

BRANDEIS BOSTON & SONS Sale of Neckties, Negligee Shirts

Ladies' \$12.50 Spring Suits at \$7.75
Novelty cloth suits, in Eton and blouse styles—jackets are silk lined—new fabrics and colors—variety of styles—at 7.75

Ladies \$18 Spring Suits at \$12.50
Voile dress suits and handsome Novelty Walking Suits—Eton, blouse and military styles—all pretty new features—fifteen bright styles—at 12.50

Exclusive Sample Suits at \$19.00
A fine stock of very high grade Suits—made in the latest and most fashionable novelty styles—both walking and dress suits—every one faultlessly made.—at 19.00

Ladies' Silk Coats. The popular little coat for spring—suitable for almost every occasion—new sautey styles at 3.98

Ladies' Convert Coats. Snugly fitting—handsomely tailored—styles for 1904—at 7.50

Golf Walking Skirts The popular spring skirts in the prettiest novelty styles—very smart appearance, at 3.48

Voile Dress Skirts Dress skirts made in the newest styles—trimly trimmed—at 6.98

Our New Millinery Dept.
On the Third Floor.
Elegant Trimmed Hats at \$5.00
These beautifully designed hats are known throughout the west for their beauty and good taste—we show a charming assortment in the most fashionable garniture, at \$5

Ladies' Splendid Spring Hats at \$2.98
Made of soft straw, Chiffon and Maline, trimmed with new flowers, ribbons, etc., a special value, at 2.98

Untrimmed Straw Shapes for Ladies & Misses
Latest shapes, made of the new and fashionable colored straws, extra value for Wednesday, at 25c

Laces on Bargain Squares
Venice and English Galloons, Cluny Bands, Torchon Insertings, etc., etc.—all widths and hundreds of pretty styles—worth up to 25c a yard—at, yard 2 1/2c-5c-10c

Extraordinary Offer in Embroideries
Two great bargain squares of Embroideries, Insertings and Galloons, in all widths up to 15 inches, at—yard 10c-15c-19c

Watch Our BRANDEIS BOSTON & SONS Windows

Bennett's
Nearly Everybody Trades at Bennett's.

RAIN COATS! RAIN COATS!

WOMAN, MISSES, CHILDREN. The only well assorted stock of Woman's Rain Coats, and Children's rain coats in Omaha. To fit all ages from a child of 7 years up to the large woman.

7 to 14 years, Raglan style, Grey and Tan mixed	2.45
7 to 14 years, Blue Twill, separate cape	3.75
7 to 14 years, mixed shades, shoulder cape and belt	4.45
WOMAN'S SIZES, Raglan style, Grey, mixed shades	1.98
WOMAN'S SIZES, Blue Twill, separate cape, neat	4.75
CHAVENETTE RAIN COATS—Every garment guaranteed, colors Oxford grey, medium grey, light and dark tan and olive, prices \$3.50, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50	8.95

Green Trading Stamps With Each Sale

Embroidery Sale Wednesday
We will put on sale hundreds of pieces of fine Embroideries—readings and insertings in Swiss, Cambrie, Nainsook and Hamburgs. The widths run from 1-inch to 9 inches wide—they come in the very finest work and are worth up to 50c, yard, for this sale Wednesday we divide them into 3 lots

Lot 1	15c	Lot 2	19c
Lot 3	25c		

And Double Green Trading Stamps

Furniture
1,000 Tables at Less Than Half Price.
For Wednesday's selling only—no C. O. D. orders.

GOLDEN OAK FINISH, TOP 18x18, WITH UNDERSHELF, FANCY TURNED LEGS AND SUBSTANTIAL CONSTRUCTION, REGULARLY SELLS FOR 75 CENTS, AT 37 cents

Grocery!
Money saving offers in our Grocery Department every day. Follow the crowds and you will land in this famous place.

Wednesday Specials


1 lb. worth Green Trading Stamps with each 2-pound can Pumpkin	9c
Macaroni, finest domestic, 1-lb. pkg	10c
Baking Soda, pkg	4c
Japan Rice, per pound	12c
Cornmeal, 5-lb. sack	12c
1 lb. worth Green Trading Stamps with each 2-pound package Bennett's Capital Coffee	28c
Bennett's Breakfast Coffee, 2-lb. can	50c
1 lb. worth Green Trading Stamps with 4-pound CAN BENNETT'S CAPITAL BUTTER	15c
1 lb. worth Green Trading Stamps with 4-pound CAN BUTTER	15c

Cigar Dept.
50c GREEN TRADING STAMPS WITH 3-LB. PACKAGE HAVANA CIGAR CLIPPINGS 18c

GREEN TRADING STAMPS EVERY TIME.

Nicoll THE TAILOR
W. G. JERRENS, Pres.
209-211 So. 15th Street.

To a man up a tree—it looks as though we were tailoring trousers for more



than half of this city's dressy men.

Why not?
Nicoll The Tailor is recognized as headquarters—for the noblest trouserings in the city.

You'll find here all the newest fads in trousers fabrics—not a few ordinary designs—but the productions of the best mills at home and abroad.

Trousers at \$5, 6, 7, 8, 9, 10

It's a rather expensive vanity to imagine that because you've paid \$14 to \$18 for your last trousers—that Nicoll's trousers at \$6, 7, 8 and 9—would not satisfy you?

There are reasons—real live ones at that—why you should patronize Nicoll The Tailor.

Ask one of our salesmen.

HAYDEN'S THE RELIABLE STORE. \$25 Women's Spring Suits, \$89c Waist, \$25 Women's Spring Suits, \$12.50

HAVE YOU BOUGHT The Boy a New Spring Suit?

Why not have it now? When you can buy a well made Knee Pants Suit made up in all the new nobby fabrics, in fancy mixtures, stripes and neat overplains in double breasted sailor blouse, Norfolk, Sailor Norfolk, and three-piece style, many of them made with double seats and knees—

Great \$3.50 Valve, Special \$2.50

At \$2.50 and \$3.00 we have the greatest line of boys' Knee Pants Suits ever shown in the city. All the most popular up-to-date styles in blue serge, black clay worsteds, Scotch mixed chevots, fancy tweeds, fancy worsteds and fancy mixed cassimeres—regular

\$3.95 to \$5.00 Values at \$2.95 and \$3.50

Youths' Long Pants Suits, \$6.50 to \$10.00 Values at \$5.00 and \$7.50

Serges, chevots, cassimeres, in plain colors, plaids and fancy mixtures, single breasted round cut and double breasted square cut; all well tailored and worth from \$6.50 to \$10.00—SPECIAL PRICE 5.00 and 7.50

Now Is Your Opportunity We Have Just Received a Car Load of COUCHES

which we purchased at a great bargain and we are going to give our customers the benefit. They will be on sale Wednesday at about

ONE-HALF ACTUAL VALUE

All neat, well made goods, ranging in price from \$11.85 Dresser to \$11.50 for \$5.00 and 7.50

If you are in need of anything in the Couch line you cannot afford to miss this sale.

WE WILL ALSO SELL

A solid Oak Extension Table	3.85
\$11.85 Dresser	9.50
\$11.50 Dresser	11.50

\$25.00 Free! \$25.00 Free!

GRAND TRADING STAMP SPECIALS WEDNESDAY.

\$5.00 WORTH ABSOLUTELY FREE—to every purchaser of 2 lbs. of our highest grade Mocha and Java Coffee	\$1.00
\$5.00 WORTH ABSOLUTELY FREE—to every purchaser of one sack of the best Minnesota Flour	50c
\$5.00 WORTH ABSOLUTELY FREE—to every purchaser of 1 lb. of fancy B. F. Japan, Oolong, Gunpowder, English Breakfast or Sun-dried Japan Tea	50c
\$2.00 WORTH ABSOLUTELY FREE—to every purchaser of 1 can of our renowned high grade Baking Powder	25c
\$2.00 WORTH ABSOLUTELY FREE—to every purchaser of 5 lbs. of our Fancy Dried Fruits, any kind you want	50c
\$2.00 WORTH ABSOLUTELY FREE—to every purchaser of 5 lbs. of our Fancy Cookies in Cracker Dept.	50c
\$2.00 WORTH ABSOLUTELY FREE—to every purchaser of 1 lb. of our Best Creamery Butter in Butter Dept.	15c
\$2.00 WORTH ABSOLUTELY FREE—to every purchaser of 1 doz. of our fancy large sweet Highland Oranges, or Highland Seedless Lemons	15c

WE RETAIL GROCERIES AT WHOLESALE PRICES TO THE CONSUMER.

HAYDEN BROS.

CALIFORNIA \$25.00
EVERY DAY until April 30, 1904
VIA
UNION PACIFIC

As passengers through Omaha over the Union Pacific can reach California many hours quicker than via any other route, there are fewer incidental expenses on the trip. A saving of time and money always appeals to the American people.

Be sure your tickets read over this line.

Inquire at City Ticket Office, 1524 Farnam St. PHONE 316

NEW BOOKS AND MAGAZINES

The Historical Accuracy of "The Yoke"
Established by the Publisher.

"WOLF FOR WOMEN" BY WOMAN CHAMPION

The Cover of *Alma's* for May One of the Finest Productions in This Branch of Decoration—Popular Kansas Novelist.

Says a critic reviewing "The Yoke" in the Chicago Examiner: "One wishes that the author had been a little more of an Egyptologist, for she is widely inaccurate on historical questions. Of course a critic of sufficient standing and intelligence to command the columns of the Chicago Examiner could not be widely inaccurate on historical questions. In this particular instance, however, the critic happens to be at variance with Prof. G. S. Goodspeed of the University of Chicago, Dr. W. C. Winslow, editor of the American Antiquarian, and Dr. C. H. S. Davis, editor of *Biblia*, the leading Egyptologist of the country, who have all testified to the minute and absolute historical fidelity of "The Yoke." Where a wealth of archaeological material was utilized, it was natural for the publishers to suspect the existence of errors in manuscript. Accordingly they instituted a careful investigation, with the result that not a single point was found in conflict with historic fact. The Bobbs-Merrill Company, publishers.

The Baker & Taylor Company has recently published a book entitled "Wolf for Women," by Genevieve Hecker (Mrs. Charles T. Stout) national woman champion 1902-3 and 1903-4, with a chapter on "Impressions of American Golf," by Rhona K. Adair, three years English open champion and five years Irish open champion, which will be found full of interest to every woman golfer. This book, not only contains the best of golf instruction, which will be useful to men as well as women, but is also a complete guide for all details of golf for women. It includes matters of dress, training and links for women, and, furthermore, is so prepared as to be a guide for the beginner and a complete manual of instruction for the more advanced player.

Alma's for May opens with a novelette by William Farquhar Payson, called "Debonnaire." The scene is laid in Canada and New York, in old colonial days. Debonnaire is the nom de guerre of the hero, who is a typical French officer of the seventeenth and eighteenth centuries, whose character is well described by the name. It is full of drama of the best sort, that holds the interest, and action that carries the reader along without effort. Maurice Maeterlinck, who is best known as the author of the great play, "Mona Vanna," but who is becoming almost equally well known as an essayist, has a charming and timely essay on "Field Flowers." Josephine Dixon has a clever and extremely witty story in "Mrs. Nevil, Reformer," the title of which gives some hint of its character. A very tender and somewhat pathetic story, which will appeal to mothers, is "The Beginning of a Friendship," by Elizabeth Payne. "The Major's Day," by A. F. Stevens, gives a particularly realistic character study of a common metropolitan type. B. M. Dower has a fascinating love story in "At the Gray Wolf's Den," the coloring of which is unmistakably western. Other contributions are Dorothy Dix, Lucia Chamberlain, Hartley Davis, Helen Oliver, Arthur Ketchum, Theodosia Garrison, Richard Le Gallienne and Alan Dale. The cover, which was designed by Alphonse Mucha, is one of the finest things we have ever seen in this branch of decoration.

Kansas, like Indiana, is rather proud of her writers; and the Kansas Historical Society places in its library at Topeka a copy of every work written about Kansas or by a man who is a native of or even has been a resident of Kansas. John H. Whitson, the author of "Barbara, a Woman of the West," whose new novel, "The Rainbow Chasers," contains a picturesque story of a Kansas land boom, is a Hoosier by birth, but a loyal Kansan, because of his long residence there. During the great western land boom Mr. Whitson settled, in company with his father, near Garden City, in Finney county, in western Kansas, and lived there and in Garden City for eight years. His father still resides there, engaged in farming and cattle raising. Mr. Whitson's descriptions of western Kansas life are said to be as accurate as photographs. His long life on the Kansas plains made him familiar with western life, and he has used this knowledge to even better advantage in "The Rainbow Chasers" than he did in "Barbara." Mr. Whitson's new novel, published by Little, Brown & Co., has already gone into a second edition.

The May number of *The Popular Magazine* (Street & Smith, New York), comes freighted with a surprising cargo of interesting stories. In addition to the usual complete novel of adventure, there are two new features. One, the beginning of a series of short stories of the race track, bearing the generic head "Romances of the Race Course," by Charles Steinfort Foxcroft, is extremely interesting. The second feature will be particularly attractive to the large class of readers who entertain the theater. The series is entitled "Little Stories of the Stage," and

the first installment contains personal reminiscences written and signed by Robert Edson, Otto Skatner, Charles Warner and George Riddle. The new serial in the May number is "The International Disappearance Syndicate, Ltd.," by an author who submitted the manuscript under the pseudonym "Theta." It is a story of the conditions which may possibly prevail all when the great trusts have reached the zenith of their power, and have formed the inevitable "Central Trust." Workingmen and capitalists alike should read this almost prophetic story.

Some years ago the Atlantic published a humorous article upon Mrs. Edger's literary style. Many Christian Scientists were offended at the levity with which the subject was treated. They will have no cause for similar complaint concerning the article on "Christian Science," written by John W. Churchman, M. D., for the April Atlantic. Dr. Churchman makes an elaborate and serious examination of the claims of Christian Science, from the standpoint of philosophy, science and religion. It would be difficult to find a more thorough and dispassionate dissection of a popular delusion.

Country Life in America prints some large and remarkable photographs of wild beavers working in the deep woods. The pictures were made by a naturalist under the direction of the editor, after five years of infinite labor. Though the reproductions are large and perfect they are really enlargements from four by five photographs. Were there not indisputable evidence that they are genuine pictures of an existing colony of this vanishing animal found in Montana, many people would find it impossible to look upon them with anything but incredulity.

Fiction in the May Century will include a story of student life in Paris, "The Last of the Crocodiles." The illustrator, Leon Gulpon, is a new artist and furnishes the text as well as the pictures. There will be also another of E. L. Sabin's stories of boy life, "In the Arena." The Autobiography of "Aurochs," by Elizabeth Stuart Phelps; "Little Dog," by Gouverneur Morris, and "A Mission in Macedonia," by Stephen Bunsal. The May chapters of Jack London's "The Sea Wolf" will introduce the heroine of the tale. The same issue will bring the conclusion of a happy one it is promised—of Mrs. Goodwin's witty "Four Roads to Paradise."

A paper by Rt. Rev. P. J. Garrigan, D.D., bishop of Sioux City, Ia., on the chair of American history in the Catholic university, the fund for which was contributed by the Knights of Columbus, forms the leading feature of Donahoe's Magazine. There are several articles suited to the Easter season, a character study of Archbishop Parley of New York, a sketch of the home life of Gladstone and other papers, stories and poems. Many notable names appear on the list of contributors.

Gossip About Books.

A letter just received by the Century company from a New York dealer states that up in far-away, ice-bound Nome his sales of the Century last summer averaged fifty copies a month.

Miss Margery William's new novel, "The Price of Youth," is third on the list of best selling books in New York City, other than the list by Rev. Cyrus T. Brady's novel, "A Little Traveler to the South."

Helen Keller's remarkable autobiography, "The Story of My Life," is being translated into Hindustani for the benefit of the pupils in the School for the Deaf at Bombay. Miss Keller's book was recently referred to as "the epic of the blind."

The title of Mrs. Humphrey Ward's new novel, which begins serial publication in the June Harper's, is "The Marriage of William Ashe." The scenes of the story are laid in a time previous to that of "Poetry House's Daughter."

Prof. T. R. Lounsbury, Yale '98, author of the new book, "The Standards of the Nation in English," has had the unusual honor of having his "Studies in English" crowned by the French academy. The book is also accepted as a work of authority at Oxford university, which is the seat of Chaucer learning.

Above books at lowest retail prices Matthews, 12 South Fifteenth street.

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Ed. F. Pickering
105 S. 16th St.
WHY NOT BUY UMBRELLAS IN AN UMBRELLA STORE?

THE NORTH-WESTERN LINE
New York Boston and The East

Six trains a day from Omaha over the North-Western Line, the only double-track railway from the Missouri River to Chicago, connects at that point with all lines, for all points East. These fast trains on the North-Western Line are most conveniently equipped for the safety and comfort of patrons.

Buffet smoking and library cars. Superb a la carte dining car service. Drawing-room and private compartment sleeping cars, free reclining chair cars and standard day coaches.

Leave Omaha daily for Chicago at 3:40 a. m., 5:00 a. m., 11:30 a. m., 4:25 p. m., 5:50 p. m. and 8:25 p. m. Tickets and full information on application.

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Buggies, Carriages and Wagons
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Read our special "ad" every Sunday and Wednesday in The Bee.

IT'S TEN CENTS
What To Eat Only Bristle
Send for copy 10c only of *It's Ten Cents*, Reliable Health Articles, Table Stories, Fruits, Poems, Clever Toasts. A good friend to brighten your leisure moments. Full of novel suggestions for entertaining.

The Iowa Health Bulletin says—"Our homes would be healthier and happier if the Iowans would read of this worthy publication."

WHAT TO EAT (Monthly Magazine) Washington St. and Fifth Ave., Chicago

Smart Spring Styles for Women

We invite all women to call and inspect our complete line of fashionable footwear, in all the new and correct styles.

\$2.50, \$3.50, \$5

Our "Specials" at the above prices are wonderful values this season. In no other shoes at the same price can a woman obtain the splendid combination of style, quality and comfort that is found in the FRY SHOES. Call and see for yourself.

FRY SHOE CO.
16 E. DOUGLASS-OMAHA

Take Your Choice

pay \$1.00 for \$1.00 patent medicines, like you used to do, or come to us and get them for 75c. Council Bluffs people and South Omaha people are especially invited to take advantage of the condition which we have brought about. You have been accustomed to paying the old time price for drug store things. The price are now quoting on patents is somewhat higher than we have been asking, but this has been previously announced by us when we found it would be impossible to longer avoid it.

Mail orders still filled at these prices and there is no limit as to number.

\$1.00 Peruna—the genuine	75c
\$1.00 Swamp-Root	75c
\$1.00 Pinkham's Vegetable Compound	75c
\$1.00 Pierce's Remedies	75c
\$1.00 Kalamazoo Celery and Sarsaparilla	75c
50c Quinacetal—the guaranteed cold cure	35c

Our soda fountain in the Omaha store, as well as Council Bluffs and South Omaha, are now open, and next Saturday will be our formal opening day, when each lady will be given a beautiful rose or carnation, Ice Cream Soda with fresh fruit or nuts, 5c and 10c.

Don't forget the date.

SCHAEFER'S CUT PRICE DRUG STORE
E. T. YATES, Prop.
15th and Chicago Sts., Omaha. Phone 16 and 27. 24th and N. St., South Omaha. Phone No. 1. 1st Ave. and Main St., Council Bluffs. Phone 222. All goods delivered in either city absolutely free.

UMBRELLAS AND PARASOLS
Made to order and repaired. All kinds of repairing guaranteed. Lowest prices.

BOSTON UMBRELLA CO.
608 So. 16th Street. Phone 1517.

TWENTIETH CENTURY FARMER
Reaches the Live Stock Men.

"FOLLOW THE FLAG"

Leave Omaha 6:30 p. m.
Arrive St. Louis 7:15 a. m.

Many Miles Shortest Line

The only line with its own station at main entrance World's Fair grounds. Special rates on sale commencing April 15th. All tickets east or south allow stopover at St. Louis during the exposition. Be sure and travel via the Wabash, which lands you at World's Fair gates, saving delay and unnecessary expense. For rates during the spring and summer, a beautiful World's Fair folder and all information call at

Wabash City Office,
1601 Farnam St., or Address,
Harry E. Moores, G. A. P. D. Omaha, Neb.

MRS. J. BENSON,
CHILDREN'S CAPS.

Shapes, Automobiles, Tam O'Shanter and Jockies, in serge, corduroy, broadcloth, brown leather, etc., all sizes, for children and young girls.