The Omaha Sunday Bee
part two
SOCIETY pages one to twelve

SUN A GREAT POWBR PLANT Central Source eo Energy for a Won-
derful Sytem. mLLuons of yEARS NO CHANGE

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${ }^{\prime}$ Tis easier to reckon money than merchandise--cash than curtains, for exampel.


In no season have our stocks of women's costumes, reception gowns, evening wraps, coats and tailored suits been so diversified in style showing and so complete as now.

From the simple, strictly man-tailored shopping suit to the elaborate evening gown, our collection includes every new style that the arbiters of fashion have considered correct. Of course, all these have been Americanized or altered to a yype that meets sher requirements and fancy of the American woman. To get a little closer home: We selected only such models as we thought would appeal to the women of Omaha and tributary territory, and the daily increasing crowds of buyers prove our forecasts were correct. At lesser prices we sometimes show more than one of a kind; but in the medium to higher priced garments there's just one of each fabric or style, insuring exclusiveness and individuality to the wearer.

Suits of the better class-oonly one of each kind. Soft brown and
grey mixtures with collars finished with white materials, plain tail-
ored and trimmel only with fancy buttons, $\$ 35.00$ the suit. Others
in different shades of broadcloth-about fifty
\$32.50
very select models-choice of tri
ors and styles at $\$ 50.00$ down t
kerseys, meltons, cheviots, broadcloths, serges and mixtures in black, plain colors and rich combinations of colors. Some of them are the new reversible coats which must be seen to be appreciated; some are made along severely plain lines while others are as handsomely embellished as madam can wish. For this assortment the prices range from $\$ 39.50$ down to $\$ 17.50$, with many in between. 1,000 Colonial Cut
Glass Salt and P\&pper
Shakers at 10 c

Fashionable Dress Goods and Silks are Reasonable in Price at this Store.

| 10 c Each Punch Eowls with GI -sses $\$ 3.50$ Values, 98 c |
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Polo cloths make the finest coats for autumn and
wint.r weather. At fhise ore you find extra quali-
ties. in wanted shadeses. full 54 inches
wide, ac, the yard.


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