

Persistent Advertising is the Road to Big Returns. The Bee
the Quicikest Medium.


## GOOD PANTS

$\$ 1.90, \$ 2.50, \$ 3.00, \$ 3.50 . \$ 4.09, \$ 5.00, \$ 6.00$


## Specials for Saturday




Boys' High Cut Shoes


Drexel Shoe Co. 1419 Faram st .


| CANDY SPECIAL |
| :--- |
| FOR SATURDAY |



MYERS-Dilo dre drug co.
16th and Farmam Sts.
m
Rellable
Dentistry
Taft's Denital Rooms

## Hats and Haberdashery

at haberdashery
or Autumn wear the soft hats are increasingly pop位ly with young men. We hapes in both smooth and rough surfaces

## $\$ 3$ to $\$ 7.50$

Our "Browning-King" special derby at $\$ 3.00$ is the Our display of Fall Neckwear shows a rich variety patterns in beautiful silks, in fashionable shapes at

We are very proud of our showing of Fall Shirts. ou will find the largest and best assortment of high Shirts with separate collars to mateh, from $\$ 1.50$ up $\$ 5.00$
$\qquad$
$\qquad$
$\qquad$
If you have Underwear troubles-bring them to us,
e can cure them. Union Suits $\$ 1.50$ to $\$ 7.50$; two-piece derwear $\$ 1.00$ to $\$ 3.75$ per garment.

## Browning. King \& Co

B; K/OLOTHME, nunmenings and mate,
2. 8. WHLOOX Manages

The Store of The Town.

The Novelty Skirt Co.
LADIES
Get Your Cloaks and Furs Now
 15

\$5.98-worth twice as much
\$10.00-wworth twice as much


MADE TO OKDEKR
Please bear in mind that we will make you your sutt, akirt or
right here in our own tactory. You gelect the goods and trim


## Special Sale Prices on PROPRIETARY MEDICINES

and Health Adjuncts

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| MR. SMOKER-Have you tnvestigated the va |  |
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## Short Days and

 Long Nights.....means that you will spend more time in-
doors and that more light will be used.
That also means larger lighting bills in the winter than in the summer time.
To prevent large increases in the light-
ing bills try a 40 -watt Mazda lamp where ou are now using two old style 16 -candle power lamps.

Reduced Prices for Mazda Lamps
鲜 65 cent 40 waft size now selling for $\mathbf{5 5 0}$ The $\$ 1.25 \quad 100$-watt size now selling for $\$ 1.00$

OMAHA ELECTRIC LIGHT \& POWER COMPANY

