OBSERVING THE PASSOVEK Deliverance of I racel frmm E zyptian Bond
Symbolically B Recallod. Jews enjor the feast of freedom
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## Easter Suits.

One of the oldest schemes in business is the odd penny
scheme. When you go into $a$ store and see an article marked at an odd figure like 1.37 or 1.69 or 1.93 you can y make up your mind in nine cases out of ten that it pays a bigger profit than an article that is marked at a straight price. The man who invented the odd price trick did so
to make money. He made it. He died nearly twenty years ago worth four million dollars, and some stores continue to charge heavy royalties for the use of his patent ever since. We don't use the odd-penny scheme. We don't like schemes. We want all of your time and your attention for the quality of the goods we sell you instead of bothering you to figure out how much you save on a 1.50 suit when you get it for 1.89 . Today we open up
for Easter a new lot of fancy little Junior suits at for Easter a new lot of fancy 1 itle Juior suits at 1.00 , $1.25,1.50,1.75$ and so on by quarters up to 3.75 . That's
as high as they go. You can find stores where they will allow you to pay 4.67 or 4.98 for the same suits. Unless
you have some decided objection to saving money on your Easter purchases for the boys you will come and see the grand suits at 2.00 and 2.50 and the exquisite suits at $3.00,3.50$ and 4.00 . These last are new arrivals in
Serges, Tricots and fancy Worsteds and they are better

## Trebraska Chotbinqe

"THE NORTH ATLANTIC SQUADRON" -beautiful Naval Picture, $12 \times 36$, in colors by Reuterdah1 is given away FREE with this week's TRUTH. Five Cents, All Nows.

Words With No Uncertain Meaning-

## They're <br> Oriental. <br> 

HESE Rugs we are showing this week on our 4th
floor-everyone a direct importation from the



OOING TO GET MARRIED ?
 EASTER EGG DYE

orient. Mr. Bushman will be with us the balance of
the week and we invite all the ladies of Omaha that are needing or admire things oriental to call now and see

Royal Bokhar Rugs, \$13.50, \$16 and \$18. Shirvan Rugs, \$8.00, \$12.00 and \$15.00. Antique Cashmere Rugs, \$20 to \$25.

ORCHARD \& WILHELM $1414-1416-1418$ CARPET CO., Douglas St.

They Talk About Her.
Everybody says she looks like a queen-
how could she look otherwise when
AMERICAN LADY CORSET. fect freedom of actio
not try one yourself?


