

An Extraordinary Jewelry Sale

None Like It Ever Before in Omaha

Make selections early. Store will be crowded from morning till night. Values and prices never before duplicated. Read these remarkable reasons why I can give you such a wonderful opportunity.

26 Years in Business in Omaha.

For the past 26 years I have been continuously in business in Omaha. Those who know me know that good values—fair prices—and square dealings have been three things that could always depend on.

All of my goods are bought for cash. I do not ask for time—or for any favors—I know that money talks. Cash buying means lower selling prices—regardless of time or place.

Why I Put On This Sale

This is in no sense a Bargain Sale. There are no jewelry bargain sales—although you may buy a great deal of "bargain jewelry."

It's a straight, legitimate, out-and-out sale of good values and at cash prices.

Manufacturer's Overproduction

The leading manufacturing jewelers of the country at different times during the year have overproduced—become overstocked just as do the retailers. They must turn these goods into money. How do they do it? They have—for selling reasons—divided their immense territory into Districts. In each District there is a retail jeweler in whom they have confidence, and whom they know to have a large and dependable outlet for his stock. They place before him wonderful op-

portunities to buy for spot cash—opportunities unequalled any other time during the year.

My Good Fortune

Because of close business relations with eastern producers, I have been favored in this case; and have been selected from this District by a number of manufacturing jewelers. Other jewelers in Kansas City, Denver, St. Paul, etc., are given the same opportunity.

Remember—I bought these goods for cash—paid the money "on the nail" and they're now here awaiting the selection of discriminating buyers. It's a chance of a lifetime.

Note these greatly reduced prices. Then come early.

Never before have reliable goods been sold at

EXACTLY HALF PRICE

Diamonds

Graduation Rings— $\frac{3}{4}$ carat Diamond in 14-karat Tiffany mounting; extra special price **\$23.75**

Watches

Watches make fine graduation gifts. Ladies' size watches, Elgin or Waltham movement in 20 year plain or hand engraved case, sale price **\$12.60**
Boys' 16 size watch, 15 Jewel, Elgin, Waltham or Rockford, all nickel patent regula-

Bracelets

Solid gold filled Bracelets, all sizes, with plain, engraved, etched and stone set designs, and improved safety catch to guard against loss and breakage, regular prices \$2.50 to \$15.00, sale prices **\$1.25 to \$7.50**

Pendants and Lavallieres

Solid gold and solid gold filled Pendants and Lavallieres in the latest designs, a big assortment, regular prices \$4.50 to \$45.00, sale prices **\$2.25 to \$22.50**

Mesh Bags

High grade German Silver and Sterling Silver plated Mesh Bags, all sizes, new designs and kid lined, regular prices \$4.25 to \$14.00, sale prices **\$2.13 to \$7.00**

FOR MONDAY ONLY—Souvenir Spoons.

The greatest offer ever made on high grade Sterling Silver Souvenir Spoons, values \$1.50 to \$2.00, your choice Monday only **79c**

COMING SOON—The Latest Fad

Special for the ladies. The all set Sterling Silver **PINKIE RINGS** for the little finger.

AT THE SIGN OF THE CROWN



115 South 16th St.

Opposite the Boston Store.



The New Boys' Club

started this spring at Hayden's, is growing in membership by leaps and bounds.

Every boy who sees the nifty new styles—every parent who examines the splendid tailoring, the all wool quality of fabric, the wear-resisting features of

"Best Ever" Boys' Clothes

immediately recognize their superiority over other makes at the prices—and one more member to the "Best Ever" club is the result.

It is a good thing in more ways than one to dress your boy right. His future depends on your training—his appearance breeds self-respect—his clothes reflect on you; so see that they fit.

Don't buy just "A suit of clothes" for him. Buy a good snit—with proper fit, proper style (permanent style). You don't need to pay more.

Come into our Boys' Department any day, we'll show you every size, every style, every material in the standard American boys' suit "Best Ever" clothes.

ALL WOOL—ALWAYS—RAIN-PROOF



In Women's Footwear

THIS WILL BE

A White Season

The nobby white low cuts are going to reign supreme in Women's footwear this season.

We foresee this and have selected the most complete stock of white shoes and low cuts ever shown in the west. We have them in all fabrics and in buck, in all the latest lasts and styles.

Our low cuts comprise 3-strap pumps and pumps without straps and nobby 3-button oxfords in all styles **\$2.50 to \$4.00**
High button white shoes in all styles and fabrics **\$3.50 to \$6**

We also have a fine line of Misses' and Children's white shoes in canvas and plush.

DREXEL

SHOE COMPANY

1419 Farnam Street

COMING EVENTS

May 6—Floral parade, Chicago dealers.
May 8—Reliability run from Los Angeles, Cal., to Lakeside Inn and return.

May 10-13—International aviators with famous birdmen at Omaha speedway.
May 16-18—Four-leaf clover run of the Washington, D. C., Automobile club.

May 25—Fuel economy test of the Chicago Motor club.
May 27—Five-day tour, Chicago club to Indianapolis and Terre Haute.

May 30—The 500-mile international sweepstakes race on the Indianapolis, Ind., motor speedway. Prizes aggregating \$5,000.

June 2—The sixty-third meeting of the American Society of Mechanical Engineers, to be held in Pittsburgh, Pa.

June 3—National grand circuit meeting at Louisville, Ky.
June 10—National grand circuit meeting at the Atlanta, Ga., speedway.

June 16—Street motor car carnival, under the auspices of the Washington, D. C., Automobile club.
June 17—National grand circuit meeting at Brighton Beach, N. Y.

June 18—Light air race, to be run over the Boulogne-sur-Mer course in France.
June 19—Start of the 1911 Goldenrod, or national tour, of the American Automobile association, from Washington, D. C., to and from Ottawa, Can., on June 28. Distance, approximately 1,900 miles.

June 20-25—Annual convention of the National Gas and Gasoline Engine Trades association in the Hotel Pontchartrain, Detroit, Mich.
June 22—Aviation meet at Buffalo, N. Y.

June 25—Annual hill climbing contest of the Chicago Motor club on Algonquin hill.
July 19-23—Motor truck run from Chicago to New York, to be held by Chicago Motor club.

August 25-28—National stock chassis road races, Chicago Motor club, Elgin, Ill.

October 9-12—One-thousand-mile reliability run, Chicago Motor club.

Flanders "29" cars, issued a book entitled "Defects in the E-M-F '29'", but like Elbert Hubbard's book on "Silence" contained no printing. Now comes a "literary gem" from Omaha with a book on "How We Lost One Sale." After the reader passes over several blank pages he finally finds on one page the information, "He died."

J. S. Crue of Tekamah, Ia., will drive a Stanley touring home this week, which he has recently purchased from R. R. Kimball.

George Dobson of Ulysses, Neb., drove a Stevens-Duryea six-cylinder home last Sunday, which he had purchased from R. R. Kimball. According to Mr. Kimball, who has handled the Stevens-Duryea type for several years, six-cylinder cars are be-

coming very popular among the "country folks" on account of their superior power and quality.

J. T. Flaherty has placed an order with R. R. Kimball for a Stanley "29" Steamer to be delivered in the near future.

H. J. Staebler, factory representative for the "Reo," is spending a few days with R. R. Kimball.

A few months ago J. Emmott Harder of Clearfield, Pa., made a 1,000-mile trip in a 1910 Reo touring car "4-30" through the southern part of Pennsylvania, Maryland, West Virginia, Virginia and the District of Columbia. The entire trip was completed in six days and a complete record of mileage, oil and gasoline consumption was kept. The trip was made on an average of 19.15 miles to the gallon of gasoline, and 17 miles to the quart of oil. One cent was expended for repairs and parts, and this was paid out for a nut that jarred off the windshield rod on the last day's run. Positively no time, what ever was spent on any adjustment, replacement or repair of any kind, outside of a little tire trouble. This car has since been driven about 6,000 miles and no work has been done on it outside of oiling.

"Table d'hote drayage" and "drayage a la carte" are the new terms which are being used to show the difference in handling freight with teams and with motor trucks. This unique distinction was made last week by A. L. Garford, president of the Garford company of Elyria, O., and the surprising thing is that no joker has thought of it before.

"You see," said the truck manufacturer in explanation of his quip, "when a man has a stable of horses he pays for it whether its works or not. Always there are stable boys, hostlers, feed dealers, veterinarians and stable rents to pay whether the wagons turn a wheel or not. That is what I call 'table d'hote drayage' for on 'off days' or holidays the merchant is in the same position as a man who must order a full meal to get a plate of soup.

"But the man who moves his goods with motor trucks gets 'a la carte' service, for he only pays for what he gets. When his motors are not running he does not have to write any checks. The truck is never costing money unless it is making money, which is no small advantage over horse-flesh."

When the Aeronautics society of New York held its annual banquet in that city last Thursday night there were probably more notable gathered around the board than ever before graced the table of an aviation society. A number of government officials who are interested in the development of the aeroplane were among the invited guests, particularly the commanding officers of the army and navy service. A score of the leading aviators of the country were also among the several hundred diners who sat at the society's board.

Every item of the menu and all the decorations were arranged with an eye to the portrayal of man's conquest of the air, but the chief feature was the menu which

Along Auto Row

Trade Gossip of Omaha Motor Car Industry—Conditions Improve Among Dealers in Past Few Days

The Auto Delivery and Messenger company is now installed in its new location at 1785 Douglas street. F. A. Putnam will continue as manager of the concern.

H. E. Fredrickson received word from the Hudson Motor Car company Friday that on account of the unprecedented demand for cars this spring no more orders could be filled for the present. The factory officials state that already specifications have been received for more cars than can be built this season and the time will be devoted to filling rather than passing orders. This is the second year the Hudson "30" has been on the market.

So impatient was he to enjoy his new Hudson "30," purchased during the rainy spell on Wednesday of last week from H. E. Fredrickson, that W. M. Hetnkley started for his home in St. Paul, Neb., in the midst of a heavy downpour. Mr. Hetnkley spent several days in the city looking at the different makes of cars and when he found the one he wanted he decided to take his first ride in the rain. Word received from him indicates that he reached home without any mishaps.

One of the first sales recorded at the Cadillac "opening" was of a Cadillac "49" to S. R. Doyle. The car is a four-door, fully equipped and with nickel plated trimmings.

An especially large number of sales are reported for the last week by Manager C. W. McDonald of the Marion Auto company. Mr. McDonald states that many purchasers from the neighboring territory have been in the city during the week and taken cars home with them.

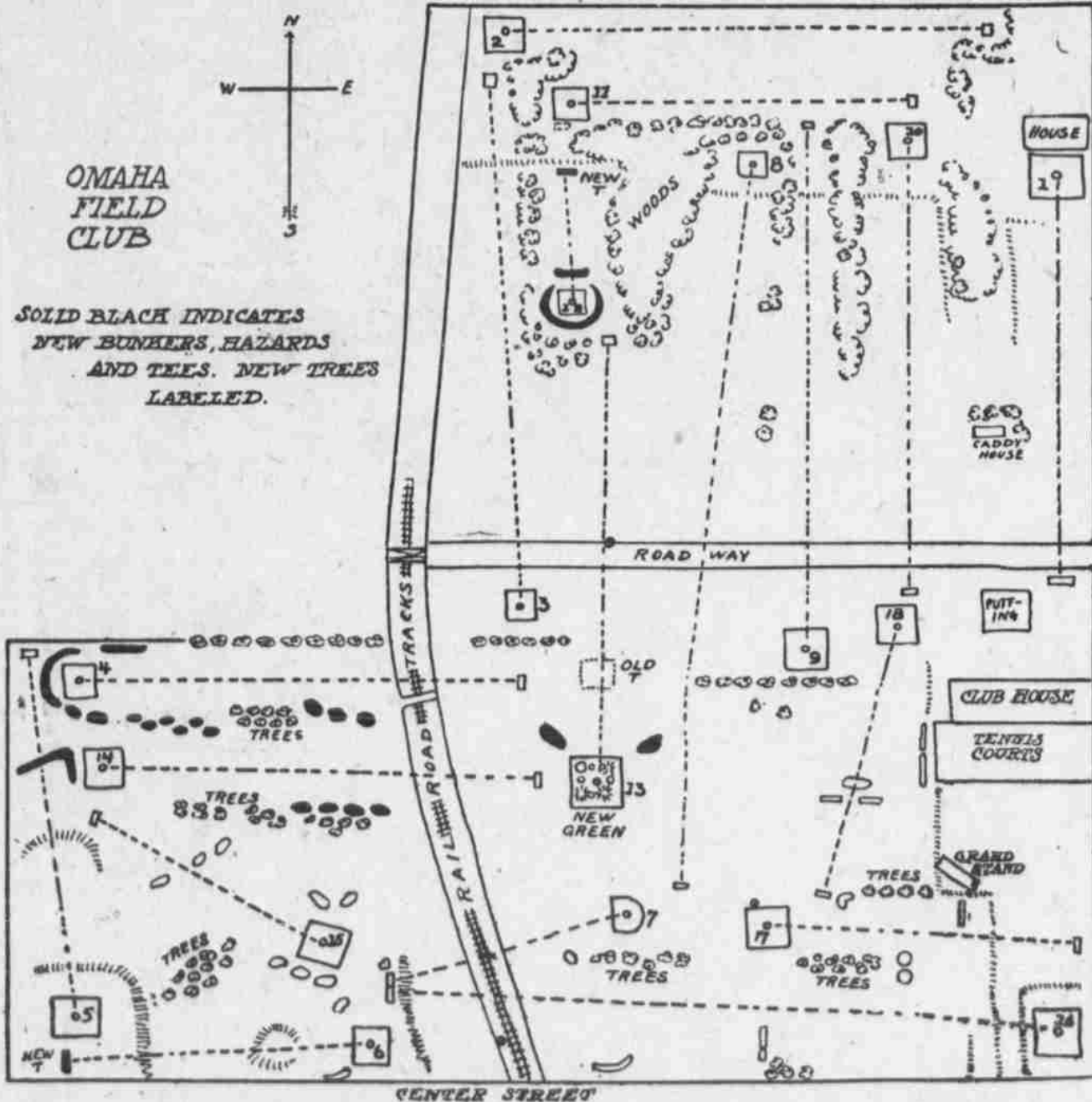
A coupe of unusually elaborate design was sold last week by H. E. Fredrickson to W. F. Stocker. The coupe, which is now en route from the factory, is a Challenger "30" with a capacity for three passengers. It is upholstered with light whipcord, finished with broadcloth above the belt line, with velvet carpet on the floor. The coupe is furnished with plate glass windows and silk curtains.

F. J. McShane, Jr., has established a branch house for the Searchlight Gas company at 2124 Farnam street and will have exclusive jobbing privileges for the state of Nebraska. This company has been involved in considerable litigation over its patent rights and has just secured a favorable decision from the supreme court which it is extending its business over the country. Although the Omaha branch will not install a refilling station before fall, Mr. McShane has arranged for traffic connections with Kansas City which will permit a full stock of "refills" to be kept in stock.

The tour for the Prince Henry cup this year is a sort of social match between the Imperial Automobile club of Germany and the Royal Automobile club of Great Britain. The object of the tour, which is an international competition, is to combine pleasure with a practical test of the touring capabilities of the competing cars. There will be no speed trials nor timed hill climbs.

In June, 1900, H. R. H. Prince Henry of Prussia, K. G. R., first suggested that it would be interesting if a competition for a cup to be given by him could start in Germany and finish in England, and his late majesty, King Edward VII, viewed the suggestion with approval. The matter was submitted to his majesty, King George

New Plan of Field Club Golf Course



V. who expressed his hearty approval and gave instructions that the regulations were to be submitted to him. In Germany the tour will be controlled by the K. A. C., and in Great Britain by the R. A. C., with the assistance of the K. A. C. The tour will conclude with a banquet at the Royal Automobile club in Fall Mall.

A telegram from Bob Burman at Dayton, Fla., to the local branch of the Firestone Tire and Rubber company advised: "Smashed three world's records with Firestone tires on my Hiltzen Benz. Two miles in 32.2 seconds, one mile 20.0 seconds and kilometer in 15.8 seconds. Rate of 147.3 miles an hour, ten miles faster than Oldfield a year ago and fastest ever traveled by human being. Firestone are the fastest and most durable tires in the world. I know because I have used them all." An analysis of this wonderful speed record shows that had Burman traveled at this rate from Chicago to New York he would have made this distance in six hours and fifty-three minutes, which is about one-third the time of the Twentieth Century Limited.

The Stevens-Duryea Pathfinding car, now laying out the route for this year's

Glidden Tour from Washington, D. C., to Ottawa, Canada, is equipped with Fisk bolted-on tires and Fisk removable rims. It is anticipated that many of the roads encountered by the pathfinding car this time of the year will be in wretched condition and quite different from what the going will be when the tour itself is under way.

His highness the Maharajah of Hathwa is one of the first in India to get a Hudson "30," according to word just received by H. E. Fredrickson. Native princes of India have taken to the automobile with great enthusiasm, but their preference thus far has been for European, rather than American cars. The Maharajah of Hathwa, has a city residence in Calcutta as well as his palace at Hathwa, some 200 miles distant. He uses the Hudson "30" in going from one residence to the other.

Billy Sullivan, famous catcher of the Chicago White Sox, has been one of the most enthusiastic Ford owners and drivers for two seasons. While in Detroit for the opening game of the base ball season, he took his great battery partner, Edward Walsh, out to the Ford plant and showed him all through the great factory where

the Model T's are made. Sullivan is planning on another trip to Ireland, and will tour Erin's Isle with his Model T, when he returns again to the scenes of his ancestor's nativity.

I. W. England, president of the Pacific Motor Ware company of Pacific, N. J., established a unique record recently by making a deposit on a 1912 touring car, purchasing a runabout and signing a contract for a truck. All of these orders were placed with the Packard Motor Car company of New York, within a space of three days.

A convention of technical men from all over the United States is being held this week at the Packard factory in Detroit. The purpose of this gathering is to enable experts connected with dealers' establishments to familiarize themselves with the mechanical changes in the 1912 cars.

That the branch managers of the E-M-F company are developing into literary stars, publishers and comedians in conjunction with worrying the sales department for additional carload shipments is evidenced by the various books recently issued by them. A short time ago Joe Oiler, southern representative for the E-M-F "30" and

Get located right the first time; then you will never need to move

Rooms in the best known office building in the city satisfy all the time—not only for a few weeks. Elevator service, light, heat and janitor attention are the best. Special care is taken of every office.

The Bee Building

Select from these offices at once as they will not be available long:

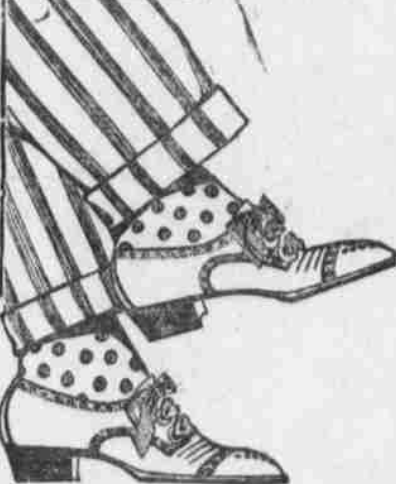
- ROOM 320—Corner Office in N. W. corner of Bldg. on 3d floor good light and location. Has 380 sq. ft. of space with fire proof vault in room. Price per month **\$40.00**
- ROOM 302—Almost directly in front of passenger elevators, on 3d floor where people could easily locate you upon exit from elevator. Has one long window on Farnam street, and very desirable in every way. Price per month **\$25.00**
- ROOM 298—A small, north light office is seldom vacant; this one is almost in the center of the building on the north side, where the light will always be good, and the rent is reasonable. Price per mo. **\$15.00**
- ROOM 244—Is one of the few small offices having a vault. This room faces 17th street and is convenient to elevators. Price per mo. **\$18.00**

New Elevators are now being installed.

The Bee Building Co.
Bee Business Office. 17th and Farnam Sts.

Your daughter may be permitted, safely, to read The Bee. No exaggerated accounts of crime, no filth, no scandal, no dime novel sensations; but all the news.

TAN OXFORDS



Tans in low cut shoes will be very popular this season. We've all the correct shapes and correct shades. Tan Russia, Calif Oxfords, in blucher and lace styles. Handsome models in ribbon ties and new pump effects. We're showing oxfords that are above the level of ordinary oxfords, that you'll see at a glance they are different.

\$3.00 \$4.00 \$5.00
Fry Shoe Co.
THE SHOERS.
16th and Douglas Streets.

were printed on Goodyear aeroplane fabric. This is a new rubberized cloth made especially for the delicate wings of heavier than air machines. It has done so much to advance the triumph of the "air man" that the committee on arrangements naturally included it in the features which marked the banquet as a unique event.

The Nebraska Buick Auto company sent cars overland during the past week to the following Nebraska cities: Winneton, Columbus, South Auburn, Benkleman, Elba, Kennard, Ewing, Verdigris, Central City and Dawson. One car was also sent overland to Denison, Ia.

Two carloads each of Models "29" and "30" Buicks were received by the Nebraska Buick Auto company. Four of the Model "30" type cars were sold on the day of receipt.

Hival Schedules.

"Well, I s'pose they'll be changing the schedule very soon."
"Changing the schedule? Why, they can't change it."
"Can't they? What makes you think they can't? You hidebound old moseback!"
"Who you calling a moseback?"
"The schedule stands just as it is for the season, of course."
"What are you talking about, you larnable gawp?"
"Ease ball."
"And I'm talking about the tariff."
"Shake."—Cleveland Plain Dealer.