One-Minute Store Talk

"Ak-Sar-Ben and The Ne-braska make a double-beader attraction in Omaha that offers the visitor to the city examples of the progressiveness of this community," Everybody accepts great progress as a matter f course these days-but here's store service entirely without precedent in cities of many times Omaha's size.

AK-SAR-BEN VISITORS.
OUR STORE AND STORE
SERVICE IS AT YOUR
COMMAND.

Your Supreme Advantage

At Fall Clothes Headquarters



VOU men are business men to a man-You know the supreme buying power of the store that sells the most clothes. Reason enough why Greater Nebraska stands so conspicuously in a class by itself for values, and style leadership in clothes selling.

> In justice to your self, you will inspect and compare our vast Fall showing before you spend a dollar for clothes.

### Kuppenheimer **Good Clothes**

Society Brand-Hickey Freeman Fashion Park Clothes

and a score or more of other famous clothes makers. Fine Fall Suits and Overcoats, strictly hand-tailored-

\$35 ° \$50

Every new idea in two, three, four-button, single and double-breasted suits and sport models. A host of new treatments in belts. pockets, lapels and an endless range of pleasing fabrics.

Young men's styles that lead the Fashion world. Older men's clothes distinguished for excellence in fit and tailoring. Special sizes for all men, from young stouts to slims. From short stouts to big men's clothes.

# Matchless Values in New Fall Suits

Service to our patrons demands our selling the best clothes obtainable at every price. We feature at \$20, \$25 and \$80, new Fall Suits made to sell at much higher prices—but value, supreme values, must ever prevail here. Compare.

Fall Top Coats—New models that will spell lasting satisfaction. New herringbones, tweeds, fancy mixtures, oxford vicunas, fine values, \$25 to \$40.

The Gaberdine Coat you've always wanted. Fine quality fabrics in swagger full or half-belted models with button patch pocket or slash. \$25, \$30, \$35.

#### Younger Young Men's Clothes

First long pants wearer have a right to be super-critical about style. We encourage it. Here are sport models in widest variation of styles. New single and double-breasted models with that inimitable touch of youth that is found only in Langham High, Kuppenheimer Jr., and Society Brand Youths' Suits. Ages 14 to 18 years. See them. Prices range \$20 to \$45.

#### The Exhibit of Winter Overcoats

Thousands of men will buy winter overcoats when they see the unusual styles we feature. Plaid back novelties in both dressy models and great coats.

Many superb imported over-coats. Distinguished fur collar models. Many chamois interlined and leather yoke.

Wonderfully attractive styles and models at the new lower

\$20 to \$85

### Emphatically, Hat, Haberdashery and Shoe Headquarters,

Nationally Famous Lines -- at Lowest-in-the-City Prices -- Compare

showing of John B. Stetson Hats to our own special lines. We are hat heaquarters.

\$3.50 \$5.00 \$7.00 and Better

The Sweater Store offers wonderful values in Men's Heavy Rope Stitch Cardigan and Shaker Knit Jackets, Pull-Overs and Travelo Coats at-

\$5.00 to \$15.00

Fall and Winter Union Suits for men who think ahead. Superior, Vassar, Duofold, Madewell, Cooper's. All weights.

\$1.00 to \$10.00

Manhattan, Eagle, Bates Street and Yorke Shirts. New Fall and colorings patterns. See them.

Men's Broque Oxfords, \$7.50, \$8.00, \$9.00. Arnold and All America Shoes at \$10.00.

Exclusive agents for celebrated Hurley Fine Shoes, \$12.00.

-Omaha's Largest Showing of-

Boys' Two Pants Suits----\$10.00

\$15.00 \$12.50

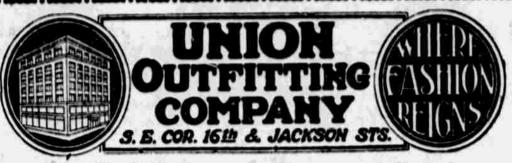
Every fabric specially selected for sturdy wear-values unequaled.

SEE OUR VINDOWS · TODAY.



COMPARE OUR VALUES ALWAYS.

CORRECT APPAREL FOR MEN AND WOMEN:







Prices on Smart Fall Appara! Are Moderate This Season

For such becoming styles and rich-looking fabrics, prices are much less than you would expect them to be-and there is wisdom in choosing early-stocks are very complete now and you have the advantage of longer wear. Charge accounts are invited.

#### New Suits--

Those we are showing are a trifle more elaborate trimmed with fur. Duvetyne and fabrics in rich autumn colors; are wonderfully becoming; prices

#### New Dresses ---

The new models which our buyer brought back from New York show decidedly new departures in sleeves that are very effective. Whether you like Canton crepe, tricotine, duvetyne or satin they are here

Free Baby Souvenir

Saturday for Mothers

Lloyd Exhibition

Starting Saturday and con

tinuing all next week we will

hold an interesting exhibi-

tion of the new fall styles in

fortable shape with a bed as soft as down. A "Lloyd" is sunproof and waterproof— the fiber will not warp, split

Special—A beautiful 'Lloyd' Baby Carriage, well upholstered, rubber-tired wheels, at \$27.50

FREE A "Lloyd Baby Carriage given away Friday. Ask for particulars.

Saturday Opens the

"Lloyd" Baby Carriages.

For Saturday ONLY! An Extraordinary

### Mattress Sale That Means Big Savings



"Challenge," a 45-pound layer mattress with good art ticking, and heavy stitched roll edge; one-day Special Purchase Price

\$6.45

'Rest-Easy," a 50-pound, felt mattress with serviceable art ticking and roll edge, one-day, Special Purchase Price-

\$8.95

"Virginia," very fine, 50-lb. felt mattress with sateen, roll adge and four-row side stitching, one-day, Special Purchase Price-

\$12.75

As Always, You Make Your Own Terms

"Royal." as fine a mattress as you could wish for; weighs 50 lbs., has satin finished ticking and four-row edge, Special Purchase Price-

#### \$13.50

"Never-Stretch," constructed by the famous "Never-Stretch" method and guaranteed by "Never-Stretch" patents to hold its shape-best and longest lasting mattress made; has fourrow stitching, roll edge and satin finished ticking, one-day, Special Purchase Price-

\$19.50

"Box Springs" for iron bedsvery finest construction-oil tempered springs and heavy art ticking-will last for years, one-day only, for \$18.50.

## Big Sale of Pillows

17x24-in. Feather Pillows weigh-Saturday only..... 69c

19x26-in. Curled Hen Pillows, Saturday only..... 95c

> And Your Credit Is Good

20x27-in. Curled Hen Pillows, weighing 3 pounds, \$1.19 Saturday only....

20x27-inch Mixed Feather, 34. lb. Pillows, Satur- \$1.40

3-lb. Down Pillows

#### Demonstration **NEW Electric Models**

With these new Fall models there is no tiresome windingjust an easy running motor that never runs down-never gets out of order.

Have Music This Winter in your home. With the "Pathe" there are NO needles to change and you can play any make of

\$25 Worth of Records FREE With Path of Cabinet Models.