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## Oriental Rugs

in a $\$ 50,000$ sale event beginning This morning

Reductions from $10 \%$ to $50 \%$.

This morning we begin our mammoth sale of imported Oriental rugs; the newest impor tations from Persia are included in the wonderfully beautiful and rarely assorted stock of Mr. Newton Vartanian of Constantinople.
The range of price reductions is the kind that makes competitive frgures shade into insignificance.
There are more than 500 specimens in all desirable sizes and all at modest prices. There is a rug to suit every taste as to color scheme, size, beauty and general design.
If you wish to give new tone and cheer to your home at rare bargain prices, this sale will permit you to do so.
Here is just a glance at the price bargains:


Remember this is the spring rug sale event of all Omaha

## Miler,Stewart Q BeatonCo,

## TheStruggle For"Bread"


is as old as the human race. While you are struggling, however, be sure you are struggling for real bread-the kind that contains all the body-building material in the whole wheat grain. In

## Shredded Wheat Biscuit

you have all the muscle-building, brain-making elements in the whole wheat prepared in a digestible form-no yeast, no baking powder, no grease, no chemicals of any kindjust pure, whole wheat steam-cooked, shredded and baked in the cleanest, finest food factory in the world. Nothing so delicious and satisfying for breakfast as Shredded Wheat Biscuit served with hot milk or with stewed or canned fruits.



