

Huge Task Confronts the President of Lincoln Way

Henry B. Joy, president of the Lincoln Highway association, has entered into the work with characteristic vigor and enthusiasm.

In one day, eleven large truck loads of posters and display proclamations were shipped from Mr. Joy's executive offices at the Packard factory in Detroit. They are to be used in decorating store windows and sales rooms on Sunday, September 14, the day fixed for the official announcement of the transcontinental route.

It cost \$4,000 in stamps to mail the 125,000 large tubes containing the printed matter. The addressing was done by a corps of 100 stenographers who worked at the task during the evening also. Fully twice as many more were required to fill the tubes and prepare them for mailing.

The posters have been sent to governors, legislators, business houses and automobile concerns in the thirteen states to be traversed by the Lincoln way, and to public officials and leading business men in all of the larger cities of the country.

The decorating plan has met with hearty response. Municipal, county and state governments have signified their willingness to help. Many of the large automobile companies are co-operating with the Lincoln highway officials.

President Joy expects that the display, by bringing the project to the attention of the general public, will facilitate raising the remaining half of the \$10,000,000 fund necessary for the completion of the highway.



Henry B. Joy Pres. Lincoln Highway Ass'n

ALONG THE KING'S HIGHWAY

Secretary Weaver Lining Up Attractions for the Ak-Sar-Ben Carnival.

GROUNDS LARGER THAN EVER

Finishing Touches Being Added and Everything to Be in Readiness for Opening Wednesday Morning.

The Ak-Sar-Ben festivities begin Wednesday, September 24, and continue until Saturday, October 4, inclusive. "Dad" Weaver says the carnival grounds this year will be 10,000 square feet larger than last. It has to be, too, for one day last carnival 28,711 persons were packed into one block. As "Dad" expects a total of more than 150,000 attendance against 117,438 last year, he has made arrangements to handle the crowds.

The present carnival grounds cover about four blocks. Beside the main gates at the arch at Seventeenth and Howard streets, there will be two others. One will be at Nineteenth and Harvard, the other at Nineteenth street and St. Mary's avenue. This will be a great convenience to the handling of the crowds and for the crowds themselves, the idea being to prevent any congestion at the entrances.

Another feature of the arrangement of the King's Highway will be the location of the attractions. They will not be bunched in one corner as before, but scattered here and there. "Dad" says this will give the crowds more elbow room and more of a chance to see how really attractive and big the grounds are.

Arch Almost Completed. The arch is almost completed, and when the last of the point is applied "Dad" says it will be the best entrance to any carnival ever held in the west. The same system will be applied to the entire arrangement inside the King's Highway. No expense will be spared to make it as attractive as possible. And now that the Ak-Sar-Ben is in their new location with more space and better conveniences, there is reason to believe everybody will be satisfied.

Cheap, flimsy attractions have been tabooed by "Dad" Weaver, who looks after the attractions. Only feature acts of the highest order will be given space on the grounds. The attractions run all the way from the wild west show in the Auditorium to the Douglas county fair, the latter given under the auspices of the Douglas County Agricultural society.

There will be a number of attractions, such as dog and pony shows, the diving girl, and so on. The largest attraction on the grounds will be the county fair. It will cover an entire block. There will be exhibitions of live stock, poultry, fruits and vegetables. It is suggested that all exhibits be placed on the ground at 5 o'clock of the second day.

Be a Gentleman at All Times is Advice of Father Magevney

President E. A. Magevney of Creighton university, gave the formal opening address to the college department on Saturday morning in Creighton auditorium. After reading the few rules to be observed by all students in this department, he said these rules were dictated by common sense and the needs of every organization if it is to win success. All of them, he remarked, could be summed up in the dictum, "Be a gentleman, be a gentleman always."

In a special way he urged the young men to be careful of their environment, and pointed out the potent effect of the environment of their college days upon their character and future success. At the conclusion he announced that there would be no session in the afternoon. "Be a gentleman," the president's address in the auditorium, the solemn religious opening of the year was held in St. John's church. High mass was sung by Rev. Joseph Weiss and Mr. Ignatius Heilly, Prof. Joseph T. Lannon acted as master of ceremonies. The sermon was preached by Rev. Francis P. Cassidy, former vice president of St. Xavier college, Cincinnati, and at present supervisor of the law and dental departments of the university.

Commercial Club to Help New Concerns

Realizing the necessity of a fund of some kind from which to give assistance to deserving enterprises and also to secure new concerns to locate here the industrial committee of the Commercial club has prepared a tentative plan of organization which will be presented at the first regular meeting of the committee.

TIMELY REAL ESTATE GOSSIP

Vacant Houses in Omaha Decrease at Rapid Rate.

MANY RETURN FOR THE WINTER

Considerable Activity is Noted in Real Estate Circles—Higgins is to Build Magnificent Home on Dewey Avenue.

Vacant houses in the city of Omaha are continually decreasing and at the present time it is figured by real estate men that but about 200 houses in Omaha are now unoccupied. About three weeks ago there were at least 400 and these have been growing less in number as the days go by.

Beginning Monday the fall moving season will be at hand and the moving men in Omaha say they have work enough to keep them busy until October 31. And all the while this moving is going on more people will be getting ready to move back from the lakes and move into new places. The storage companies say they have had more space filled with furniture this summer than ever before by people who have stored their property with the intention of moving into new homes this fall.

Real estate men say that more small priced houses have been built this year than ever before. The majority of future home owners have erected houses costing from \$2,000 to \$3,000 and the majority are five and six-room cottages. This fall, however, say contractors and builders, there will be more \$5,000 and \$6,000 homes built than there have been for some time.

The Bankers Realty Investment company will place a large tract of land along Military avenue on the market within the next few days according to representatives of the company. The land occupies about eighteen acres and will be cut into large sized lots.

During the last week Archie J. Love traded a brick flat at 807, 809 and 811 North Twenty-fifth avenue to J. E. Weaver, for sixty acres of farm land just east of Love's present farm on West Leavenworth street. Real estate men say this deal involves several thousands of dollars and that with the old farm and the new one, Mr. Love has one of the best farms in the vicinity. His farms are located just opposite the Arwood dairy.

The value of certain property in and about Omaha will be materially increased when the proposed Niobrara-Bloux City-Omaha electric railway becomes a reality. That the road will be built and constructed in the near future was the assurance given the passenger traffic committee of the commercial club, at a luncheon Thursday noon.

The government has asked D. V. Sholes, W. D. Wead and C. F. Harrison to appear for supply depot and other army property here at Twenty-second and Poppleton avenue. The property is estimated to be worth about \$250,000, and is one of the largest appraisals ever asked in Omaha. Just why the appraisal is being made no one knows.

One of the surprises of the last week was the announcement of the sale of the 60-acre farm of the late Guy C. Barton to C. J. Hysham of Omaha, for \$12,000. The property, known as Walnut Lodge, is located nine miles south of Omaha and was used by Mr. Barton as a country home. The farm when sold was stocked with poultry, live stock and about 1,000 pigeons.

Plans are being drawn for the construction of a \$40,000 home for Edges A. Higgins, at Thirty-ninth and Dewey streets. Mr. Higgins is employed by the St. Louis Brewing company and lives at 141 North Forty-first street.

Payne & Slater company announces some very important changes in connection with the reinforced concrete and fire proof apartment houses, now nearing completion on the southwest corner of Douglas street and Twenty-fifth avenue, which was the site of the late William A. Paxton's home. The owners of this new apartment house had named it "The Alice," but after consideration the name has been changed to "The Angelus," which is easily remembered. Mr. Payne spent several weeks investigating apartment houses in California this summer, and on his return induced the owners of "The Angelus" to add a number of new features to the apartments never before undertaken in the apartment house construction in Omaha, thus making "The Angelus" one of the most modern and up-to-date apartment houses in the middle west. There will be fifty-two apartments of two, three and four rooms. Those of two rooms have the accommodation of three rooms; those of three rooms the accommodation of five rooms and those of four rooms the accommodation of six rooms.

HAYDEN'S

New Embr'eries

A wonderful showing of the most beautiful new designs, assortments broad enough to satisfy the most particular. Three rousing specials for Monday's selling.

- 15c Embroideries 7 1/2 — A big line of 5 and 6-yard length loom end stripes; regular 15c and 20c a yard values, at 7 1/2c
- 10c Embroideries 5c — Edges, bands and insertions, in big assortment of pretty designs — regular 10c and 12 1/2c values; at, yard 5c
- 25c Embroideries 15c — A wonderful lot of flourings, bands and edges, made to sell at 25c a yard; at 15c
- Dress Trimmings—Two special counters for Monday, 75c to \$1.75 values, at— 49c and 98c

You'll find for you here in Hart, Schaffner & Marx Clothes not only the general effect of fashionable style and correct fit, but also other points of superiority which must be sure to be appreciated. Costs you nothing to look.

Exceptional Linen Values Monday

Dew bleached Belfast double Damask, full width, \$2.00 values, yard \$1.50

Heavy weight double Damask Patterned Cloths, size 5x10, \$6.00 values, each \$3.95

Circular Scaloped Table Cloths, warranted pure flax, \$5.00 values, each \$3.50

Extra large double twisted thread Oriental Turkish Towels, 50c values, each 39c

Rare White Goods Values Monday

Imported English Moire brocaded white goods, \$1.25 values, yard, at 85c

White or Cream Ratines, new fall weights, strictly new, worth \$1.50 yard \$1.00

Embroidered Swisses, Voiles and Batistes, extra values, worth up to \$1.95 yard 95c

Sheer round thread Waistings, 34 inch but line, 36 inches wide, 22c values, yard 20c

New Wash Goods

Jacquards, silk mixtures, new colors, yard 35c to \$1.00

Fall Voiles, plain, striped, figured, etc., yd. from 12 1/2c to \$1.25

Mercurized Taffetas, yard 20c

Scotch Gingham, 32-in., yd. 15c

Scotch Zephyrs, yard 25c

Fall Scotch Waistings, yard— at 25c 35c 50c

Percales, New Flannelettes, Crepes, New Plisses, etc., at popular prices.

Fine Blankets, Comforters, Bath Robes, Etc.

Wool Blankets, per pair at— from \$3.50 to \$30.00

Cotton Blankets, per pair— from 45c to \$2.50

Bath Robing, by the yard 25c

Comforters, cotton, each— from 55c to \$5.00

Eiderdown and Silk Comforters, each \$7.50 to \$12.50

Wall Paper and Paints

Big money saving opportunities for Monday and Tuesday in Wall Paper and Paints—

Odd papers with borders; 8c and 10c values; good bed rooms, per roll 3c

Oatmeal parlor papers, with crown borders; 40c and 50c values 25c

Oatmeal independents, with liners to match; 60c values 30c

Muresco for wall tinting, 5-lb. package, 16 tints, 40c

Oak Brand Paints, guaranteed three years, special for Mon. and Tues. \$1.55

Free with 1 qt. varnish wood stain, 1 1/2-inch varnish brush, qt. 75c

A large line of papers for bedrooms, living rooms, dining rooms, etc., up from 5c

(Fourth Floor)

September Clearing Sale of Sewing Machines

All our floor samples and a big line of used machines taken in trade will be closed at bargain prices; all are in A-1 condition and will give you years of splendid service.

Here's 12 Snaps for Monday Several others equally good shown

- One 66 Singer 7-drawer drop head \$36.00
- One 6-drawer drop head rotary White \$35.00
- One 4-drawer drop head rotary New Home \$35.00
- One 4-drawer drop head rotary New Home \$30.00
- One 5-drawer drop head American Machine \$31.25
- One 4-drawer drop head National Machine \$30.00
- One 6-drawer drop head New American \$16.00
- One Singer B Sewing Machine for \$5.00
- One Domestic B Singer Sewing Machine \$5.00
- One New Royal Sewing Machine for \$6.00
- One Wilcox Gibbs Sewing Machine \$5.00
- One White Tailoring Machine \$4 Take New Elevators to 3d Floor. Telephone Douglas 2400 and Salesman will call.

Exquisite New Silk Weaves Attractively Priced

Notwithstanding our reputation for showing broad assortments of the newest silk fabrics, our opening display was a very gratifying surprise to nearly all visitors. These elegant new silks are now on display and sale in Silk Department at surprisingly moderate pricings. See them Monday.

Imported Chiffon Velvets and Plushes—Both plain and broche effects; full line of rich new colorings, from 27 to 45 inches wide \$1.50 up

40-in. Crepe de Chines and Canton Crepes, in a full line of new colorings, special \$1.48-\$1.68

40-inch Brocaded Canton Crepes and Crepe de Chines, also silk Poplins, every wanted color, at 98c-\$1.25

Roman Stripes, Scotch and French Plaid Silks in beautiful color combinations \$1.00 to \$1.50

Plain and Novelty Silks—Messalines, Poplins, new Tub Silks and Foulard—to \$1.25 yard values, special 38c-48c-68c

Brocaded Crepe de Chines and Silk Poplins, all most wanted street and evening shades; very popular this season, \$1.68-\$1.98 at.....

Dress and Suiting Corduroys—Fine English weaves, in navy blue, black, brown, taupe, myrtle, etc., to 25c a yard values, yd. 58c-78c

New Fall Millinery Attractively Priced

An advantageous Millinery purchase offers you exceptional values on classy shapes for Monday's sale

NEW PLUSH SHAPES \$1.49

10 dozen nobby styles for your selection, black and colors; sale price less than wholesale cost, at \$1.49

NEW SATIN SHAPES 98c

\$2.00 values, seven styles faced in erect pile decidedly stylish.

18-IN. OSTRICH PLUMES \$1.98

7 1/2-in. wide, heavy male stock, black, white and colors, regular \$3 values, wonderful special bargains at sale price.

Children's Trimmed Hats—New felt shapes, trimmed with ribbons, 69c values, at 44c

Fall Style Beauty Now Reigns Supreme

Offering you assortments of the newest fashion ideas unsurpassed by any other store. Although the extremes are shown, special attention has been given to the practical ideas combining absolutely correct style with unsurpassed beauty and quality of design and workmanship with very moderate pricings. Just such garments as you want at pricings you'll be pleased to pay.

Sample Tailored Suits — 200 beauties, distinctive designs, newest colorings and fabrics, made to sell at and well worth \$50, choice Mon. \$35

Elegant Three-Piece Suits — No two alike, a delightful assortment of the most beautiful new creations from Europe and America's most renowned designers and makers, at— \$59, \$75, \$89 to \$200

\$20.00 Tailored Suits \$15.00 —Pretty new styles in Diagonals, Serges and Eponges, broad variety of colorings and designs, remarkable bargains at sale price.

Imported Evening Wraps — A charming collection of most beautiful garments, assortments bound to meet the approval of the most fastidious buyer. See the splendid values Monday at \$39, \$49 up to \$85

Special Sale of Dancing Dresses — Pretty Chiffon, Net and Shadow Lace creations, in all most wanted evening shades, made to sell to \$25, at \$15

Our Great Sale of Sample Furs Will Continue This Week —By buying now you not only have unusually large assortments for selection, but prices will mean a saving to you of fully 20%. Make it a point to see these splendid offerings this week.

Exquisite New Creations in Evening Gowns for the coming Ak-Sar-Ben Ball; clever designs, authentic styles; values that you'll find it impossible to duplicate at the moderate price \$49, \$65, \$75 to \$145



Go-Carts

One-motion Collapsible Go-Carts, rubber tires, with folding hood—last sale this year; this cart is worth \$6.50— at \$3.95

Sewing Tables; white maple, folding, with measurements embossed on the top, only 85c

18x24 French Plate Mirrors, fancy 5-inch frames; gold burnished; usual price, \$9.50 to \$14 each, in this sale, several patterns to select from, at \$4.50

Folding Card Tables, felt top, only \$2

Reed Nursery Chairs for children, at 65c

Baby Walkers, in this sale, at, only \$2

Full size Davenport, on sale for \$24.50

Several odd Rocking Chairs at, each \$1.50

Glass Top E-Z and Ball Mason Jars—Special for Monday

- 1-pt. E-Z glass top Jars, doz., 65c
- 1-qt. E-Z glass top Jars, doz., 80c
- 2-qt. E-Z glass top Jars, doz., \$1.80
- 1-pt. Mason Jars, doz., 40c
- 1-qt. Mason Jars, doz., 45c
- 2-qt. Mason Jars, doz., 70c
- 1/2-pt. Jelly Glasses, doz., 18c
- 1/2-pt. Jelly Glasses, doz., 28c
- Best Jar Rubbers, 2 doz. for 15c
- Best Jar Covers, doz., 18c

HAYDEN'S

New Laces

Our stock of New Fall and Winter Laces and Dress Trimmings is now complete—the most varied and beautiful ever offered. All fashions call for laces this season and you should make it a point to see our special display of New Colored Novelty Laces.

Quaker Shadow Laces— Fully the equal of similar goods that sell at 35c to 75c a yard; at— 20c, 25c, 35c, 49c

Fine Cluny Laces, all new, yard, 50c 75c and \$1

Corset Cover Laces special, yd. 50c 60c 75c 98c

New Shadow Flourings, 50c 75c \$1 \$1.50 and \$1.75

Quality is the keynote of the popularity of our Boys' Clothing; they're made right, tailored right, style is right, prices right. You can't buy the boy here a very small expense and know he is well clothed. Let us show you.

Rousing Specials in the Big Domestic Room

Silkoline, good patterns, 36 inches wide, 15c value, 10c

Gingham for aprons, in blue and brown, 7c values, 5c

Silk finished Taffeta, stripes and dots, 25c values, 18c

Jacquards, good colors, 25c values 15c

Outing Flannels, neat light stripes, good weights, 10c values 7 1/2c

Prints, light and dark colors, perfect goods, 6 1/2c values, at 5 1/2c

Medium size Cotton Blankets, 59c values 45c

Large size Saxony Wool Blankets, \$6.50 values \$4.95

Bacon gray Blankets, good size and weight, \$3.00 values \$2.50

Tan Cotton Blankets, good size and weight, \$1.25 values 95c

Baby Blankets, blue and pink borders, 19c values, each 15c

Enfold large size gray Blankets, good weight, \$2.25 values \$1.75

Comforters, good size, assorted patterns, \$1.25 values 95c

Others from \$12.50 to 59c

Hope Muslin, 36-inch wide, 10c values 7 1/2c

Lockwood 2-4 Bleached Sheetting, 28c values 23 1/2c

Toilers 2-4 unbleached Sheetting, 23c values 19c

Wamsutter 81x90 fine seamless Sheets, \$1.10 values 85c

Rub Dry Towels, 39c size 25c

60-inch all linen silver bleached Table Linen, assorted patterns, \$1.00 values 75c

Turkish or Huc Towels, 12 1/2c values 10c

The New Wool Dress Fabrics

Are a revelation in beauty of weaves and richness and variety of colorings. Your every desire can be gratified from this splendid showing.

The New Plaids in navy and green, Eponges, Ratines, Peau de Peche, the newest brocades and Mattlasse effects, etc., shown here at, up from yard \$1.25

Brocaded Ratines, 50 in. wide, in navy, brown, tans, grey, taupe, King's blue and black, \$2 values, yard \$1.50

60 to 54-in. Wool Fabrics—New fall weaves; values to \$1.50 a yard, at 48c and 98c

New Fall Coatings—Astrakhians, Caraculs, Plaid backs, Mattlasse, Broches, etc., yard \$1.98 to \$7.50

2 Special Cars of Extra Fancy Idaho and Utah Peaches for Monday.

These were shipped for us to sell for the growers. Nothing finer than these this season. Large, ripe, juicy and frostless. A secondary special price, each 70c

It's Quality Goods.

Bushel boxes extra fancy Bartlett Pears, nothing finer for \$2.35

Sugar for 15c

Jelly or Table Grapes, per basket 15c

Four baskets crates Italian Blue Plums, per crate \$1.05

30 pounds best granulated Sugar for \$1.00

10 lbs Best "Eon All, Diamond C" or Lenox soap for 35c

10 lbs Chick Feed 15c

10 lbs best white or yellow cornmeal for 17 1/2c

4 lbs fancy Japan Rice 25c

The best hand picked Navy Beans, per lb. 5c

14-oz. cans condensed milk 7 1/2c

1-lb. cans assorted soups 7c

Advo Jell, Jell-O or Jellison, package 7c

McLaren's Peanut Butter, lb. 12 1/2c

Tall cans Alaska Salmon 10c

E. C. Cond. Flakes, pkg. 5c

Grape Nuts, pkg. 10c

5 cans oil or mustard sardines 35c

The best domestic macaroni, vermicelli or spaghetti, per pkg. 7 1/2c

SPECIAL SALE OF COOKIES

All regular 12 1/2c cookies, lb. 10c

All regular 15c cookies, lb. 12 1/2c

Golden Santos Coffee, lb. 30c

The best Tea, 50c, lb. 15c

Peters' Breakfast Cocoa, lb. 30c

The best fancy Eggs, per dozen 28c

The best creamery butter, lb. 25c

Full cream Young America Cheese, per lb. 30c

Full cream Wisconsin Cheese, per lb. 28c

Domestic Swiss Cheese, per lb. 25c

Fancy large Queen Olives, qt. 25c

Neufchatel Cheese, each 3c

THE VEGETABLE AND FRUIT MARKET FOR THE PEOPLE

Sweet corn, per dozen 10c

New cabbage, per lb. 3c

Beets or carrots, per lb. 2 1/2c

Fancy ripe tomatoes, per lb. 3 1/2c

3 heads fresh leaf lettuce 5c

LARGE HEAD BUTTER, head, 1 1/2c

Denver cauliflower, per lb. 12 1/2c

Beans, wax or green, lb. 15c

stalks fresh celery 7 1/2c

Malaga Grapes, per lb. 7 1/2c

Peaches or pears, basket 20c

IT PAYS Try HAYDEN'S First IT PAYS