

100 Calling Cards 39c, Arcade
BRANDEIS BOSTON STORE & SONS
 300 Business Cards \$1, Arcade

Saturday Is Bargain Day

Ladies' Kid Gloves at \$1 Pair
 New lot of high class spring kid gloves—newest shades, 2 and 3 clasp effects, all sizes, all perfect—many of the new spring shipments to Mrs. Benson's stock, worth \$2 a pair, at **\$1**

Ladies' and Children's Hosiery
 Fine lisle hosiery—in plain black, tan and fancy colors—all full fashioned foot—worth in a regular way up **15c-25c**
 50c a pair—at, pair

Ladies' Spring Neckwear
 New lots of high class neckwear, collar and cuff sets, all linen turn over collars, lace effects, tabs and stocks—also the new all silk string ties—spring novelties worth up to 50c, at **10c-25c**

Ladies' Knit Underwear for Spring and Summer
 Ladies' medium and light weight vests for spring and summer wear—all sizes, at **12c-25c**
 Ladies' knit union underwear—umbrella style and close fitting knee-spring weight, at **49c**

All Silk and Chiffon Crepe Veiling—worth 50c—at a **25c**
All Silk Taffeta Ribbons—a variety of widths—white, black and plain **5c-10c-15c**
 Kleinert's Dress Shields are Impervious to Perspiration—Have it large enough and properly fastened and we will be responsible for the result.

EASTER NOVELTIES In Basement
 Hundreds of Easter Novelties, such as Cheeks, Ducks, Rabbits, Pigs, Comic Figures, pretty hand-painted Easter Eggs, etc., each, **50c down to 5c**

BEAUTIFUL DESIGN EASTER GIFT CARDS and post cards, artistic colorings at lowest prices in Omaha, choice, **19c down to 1c**

A SPECIAL SALE OF STATIONERY
 High grade plate finished, heavy lace edge shelf paper in white and colors, 10 yards, all in one piece, **5c**
 Crepe Lunch Sets with Easter Lily designs, a 10-4 cloth, dozen napkins and dozen doilies, **19c**

A Novelty in Tissue Paper Flowers cut and ready to be made into Chrysanthemums, Violets, Easter Lillies, Carnations, etc., all complete with stems, leaves, etc., put up in half dozen lots, for, per set, **10c**
 English Linen finished writing paper, different from the ordinary cloth finished paper, one of the newest ideas on the market with envelopes **25c** to match, for, per set, **25c**
 A well known series of paper bound books published to sell at 50c each, Saturday special for, each, **5c**

Important Bargain Events in Jewelry from the John Rudd Stock

Ladies' 0 Size Watches—Fitted with seven jewel American movement—case warranted to wear ten years without changing color—special, at **549**

Ladies' 6 Size Watch—Fitted with the New York Standard movement—cases warranted to wear for 10 years—John Rudd's price **450**
Ladies' 0 Size Sterling Silver Chateleine Watches—John Rudd's price **\$3.00**, **\$3.50** and **\$4.00**—**\$2** your choice, at

Gents' Watch—17 jewel adjusted movement, fitted with 20 years' guaranteed hunting case—John Rudd's price was **\$28**—at **1298**

Ladies' Wrist Bags from the Rudd Stock
Ladies' Wrist Bags—With new Vienna handles—fitted with smelling bottle, change and card purse, **69c** worth \$1—at
Ladies' Fancy Leather Wrist Bags—Seal, walrus and morocco leathers—new handles, latest styles—worth **\$1.50** and **\$2.00**—at **98c** each

All Mrs. Benson's Shirt Waist Jewelry—purchased for this spring trade, worth **50c** and **75c**, choice, at **10c**
 We are showing a new line—just received—of the very latest and most fashionable novelties in Wrist Bags, flat iron handles, bags fitted with smelling salt bottle, purse and card case—at a wide range of moderate prices.

BIG SHEET MUSIC SALE

COMPLETE STOCK OF SHEET MUSIC
17c Bought at a Great Sacrifice **17c**
 FROM THE

Harry Von Tilzer Music Co.

New 50c Song Hits at 17c
 Lady Jane; All Aboard for Dreamland; Gone, Gone, Gone Trixie; Tell Me That Beautiful Story; Down Where the Wurtzburger Flows; Please Go Away and Let Me Sleep; Sweet Bye and Bye; Louise Schmidt; New Year's Dream; Dora Dell; Sweet Kitty McCoy and a thousand others.

To make this sale even a greater event we offer: In the Shade of the Old Apple Tree; Where Ralls the Oregon; Where the Silvery Colorado Winds Its Way; By the Dear Old Delaware; St. Louis Tickle; Maple Leaf Rag; Who's You Heifer (a new rag); Back, Back to Baltimore; Ruth Alexander; Caroline Dinah; Just For Fun; I'm Trying So Hard to Forget You; You Must Think I'm Sanky Cland; Blue Bell; Come Home Soldier Boy in Blue; Vassar Girl; When Wilderness Was King, and many others.

Yankee Consul Hits—Laughing Waters, vocal and instrumental hit from Mother Goose, etc.—at, each, **22c**

ALL DANCE FOLIOS AT 22c
 Attend this sale early to get your choice of all the good ones. Good music. Everybody come and hear your favorites played.
 All Mail orders filled—you must add 1c per copy for postage.

Credit

Easy Payments
 While you are awaiting your time for labor performed, let us await your pleasure for goods which you may purchase of us on our liberal credit plan.

CLOTHING
 for Man, Woman, Child.

LADIES' SPRING JACKETS.



How's this—**\$5.98?**
 50c PER WEEK.

LADIES' SUITS, MILLINERY, SHOES, MEN'S TOP COATS, SUITS, HATS, CHILDREN'S UP-TO-DATE CLOTHING.

CREDIT TO ALL
 Payments to Suit All. Everybody Satisfied.

RIDGLEY
 CREDIT CLOTHING CO.
 ELMER REDDIE, MGR.
 1417 - Douglas - Street.



Setting the Pace

As usual, we are setting the pace in the boys' shoe business. But why shouldn't we? The quality of our boys' shoes that we are selling for \$1.50 can't be duplicated anywhere in Omaha. We buy an especially selected stock for these shoes, and put the best sole leather in the bottoms that can be found, and as a result they wear longer than any ordinary boy's shoe.
 Bring the boy in Saturday and let us fit him.

Drexel Shoe Co.
 1419 Farnam St.
 Omaha's Up-to-Date Shoe House. ASK FOR OUR FREE CATALOGUE.

Johnson & Goodlett Co.

OUR BAKERY goods are a delight to the eye and a joy to the palate. Our groceries, meats and vegetables are first quality—fresh, clean and up-to-date. Get in line and be on time at the store that saves you money.
BREAD—Pure Milk, Quality Unequaled. Six Loaves for 25c.
CAKES—Our Famous Three-Layer White, Nut, Orange, Caramel, Chocolate or Coconut. Each, 30c.
EGGS—Strictly Fresh Country. Per Dozen, 10c.
OLIVES—Fine Large Queen. Per Quart, 30c.
Large, Juley Four Pounds for 25c.
OATMEAL—Best Quality Three Packages for 25c.
PANCAKE FLOUR—Best Brands Two Packages for 15c.
VEGETABLES—Full line, lowest prices FRESH STRAWBERRIES.

Johnson & Goodlett Co.
 20th & LAKE STS., Groceries, Meats and Bakery. PHONES 135 AND 6.

PARKER'S HAIR BALSAM
 Promotes the growth of the hair and gives it the lustre and silkiness of youth. When the hair is gray or faded it BRINGS BACK THE YOUTHFUL COLOR. It prevents dandruff and hair falling and keeps the scalp clean and healthy.

SPECIAL Suit Sale

\$10

Single or double breasted, pure, all wool fancy worsteds—newest shades, made up elegant. Compare favorable with the kind you pay **\$18.00** for.

GUARANTEED CLOTHING CO.

1519 and 1521 Douglas Street.

Keen

Largest Exclusive Retail Millinery House in Omaha
 The Most MAGNIFICENT DISPLAY of
Exclusive Millinery
 Ever Shown in Omaha.

Hundreds of BEAUTIFULLY TRIMMED DRESS HATS at **\$5, \$6.75, \$7.50, \$8.75 and \$10.**
Extraordinary Street Hat Sale Saturday.
 Popular Prices Always. 1508 Douglas St.

WIGWAM COUNTRY GENTLEMAN ...CORN... 15c

Every can bearing the label
 constitutes an absolute guarantee of the contents to possess the natural flavor, color and sweetness of fresh corn—per can—
15c

For a good quality of corn at a moderate price, packed by the same concern, only second to Wigwam brand, try New England Corn.
 per can..... **11c**
 Knox's Gelatine, per package..... **10c**
 Jell-O, per package..... **7 1/2c**
 Pawnee Oats, 3 packages for..... **25c**
 Cream of Wheat, 2 packages for..... **25c**

Choice Strawberries 25c Per Quart
Large Navel Oranges 27c Per Dozen

All varieties of Fresh Vegetables received daily.
SOMMER BROS.
 Exponents of Good Living.

FIELD MANAGERS WANTED

For Missouri, Iowa and Nebraska
 Within the next month we must hire at least ten good field managers for Missouri, Iowa and Nebraska. We want only men or women of ability and experience, who are capable to successfully solicit orders and to hire, train and manage agents. The work is pleasant, profitable and permanent—both for field managers and sub-agents or local solicitors. The income of each worker is limited only by his or her ability. We pay a liberal commission and guaranteed salary to the right workers. If this interests you, send stamp for mailing information for personal interview, giving age, business experience and income, reference, present employment and income, and stating if you can enlist in this work at once.
 Address P. B. Co., care Omaha Bee.

TRUSSES

Elastic Stockings
 Batteries Supporters
 Rubber Goods
 Defernity Braces
 FITTING TRUSSES
 For Men, Women and Children.
W. H. J. Penfold Company
 1408 Farnam St., OMAHA.

15c Four-Ply Linen Collars Saturday Each, at 5c.
HAYDEN'S
 THE RELIABLE STORE.
 Great Sales of Ladies' Sample Suits Cloak Dept.

Your New Spring Suit

If you want the very best for your money you will undoubtedly come to Hayden's.



We are showing for Saturday a line of men's suits in chevots, cassimeres, fancy worsteds and tweeds, in single and double breasted styles, newest patterns and colors and splendidly tailored. Best values shown in the city at our special price. **10.00**

OUR HAND TAILORED SUITS AT \$12.50 AND \$15.00—are the acme of perfection in clothes style and construction. Made of solidly honest woollens, the perfection in fit, finish and wearing qualities, are only equaled by the better grade of custom made garments. Patterns are exclusive and they possess snappy style characteristics which are extremely pleasing to the lover of good clothes. The Hart, Shaffner & Marx label is in them, small thing to look for, big thing to find, for it represents all that's best in clothes style, quality and construction. Let us show you our line, we can fit you, we can **12.50-\$15**

SUITS FOR YOUTHS OF LONG PANTS AGE—With style and quality that are unequalled at our prices, all shades and patterns in double or single breasted. Ages 14 to 20 years—Special bargain Saturday, at **7.50-\$5**

BOYS' KNEE PANTS SUITS in double breasted, sailor blouse, Norfolk and Russian blouse styles, all newest colors and fabrics, well made and neatly trimmed—special Saturday, at **2.50-1.95**
FREE SATURDAY—Choice of a Defender Rifle or a Base Ball and Bat with each boys' suit.

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HAYDEN BROS.

Walk-Over Latest Styles in Men's Spring Shoes



await your inspection. They have an irresistible "snap" and "go" and are full of wear. A Walk-Over wearer becomes a Walk-Over enthusiast—the latest leathers and the latest shapes.

\$3.50 and \$4.00

Walk-Over Shoe Store
 1521 Farnam Street

\$50 California AND RETURN

Round trip tickets on sale April 10th, 11th, 12th, 13th and 14th at this rate from our Missouri River points.

Choice of routes—you can go through New Mexico, or through Colorado; or better still, go one way, return another. The Rock Island operates through standard and Tourist sleepers via either route.

Write today for illustrated folder giving details of Rock Island through service with map and full information.

Rock Island System
F. P. RUTHERFORD, D. P. A.
 1323 Farnam St., Omaha, Neb.

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We will send any boy the first **10 COPIES FREE**

It contains 18 pages of special magazine features, including 10 colored pages with **BUSTER BROWN COMICS**, altogether 30 pages, and is a big seller everywhere on Saturday ON EVERY PAPER YOU SELL YOU MAKE TWO CENTS PROFIT

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