

Gillan Tells of the Good Done by the Auditorium

OMAHA, Nov. 4.—To the Editor of The Bee: I do not know who wrote the article in The Bee, signed "Grumbler" and giving "a business man's views of the Auditorium situation," but I wish to say that it was the best and most sensible discussion of the Auditorium problem and the general situation in Omaha that I have read in many a day. I have refrained from saying much in print about the Auditorium of late because I have felt that some people would be inclined to think that I, being manager of the building, might have a one-sided view of the matter. I believe, however, that the time has arrived when I owe it to the enterprising business men of Omaha, as well as to myself, to offer a few suggestions.

Before discussing the proposed sale to the city I wish to take up some of the burdens and unjust criticisms that have been heaped upon the Auditorium during the past ten years by misguided people and sensational newspapers. I am familiar with the Auditorium problems in a dozen of the largest cities and throughout the middle west, and I can say, with a great mass of facts to back me up, that no town has treated its Auditorium problem and the business men who have supported it so ably and so justly as Omaha. In the first place the Auditorium property has been heavily taxed during most of the time since it was opened in 1904. Three years ago the county commissioners reduced the valuation to a nominal figure, realizing that the building was of a semi-public nature and should not be burdened with taxation, but the very next assessment, that of two years ago for some unaccountable reason, was boosted to \$365,000, making the taxes for last year on this property about \$5,000.

Taxes Large.

The taxes on the Omaha Auditorium since it was opened in 1904 foot up over \$30,000. In fact, the building has been taxed to death notwithstanding the fact that the substantial, enterprising business men of Omaha have had to go down in their pockets to keep the building open and available for the general good of the city. Can any one imagine a more foolish or unjust policy on the part of public officials than this?

Kansas City Convention hall, valued at about \$500,000, and owned by a stock company similar to ours, pays about \$500 a year in taxes. Nearly all of the Auditoriums throughout the country pay only nominal taxes, while the Omaha Auditorium has been taxed, at least a part of the time, to the very limit and then some.

There has also been complaint at various times during the past ten years that prices for high class entertainments, such as grand opera, concerts and the like, have not been reduced to a point within the reach of the poor. I wish to say that the prices at the Auditorium, while not as low as we have desired they should be, have been lower than they would have been had these high class concerts been held in theaters. The prices which will prevail for the Melba concert in January and for the Chicago grand opera next spring, if these attractions appear will undoubtedly be much lower than they would be if these entertainments were to be given in a theater, but it will not be possible to sell tickets for grand opera or for Melba for 25 cents. Such companies as the Metropolitan Opera company, the New York Hippodrome, which have appeared in the Omaha Auditorium, could not come to Omaha at all if we had no Auditorium. Prices would have to be so high in order to make expenses, that no one could afford to attend.

In Regard to Prices.

It often happens that the manager of a building like the Auditorium has practically nothing to say with regard to the scale of prices. The great traveling organizations such as the Chicago Grand Opera company or the New York Hippodrome simply rents the building and they have a perfect right to sell the tickets at whatever price they deem most advisable. Even where the engagement is on a percentage basis, the house may receive only one-third or one-fourth of the total receipts, and in this case the manager of the attraction necessarily has more to say with regard to the scale of prices than the manager of the house. The prices for high class entertainments at the Auditorium during the last ten years have been, however, as low and in many cases lower than in other large cities.

Another criticism which has been frequently offered is that the acoustics in the Auditorium are bad. I admit that the acoustics in the Auditorium are not perfect, by any means, but I have been in nearly all of the great buildings of this kind in the middle west, and I know that there is not one of them any better than ours with the exception of the Salt Lake Tabernacle. In short, I believe that if our Auditorium had a ceiling put in it, as originally intended and which could be done at an expense of about \$2,000, we would have a better hall for both music and speaking than any of the large cities in the middle west.

Mr. Evans, the wonderful leader of the Salt Lake choir, and Mr. McMillan, the famous organist of the Salt Lake Tabernacle, were both delighted with the Omaha Auditorium when they gave their fine concert in our building two years ago this fall. Madame Melba, who sang in our Auditorium in 1904, spoke in high praise of the acoustics of the building. Mr. Stock, director of the Thomas orchestra, has repeatedly praised our Auditorium as a concert hall. It remains for the critics and the knockers of Omaha to find fault with the acoustics of our Auditorium.

What Has Been Done.

New I wish to call attention to some of the things that the Auditorium has done for this city. It has enabled us to hold four very successful horse shows, which advertised Omaha all over the United States and in Europe. It has enabled us to hold great cream shows, land shows, electrical shows, food shows, manufacturers' exhibitions, a national sheep show, hardware and implement exhibitions. It has enabled us to entertain several great conventions, such as the Women's Christian Temperance Union, National Convention of Eagles and many other district and state conventions. It has enabled us to entertain the great German Seesawfest, to enjoy grand opera, great band concerts and the finest orchestral music produced by the great organizations of the country. It has enabled us to hold many great mass meetings.

Last year, for instance, we held several great meetings where the people were permitted to meet ex-President Taft, ex-President Roosevelt and Mr. Wilson, now president of the United States. The Auditorium has brought hun-

drreds of letters to this office from all over the United States inquiring about the building, how it was constructed, how the funds were secured and how much it cost. It has advertised the city far and wide by the cuts of the building placed on programs of numerous conventions and exhibitions and sent broadcast over the country.

Helps Auto Trade.

The Auditorium has put Omaha on the map as one of the greatest automobile distributing points in the country, through the agency of the annual automobile show. The Auditorium has brought to Omaha every year since it was opened anywhere from 20,000 to 30,000 people to attend conventions and entertainments, who would not otherwise have come to the city. The Automobile show alone last year brought fully 5,000 people into Omaha during the week of the show.

The Auditorium has enabled us to take exceptionally good care of the State Teachers' convention, which meets here in Omaha this week for the third consecutive year. This building enables us to give them a great convention hall and a magnificent concert. Without this building, Omaha would be off the map when it comes to the matter of conventions, exhibitions, big mass meetings and attractions requiring large seating capacity.

Unfortunately, we have in Omaha some knickers and knockers who always find fault with those who are trying to do something to build up the city. We should "look and lift up," and instead of trying to tear down and throw away the work of years, we should encourage the city to buy the Auditorium, finish it up, make it a place of beauty where even the grouchy and the knocker would have to enter, take off his hat and say "well done."

Present Problem.

The problem confronting the city now is whether the Auditorium is to be abandoned and sold for private use or purchased by the city and maintained as an Auditorium. By the expenditure of about \$20,000, the building can be well and beautifully equipped and finished. Some of the city commissioners and real estate men figure that it would require about \$75,000, but I am figuring on what I know can be done, not on the amount of money that might be squandered on the job. With an expenditure of about \$20,000 added to the purchase price of \$25,000, Omaha will have an Auditorium costing the city \$45,000, and I say, without the least hesitation, that we would then have an Auditorium property far better for the amount of money than any other city between New York and San Francisco.

But suppose the Auditorium should be sold to private parties, then what? It will require at least \$200,000 to buy a half block of ground as well located, considering car service, hotels and all that goes to make up a desirable location for such a building. It will require about \$250,000 to put up another Auditorium even as good as the one we now have, but to erect such a building as the critics and knockers demand will require \$500,000 to \$600,000. All this will mean an investment of practically half a million dollars, and it will also mean that Omaha, if we should lose the present building, will not have another Auditorium for at least five years to come. Under the present law, the city of Omaha cannot vote more than \$250,000 for the purchase or erection of an Auditorium. This law cannot be changed until the legislature meets in 1915. Even if it should be possible to get the law amended or changed in 1913 enabling Omaha to vote half a million we should conclude that if the present Auditorium, we shall not be able to even get started before the fall of 1915. Then it will require at least two years more to build a new Auditorium. So we may just as well conclude that if the present Auditorium is sold to private parties, this city will be without an Auditorium for at least four or five years.

Tells of the Struggle.

I have lived in Omaha for almost twenty-five years. I have spent ten years struggling with all sorts of discouragements and difficulties trying to help the splendid, enterprising business men of this city to build an Auditorium and maintain it, and knowing, as I do, the amount of money, hard work and valuable time that it has cost a score of business men in this city, I feel that it would be a shame and a calamity to see all this hard work and energy thrown away by permitting the building to be sold to private parties.

I believe that the gentlemen composing the committees in the past have made a change and in the Commercial club who seem to be in favor of letting this building go by the board are men who have never known the amount of money and time and patience and energy that have been put into this Omaha Auditorium. These men, who now seem to think the city should not buy the Auditorium are not the men who have built it. They are not the men who have borne the burden in the heat of the day. Some of them have done a little, some of them have done nothing for the Auditorium, and in my opinion they are making a tremendous mistake when they presume to take the Auditorium out of the hands of Omaha, who have put thousands of dollars into the Auditorium and have worked willingly for ten years in supporting the institution, that all this hard work and valuable time and money must now be thrown away and the city must begin all over again to acquire an Auditorium.

In conclusion, I desire to say that the directors, although they have every reason to be discouraged and disgusted by the attitude of some of the visionary members of the Real Estate exchange and Commercial club, have decided to make one more effort to carry the Auditorium through until next spring, in order that the people may have an opportunity to vote on the problem and save the building for public use, rather than see it sold into private hands and the work of years be lost to the city.

J. M. GILLAN,
Secretary and Manager Auditorium.

A Night of Terror.

Fox night are more terrible than that of a mother looking on her child choking and gasping for breath during an attack of croup, and nothing in the house to relieve it. Many mothers have passed nights of terror in this situation. A little forethought will enable you to avoid all this. Chamberlain's Cough Remedy is a certain cure for croup and has never been known to fail. Keep it at hand. For sale by all druggists.—Advertisement.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

IS EVERYBODY'S BUSINESS

Prof. Hedrick So Characterizes Education of the Young.

BEHOOVES WEST TO GET BUSY

Missouri Sees No Reason Why Mental Training of Students Should Be Regarded Higher in the East.

"Education as a business does not merely include the activities of an educator who is trying to hypnotize a state legislature into allowing larger appropriation or performing larceny on a private philanthropist in an effort to secure more money," said E. R. Hedrick, professor of mathematics in the University of Missouri, who spoke before the University club at luncheon at noon. "It is far more than that. Education as a business spreads out into other fields and in the west here where all institutions are public enterprises, it is the business of all business men living in the community just as much as it is the business of the professor."

"You have probably heard other college men speak on this same subject here at this University club, but I venture to say that I will present a different view of the subject. Education is a poor business because salaries are relatively small, but for all that I am a teacher, I am of the opinion that very few teachers should have their stipends increased because I believe that there are but few teachers who really give more than value received in salary. But salaries should be paid to the men who are worth the salary."

"For instance, I read an editorial in this morning's Bee," continued Mr. Hedrick, "which stated that a former superintendent of schools here was to receive \$5,000 for acting in that capacity in Pittsburgh. The writer of the editorial continued and said that Omaha was an excellent town for a young educator to receive a training."

Says It Is Wrong Impression.

"Now that is the wrong impression, the wrong sentiment. Why should Omaha be a training school for superintendents in Pittsburgh? But, said to relate, that is the feeling in many cities. And right there is where the business side of education becomes important. In Nebraska you are after education. Then why will you get what you are after. Such a body of men as the club represents should take an interest in educational affairs. Discuss things and make suggestions. That is the way to make your state one of the leading states from the standpoint of education. If everybody—and as I said before everybody—should, because institutions of learning in this part of the world are public institutions—should get out and try to help along educational improvement of our grade schools, our high schools, our colleges and our universities, all would then be much better and we would secure a reputation that even the big private institutions in the east with their wonderful assets would not rank higher than the schools in the west."

Mr. Hedrick is in Omaha attending the school teachers' convention here. He is one of the prominent educators of the country who were asked to be guests of the convention and speak on educational problems. A large number of visiting school teachers and professors, who are attending the convention, were the guests of the club at luncheon this noon to hear Mr. Hedrick's interesting talk. E. U. Graff, superintendent of the schools, acted as chairman and introduced Mr. Hedrick.

Fearful Slaughter

Of deadly microbes occur when throat and lung diseases are treated with Dr. King's New Discovery. 50c and \$1.00. For sale by your druggist.—Advertisement.

Advance Announcement for Saturday

The following goods have just been received from our New York resident buyer and will be placed on sale Saturday morning at eight o'clock for the first time.

500 men's and young men's suits at less than half regular prices.

Over one thousand ladies' and misses' suits, coats and dresses, the very latest styles, worth to \$25.00 at one price Saturday, \$9.75.

Men's trousers, the entire surplus stock and samples of a well known Broadway, New York, manufacturer, bought at \$50.00, will be sold accordingly Saturday.

Ladies' and misses' trimmed hats, regular \$1.50 to \$2.00 hats will go in three lots Saturday at \$1.25, \$1.50 and \$1.75.

See our windows, and watch our ads in Friday night's papers.

The Novelty Company

Bertha Liebecke to Have Freedom Under Friendly Supervision

Bertha Liebecke, fainting Bertha, was given her conditional release from the county jail. At the instigation of Rev. Charles W. Savage she will again enjoy supervised freedom and temporary quarters at the People's church street, 515 North Eighteenth street, have been fixed up for her. She will reside there until other arrangements can be made and in the meantime will be looked after by Rev. Mr. Savage, Mr. and Mrs. J. A. Davis, 227 Hartman avenue, and Mrs. W. D. Criss, 227 Eward street.

She signed a pledge before leaving the jail that she would abide by the wishes of those who came to her rescue.

MURHEADS HAVE LIVELY TIME OF IT AT THEIR HOME

John Muirhead, 412 North Eighteenth street, returned to his habitation Wednesday evening with the gleam of battle in his eye, and straightway hurried a large oil lamp at the head of his better-half.

The wife traded him a stove lid for it and, to make her side of the question good, had hubby arrested. He was discharged with a short oration by Judge Foster. Incidentally neither of the Muirheads received either of the mistakes exchanged.

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<p>NEW ORCHARD FRUITS Fancy Italian Douglas County Fruit, 4x10 size. \$2.25 1 lb. box \$1.50</p> <p>SOUP BINGLES The new kind of noodle, made with egg. Dozen 10c pkgs. 95c Or 2 pkgs. 25c</p> <p>MAPLE SAP SYRUP Welch Bros. genuine, gal. \$1.75 Quart (ins) 50c</p> <p>PURE OATSUP "Lotus"—absolutely pure, dozen 25c bottles \$2.00 Per bottle 32c</p>	<p>SELF-RAISING FLOUR New milled pancake or buckwheat compound flour. Dozen pkgs. \$1.10 Per pkg. 90c</p> <p>QUEEN OLIVES Jumbo fruit, special, 60c bottle for 40c</p> <p>SARDINES Direct importation, Skipper pack—one doz. 12c cans \$1.25 Per can 12c</p> <p>TEA India, Ceylon, high grade, 60c value, special, 2 lbs. \$1.00 Per lb. 35c</p>
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COFFEE—Our Own Roasting

Lotus "Ankola"—The acme of perfection, 3 lbs. **\$1.10**
2 lbs. **75c** 1 lb. **40c**
Bean, ground or pulverized by the Steel Cut Process.

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Actual and absolute merit have given the highest standing to our wines and liquors, quality considered. Our prices are always the lowest.

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To further introduce our Lotus Whiskey, during this sale we will give free one bottle of port or sherry wine to each customer purchasing a bottle of our famous Lotus Whiskey, eight years old, mild, mellowed and mature, 1.00 quart bottle **\$1.00**

WARWICK WHISKEY
Bottled in bond, made in spring of 1895, regular price \$1.25, special, bottle **80c**

SCOTCH WHISKY
Made and bottled in Scotland—High & Hagg, 3-star, regular price \$1.50, special, bottle **\$1.25**
The MacGregor, a perfect distillation, regular price \$1.25, special, bottle **\$1.00**

CRYSTALLIZED BUCK & EYE
A cordial of superior quality—regular price \$1, special **75c**

PORT, SHERRY OR MUSCAT
Full bodied, rich, fruity and nourishing; 15c value, special—bottle for **\$1.00**
Per bottle **35c**

BITTERS
Abbott's—adds zest and flavor; regular 75c qt. bottle, **50c**

GUINNESS FOREIGN EXTRA STOUT
The world's most nourishing tonic, sold by us in perfect condition. One dozen regular **\$2.50** pint bottles, special **\$2.00**

SCHEFFER'S GINGER ALE AND SANGAPARILLA
Extra dry, made in Dublin, Ireland. The favorite with all who know, and the best we know of. Dozen pt. bottles **\$1.40**

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Mail or phone orders promptly and accurately filled.

Be One of the "Last Minute" buyers if you will but don't expect to find as perfect a selection as those who are hastening to

Buy Clothes At Cost NOW!

If EVER you gathered your economical wits together gather 'em NOW! You CAN find a Brooks style or size to suit you at THIS moment; you WON'T be able to in a VERY short time, for I'LL SOON be off this corner and OUT OF BUSINESS ENTIRELY. Pick out ANY suit; ANY overcoat; offer me COST—In many cases even LESS; then I'LL be satisfied and YOU'LL be enraptured.

Brooks Quits!

<p>\$9.75 For \$15 to \$18.00 Suits or Overcoats</p> <p>12.45 For \$20 to \$22.50 Suits or Overcoats</p> <p>14.45 For \$25 to \$30.00 Suits or Overcoats</p> <p>17.50 For \$30 to \$35.00 Suits or Overcoats</p> <p>19.75 For \$35 to \$40.00 Suits or Overcoats</p>	<p>\$1.50 Ladies' Trimmings, Hats, a large selection to choose from, sale price, choice \$1.50</p> <p>75c Children's Velvet and Plush Hoods; some have fur trimmings; sale price 25c</p>
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LADIES' AND CHILDREN'S UNDERWEAR AND HOSE

<p>48c Women's medium weight ribbed fleecy Underwear, Union Suits, only</p> <p>39c Women's Union Suits, light weight for present wear, any</p> <p>12 1/2c Children's 25c Ribbed Fleece Underwear, Pants or Vests</p> <p>12 1/2c Women's Black Fleece Hose</p>	<p>85c Men's Ribbed Fleece Medium Weight Union Suits</p> <p>85c Men's Merino Jaeger Fleece Cream Ribbed Union Suits, sale price</p> <p>84c 11.50 Men's Dress Coat Style Band Shirts, plain white, figures or stripes; sale price</p> <p>59c 11.00 Men's Jersey Sweaters and Light Weight French Flannel Gray Shirts in laid down and military collars; all sizes sale price</p> <p>35c 60c Men's Ribbed or Fleece Heavy Pants or Shirts sale price</p> <p>33c 50c Men's Work Shirts, laid down or military collars, black or blue shades</p>
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LADIES' GOWNS AND BATH ROBES

<p>98c Ladies' Flannel Bath Robes, plain and fancy figure, sale price</p> <p>75c 11.50 Women's Flannel Gown; V-neck or collar attached, in all the new shades, sale price</p>	<p>\$1.65 Women's \$3.00 Shoes, the choice of Velvet, Patent Kid, Bull Calf, Gun Metal and Tan; button or blucher, Vic. Calf; also Red Kid, trimmed with tassels; Tan, White and patent leather; special sale price</p> <p>\$1.15 2.00 Children's Shoes, in button or blucher, Vic. Calf; also Red Kid, trimmed with tassels; Tan, White and patent leather; special sale price</p>
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LADIES' AND CHILDREN'S SHOES

SPECIAL BARGAINS FOR THE LADIES

Bargain Table No. 3 consists of Crepe and Lawn House Dresses, Wrappers, Waists, White, Black and Blue Dressing Sacques, values up to \$1.50, special sale price, choice **25c**

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<p style="text-align: center;">LOT 1:</p> <p>Cable Net, Saxony and Nottingham and Madras Weave Curtains, full length and width; worth \$1.50 pair, sale price, 49c pair</p> <p style="text-align: center;">LADIES' SUITS, COATS AND DRESSES</p> <p>\$20.00 and \$15.00 Ladies' Suits, greatest of all values in Omaha; sale price, \$9.45</p> <p>\$10 Women's Winter Caracul and Cloth Coats; materials are all wool; some bargain sale prices \$5.95</p> <p>\$5.00 and \$4.00 Children's Coats sale price \$2.45</p> <p style="text-align: center;">LADIES' HATS</p> <p>\$2.00 Ladies' Black Velvet and Silk Hats 75c</p> <p>\$5.00 Ladies' Trimmings, Hats, a large selection to choose from, sale price, choice \$1.50</p> <p>75c Children's Velvet and Plush Hoods; some have fur trimmings; sale price 25c</p> <p style="text-align: center;">LADIES' AND CHILDREN'S UNDERWEAR AND HOSE</p> <p>48c Women's medium weight ribbed fleecy Underwear, Union Suits, only</p> <p>39c Women's Union Suits, light weight for present wear, any</p> <p>12 1/2c Children's 25c Ribbed Fleece Underwear, Pants or Vests</p> <p>12 1/2c Women's Black Fleece Hose</p>	<p style="text-align: center;">LOT 2:</p> <p>Scotch Nottingham Madras and Gouppie White or Ecru, 3 yards long, 30 inches wide; worth \$2.50 pair, special sale price, 74c pair</p> <p style="text-align: center;">MEN'S AND BOYS' SUITS AND O'COATS</p> <p>\$20.00 and \$15.00 Men's Suits, choice of blue serge, worsteds, cashmeres, chevrons and broadcloth; lined with Skinner Sath or serge linings; some Norfolk sale price \$8.95 \$6.89</p> <p>2.000 Boys' Suits in the Norfolk and plain styles; Knickerbocker Pants, full or semi-leg; on special sale price \$2.45 \$1.95 \$1.25</p> <p>1.50c Boys' Overcoats, fur or plain collars, plain and quilted lined; Norfolk or plain, \$2.74 sale price</p> <p style="text-align: center;">MEN'S AND BOYS' UNDERWEAR AND SHIRTS</p> <p>1.50c Men's Ribbed Fleece Medium Weight Union Suits 48c</p> <p>85c 11.50 Men's Merino Jaeger Fleece Cream Ribbed Union Suits, sale price</p> <p>84c 11.50 Men's Dress Coat Style Band Shirts, plain white, figures or stripes; sale price</p> <p>59c 11.00 Men's Jersey Sweaters and Light Weight French Flannel Gray Shirts in laid down and military collars; all sizes sale price</p> <p>35c 60c Men's Ribbed or Fleece Heavy Pants or Shirts sale price</p> <p>33c 50c Men's Work Shirts, laid down or military collars, black or blue shades</p>
<p style="text-align: center;">LADIES' GOWNS AND BATH ROBES</p> <p>98c Ladies' Flannel Bath Robes, plain and fancy figure, sale price</p> <p>75c 11.50 Women's Flannel Gown; V-neck or collar attached, in all the new shades, sale price</p>	<p style="text-align: center;">MEN'S HOSE AND SUSPENDERS</p> <p>15c 25c Men's Wool or Silk Hose, all shades</p> <p>19c 50c Men's Dress or Police and Firemen Suspenders, sale price</p> <p>45c 75c Men's Fur Lined Caps</p>
<p style="text-align: center;">LADIES' AND CHILDREN'S SHOES</p> <p>Women's \$3.00 Shoes, the choice of Velvet, Patent Kid, Bull Calf, Gun Metal and Tan; button or blucher, Vic. Calf; also Red Kid, trimmed with tassels; Tan, White and patent leather; special sale price \$1.65</p> <p>2.00 Children's Shoes, in button or blucher, Vic. Calf; also Red Kid, trimmed with tassels; Tan, White and patent leather; special sale price \$1.15</p>	<p style="text-align: center;">BARGAINS FOR THE MEN</p> <p>Wonderful Men's Bargains—\$12 and \$10 Men's and Young Men's Overcoats, convertible or Military collars; plain or belted back; choice of Kersey, gray, brown and dark mixtures; all sizes, sale price \$4.98</p>
<p style="text-align: center;">SPECIAL BARGAINS FOR THE LADIES</p> <p>Bargain Table No. 3 consists of Crepe and Lawn House Dresses, Wrappers, Waists, White, Black and Blue Dressing Sacques, values up to \$1.50, special sale price, choice 25c</p>	<p style="text-align: center;">BLANKETS AND COMFORTERS</p> <p>\$2.00 and \$2.00 wool and cotton mixed Blankets, in plain; also pink, blue or gray border; double bed size; sale 98c and 89c price</p> <p>Heavy Comforters, best satin covering, cotton filled, scroll attached fancy floral design double size; sale \$1.25 and 99c price</p>

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