## In Most

 Instances the first impression is alasting one. Our salesmen
are awake to the simple fact
that courtesy makes for
friendship-they extend the
same treatment to guests of
the store who are but view-
ing our display as to those
actually buying, leaving an
impression of the Bowen
store never to be forgotten.
our GUARANTEED
QUALITY and VALLUE $\underset{\text { as illustrated....... } \mathbf{S 1 0 0}}{\text { A }}$ \$32.50 to \$375 with several late records,
makes a "Dress-Up" for the
house every day-we would suggest this as one way of

making the home more interesting, more beautiful. | SPECIAL |  |
| :--- | :---: |
| 7-inch records, all |  |
| popular airs ...... 15c |  | Other records of vocal and

instrumental music instrumental music and
spoken words, 85 c,
$\$ 1.00$, $\$ 1.25, \$ 1.50$

|  |
| :---: |
|  |  |

THIS WEEK
NEXT WEEK
"CLEAN-UP" ALL OTHER WEEKS "Moving Weeks" -thate where we OMAHA VAN \& STORAGECO.



Patronise Your JAY BURNS BAKITG 00.

## Hiome Economics

 4

## Texd cram on the top of ouch bople <br>  <br> Distinctive Footwear For Particular People

Assured Style at Popular Prices.

 Beautiful Patent Pumps

Omaha's 4
Popular Priced

|  |  |
| :---: | :---: |
| Irom two to foir dollars a pir more for he thos berey |  |
|  |  |
|  |  |
| kid Oxterdit |  |

## Shoe Market

## New Conant Hotel Building. 16th and Harne

Mail Orders Executed Promptly

## The Big System Back of the Little Telephone

How much would your telephone be worth to you without a bis

## Ordinarily, nothing is seen of the

 public continuous telephone servic.But when an emergency arises the "organization
When some financial problem must be met, when sleet storms trike, when fires occur, when some catastrophe happens, or when this company instantly begins to move.

When such events take place executives and other trained employees, who know from long experience that such things will come

Where the ne cumulating are available for immediate expenditure, material which has been gradually assembled is ready to prevent delay, and
every facility, kept always in readiness, is directed to restore or expand telephone service as quickly as possible.

At such times the benefits der
ized company are immediately felt.

Mebraska telephoie company

