

MILK CARDS AND MILK RATIONS IN PROSPECT HERE

High Price of Butter Fat is Forcing Milk to What May Be a Prohibitive Figure.

Omaha, with other metropolitan cities in America, is facing the possibility of milk cards and milk rations. Paradoxical as it may seem, just one thing has saved this section of the country from a milk and butter famine...

Butter Fat High. Even with this condition there is a growing scarcity of milk for the reason the price of butter fat the last summer has jumped by leaps and bounds until this week it has been quoted at 60 cents per pound...

Other Cities Higher. Omaha has been more fortunate than most of the cities of its class in the country. For 13 months a stationary price of 12 1/2 cents per quart was maintained for milk...

New Flags Will Decorate Streets Ak-Sar-Ben Week. New flags and bunting will predominate along Farnam street during the Ak-Sar-Ben fall festival...

Former Omaha Boy Now in German Prison Camp. Lt. Robert Clarkson Millsbaugh, only son of the late Bishop Millsbaugh of Topeka, Kan., has been located, through the American Red Cross...

Food and clothing will now be sent to Lt. Millsbaugh by his relatives, who have been called his location by the American Red Cross.

Iowa Man First Victim of New Traffic Regulations. Leonard Larson of Stanton, Ia., driving an auto at Twenty-fourth and F streets, struck John Corcoran, son of M. J. Corcoran, turn key at the city jail...

Potato Grading Will Be Enforced by Food Heads. The food administration is planning to rigidly enforce their ruling calling upon the licensee in potato growing districts to assort and grade his purchases and shipments...

SPECIALS

Bacon Crib Blankets, size 30x40, in a big variety of animal and bird designs, pink and blue, usually sold at 75c, 59c

Silkoline Covered Comforters, filled with shredded white cotton; medium and light colors; regularly \$3.00, \$2.49

Women's Full Size Percale Bungalow Aprons, several styles; worth \$1.25 and \$1.39, 89c

Girls' Sateen Bloomers, for girls from 2 to 12 years, in black. Real bargains that you should snap up, 35c

Women's Wash Petticoats; an opportunity to obtain these Petticoats at a very little price; 59c values, 39c

Women's, Misses' and Children's Middie's, several styles in this group; worth today up to \$1.00, 49c

Women's and Misses' Middie's, a variety of styles in this group; worth today, up to \$2.00, \$1.00

Women's and Misses' Bath Robes, fancy flowers; full length; all sizes; worth today, \$3.50, \$2.69

Women's Silk Blouses, Tub Silk, Taffeta, Jap Silk; all sizes; worth \$2.50 to \$3.50, \$1.95

Shopping and Hand Bags, one lot of fine samples, real leather, in Goat Seal, Calf and Cowhide; Bags and Purses, fitted with mirror, change purse, strap back and envelope shapes; values to \$3.50, \$1.25

Bleached Sheets, 100 dozen, 72x90 inches, sheets with French seam in center; made of good quality muslin, \$1.10

Bleached Pillow Cases, made of muslin remnants; less than today's mill cost at these prices: 45x36, at 25c; 42x36, at 23c

Laurel Dress Gingham; plaid, checks and stripes; long mill lengths; for girls' dresses, etc., 17 1/2c

36-Inch Percale, light grounds, with neat stripes and figures, in 3 to 12-yard lengths, 20c

Women's Shoes, small sizes only, 2 1/2 to 4 1/2; black kid, cloth top, also patent in cloth top; button and lace, \$1.95

All Fall and Winter Ready-to-Wear and Needs Herein Most Complete Stocks Now. Un-usual Friday and Saturday Sales.

Demonstrating what this great establishment offers to its immense list of customers in the way of all Fall Ready-to-Wear and Needs, at a time when high prices are the rule and not the exception. Read carefully and see what you may save.

Women Will Come From Far and Near To Buy This Autumn Ready-to-Wear



These Suits \$20.00. Fancy Cloths, Men's-Wear Suits, Burella, Poppins, Velour. Amazing suits for this money. All-wool materials. Finely tailored in every detail.

These Coats \$15 and \$20. One of the Big Offerings of the Opening Sale. Each of these 200 coats is a picked model and beautifully built from collar to hem.

These Dresses \$14.85. Serge Satin Crepe. Hundreds of women are looking for just such dresses—and will appreciate getting them at this moderate price.

Women's Dress Shoes, \$5. Nine-Inch Lace, All Leather Boots, light single sole, two-inch concave heel; sizes 2 1/2 to 8, widths A to E. Eight-Inch Lace, All Leather Boots; double sole, close edge McKay one-inch leather heel, medium or long vamp, plain or stock tip; sizes 2 1/2 to 8, widths A to E. \$5.00

Dress Goods. Remnants and Mill Ends of Wool Dress Goods, large assortment of new fall colorings and weaves, in lengths of 1 to 3 yards; suitable for children's and Misses' frocks; the piece... 69c

New Fall Hats, \$4.95. Large and small shapes, for dress and street wear. Best styles of the season. A lot trimmed with ostrich. Hats in two tone combinations; very simple trappings.

Hosiery. Women's Fiber and Silk Hosiery in black, white and wanted shoe shades; all with double soles, heels and toes, lisle garter tops... \$1.25

Domestics---An Immense Stock. 36-Inch Fancy Printed Velour Flannel in a splendid assortment of new patterns and colors, for wrappers, kimonos, etc.; special at, per yard... 45c

Blankets and Comfortables. Plaid Wool Finished Blankets in assorted colors, thread whipped edge; warm, closely woven nap, full double bed size; special... \$4.95

Knit Underwear. Women's Cotton Fleece Union Suits, low neck, no sleeves and Dutch neck and elbow sleeves; ankle length style, in sizes 42 and 44; special, each... \$1.39

Boys' Suits. Very newest models, bright, smart color combinations; coats full and loose, belt, patch or slash pockets; also watch pockets, belts, loops, etc.; green, gray, brown and tan mixtures; sizes 7 to 18 years, at \$6.50 to \$9.50

Draperies. 3,000 Yards of Marquette, Madras and Grenadine, in lengths of 5 to 20 yards; special, yard... 19c

Boys' Suits. Men's and Boys' Sweaters, slip-on V neck or shawl collar; a very good showing of these, \$1.39 to \$4.98

Soaps and Washing Powders. 3 cans Sunbrite Cleanser... 10c. Large Golden Rod Washing Powder, 19c. This assortment is already wrapped for you. No waiting. No assortment will be broken, or changed, and none will be delivered.

Men's Work Shirts, made of light and dark blue chambray, gray chevrons and fancy mixtures; lay-down collar; sizes 14 to 17, 75c

36-Inch Bleached Muslin, fine soft finish. Not more than 10 yards to a customer... 18 1/2c

Men's and Young Men's Suits, snappy models, in fancy Cassimeres, in blue, brown or green mixtures. \$12.50 to \$22.50

1,000 Velour Cushion Tops, in all colors; worth \$1.25, special, each, for... 69c

SPECIALS

Boy Scout Tan Shoes, sizes 8 1/2 to 2; Russia Tan Calf; stitche-down soles, seamless spring heel, back foaming, \$1.65

Children's Dress Shoes, Patent Colt and Vici Kid; hand turned sole, patent tip, wedges or no heel, leather top; sizes 2 1/2 to 5, \$1.15

American Lady Corsets for stout figures, 25 to 36; extra wide front steel, low top and long over hip, \$1.00

Women's Lisle Hosiery, in all colors, with double soles; an exceptional offering, 25c

Men's Wool Socks, in natural, black, Oxford and blue with white feet; all sizes in this lot, 50c

Misses' Union Suits of white cotton, highly fleeced, in sizes from 2 to 12, and very extraordinary value, 89c

Boys' Union Suits, Peeler Cotton Union Suits in fleece lined styles, all sizes, from 6 to 16, \$1.00

Table Cloths, mercerized, of fine quality damask, 60-inch size, scalloped, plain and hemstitched ends; \$1.75 value, \$1.49

Crash, about 2,500 yards, so-called mill ends, all desirable lengths; a real 20c value, 15c

Untrimmed Hats, Silk Velvet, in close fitting styles; sailors and many other shapes; new blue, brown, taupe, etc., \$1.95

Mill Ends Dress Goods, also travelers' samples; every wanted weave and coloring; excellent value, 15c

Men's and Young Men's Trousers, 400 pairs, worsted, chevrons and cassimeres; sizes 31 to 42 waist, \$1.95

Men's Work Shirts, made of light and dark blue chambray, gray chevrons and fancy mixtures; lay-down collar; sizes 14 to 17, 75c

Scrims and Marquises, mill remnants, slightly imperfect, in lengths up to 5 yards, 7 1/2c

Extension Rods, 100 dozen, extra heavy; extends to 54 inches, complete with fixtures, 6 1/2c