

Paxton Building Bulletin

Seven Day October "Eclipse Sale"

From Saturday, October 15th to Saturday, October 22nd

Natural Muskrat Coat

Regular Price \$187.50

Sale Price **\$125**

A new model, full 36 inches long, made of perfectly matched pelts of finest dark Northern Muskrats. Deep 18-inch cape collar, 12-inch border around the bottom, 8-inch cuffs. Three-button model with removable belt which can be worn loose back or full belt effect. Superior workmanship throughout. Full silk lined.

THIRD FLOOR

You Are Invited to Take Advantage Of Our Credit Service

We maintain a credit service that gives the same convenient and efficient service to out-of-town customers as to those here in the city.

You will find that an account with us will not only facilitate your shopping, but will be a source of pleasure and a good business asset as well.

When sending in mail orders kindly enclose bank reference, which will insure prompt delivery of merchandise.

ELDREDGE-REYNOLDS CO.

The Store of Specialty Shops

Paxton Building, 16th and Farnam Streets
Omaha



Again we are doing the unusual—launching a history-making sale of such proportions that the majority of the tenants in the Paxton building are co-operating in a way that will truly eclipse any previous event.

You'll agree with us that this is the most extraordinary piece of news that has been published in a long time. We want you to become better acquainted with the ground floor tenants of the Paxton building

—Firms that you can place the utmost confidence in—for each firm represented in this Bulletin has an enviable reputation in their line for solidity, safety and straightforwardness in their business transactions and maintain a complete stock of trustworthy merchandise and render efficient service at all times.

Omaha—The Shopping Center of Your Community—The Paxton Building—The Center of Omaha. Good Roads into Omaha from All Directions. Splendid Train Facilities.

Eldredge-Reynolds Company
Patton Music Store

Candyland
Townsend Gun Co.

Hear Gipsy Smith While Attending the "Eclipse Sale"

Gipsy Smith meetings will be held at the City Auditorium from October 16 until November 13.

Over 60 churches of Omaha are combining to bring the world-famed and beloved evangelist—Gipsy Smith—here for a month's meeting. In the program they solicit the sympathy and support of every citizen.

The bigness of the task merits your support and attendance.

Gipsy Smith will bring a great moral and religious awakening that will be a blessing to our homes, schools, churches and country.

INTERNATIONAL AERO CONGRESS AT OMAHA, NOVEMBER 3-4-5

THE BIGGEST, MOST SPECTACULAR AIR EVENT EVER HELD

BALLOON ASCENSIONS, PARACHUTE DROPS STUNTS, SPRINTS, CLIMBS

The Bombing of a French Village

Special Entertainment—Parades, Dances, Banquets, Etc.

IMMENSE EXHIBIT OF LATEST AIRCRAFT CREATIONS

AIR DERBIES, AIR RACES, ALTITUDE TESTS

MORE THAN \$10,000.00 IN CASH PRIZES

EXPERIENCE

has proven that every man, woman and child that has ever enjoyed the dainties served at Candyland or any of our associated stores, testifies to the courteous treatment given them. Come into Candyland any time—you will surely appreciate the excellent food, superior cuisine.

Experience has also proved that our fair prices and pleasant surroundings have made this one of Omaha's most popular places.

CANDYLAND

1522 Farnam Street

Mail Orders Given Prompt Attention

Prices on Choice Candies Sent on Request



Betty Wales Dresses

Any Place

Any Where

On the Avenue of the great metropolis—or strolling along Main Street you'll see women wearing Betty Wales dresses. You'll know them by that indefinable something that distinguishes perfect grooming and by the charm and gracious dignity with which the dress fits the personality of the wearer.

A Betty Wales label in a dress means so much. It's the unconditional guarantee of the makers that the style is correct, the fabric of the finer quality that the workmanship is unflinching perfect.

Shown and Sold Exclusively by

ELDREDGE-REYNOLDS CO.

The Store of Specialty Shops

Paxton Building, 16th and Farnam Streets
Omaha

Your VICTROLA Is Here

It merely remains for you to select the model best suited to your requirements.

Every Style Every Finish

Including the New Victrola, Type 100, at

\$150



Many New and Distinctive Features. Something Entirely Different

Your Choice of Mahogany Oak or American Walnut Finish

SPECIAL TERMS

By paying only for your initial selection of Victor Records, you get immediate possession of this beautiful New Victrola. Price of Victrola on very small weekly or monthly payments. Arranged for your convenience.

Most complete stock of Sheet Music and Victor Records in the West.

We can equip your Band or Orchestra complete with the Famous "Martin Instruments." Saxophones from \$70 up.

"Omaha's Music Center"

Farnam at 16th, Paxton Building DOUGLAS 4779

ED. PATTON MUSIC CO.

ATTENTION: Present this ad at our Store and receive free one copy of sheet music.



Announcing—

An Opening Display and Sale of "Wooltex" Coats and Suits

Ask for the "Wooltex" by name and look for the label in the garment—then your search for the best quality garments obtainable is happily ended.

We became the exclusive representatives in this territory for "Wooltex" garments because we recognized their known reputation for quality and value.

You don't have to ask about tailoring or wearing quality. Every garment in this event is a "Wooltex," expertly tailored, made of the finest fabrics obtainable.

You don't have to trouble about value, not when you see the garments and the price tags. You can come prepared to find the very style you want, whether it's garments for everyday or dress wear.

Variety In Our Coat Display

Belted and unbelted coats and a goodly number with the three-way belt. Big arm holes, many giving the Chinese effect that Paris favors so much. Some coats are straight lined, while others show a flaring skirt, full and graceful.

Practically every coat has some interesting trimming—fur transformed into roomy collars, into cuffs, into bands to decorate one's pockets; embroidery, silk stitching, and cording.

Shown Here Exclusively.

\$25 to \$125

"Wooltex" Suits

"I must have one for street or semi-dress wear"—that's what the smartly dressed women say when they see the attractive "Wooltex" Knockabout Suits we are showing.

They are so smart and yet so comfortable and the most "swagger" fabrics are used—tweeds, homespun and "Wooltex" sportspuns.

And you can do all that the name implies—knock about in them, wear them in all kinds of weather and not need to worry that they are going to lose their good looks.

Shown Here Exclusively.

\$25 to \$60

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