

# "Main Entrance Stores" on the King's Highway

All Roads Lead to These Stores and the Carnival Grounds

Read the messages from these live merchants and learn why you can save money by shopping at these stores

## Two Big Attractions

### Our Store and Ak-Sar-Ben

Special Bargains for This Week:

Ladies' Suits and Coats, \$25.00 values, on sale this week, at... **\$16.50**

Misses' and Children's Coats—\$4.00 to \$15.00 values—on sale—

**\$1.98 to \$9.50**

Men's Suits and Coats, \$20.00 values, on sale this week, at... **\$12.50**

Sweaters, on sale this week—**89c to \$3.50**

Men's Union Suits, on sale... **69c**

Children's Sweater Coats... **50c**

Men's Fleece Underwear... **39c**

Children's Union Suits, at... **35c**

**J. Helphand Clothing Co.**  
314-316 N. 16th St.

## BONOFF'S

Welcome Ak-Sar-Ben visitors with the greatest bargains ever offered in

### LADIES' SUITS AND COATS

Hundreds of new Fall samples have just arrived. The newest, smartest and classiest styles of the season. All makes of poplin, French serge, gabardine and extra high-grade chiffon broadcloth. If these garments were offered at twice their price, they still would be unusual values. For this week only

**\$17.50**

**Silk Plush Coats, Extra Special**

All with 5-inch deep fur bottoms, with fur collars, with guaranteed 6-year linings. Positively the best and most wonderful opportunity of the season to get yourself a new fall coat... **\$22.50**

"One Block from the Carnival Entrance."

**NEW YORK SAMPLE STORE**  
Phone D. 4247 206 N. 16th St.

## GATEWAY TO KING'S GREAT HIGHWAY

Leading Firms of the City on North Sixteenth Great Visitors to Festival Grounds.

### MAIN ENTRANCE STORES

"Main Entrance Stores"—no, these are not show houses competing with King Ak, but sturdy business houses located adjacent to the main carnival entrance.

All these merchants are offering special values this week and it will pay Ak-Sar-Ben visitors to visit these stores when in this vicinity.

Along Sixteenth street from Capitol avenue to Davenport is but a short 300 feet, you will find a select few of the brightest, most alert and willing business men such a short 300 feet can possibly contain.

#### Real Omaha Firms.

They are Omaha firms and that fact alone is a good recommendation. Omaha firms are live ones. But the little block on north Sixteenth street is especially alive and no matter how hard the times or how adverse the conditions you will find each and every one of these establishments in that block enjoying the tenure of prosperity.

The Hotel Loyal, one of the leading hotels in the city, occupies the entire block extending from Capitol avenue to Davenport street. The Hotel Loyal is one of the best-known of western hotels. It's wholesome character, its natural advantages of safety and convenience have won for it a reputation of inestimable value. R. E. Bryant and O. E. Carney are the proprietors.

Among the thriving business firms along this block is the Loyal Shoe Store. This is one of the most up-to-date shoe houses in Omaha.

Henrickson, the jeweler, is also another Loyal hotel tenant. Mr. Henrickson has been located in his corner position for several years and enjoys a most prosperous jewelry trade. The Central Market is a really modern market, where quality and service to the patron are considered first. The New England bakery is one of the oldest bakeries in Omaha and has, ever since its organization, been regarded among the best.

#### Two Sturdy Businesses.

The Novelty store is one of the strong foundations of the north Sixteenth street block. This establishment will always be a nucleus upon which to build a brisk business block. The New York Sample store is still another of the examples of sturdy, conscientious industry in this block. This store has recently been remodeled and the result is one of the most up-to-date ladies' apparel shops in the city. A. Bonoff is the proprietor.

Just a few feet to the north are two other establishments which, although not strictly within the 300 feet named before, can be regarded as part of this block. The Helphand clothing company and the Edward

## THE NOVELTY CO.

"THE STORE FOR THE PEOPLE"

**FEATURES SPECIAL PRICES DURING AK-SAR-BEN WEEK ON MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, SHOES, MILLINERY AND FURNISHING GOODS--Go at a SAVING OF 1/4, 1/3, 1/2 FORMER PRICES**

Ladies' Department, Second Floor, Take Elevator

LADIES' SERGE SUITS, satin lined, velvet collars, all colors, all sizes; a rare bargain. Worth \$17.50... <b>\$10</b>	LADIES' POPLIN SUITS, black, green, brown, satin lined, fur or velvet collars; all sizes; a snap. Worth \$21.50... <b>\$15</b>	LADIES' POPLIN, gabardine, man serge, black, blue, green, brown; fur or velvet trimmed. Worth \$27.50... <b>\$17.50</b>
LADIES' NOVELTY CLOTH COATS—New cape collars, velvet trimmed; all colors. Worth \$15.00... <b>\$10</b>	LADIES' NEW PLAID NOVELTY CLOTH COATS—Newest models; all sizes. Worth \$20... <b>\$12.50</b>	LADIES' PLUSHE COATS or velours; full flare or with belt; cape collars. Worth \$30.00... <b>\$17.50</b>
SAILOR SERGE DRESSES; all sizes. Worth \$10.00... <b>\$5.00</b>	SILK POPLIN DRESSES—All colors. Worth \$12.50... <b>\$7.50</b>	TAFFETA CREPES or combination silk dresses. Worth \$22.50... <b>\$15</b>
A L L OUR TRIMMED HATS — New models. Worth \$7.50 to \$10.00... <b>\$4.95</b>	LINGERIE WAISTS; all styles and sizes. Worth \$1.50... <b>98c</b>	GEORGETTE CREPE WAISTS; all tailored; new models. Worth \$7.50... <b>\$3.48</b>

## Men's and Young Men's Clothing Department Main Floor

MEN'S SUITS, in worsteds; all sizes. Worth \$12.50... <b>\$7.48</b>	MEN'S SUITS—Pinch back or regular cut—Worth \$15.00... <b>\$9.98</b>	MEN'S SUITS—Blue serge, worsted, new models. Worth \$20.00... <b>\$11.98</b>
MEN'S BALMAROOS, All colors, new models. Worth \$15.00... <b>\$8.98</b>	MEN'S BALMAROOS—Fancy novelty colors; all sizes. Worth \$20.00... <b>\$11.98</b>	MEN'S BALMAROOS; hand tailored, newest models. Worth \$25.00... <b>\$14.98</b>
MEN'S PANTS—Worsteds, cassimeres; all sizes. Worth \$2.00... <b>\$1.15</b>	MEN'S PANTS—Fine worsteds; all colors—Worth \$2.50... <b>\$1.48</b>	MEN'S PANTS—Neat stripe worsteds; all sizes. Worth \$3.00... <b>\$1.98</b>
BOYS' NORFOLK SUITS; all colors, ages 4 to 17. Worth \$5.00... <b>\$2.48</b>	BOYS' SCHOOL SUITS; swell patterns, ages 4 to 17. Worth \$5.00... <b>\$2.98</b>	BOYS' SCHOOL SUITS—Blue serge and worsteds; ages 4 to 17. Worth \$6.50... <b>\$3.48</b>
MEN'S FLEECE, Jersey Ribbed Union Suits. Worth \$1.00... <b>69c</b>	MEN'S CAMEL HAIR LINED RIBBED UNION SUITS. Worth \$1.50... <b>98c</b>	SPECIAL LINE OF SUIT CASES; extra good value... <b>98c</b>
MEN'S LACE OR BUTT DRESS SHOES. Worth \$2.50... <b>\$1.98</b>	MEN'S VELOUR OR RUSSIA CALF SHOES; all styles—Worth \$3.50... <b>\$2.45</b>	WOMEN'S SHOES; in all colors or two-tone. Worth \$10.00... <b>\$4.98</b>

THE STORE FOR THE PEOPLE **THE NOVELTY CO.** 214-216 NORTH 16TH STREET BERNSTEIN & KRASNE, Props. THE STORE FOR THE PEOPLE

## THE CARNIVAL ENTRANCE

Is Opposite **Henry Pollack's**

Mail Order House

**FINE WINES and LIQUORS**

Prompt Attention to Mail Orders

120-22-24 No. 15th St  
Phone Douglas 7162.

## Ak-Sar-Ben Visitors WELCOME

"Just Around the Corner From the Carnival Grounds"



### Opening Display OF MEN'S AND WOMEN'S Fall and Winter High Shoes

At Price Below—Other Shoe Stores Ask at Sales. DON'T FAIL TO SEE OUR WINDOWS. You will be pleased with the wide variety of styles, the wearing quality and, above all, the low prices.

We bought our fall and winter shoes before the big advance in cost, so will sell these shoes at the regular money-saving prices—

**\$2.50 and \$3.00**

PARTY and DANCING SLIPPERS at these exceptionally low prices. Men's Work Shoes, the kind that wear like iron. You save dollars on every pair. Mail Orders receive the best service while the stock is fresh. Only One Block From the Carnival. **LOYAL SHOE STORE** "At the Sign of the Electric Shoe." 16TH AND CAPITOL AVE. LOYAL HOTEL BLDG.



## Ak-Sar-Ben Visitors Welcome

We are wholesalers as well as retailers and as a result of which we are able to sell meats and provisions at prices that are bound to save you money.

Special prices during Ak-Sar-Ben week to the country trade on hams, bacon and provisions.

**CENTRAL MARKET**  
Kulakofsky Meat Co.  
210 North 16th St. Douglas 1796.

## NEW Hotel Edward

Absolutely Fireproof  
130 ROOMS Newly Furnished Throughout

Running hot and cold water.

Telephone and electric lights in every room.

Rooms with private shower baths

Single, \$1; Double, \$1.50

Rooms with bath privilege 50c and 75c

Weekly Rate, \$2.50 to \$6

All rooms outside exposure

**Sixteenth and Davenport Sts.**

Full Dress Suits for Rent For the Ak-Sar-Ben Ball

Sizes from 32 to 52. LATE MODELS

Very latest evening gowns and wraps for rent. Evening slippers to match.

Come early and get your suit fitted right before the rush sets in.

**John Feldman,**  
206 N. 17th St., Flomar Hotel Bldg. Phone Douglas 3128.

## GIFTS

For Every Day in the Year

Scarcely a day dawns that does not call for some token of sentiment. The occasion may be a wedding—an anniversary—a birthday—a debut—or one of scores of others.

For thirty years we have offered you a large and most comprehensive stock of individual designs of silverware, fine diamonds, rare and precious gems, toilet articles, watches, novelties and etc.

Just the gift you want at just the price you want to pay.

Ak-Sar-Ben visitors, we cordially invite your inspection.

**John Henrickson**  
The Loyal Jeweler.  
201 North 16th Street.

Be Sure and Attend Our Underwriters' Sale of FURNITURE RUGS and STOVES

Each lady bringing this coupon during this sale will be given a useful souvenir.

**State Furniture Co.**  
Corner 14th and Dodge Sts.

## The Hotel Loyal

16th and Capitol Avenue

FIREPROOF EUROPEAN

"One Block From the New Carnival Grounds"



State Trade Specially Invited

Rooms \$1.00 and \$1.50; With Bath \$1.50 Up. Cafe the very best. Popular Prices. BRYANT & CARNEY, Proprietors



### THE WISE YOUNG MAN

of today doesn't ask his wife to bake. He simply furnishes the dough and lets us supply the bread. It's better for his wife and it's better for him too. There is never heavy bread or soggy cake in the homes that get their supplies from this bakery.

Try our dainty lunches.

**ORTMAN'S NEW ENGLAND BAKERY and LUNCH**

Branch Bakeries at Hayden's and Public Market. Douglas 5791. 212 North 16th St.

Read The Bee Day by Day to Keep Fully Abreast of the Great Presidential Campaign That Is Now On