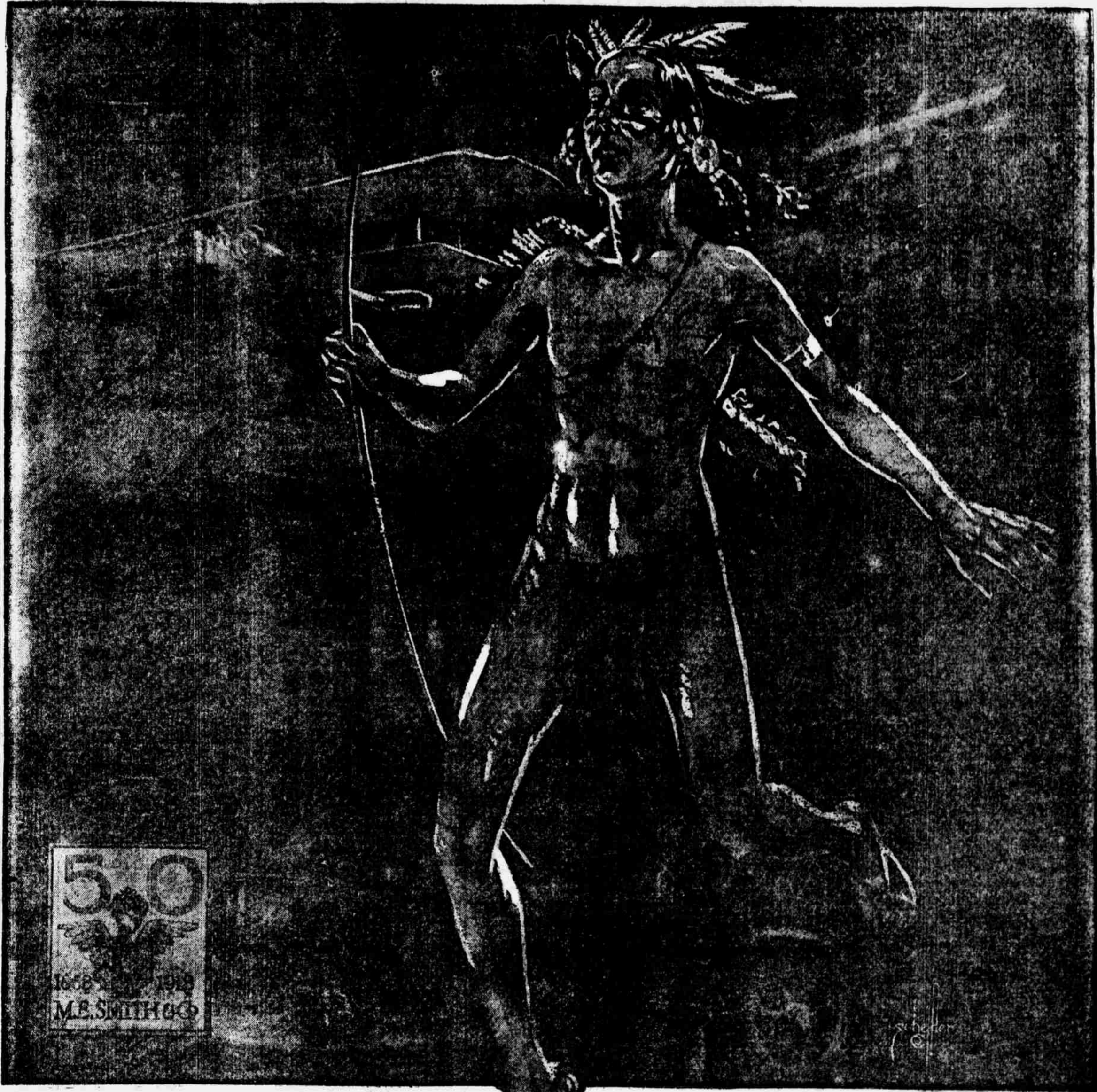


M. E. Smith & Company Announce Their 50th Anniversary Birthday Party For Retail Merchants



Fifty Years Ago the Indian Runner Sped Across the Plain With His

Message—Today We Reach Half a Million People in a few Hours Through the Daily Paper

1868 1918 Fifty Years in Business

This year we complete a half century of business life—fifty years of active service to retail merchants of the great west.

Their stores are found in cities and villages in all the vast territory between the Mississippi river and the Pacific coast—even in far-off Alaska and fair Hawaii.

Fifty years in business means much. We have seen the Indian trading post give way to the metropolitan city—the pony express rider displaced by the transcontinental train.

We have grown only as we have served. A slight feeling of pride may be pardoned, we feel, as we round into our second half century of commercial activity.

So we feel much joy in our Fiftieth Anniversary, and we invite our retail friends to join with us, during Market Week, and particularly on Wednesday, September 11, to attend our "Birthday Party."

A Birthday Party of Unusual Interest

Some of us have lived to see the changes which fifty years have wrought. Others, of not such mature years, know of the contrast between the days following the Civil War and today only as history relates or we glimpse them on the "movie" screen.

So we think that to lift the veil that has closed behind the last few decades, even for only an hour or two, will be interesting—even instructive.

The smartly clad maiden of today presents as great a contrast to the lady of the hoopskirts as the Mazda lamp does to the tallow candle.

We shall attempt to portray some of these changes at our "birthday party" on September 11, in a most unusual and attractive way, and cordially invite our retail friends and their families to attend.

We'll Cut a Big Birthday Cake for Merchants

In the Nature of Attractive Bargains

To merchants visiting us during Market Week, we offer some attractive bargains. These consist of short lines and broken lots which have accumulated during the present selling season.

Merchandise is too scarce to permit gathering a very great quantity of such goods in any one line—just a few dozen here and there in different departments.

The aggregate, however, shows a large number of very desirable items—all clean, perfect stock—from which a merchant can make selections at prices much under the regular market prices of today.

Short Lines and Broken Lots of

Dress Skirts
Cape Kimonos
Rain Coats
Golf Gloves

Dress Goods
Handkerchiefs
Domestics
Men's Shirts

Men's Union Suits
Ladies' Gloves
Silk Kimonos
Hockey Caps

Men's and Women's
Sweaters
Table Damasks
Boys' Waists

Notions—And Many Other Items.

These goods are offered, subject to stock on hand, to house buyers only, at prices which make them most desirable.

If you are in need of any goods to fill in broken numbers in your own stock, you will

find here a buying opportunity that you will appreciate more, after seeing the offerings, than you can believe.

Come and see us during Market Week—September 9 to 11—we will make your visit pleasant and profitable.

M. E. Smith & Co., Omaha

Wholesale Dry Goods

We Are Large Manufacturers

For more than thirty years we have been building up a factory organization. The high quality of our product has forced expansion until now we own and operate

Eleven Large Garment Factories

In half a dozen cities in Nebraska hundreds of machines hum busily day after day. They are manned by happy, contented employes, who take a pride in the work they do, and whose skill has forced recognition of the fact that there are no better products made than those which bear our trade-marked brands.

Factories Are Highly Specialized

These factories are highly specialized. Those which make men's garments are entirely separate from those which produce garments for women.

This is necessary, because the requirements in designing and manufacturing the two lines are widely different. So we employ specialists with years of training in the different factories. The result is a perfect product which wins instant recognition from the user.

For Men We Manufacture—

"Ideal" Negligees and Work Shirts
"Ideal" Mackinaw Coats
"Ideal" Boys' Waists and Shirts
"Ideal" Duck and Sheep Lined Coats
"Ideal" Overalls and Jumpers
"Sleepy Hollow" Night Robes and Pajamas.
"Beau Brummel" Dress Shirts

For Women We Manufacture—

"Mina Taylor" Dresses
"Mina Taylor" Aprons
"Mina Taylor" Children's Dresses
"Classic" Coats, Suits and Skirts
"Sleepy Hollow" Night Wear.
"Feminalls" (women's overalls)

We invite merchants, while in Omaha during Market Week, to investigate these lines, and the selling plans behind them, which help turn stocks into sales.