bacon.

Big SHOE SALE Saturday
Boys', youths' and little gents' \$1.50 satin calf lace shoes, 98c.
Women's, misses' and child's \$1.50 lace shoes, 98c.
Child's \$1.00 hand sewed button or lace, blue, brown or black, also patent with white tops; always sold for \$1.00, 69c.
Women's \$3.50 patent colt button, in a genuine Goodyear welt, rock oak soles, 2.50.
Burley & Steven's \$2.00 and \$2.25 satin calf, kangaroo calf, with or without quilted soles, 1.50.

SPECIAL PRICES ON PLATE RACKS
We are now showing a large line of Plate Racks in golden and weathered oak, new styles and all sizes, with brass cup hooks, 24 inch plate rack, \$1.25.
Plate Rack 6 inches wide and 36 inches long, double grooves for plates, at 85c, others at \$1.00, \$1.25 and \$1.50.
Weathered oak Jardiniere Stands well made and finished, 75c and 90c, other patterns range in price from \$1.50 to \$7.75.
Mission Dining Chairs, \$1.00.
Oak Sideboard, \$2.50.
Oak Cabinet, bent glass, \$3.50.
Oak Sideboard, \$2.50.
Oak Cabinet, bent glass, \$3.50.
Oak Sideboard, \$2.50.
Oak Cabinet, bent glass, \$3.50.

ONLY Eye Strain
but it is responsible for more headaches, nervousness and general discomfort than you give it credit for. If your eyes give you the slightest trouble see our graduate and expert optician. Very low prices.

WEDDINGS THE FINEST EVER
Swellest Events in the Calendar of People Directly Concerned.
NEW YORK GOES IN FOR STYLE
Fashionable Knots Tied at Noon, Followed by a Breakfast-Proper Capers for November Weddings.
To ring church bells in New York City for the usual purpose is considered almost a crime. But wedding bells are another story. Not long ago when the sexton of a church lacking a chime of bells relieved his feelings by setting the bell in the soft clanging madly as the bridal party left the church the neighbors as well as the guests in the church smiled with pleasure.
"O how awfully jolly!" said some one.
That sexton is getting the bell in good working order just now for the fall and winter crop of weddings, some of which are scheduled to take place in his church. Said he with a wise smile and almost a wink:
"Were I to let off that bell for a prayer meeting people living near the church would get angry right away and send word in a hurry to the Board of Health, declaring the bell was a nuisance. But so far there has been no kick against the bell ringing for weddings. I guess weddings will always be popular."
When the sexton's speech was repeated to a social leader, she nodded assent.
"Ye, not even the postmistress can find fault with the wedding outlook for this fall and winter," she said. "There have been many, many engagements announced of late, several more will be announced within the next month and the weddings will take place before Ash Wednesday at latest. It is the exception to hear of a long engagement these days."
"Are there will be no falling off in the elaborateness of these functions, in spite of a story I read not long ago that London brides were going in for simplicity-few decorations, fewer guests, no refreshments worth mentioning, and that sort of thing."
"Nothing but sickness or death in the family will account for a simple private wedding among the moneyed New York set. A girl can be a really truly bride once only in her life, and naturally if economy does not have to be considered she wants to make the most of her wedding day."
The Noon Knot.
The most fashionable weddings of the autumn and winter will take place at noon or soon after in church, and they will be followed by a breakfast at the house, served in courses or a seated buffet breakfast.
"The difference between a course breakfast and a seated buffet breakfast is not great in dollars, but the one can be served in a shorter time than the other and to a greater number of guests. At a seated buffet breakfast guests sit down without formality at any table, order what they like from the menu card and when finished get up and move on."
"Instead of weddings getting to be simpler and smaller I think they are becoming more elaborate all the time," said a specialist connected with one of the famous

catering establishments of this city. "Never in my knowledge have we been called upon to serve at so many really large country weddings.
"Two hundred guests at a country house wedding used to be considered a very large number to serve with a seated breakfast, whereas within the last three months we have had wedding after wedding where the guests numbered 400 or 500. Among the rich there is not the slightest disposition-at least I can't see it that way-to cut down in the number of house guests at a wedding.
"Houses are being increased in size all the time and it is possible to take care of more people at one time than it once was, when a back yard space was given over to the use of servants and stray cats instead of being built upon.
"Wine at the Wedding.
"it is the exception to serve a wedding breakfast without wine. This fact has come to be so well understood that in cases where either the family of the bride or the bridegroom have scruples against the promiscuous dealing out of wine the difficulty is met by not having any breakfast at all and postponing the wedding to the afternoon. And even an afternoon wedding reception is considered a very tame sort of an affair these days without a glass of punch at least.
"Is there one odd custom which clings to even the smartest weddings-cutting the bride's cake. At the present time we make this cake of the same ingredients we use for the cake dealt out in small boxes, and its size varies. If there are twenty-two persons, say, at the bride's table, the cake must be larger than if there are only ten or a dozen.
"On the other hand, the particular cake the bride cuts must not be so large that there will be a chance of any one falling to get a souvenir in his or her slice, for nowadays, besides the thimble, ring or coin, we put also into the bride's cake tiny gold ornaments, such as an automobile, a whip, a racehorse or some emblem of sport.
"Anything, almost, will answer for the purpose, and it is possible occasionally to match these souvenirs to the particular details of the wedding party. As some one put it the other day, the modern bride cake is a sort of prize package. By the way, these tiny trifles must be of solid gold. No imitation trumpery goes.
"Fortunately for us, New York people have decided that there cannot be too many flowers at a wedding." A Fifth Avenue florist said when the question of floral decorations was suggested. "The question of cost alone keeps most brides from turning the drawing room floor-most of the house, indeed-into a floral bower.
"Is the case of the church it is a trifle different. There is almost a tendency, I think, to simplify decorations at the church, in favor of increasing them at the house.
"Church Decorations.
"Plant decoration is more and more resorted to for the church, chiefly because it is more effective than cut flowers, and less the latter are arranged in masses. Indications are that at few weddings this winter one will see arches of flowers spanning the aisles or clusters of flowers on every new the length of the middle aisle.
"Two orders I have arranged to fill early in November the first ten pews only, which are roped off for relatives and closest friends, will be trimmed with cut flowers-pink chrysanthemums on the altar and along the chancel railing.
"Here will be masses of the same flowers at either side of the chancel against a background of palms, but all in pots.
"if it is true, as the florist was asked, "that more frequently than formerly the bridegroom pays for the church flowers?"
"Ye, that is quite true. It has always been the custom, as everyone knows, for the bridegroom to pay for the bouquets of the bride and the bridesmaids and the boutonnières of the best man and ushers, and he stopped there. In good society it was an established custom that the bride's family should pay for everything else connected with the wedding.
"Several instances within the last few months the bridegroom has come in here, asked for an estimate on church decorations and directed that the bill be sent to him. None, so far as I know, has had anything to do with the house decorations.
"I think most florists would be very glad if the custom could become general of allowing the bridegroom to order and pay for the church decorations, because men are generally more liberal than women. I usually figure that half a dozen men customers are equal to twice that number of women.
"Bridal Bouquets.
"The most popular bouquet of the winter, or, at least, one of the most popular with people of means, will be composed of lilies of the valley and white orchids. The pure white orchid is not always easy to get and it is by no means the cheapest variety in the market, which is the very reason some men insist on having a floral procure it for the bride's wedding day.
"On one occasion, I remember, I telegraphed practically all over the country this side of the Mississippi to no purpose until I struck a florist near Boston who had just about the number I wanted, no more.
"that bridegroom was the most delighted creature I ever saw when I told him my luck, even though the bouquet did cost him \$7.
"Chrysanthemums have always a certain vogue in November for bridesmaids' bouquets, particularly if the flower is made a feature of the church decorations, but owing to the many new varieties of roses and the wonderful diversity of their color it is a foregone conclusion that the preferred flowers for this purpose will be roses. The variety in the shades of pink roses is really remarkable now.
"my daughter intends to be married in a white chiffon gown trimmed with a front panel and a founce of point lace, answered a wealthy woman when consulted as to the newest-thing in a wedding gown. "When I sought my dressmaker and told her my daughter's abhorrence of white satin and her equally decided fondness for clinging materials, she suggested at once chiffon velvet."
"This woman has just come back from her usual summer trip to Paris, and she told me that soft materials had the preference just now over there for bridal gowns and that one could select almost any soft material for that purpose provided it was not woolen. And she added that, although the court train-that is, the train set on at the shoulders instead of at the waistline-was made more of than any other design, but there was no hard and fast rule that one must adhere to that design.
"December Out of Favor.
"High soft girdles suggesting the empire

SCENERY MUST BE SAVED
Nature's Beauty Spots Assailed by Industrial and Commercial Vandals.
If commercial vandalism is not curbed the scenery of the United States may finally be converted into kilowatts, amperes, volts, horsepower or advertising signs. Great scenic prospects are being utilized not to charm the eye and stir the fancy, but to exploit pills, plasters, tonics, soap, whisky, patents and the like. When a mighty contract, in whose beauty everybody has an equity, is destroyed that its waters may run private machinery for private gain, it is easy to put up an argument that things practical should outweigh things sentimental. This may be a good argument or it may be a bad argument. In some instances practical things should have the right-of-way over sentimental things, but it should not be an invariable rule. If every sentimental thing in the world were obliterated the world would not be fit to live in. Where majestic hills are blown away and rugged cliffs are mutilated by the quarryman's drill and blast, legal justification can often be found in private property rights. But when a man with whitewash brush and a barrel of paint converts glorious scenery into irritating advertisements it is hard to think of any defense for him. He does more than destroy the landscape. He puts a nuisance where the landscape was. In a number of European countries the "scenic advertising" industry is regulated in a way to discourage the vandals. In some of the cities of the old world posters, placards, etc., are taxed. The Europeans are saved from the riot and jumble of signs, symbols, trade-marks, bills and posters that strikes

GREAT HEAD AND MUCH IN IT
Remarkable Memory of a Negro Boy Who Can Recite 536 Chapters of the Bible.
"Jimmy" Washington, 17 years old, the negro "boy preacher" and "Biblical Prodigy," who is known in Kansas City to conduct revival services and deliver lectures at the different negro churches, can recite 536 chapters of the Bible, he says, and can remember the words of a song after he has heard it only once. Although he never went to school a day in his life, he can read, write and speak good English. He has been known as the "Black Moody" and the "Walking Bible." He has lectured before audiences in Carnegie hall in New York and Tremont Temple in Boston.
Born in Little Rock, Ark., in 1888, he asserts that at the age of 5 years he was favored with the gift of reading and speaking to his people by God. In telling of his powers he said:
"i have no way of accounting for my natural ability except that it was a gift sent by God. My mother died when I was a month old. Not long after that my father met with an accident that cost him his eyesight. My father secured the agency in Little Rock, Ark., where we lived, for Rev. DeWitt Talmage's book "From Manger to the Throne." By canvassing for the book he made a living for us both.
"one day, when I was 5 years old, my father came home and threw one of the books on the floor. I was looking at the pictures when suddenly I began to read it with accuracy. My father heard me and was astonished. He took me to several white men who had befriended him when he lost his eyesight and through their influence I was called before the state legislature of Arkansas. The legislators took a deep interest in my powers as a mere child and the result was that I was given a recommendation by the legislature to preach, lecture and read to my people.
"i began preaching as a child and have continued to the present time. The number of conversions in meetings at which I have spoken will exceed 5,000.
"i learned to write from the autographs of white men to whom I was introduced. I would take the names and trace them. It was not long until I could write well.
"i mathematics I have no ability whatever. I can count from one to 100, but that is due to memory alone. I can neither add nor subtract, and multiplication is out of the question.
"i spoke in English, I find that the Bible is much easier for me to learn than anything else. I am gradually increasing the number of chapters of the Bible that I can recite, and some day I hope to be able to recite the whole Bible as well as any chapter in it that may be chosen at random.
"The negro "boy preacher" has achieved success as an evangelist at camp meetings. He asserts that his evangelistic power was given him by God. While he delivers lectures and sermons that he has prepared, he says he prefers speaking extemporaneously. His blind father accompanies him and helps in the evangelistic work by singing old plantation religious songs-Kansas City Star.

BEYOND THE REACH OF MAN
Tallest "Pillar of the Sky" Balks the Efforts of a Mountain-Climber.
The man who has made the record mountain ascent thinks it is doubtful if the top of Mount Everest, the highest summit in the world, will ever be reached. He is Dr. W. H. Workman of Massachusetts, who on August 12, 1903, reached the height of 23,294 feet on the side of Pyramid peak among the Karakoram mountains of the Himalayas. As the peak is 28,000 feet high, Dr. Workman climbed within about 1,100 feet of the top.
The summit of Aconcagua in Argentina was the highest point attained by mountaineers before Dr. Workman's feat. This mountain, right on the border between Argentina and Chile, is 23,800 feet high.
Dr. Workman said to a New York Sun man on the eve of his return to Europe: "Some optimists look all the time at the peak on earth conquered in the near future. I do not feel so sanguine about it. Practically nothing is known of Mount Everest, for no white man has ever been near it.
The three mountains that nearest approach it in height I have seen at comparatively short distances. The technical difficulties they present appear to me to be very great.
If these four mountains are ever conquered it will only be by hardy, bold, thoroughly trained mountaineers, provided with means of transport superior to any now obtainable, after prolonged sieges, during which they will have to meet and overcome not only the physical obstacles presented by the peaks themselves, but also those offered by altitude, heat, cold, snow, wind and weather which will become more accentuated the higher they climb.
"one or more of the best trained mountaineers, excelling in physical strength and with unusual capacity for resisting the enfeebling effects of rarified air at very high altitudes, might possibly, under the most favorable conditions of weather and snow, be able to reach the top of Mount Everest. But these mountaineers cannot go alone among these mountains. They must have coolies to carry their camp equipment and the base camp must be very high, or there is no hope of reaching the top. Coolies unfortunately soon become discouraged and cannot be forced up to the point necessary to the attainment of the mountaineer's ambition."
"if I could have placed my camp on Pyramid peak at 21,000 to 22,000 feet there is little doubt that I should have reached the top on the next day, for it was windless and the finest day of the summer. But I could not induce the coolies, even with offers of twelve times their usual wages, to carry the camp to that altitude.
"when I and my two assistants had reached a height of 23,294 feet we did not for a moment entertain the idea of attempting to reach the summit, some 1,100 feet higher. This, under the circumstances, would have been a foolhardy undertaking. It is probable that in the course of the afternoon we might have reached the top, but the peak would have been our mausoleum, for we could not have remained camp that night, and a night in the open at that altitude would have meant certain death from cold, to say nothing of the danger from fatigue.
"i have grave doubts that any party could stand the rarefaction of air above the elevations now attained. We found the difficulty greatest when we went to bed in our camp. As soon as we began to doze the respiratory movements diminished in number and force, the tissues did not get enough oxygen, and we would awaken with a start, gasping for breath. At these altitudes a person can breathe better when sitting or standing than when lying down. We could not get sleep enough. The fact that the whole party was kept awake by want of breath while trying to sleep at 19,550 feet points to the possibility that in case of an attempt upon one of the highest summits, if camps could be established at heights of 13,000 feet to 15,000 feet and above, as they would have to be, sleep might be entirely prevented or interfered with to such an extent that a party would be incapacitated from this cause alone from going any higher.
"Himalayan mountaineering, however, is yet in its infancy. The work accomplished up to this time must be regarded as pioneer work, done in spite of many obstacles, some of which may in the future be eliminated."
If you have anything to trade, advertise it in the "For Exchange" column of The Bee want ad page.