

BRANDEIS STORES

Announce to Their Out-of-Town Customers That

NEXT MONDAY

October 23

Will Be the Greatest

Lace Curtain Sale

Ever Held in Omaha

An Eastern Manufacturer's Entire Stock on Hand, Together With Great Lots Bought From a New York Importer of the Finest Foreign Made Curtains.

There are thousands of pairs of Fine Curtains in this Sale and the Bargains are so Wonderful that it will certainly be worth a Special Trip to Omaha at the Prices we are offering them.

All the Lace Curtains Go On Sale Next Monday

All the Curtain Materials in the Purchase Will Go on Sale Next Tuesday.

Watch for Later Particulars

BRANDEIS STORES

OMAHA

BENNETT'S

Every Time You Spend a Dime You Get an S. & H. Green Trading Stamp.

You Will Love These Suits for Their Beautiful Simplicity.

All are new arrivals which have just come from our suit buyer, who is now in the east. And we are sure they will entirely please the woman who wants a striking plain tailored suit that is in thorough good taste.

\$32.50--And They Look Like \$15 to \$20 More

That is to say, you would naturally expect to pay from \$49.00 to \$50.00 for the same amount of good looks and style if you couldn't see the plainly marked prices we attach to each garment.

Made of the most beautiful all wool mixtures in which brown, navy and gray tones predominate. Collars are trimmed with black or white broadcloth or satin--otherwise the garments depend on their superior fit and finish for their exceptional attractiveness.

Of course, we will be pleased to show them to you any time you are in the store even though you may have no thought of purchasing.



For Notion Wednesday

- 4 spools of 3c black darning cotton for..... 5c
- 5c papers of needle point pins--360 pins to the paper--at 2 for..... 10c
- 5c pkgs. crimped wire hair pins, all sizes, pkgs. 1c
- 5c cards of one dozen nickel plated safety pins, 3 for 5c
- 5c pkgs. linen tape, containing five different widths. Wednesday Special..... 10c
- Women's and children's 1 1/2 "pin-on" hose supporters, all colors..... 5c
- 10c bolts of 5 yards of black mercerized shirt braids at 2 bolts for..... 5c
- 5 large auto hair nets for..... 10c

Wednesday and Thursday in the Big Pure Food Grocery

- | | | |
|---|--|--|
| 40c jar Tea Garden figs for..... 25c | 3 cans Royalton plums and 10 stamps..... 25c | 10 bars of "Diamond" Soap or 10 bars "Best 'Eim All" Soap for..... 25c |
| 3c jar Tea Garden figs for..... 15c | Bennett's Capitol coffee and 10 stamps..... 30c | Diamond Crystal table salt and 10 stamps, sack..... 10c |
| Bennett's Golden coffee and 10 stamps..... 26c | 5 lbs. pure pepper and 5 stamps..... 10c | 2-lb. package Bennett's Capitol oats and 10 stamps..... 10c |
| Assorted teas and 60 stamps, per..... 48c | 3 cakes York Violet toilet soap and 10 stamps..... 25c | 2-lb. package Bennett's Capitol pancake flour and 10 stamps..... 10c |
| Tea siftings and 15 stamps, per..... 15c | Double Trading Stamps On Butterine..... | 1-lb. package Bennett's Capitol wheat and 10 stamps..... 10c |
| 4-lb. can pure pepper and 5 stamps..... 10c | Wednesday Meat Bargains | Snider's salad dressing and 10 stamps..... 25c |
| Assorted pickles and 10 stamps, per..... 10c | Shoulder Steak, 3 lbs. Hamburger..... 25c | Seedless raisins and 10 stamps, per..... 12c |
| 2c quart can Franco-American soups, assorted flavors..... 20c | 3 lbs. Lamb Chops..... 10c | Calumet baking powder and 5 stamps, per..... 10c |
| 5 lb. can navy beans for..... 25c | Lamb Stew..... 4c | 3 cans hulled beans with chicken and 20 stamps..... 25c |

When You Write a Letter

If you write a letter to a prospective customer, calling his attention to your line of goods, the principal thing to remember is that the letter must be read.

It does not make so much difference whether it be a typewritten, original or a duplicated letter. Three things to be considered are: 1st, Advertising Value of the letter; 2d, Promptness with which prospective purchasers may be reached; 3d, Cost of producing the letter.

The first one of these three things is up to you. We can help you mightily on the other two. With a Rotary Neostyle in your own office, your stenographer, or the office boy, can turn out your letters at the rate of forty per minute, at a cost of less than fifty cents per thousand. A half hour after you have given your stenographer copy for the letter they can be ready for the mail. No other process is so rapid or inexpensive.

Machines are made in three different models at three different prices. A telephone call will bring one of these machines to your office for complete demonstration.

The Smith Premier Typewriter Co.

Modern Office Supplies
19th and Douglas Sts.
Omaha, Neb.
Telephone--Doug. 1284; Ind. A-1284.

You Can Have Healthy Hair. Use Wyeth's Sage and Sulphur. A Harmless Remedy

What a pity it is to observe so many people with thin and faded hair and then realize that the most of these people might have a fine, healthy, head of hair if they would but use the simple "sage tea" of our grandmothers, combined with other ingredients for restoring and preserving the hair. No one, young or old, need have any grey hair, weak, thin or falling hair, dandruff or any trouble of the sort if they would but use Wyeth's Sage and Sulphur Hair Remedy. On the contrary, it is possible to have healthy, vigorous hair, of perfect color, by a few applications of this remarkable preparation.

Wyeth's Sage and Sulphur Hair Remedy quickly removes dandruff, leaves the scalp clean and healthy, promotes the growth of the hair and restores the natural color of the hair which has become faded or gray. It is a clean, wholesome dressing, which may be used at any time and with perfect safety. Don't neglect your hair. Start today with Wyeth's Sage and Sulphur. This preparation is offered to the public at fifty cents a bottle, and is recommended and sold by all druggists. Special Agent, Sherman & McConnell, 14th and Harney Sts., 14th and Dodge Sts.

Best Sport News in The Bee

\$3.50 SHOES FOR WOMEN That Are Just a "Little Better"

Made by a shoe manufacturer who specializes for women. These \$3.50 shoes are his leader and considered by all first class dealers the greatest \$3.50 shoes made.

On examination you will instantly see the superior quality and workmanship embodied in them.

They are in the new "raised" toe and the popular effort vamp, made over the new "Fad" last--the style now in greatest demand.

Really a \$4.00 value for \$3.50. Every size and width. Ask to see our shoes at this price. They'll sure satisfy you.

FRY

SHOE CO.
16th and Douglas

Courtney's

- OMAHA PURE FOOD SPECIALS
- 3 cakes "Magic Washer" soap, does all the work..... 10c
- Grape Nuts, per pkg..... 10c
- 1 lb. carton Layer Raisins 25c
- 10c. Pretzels fresh and crisp, per lb..... 5c
- Stuffed Olives, assorted 10c
- 15c and 25c..... 25c
- 15c Imported Sardines, per tin..... 5c
- Stand Hill Potatoes, per bu..... \$1.00
- 3 stalks well bleached Celery..... 10c
- Fancy Jonathan Apples, per bushel..... \$1.25
- New York Grapefruit, per basket..... 25c
- Washed Flax per basket..... 25c
- New Grape Fruit each 12c and 15c

Come in and select a pair of tan or black shoes \$3.50 to \$5 Latest Styles



Thompson & Co. 314 So. 15th St.

ABOVE ALL IN QUALITY



FOR HOME CONSUMERS

PHONES

Doug. 119; Ind. A-2119

Wm. J. BOEHKOFF

Retail Dealer

Office--803 S. 7th St.

FREE!

Our illustrated catalog of diamonds, watches, china, cut glass and jewelry. Either mail your request for one or call in person. We would be pleased to have a visit from you.

RYAN JEWELRY CO.

15th and Douglas Sts. Omaha.

DENTISTRY
Bailey, The Dentist
New Offices, New White Sanitary Dental Equipment
704-10 City National Bank Bldg.
THE DENTURIST
High grade dentistry at reasonable prices. Cut this out to find us.
Established in 1880.

Where to Find the Bee in New York City, N. Y.

- Arthur Hotelling, Grand Central Depot News Stand, Astor House
- Harry J. Schultz, Grand Central Station
- Tyson Co's News Stands, including:
- Hotel New Yorker, Times House
- Hotel Manhattan, Mottled Hotel
- Hotel Hotel, Hotel Belmont
- Murray Hotel, Hotel Belmont
- Grand Union Hotel, Waldorf Astoria

The Omaha Bee's Great Booklovers' Contest



No. 64--Wednesday, October 18, 1911.

What Book Does This Picture Represent?

Title.....
Author.....
Your Name.....
Street and Number.....
City or Town.....

Write in title and author of book and HAVE coupon and picture. Send no coupon until finish of the contest is announced. Each picture represents a book title--not a scene or character. Catalogue containing 5,000 names on which all puzzle pictures are based--the catalogue used by the contest editor--are for sale at the Business Office at The Bee for 25 cents; by mail, 50 cents.

Rules of the Contest

All persons are eligible to enter this contest except employees of the Omaha Bee and members of their families. Each day, for seventy-five days, there will be published in The Bee a picture which will represent the name of a book. Beside each picture there will be a blank for the contestant to fill in the name and author of the book.

On each day the picture and the blank and fill in the name and author of the book and add your name and address, neatly and plainly, in the space provided.

No restrictions will be placed on the way in which answers to the pictures may be secured. Each picture represents only one title of one book. If you are not sure of a title and wish to send in more than one answer to each picture, you may do so. BUT NOT MORE THAN FIVE ANSWERS TO ANY ONE PICTURE WILL BE PERMITTED. Incorrect answers will not be counted against contestants. If correct answer is also given, more than one answer should not be put on the same coupon. Extra coupons should be used for extra answers. All answers to the same number should be kept together when sending in the set. Only one list may be submitted by one contestant, though any list may have five answers to each puzzle.

The number of coupons used--answers given--must be plainly written on the outside of each SET submitted, but do not write such information on the wrapper.

While not absolutely necessary, it is desirable that the pictures shown in each case be sent in with the answers, in order that all answers be uniform. Additional pictures and coupons may be obtained at the office of The Bee by mail or in person.

When the last answer is taken then together in a flat package and bring or mail them to The Omaha Bee, addressed to Booklovers' Contest Editor. Prizes will be awarded to the contestants sending in the largest number of correct solutions. In event of two or more persons having the same number of correct solutions, the person using the smaller number of extra-coupons in his set of answers will be declared winner. In event of two persons having the same number correct and number of extra-coupons, the person whose set of answers is most neatly prepared, in the opinion of the full judging committee, will receive the first prize.

Only one list of answers may be submitted by a contestant and only one prize will be awarded to one family at the address.

The use of the coupon is not obligatory upon the contestant, and an answer may be submitted in any legible manner the contestant may select.

Awards will be made strictly according to the merit of each separate list.

The name of more than one person must not be written upon any coupon.

The awards will be made by the Contest Editor and a committee of well-known citizens.

The contest is limited to the following territory: Nebraska, Wyoming, that portion of Iowa west of but not including Des Moines, and that section of South Dakota known as the Black Hills District.

FIRST PRIZE Value \$2,000 White Steamer Automobile

A 5-passenger 1911 Model White Steamer Touring Car--odorless, smokeless and noiseless. No cranking no shifting of gears; any desired speed. White Steamer sales increase each succeeding year. Has practically an endorsement of the United States government, which owns and operates more of these White Steamers than all other cars combined. Richly upholstered, beautifully finished, unlimited power, controlled speed. This car will be exhibited in Omaha at Broadhead, 15th and Farnam Sts.

SECOND PRIZE Value \$1,250

In the soft, semi-tropic, climatic zone, extending north from San Diego to Staeta County, California, lies Tehama county, in which is situated this beautiful little 10-acre ranch near the town of Red Bluff. This is fruit land of a very high order and is part of the celebrated Lutheran colony which had its inception with an Omaha clergyman. Literature describing this property may be seen at the office of TROWBRIDGE-BOWSER CO., in the City National Bank Building, Omaha.

THIRD PRIZE Value \$900

The magnificent fancy walnut KRELL AUTO GRAND PLAYER-PIANO which nothing can excel. No other player-piano has in the absolute the "human touch" so desired by a musical ear and so prized by the manufacturers. This instrument will be exhibited, explained and played for anyone who wishes to see it in the ware rooms on the third floor of THE BENNETT CO.

FOURTH PRIZE Value \$270

Ralston is to be a manufacturing city. They have a fine start with the Brown Truck Manufacturing Co., the Rogers Motor Car Co., and the Howard Stone Works. Every one desirous to comfortable living may be found there. On one of the main business streets The Bee has selected its fourth prize--a business lot 25x100 feet, and valued at \$275.

FIFTH PRIZE, Value \$225

In the same town and with the same prospect of advancement, The Bee has selected a residence lot 60x120 ft., and valued at \$225.

Ralston is on the city interurban trolley line running out of Omaha and within forty minutes of the Omaha postoffice, so desired by the people.

Complete information about this property at the office of the RALSTON TOWNSHIP COMPANY, 308 South 17th St., Omaha.

SIXTH, SEVENTH AND EIGHTH PRIZES

This ingenious encyclopedia, which is a development rather than invention, has besides its convenience the value of hundreds of editors mentally equipped to make one of the greatest encyclopedias ever compiled. One of the strongest recommendations for this work is that it is from the press of the reliable old house of WELSON & BONS, of New York, London, Dublin and Edinburgh, which was founded in 1788.

This encyclopedia of twelve volumes, which is valued at \$14 a set, may be seen at the Omaha office of W. A. Eisenbaugh & Co., 1514 St. Mary's Ave.

NINTH AND TENTH PRIZES

These prizes consist of twenty-four volume cloth bound sets of the "Book of Knowledge," an encyclopedia made especially for children and sold at \$36 a set. This work is written in simple language and is a "wonder book" in that it makes simple all knowledge necessary to broad education. There are hundreds of colored plates and thousands in black and white. This is a fully equipped encyclopedia made for children, and may be seen at the Omaha office of W. A. Eisenbaugh & Co., 1514 St. Mary's Avenue.

FORTY-FIVE CASH PRIZES

Five Prizes of \$10. Ten Prizes of \$5. Ten Prizes of \$2. Twenty Prizes of \$1.

WATCH FOR THE DAILY PICTURE IN THE BEE.

DRS. MACH & MACH
Successors to
BAILEY & MACH
DENTISTS
Neatest equipped dental office in Omaha. Highest grade dentistry at reasonable prices. Porcelain fillings just like the tooth. All instruments carefully sterilized after each operation.
Cor. 16th and Farnam Sts.
THIRD FLOOR, FARNAM BLOCK

Comic Section
The Sunday Bee

With Happy Hooligan, Little Nemo, the Katzenjammer Kids and the whole interesting family