
．＂mer derest Centers in Content Bet －Princeton and Dartmouth． PENNSY WILL MEET CARLISLE
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## Clothes？Yes，indeed！We

have them ready－tailored－smart，stylish suits and overcoats that you will enjoy slipping into and wearing Clothes for town or country－for outing， business or dress wear．We are prepared to serve you and satisfy you as you have never been serv－ ed or satisfied in Omaha before．

Especially strong values in our Kensington suits and overcoats at $\$ 20, \$ 25$ and $\$ 30.00$ ．

Not clothes alone，however，but dis－ tinctive hats and furnishings as well．We lay great emphasis upon the correctness and ex－ clusiveness of our smart apparel accessories for men and young men．
MANHATTAN SHIRTS－In HEADWEAR－Beavers and new Autumn designs，so rich that they ought to pay an in come tax－$\$ 1.50$ to $\$ 6.00$ ．
UNDERWEAR－October＇s hare－last warning to discard your
B．V．D．s．But don＇t do 18 till you
have had ua send two or thres of our Cooper＇s elosed－eroters kntt
unton sutts unton sutta．Real comfort and
plenty of warmeh and wear．cot－ pleaty or warmeth and woar．Cot－
ton，mercerized，Halie or wool
st．．．．．．．．．．． $\mathbf{\$ 1 . 0 0}$ to $\$ 4.00$ velours are crowaling to the fro moar soth hata．We have them to
mart thades and shapes，trom stetson and alao thaporsed
and
from
 $\rightarrow$ tquarer crowna and curliter brime GLOVES $\$ 3.00$ to 85.00 leavee bla－No good dresser

 NEOKWEAR－Don＇t dim the lustre of your new suit or over－ coot with a wrinilied old cravat．Our neckwear showtog to both compre－
benative and distinctive－thags you don＇t see elinowhare ends，silk knith with cross or blas otriper－scores of tasteful effects． 50 ．

## One Paper

## in the Home is Worth one Thousand on the Street －－to the Advertiser

If A former great Merchant Prince of Chicago once made a similar statement and the thought is worthy of your attention，Mr．Merchant．

I On whom do you depend for your patronage？Certainly not upon the unfortunates who barely eke out an existence．

T Profitable and permanent patronage can be gotten only from the shrewd housewives of good homes，large and small－women who are ever on the outlook not only to save a dollar，but to make home and family more comfortable and happy－ women who read a paper＇s advertisements as regular－ ly and attentively as its news items．

I THE OMAHA BEE，with its great home circulation in the city and its prosperous sub urbs，presents you an opportunity to put such a policy to the test．THE OMAHA BEE is distinctively a home paper．It＇s clean in spirit and appearance－it＇s edited and published so as to appeal to women．It logically meets and finds a hearty welcome and a careful reading at their hands．
q Yes，Mr．Merchant，THE OMAHA BEE with its undisputed home circulation at the ad－ vertising rate is the best buy in Omaha today．

T If you have not already found it so，a little experimenting on your part will prove the claim．

