

Douglas St., Between 15th and 16th--Its History, What It Means to Present and Future Generations of Omaha

Thousands of Dollars Being Expended to Enlarge and Remodel Big Institutions; Read the Messages From These Live Merchants and Learn Why You Can Save Money by Shopping in This Block. Learn What Their Business Ideas are and Understand How They Give Such Values.

DOUGLAS STREET TAKES ON NEW LIFE

Block From Fifteenth to Sixteenth Being Remodeled to Keep Up With Increased Business.

ALL THE FIRMS PROSPEROUS

Douglas street, between Fifteenth and Sixteenth streets, is just sprucing itself up this summer at an astonishing rate.

Like Augustus Caesar, who boasted that he had found Rome a city of brick and left it a city of marble, so Douglas street seems determined to improve itself from a block of old-fashioned store fronts to a block of arcade fronts of the latest style and type. And it is making corresponding improvements inside of many of the stores and business places in the block.

The Guarantee Clothing company, located near the sixteenth street end of the block, is just about completing a most extensive improvement that has converted this old established store into one of the most up-to-date clothing stores. An arcade front has been put in, which gives the store three large show windows with handsome paneled wood backgrounds, the beauty of the effect being still further heightened by small leaded glass windows at the back. The floor of the arcade leading to the main entrance is of black and white tile mosaic.

An ornamental metal ceiling and ornamental metal sides have been placed throughout the store. A new cash and bundle carrier system leading from all parts of the store to the office located on a balcony in the rear is being installed.

"On August 28 we celebrate the twenty-eighth anniversary of the establishment of the store," said Herbert S. Arnstein, the proprietor.

Installing an Arcade.
A. Hospe & Co., music and art store, is located just a few doors east at 1513 Douglas street. The entire front of this double store is torn out and a new arcade front is being installed, while business goes on as usual inside.

This new front of the latest type will at least double the show window space

of this well-known firm. It will provide two entrances from the street, one on each side of a large show window. Behind this window the two entrances will converge to the central main store entrance.

Mr. Hospe intends to place in this central window an electric player piano of a kind which automatically applies the crescendo and the diminuendo and quickens or slows the music exactly as the composer intended. Other improvements are being made inside the store.

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We Invite Your Inspection of SUITS

New for Fall -- Rich in Style For Women and Young Women

New and sensible, dignified without a touch of the radical, nor yet with even a shadow of any former season's styles.

Already we've hundreds from the master tailors who well know how to carry the style theme of true distinction through true creations from collar to skirt hem.

African Brown, Navy, Field Mouse, Green, Blackberry, beautiful broadcloths, gabardines and very hard to get mixtures from foreign looms--

\$17.50 - \$19.50 - \$24.50
\$29.50 - \$34.50

HERZBERG'S
WOMEN'S TOGGERY
1517 Douglas



Hospe's Store Front Is Out

Before the new one goes in we must clear out many pianos to make room for the interior alterations, therefore take advantage of prices which mean more **Straight Pianos Refinished and Guaranteed**



Chickering, rosewood case, Upright Piano, **\$124**

Shoninger, walnut case, Upright Piano, **\$134**

Sterling, ebony case, Upright Piano, **\$149**

Whitney, French walnut case, Upright Piano, **\$197**

Cable-Nelson, walnut case, nearly new Upright Piano, **\$199**

Wegman, oak case, fine shape, cut to **\$199**

NEW PIANOS.
Prices cut from one-fourth to one-half regular prices--
\$225, \$250, \$275, \$300.

PLAYER PIANOS
Now only \$298, \$325, \$350-- for dependable Player Pianos--Terms, \$10 per month.

A BIG STOCK OF THE FINEST
Mason & Hamlin Grands and Uprights, Kranich & Bach Grands and Uprights, Bush & Lane Pianos, Kimball Pianos, Cable-Nelson Pianos, Henderson Pianos--at Remodeling Store Discounts.

THE BEST PLAYER PIANOS
in the world--the renowned Apollo Player Pianos, the Kranich & Bach Player Pianos, Kimball Players and others at prices from \$100 to \$150 less than ever -- best terms.

GRAND PIANOS.
Artists most reliable Grands at \$455, \$550, \$600, \$650 up. On payments if desired.

ART STOCK GOING FAST TO MAKE ROOM--SPECIAL LOW PRICES.

Decide--Make Haste--Secure Choice Bargains

A. HOSPE CO. 1513-1515 Douglas St.



A Front That Beautifies Our City

Made possible from our policy of honest values at all times. To you we owe our 28 years of success and wish to extend thanks to show our appreciation of your patronage. Our future policy will be to give you even greater values than ever before.

Thursday--Greater Value Day

MEN'S CLOTHING
All broken lots of Suits for men and young men, formerly **\$6.25** \$12.50 and \$15.00
Your choice of our Palm Beach Suits, now **\$3.75**

PANTS! PANTS! PANTS!
Choice from Omaha's largest trouser stock at four prices--
\$1.45, \$1.85, \$2.85 and \$3.85
Formerly \$2 to \$6.

FINEST SILK HOSE
120 dozen of pure silk Hose, beautiful shades, only found in 35c and 50c grades, **19c**

NEAR SILK SHIRTS
Nicely made, elegantly finished, our **\$1 and \$1.25** Shirts, at **55c**

GUARANTEE
1519-21 DOUGLAS CLOTHING CO. ARNSTEIN ST.

We Fill Cavity With Perfectly Matched Teeth



a plate, guaranteeing their usefulness and durability. Get our estimate--it will please you.

Don't Wear a Faulty Plate
DON'T wear a plate that will not stand the criticism of your mirror.

We will make you a plate that will restore your lips and cheeks to their once youthful appearance.

This plate will do more toward adding to your attractiveness than any Beauty Doctor.

We Cannot Make You Young
but we can make your mouth the handsomest part of your face, and we all know the value

of a winsome, pleasing smile, whether in business or society.

Delay Costs Money
If you have a small cavity in your teeth come to us at once--it will save you time and money. False teeth are made necessary only by those who neglect to see a good dentist in time.

Honesty Built our Business
to one of the largest practices in Nebraska. We tell you on first consultation just what you need and exactly what cost of same will be.

Painless Extraction by Vitalized Air
Taft's Dental Rooms
1517 Douglas Street.

T. L. Combs & Co. The Busy Jewelers

Many years devoted to truthfully serving the public, giving full values and honest qualities in exchange for moderate prices have made it possible for us to remain so long in this location and our reputation for

Dependable Jewelry Best Repairs Popular Prices and Excellent Store Service

is recognized throughout the west, as well as in our own city. Our

Special Order Department

is one of our "hobbies." Any jewelry made over into newest styles, new styles copied or your own ideas and designs brought out beautifully in precious metals and precious stones.

We thank you for favors extended us in the past and solicit your future patronage. *Our reputation guarantees your Satisfaction.*

T. L. Combs & Co. The Busy Jewelers

1520 Douglas Street. Omaha, Nebraska.

NEW FALL MILLINERY

A most authentic showing of beautiful Fall styles now awaits your inspection.

Such pleasing variety and attractive values that you will find a visit here highly pleasurable and profitable.



F. M. Schadell & Co.
1522 Douglas Street.

Admission **10c** Reserved Seats **10c** Extra. **WHERE EVERYBODY GOES THE EMPRESS THE NOVELTY THEATRE** Admission **10c** Reserved Seats **10c** Extra.

ENTIRE CHANGE OF VAUDEVILLE AND PHOTO-PLAYS FOR THURSDAY

SEBASTIAN MERRILL & CO.
Sensational and Comedy Cyclists. The Comedy Yip Yaps

HAM AT THE BEACH
A 1,000 ft. of Laughs.

THE HALKINGS
Silhouette Pantomime.

"THE MYSTERY OF MARY"
A Broadway star feature in three parts. A comedy drama wherein her cousin, who covets her fortune, makes plans to railroad her to a sanitarium. By chance she meets her hero, and the rascal is caught after a sensational chase, and properly punished.

MUSICAL HUNTERS
MUSICAL NOVELTY

THE FIXER
A SHORT STORY COMEDY-DRAMA

HEARST @ SELIG, NO. 66
ALWAYS THE LATEST NEWS

HUFFORD & CHAIN
"A COONETOWN REVIVAL"

THE BRIGHT SPOT OF OMAHA IS ON DOUGLAS STREET
10c ADMISSION Reserved Seats **10c** Extra **10c**

Advance Showing of Early Fall Millinery
Popular **McMahon Millinery Co.** Popular
Prices **1512 Douglas Street** Prices
Over Alexander's Shoe Store

C. E. M. CLARK SIGNS
Original Ideas **113 So. 16th St.**
PHONE DOUG 1378