

"GOODYEAR RAINCOATS—REIGN SUPREME"

# A NECESSITY—RAINCOATS!

Not a luxury—Not since the "Goodyear Store's System" has reduced by 50% the cost of Rainproof Garments. You need one for the protection against damp and rainy weather, so prevalent these days. And the cost of a Rainproof Garment at this store is so small, quality so high; that no one need be without a Raincoat these days.

## \$12.75

**SPECIALS**  
TOMORROW, MONDAY AND TUESDAY

For Men's Cravenettes, Overcoats, regular \$20 and \$25 retail values. All colors, new styles.

## \$12.75

AT ALL TIMES remember that we make all the goods we sell, and sell all the goods we make at the maker's prices. That is Why We Can Sell—

- |                                  |                                    |
|----------------------------------|------------------------------------|
| \$25 Men's Raincoats, at \$12.75 | \$25 Women's Raincoats, at \$12.75 |
| \$30 Men's Cravenettes, at \$18  | \$30 Women's Cravenettes, at \$18  |
| \$35 Men's Cravenettes, at \$20  | \$35 Women's Raincoats, at \$20    |

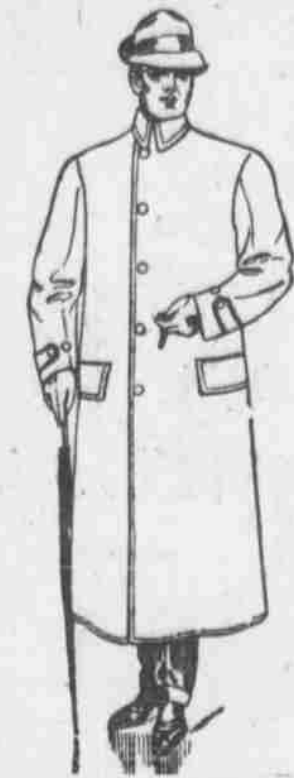
"Specialists in Raincoat Specialties."  
Orders by mail promptly attended to when accompanied by check or money order.

DO NOT BE MISLED!

We are the only Exclusive Raincoat Store in Omaha.

### Goodyear Raincoat Co.

Hotel Loyal Bldg.  
South-East Corner 16th and Davenport Streets.



CORRECT DRESS FOR MEN AND BOYS

## When You

see a boy hanging by his trousers on a nail or fence and the trousers don't rip or tear, he's wearing one of our school suits—and they are chock full of style, quality and value.

Bring in the boy and let us fit him out. Then you can test our kinds—  
**\$3.50, \$4.50, \$5, \$6, and \$7.50**

Many of these styles have two pairs of trousers.

**Special**—We have a limited number of boys' straight pants suits, 9 to 16 years old—that sold up to \$7.50—now on sale at..... **\$1.85**

It's a snap.  
Some swell Sweater Coats for boys, on sale, **\$1-\$1.50-\$2**



## Our Evening Clothes

are worth looking at, if you want the latest cut. Luxurious garments, that have the right length, the proper roll to the lapels, the correct curve to the trousers, the right cut to the entire suit.

**Full Dress Suits—\$35.00 and \$45.00**

**Tuxedo Suits—\$33.00**

Silk hats and opera hats \$6.00, and the necessary embellishments that are absolutely up to the minute reasonably priced.

## IT'S HIGH TIME

for thin clothes to be called in. Now is the commencing point of the new season and we want to concentrate your thoughts to this fact—

**WE'VE THE BEST SUITS IN TOWN**—and we want you to come in and let us make good. The essence of the excellence of our garments is this: We take more pains than any one else to have our clothes "just right." We select the very best wool fabrics and "wool is wool." Until recently it grew on sheep, but we're quite sure some of the wool these days grew on bushes—we mean some of the wool sold for wool by some clothing houses. The temptation to make woolen goods half wool and half cotton is very strong and unscrupulous manufacturers are doing that trick right along, and that's why we lay so much stress and tell you so frequently where we get our clothes and who make them. For instance, investigate—

**THE HOUSE OF KUPPENHEIMER**—Chicago. Kuppenheimer clothes are a credit to any man. They're dependable—reliable—and "full worth" all the time—and you'll like the new models at—

### \$18.00, \$20.00, \$22.50, \$25.00, \$28.00

Beautifully designed and tailored. They keep their shape and give right service as long as any man could ask. No matter the price you pay at this store for a suit, whether it's the above prices or suits at \$10.00, \$12.00, \$15.00 or \$16.50 you are assured of getting more for your money than anywhere else.

## The Berg Clothing Co.

15th & DOUGLAS

## At the Theaters

"The Golden Girl" at the Boyd.

A musical comedy in three acts; book and lyrics by Will Hough and Frank R. Adams; music by Joseph E. Howard; produced under direction of Ned Wrayburn for Mort H. Singer. The principals: Cadet Thorp, a yearling; Earl Mountain; Cadet "Bobby" Harrison, a yearling; Joseph Niemeyer; Gladys Harrison, his sister; Daisy Lyle; Cadet "Reddy" Montgomery, a yearling; Clyde Hall; Cadet William Herman, a yearling; Cadet Captain John Flak; Franklin Farnum; Dorothy Hale, the "squad"; Mima Davis; Cadet Jefferson Carter, a yearling; Phil M. Pictures; Harry Nilsen.

General Varney, U. S. A. veteran; Charles Horn; General Carroll, C. S. A., another; Peter Raymond; Dixie Columbia; Curtis their ward; Marie Flynn; The Secretary of War; Sydney Craven.

"The Golden Girl" was only such a dream so far as the first meaning of the word is concerned; "golden" meaning excellent she was all the way through. Her joint authors have in this minting gone some distance from the silver and lead and baser metal generally of the slangy "Time, the Place and the Girl" and "The Umpire," and have transmuted words and notes into aureate coin.

Geographically the authors have moved their creatures east. West Point is the scene, with chorus men as cadets and the girls as the fair young visitors who flock to the point for graduation hops. Naturally the "girl" is one of these and quite naturally too there is a certain cadet badly smitten with her. Two of them, in fact, the second being as rich in money as the other is poor, but eventuating, of course, a nuptial in love. The girl has to have a little bit and though this is an old bit, some new wine is poured into it. It is while hesitating that she has the dream spoken of and the rich youth is therein invoked with the powers of Midas to the effect that she should also amass a fortune.

Cadet Jefferson Carter, a yearling, is the prize winner, with James Lucas—"Jimmy" on the program—in the part. Lucas is a capable comedian of quiet method and something more. The part calls for a little acting as a love-smitten youth and in this respect Cadet Lucas also amasses a fortune to roll call. He, too, has a dream, but a funnier one. His ancestors appear and a choice crew they are. Forthwith Lucas sings "I Think I Hear a Woodpecker Knocking on My Family Tree," with a dozen "encore" resulting. Incidentally, it must be said that the four disreputable ancestors are a funny lot and the whole thing is the best in its line since the same authors turned out that ballad about "Adam and Eve and Adam's Fannybone." Additional comedy is supplied by Charles Horn and Peter Raymond, who are two veterans of the civil war, but of different sides. The quarreling of two elderly civil war heroes might be thought a subject which would transgress good taste, but instead some genuine humor is introduced. Both men are first-rate actors and their character and do not parody.

There are two principal feminine roles. The "girl" is played by Marie Flynn and a West Point "college widow" is represented by Mima Davis. Both act capably and sing well.

Scenically the production is a delight. The curtain at the end of Act I descends on dress parade and at the final lowering of the colors the orchestra is playing "The Star-Spangled Banner." The patriotic appeal is rarely logical and naturally trust in the Midas dream in Act II, of course, furnishes the chief opportunity for spectacular effect, but the whole staging is lovely.

"The Wolf" at the Burwood.

"The Wolf," a drama in three acts, by Eugene Walter, under the direction of Sam S. and Lee Shubert (Inc.). The cast: Jules Beaubien, a young French Canadian; Andrew McTavish, a Scotch settler; Hilda McTavish, his daughter; Benson Lamar; Mary Servos; Batiste LeGrand, a Hudson Bay trader and Northwestern trader; Russell Bassett; William McDonald, an American Engineer; Robert Kelly; George Huntley, his assistant; Milton Nobles, Jr.

The beauty of "The Wolf" is in its directness, its sincerity, its contrast of the primitive passions of man. One of the leading characters forcefully represents the civilized man, the other with equal force the simple man of nature; the one by his selfish philanthropy justifies his wrong doing on the ground of personal pleasure; the other sees things in the open light of an unspiced nature. Both are strong and determined, and only death can end the struggle between them. The woman completes the triangle. The other characters in the play are but incidental. Jules Beaubien wants Hilda because he loves her; McDonald wants her because he lusts for her. They have but one thing in common their courage.

## We've Studied the \$15 Suit Question and YOU benefit by our schooling

Just because WE know WHERE to buy; WHEN to buy; and HOW to buy; YOU are afforded an opportunity to WEAR \$20 and \$25.00 quality togs while PAYING merely \$15.

We've had experience; we're POSSED; while YOU are all the better off for OUR schooling.

WE know how to secure \$15 suits that are strictly READY TO WEAR; with new hand padded interlined shoulders to the coats; WE know how to furnish special non-breakable coat fronts in suits that sell at \$15.

Notice that the pockets to our \$15 suits are stayed and will NOT sag; notice that the coats have fronts of "80 pick" French ribbed hair cloth.

The fall styles shown here at \$15 have many a \$20 and \$22.50 style of elsewhere bested; we show the late "Alto Weston," plaids, "Back with Velours," tweeds, chevrons, serge and the like.

## Now, Sir, Where Will You Buy Yours?

Scores upon scores of \$15 suits will have their initial showing here tomorrow.

For the first time in your career, perhaps, you will gain an insight to a MORE economical mode of supplying clothes wants. You'll agree that there is NO USE paying a "considerable" price when a "lesser" one will do as well.

See the styles—the clothes—the make up of these \$15 suits at this "Anti High Rent" store tomorrow.

**Palace**  
CLOTHING COMPANY  
COR. 14th & DOUGLAS

## GREATEST Piano BARGAINS

Ever offered to music lovers in the history of western Piano selling now await the selection of the quick buyer at Schmoller & Mueller's. Both new and used upright Pianos are quoted at prices that make an immediate purchase a positive money saving event. New Pianos comprising the very latest New York styles and case designs, in all of the rarest woods, are priced at guaranteed reductions of from \$50 to \$100 compared with New York quotations. These including the celebrated WEBER, STEGER, HARDMAN, EMERSON, McPHAIL, MEHLIN, A. B. CHASE, STUYVESANT, WHEELLOCK, STECK, and the HAND MADE SCHMOLLER & MUELLER, and twenty other makes of equal renown.

And even greater saving is to be noted on the purchase of slightly used Pianos of from \$100 to \$150, and oftentimes more. Each used instrument is guaranteed to be in A-1 condition, having been thoroughly overhauled, tuned and hand polished. Please note the following list of

- Slightly Used Pianos**
- \$350 Beautiful Sample Piano \$138
  - \$350 Kimball \$100
  - \$350 Ivers & Pond \$125
  - \$450 Knabe \$175
  - \$450 J. & C. Fischer \$185
  - \$550 Chase \$260
  - \$550 Steinway upright \$325
  - \$600 Chickering upright \$350
  - \$750 Electric Player Piano \$425
  - \$1,500 Steinway Concert Grand \$450

**Terms:—One Dollar a Week**  
Place within the possession of every interested buyer a beautiful, tuneful, fully guaranteed Piano.

Don't delay, but accept our invitation and call immediately. Look our offerings in new and used Pianos over. You will find that instrument which meets all the conditions of price, quality, and at terms that will suit.

Out of town visitors will always find here a cordial welcome. To those who cannot call, we direct attention to our careful mail service. Prompt attention to all inquiries, and careful selection of all Pianos ordered by mail. Satisfaction guaranteed or money promptly refunded, with freight allowed both ways.

Call or write today.  
**Schmoller & Mueller**  
Piano Company  
1311-1313 Farnam St.

Pianos rented \$3 a month. Phone your order for renting, tuning, expert repairing or moving. Guaranteed service. Phone Douglas 1625; Independent, A-1625.

audience was overwrought, and hysterical laughter disturbed the silence of the closing scene.

The company presenting the drama is a well selected organization, and excellently cast. Mr. Gordon's conception of Jules Beaubien seems to be perfect. Light-hearted, chivalrous, courageous and determined, he lives under Mr. Gordon's treatment of the role just as one would have him. And the same may be said for Mr. Kelley's McDonald, the personal anti-thesis of Jules, but finely acted. Miss Servos is a sweet-faced, sweet-voiced little girl, who looks as well as acts the part of Hilda in a way that very rarely reaches the utmost possibilities of the part. Messrs. Lamar, Bassett and Nobles are well cast for their roles, and the ensemble is perhaps as complete as anything one might reasonably wish to see.

The staging is wonderful. The setting in the great woods, the foliage turning under the early autumn's chill, and all the surroundings being such as appeal most potently to the imagination and help the progress of the play by the insensible but efficacious suggestion of color. And the simplicity of it all is its charm. "I, Jules Beaubien, what am I spik' to you—who knows—I say," you should see "The Wolf," even if it does occasion some inconvenience in getting down town and home again.

"In the Bishop's Carriage" at the Krug.  
A rare picture of the play of the emotions and ambitions of humanity of the underworld, interwoven with that of the

upper stratum of society is presented by "In the Bishop's Carriage," appearing at the Krug for the remainder of the week. It is by a long and oft times disheartening struggle that William Lattimer, the young lawyer, possessing all that birth and money may give, and played by George B. Hubbard, reforms and wins as his bride Nance Oiden, a gifted girl from the "submerged tenth." Stephanie Longfellow, the center of all that colors the play, delineates most brilliantly the struggles that lead Nance Oiden along the path of her life in the disgrace of a common thief to a glory of success in stagemod, under the espionage of her admirer and lover, William Lattimer.

The role demands much of the actress. She meets most satisfactorily these demands in depicting her emotions when the time comes that she feels the call of the old life in the midst of her successes, and thought loving Lattimer in her heart of hearts, refusing him for the sake of Tom Dorgan, the pal and comrade of the days before her awakening to better things. Pretty, indeed, is the scene where this same Tom Dorgan, as a fugitive from the prison and money may give, and played by George B. Hubbard, reforms and wins as his bride Nance Oiden, a gifted girl from the "submerged tenth." Stephanie Longfellow, the center of all that colors the play, delineates most brilliantly the struggles that lead Nance Oiden along the path of her life in the disgrace of a common thief to a glory of success in stagemod, under the espionage of her admirer and lover, William Lattimer.

He is particularly happy. Mr. Hudson's role is well played. He handles his stage jag as the gentleman drunk with perfect success. No part of the play is weak. Laura Drake as Mrs. Ramsey makes a highly amusing indignant and embarrassed wife, while Marguerite Wright as her daughter pouts most delightfully in her disapproval in unrequited love for Lattimer.

## WANT TO SEND ANY MAIL TO ALASKA? HURRY UP

Season for Mailing Closes Soon and Won't Open Till Winter is Over.

Nebraskans having friends in different parts of Alaska are advised by the Post-office department that the postoffice season for the transmission of certain kinds of mail is closed for the winter. No registered matter of any kind, books, packages, catalogues, newspapers, periodicals, nor merchandise of any character whatever, will be received for transmission to the Alaskan points named below, even though prepared at first class rates.

It will be observed that many important Alaskan points are included in the list. The complete list and offices to which mail will not be sent, of the character named is: Avuk, Barrow, Berry, Bethel, Bettles, Candie, Caro, Chanitka, Chena, Chicken, Circle, Clear, Coldfoot, Copper Center, Council, Dahl, Deering, Deadwood, Dempsey, Dome, Eagle, Eldorado, Elliott Creek,

Engineer, Eureka, Fairbanks, Fort Yukon, Fox, Franklin, Gilman, Galovin, Gulkana, Hot Springs, Inokko, Jackwade, Kaltag, Kokrine, Koserefsky, Kosiene, Kotzebue, McKinley, Meehan, Miller Home, Nation, Nenana, Nome, Nulato, Oliness, Ophir, Park, Omahagak, Rampart, Richardson, St. Michael, Salschaket, Sletton, Shungnak, Solomon, Steel Creek, Tanana, Taylor, Teller, Taft, Tolorana, Unalakleet, Vauit, Wales and Washburn.

The season will again open about May 1, 1910, when mail will be sent as usual.

Quick Action for Your Money—You get that by using The Bee advertising columns.

AMUSEMENTS.

### United States Marine Band

From Washington, D. C.

### Three Grand Concerts

At the Omaha Auditorium,  
Monday and Tuesday,  
Oct. 4th and 5th

Seat Sale Opens Friday Morning, October 1st  
Prices—50c, 75c and \$1.00.  
Matinee Prices—25c and 50c

### BOYD'S THEATER

TONIGHT AND SATURDAY  
SATURDAY MATINEE  
THE MUSICAL SUCCESS

### The Golden Girl

FOR FIVE PERFORMANCES  
STARTING SUNDAY  
S. MILLER KENT  
IN

### A DRY TOWN

COMING—RICHARD CARLE

### BURWOOD

THE SUCCESS OF OMAHA'S AMUSEMENT BELT  
Sam S. and Lee Shubert (Inc.)  
Offer Eugene Walter's Greatest Play

### THE WOLF

8 Mo. in N. Y., 4 Mo. in Chicago—Same  
Great Cast—Entire Production. 25c to \$1.50. Sat. Mat., Best Seats, \$1.00.

STARTING SUNDAY MATINEE  
CLYDE FITCH'S GIRLS  
BEST COMEDY  
As Played 525 Times at Daly's Theater,  
New York City.

### KRUG THEATRE

—PRICES—  
15c, 25c, 50c, 75c  
Tonight, Matinee Today. All Seats 25c.

### In the BISHOP'S CARRIAGE

Sunday—"CHECKERS"

### Orpheum

ADVANCED VAUDEVILLE  
TODAY 2:15 TONIGHT 8:10  
NOTE—Curtain 8:10 TONIGHT, Quarter of an Hour Earlier Than Usual.  
Prices 10c, 25c, 50c.

## ORCHARD & WILHELM

414-16-18 South 16th Street.

### Saturday Specials

COTS FOR AK-SAR-BEN

For Saturday and Saturday only we will sell cot (like cut) with cotton top mattress and one feather pillow. The regular selling price is \$3.75; special, per set..... **\$2.25**

Japanese Cup and Saucer—Blue and white, also Geisha girl pattern, egg shell china, tea size; regular price 25c each; special for Saturday, six cups and saucers..... **79c**

Fancy net, 45 inches wide, in fancy Arabian net, Bungalow patterns; sells regularly at 75c per yard; Saturday special, per yard..... **42c**



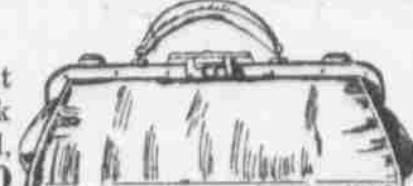
### Specials in the Basement

This \$4.50 3x6 Axminster rug for \$2.65 each. These are made from the best quality of worsted yarns, with extra heavy fiber back, with a sheared turned edge. A splendid selection in coloring both in Oriental and floral designs. For one day only, at each..... **\$2.65**

**LINOLEUM**—Saturday we place on sale one car load of short lengths in linoleum pieces, ranging from ten to twenty-five yards. These we guarantee to be all perfect goods, the patterns are all the newest. Regular price 75c per yard, Saturday, at, per yard..... **39c and 45c**



**This Beautiful \$15 Bag for \$9.00**  
By taking the entire lot from the factory we procured them at one-third less than their regular price. This is a genuine black calf 18-inch bag, Russian steel frame, hand sewed, leather lined, heavy brass trimmings; regular \$15.00 bag, Saturday, only **\$9.00**



**Elite White Enamelled Mixing Cereal Bowls**—This is some of the stock of our celebrated Austrian Elite enameled ware. Made in pure white inside and outside, with a heavy bright red edge. Every piece of Elite enameled ware is quadruple coated and superior to any other white enameled ware. This bowl sells regularly at 20c each, our price for Saturday, each **10c**

**Folding Nickel Plated Wire Garment Hanger**—We have just purchased a big lot of these garment hangers, and they are what we believe the strongest and finest finished article of this kind obtainable. This hanger would be a bargain at 15c each. Our price for Saturday only, each..... **8c**