Special Introductory Offer for Saturday Only-\$1.35 Reed Rocker, spacious seat, strong ruinners, excellent quality, 90c


A vista in summerland where cheer and comfort abound

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CHEERY --- restful --- comfortable---beautiful---are truly descriptive of the genuine willow-craft furniture, with its Pompeian fit sh, which we are showing in Summerland. The colorings attract the artistic eye and shade into harmony with home surroundings. Its tone of cheer and comfort promote a restful atmosphere. Appropriate for any room, they add charm, peace and beauty. Besides the strong Pompeian pieces, we exhibit an extensive line of fibre-rush, reed, and prairie-grass furniture, all moderately priced and all possessing a cool, comfortable and peaceful air that compels the praises of visitors.


## Miller, Stewart \& Beaton Company

The The Polley House
413-15-17 South Sixteenth Street.

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In Booklovers' Conteat People
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## Mandelberg's Entire \$50,000 Jewelry Stock to be closed out at

 Auction! A thoroughly extensive remodeling of the interior and exterior of this store and the need of immediate money to meet the expense of such improvements, necessi tates an immediate "Auction Sacrifice" of
## Every Watch, Diamond and All Jewelry, Silverware, Etc.

| A thorough AUCTION will provide the space and money required to transform this establish- | are especially invited and will be provided with chairs, and all arrangements will be made for their |
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| ment into one of the FINEST in the west. Every | comfort. it's the opportunity of a decade-hundreds will |
| in stock ts to be "put up"-not a single | see tit to buy Gift Goods far ahead-anything do- |
| will be reserved-and no inferior quality merchan- | d every article sold wil |
| dise in to be brought in "from the outside" from | sas Imparted by Man |
| wholesalers, by the euctloneers in charge. Mr. H. J. Hooper, of New York, will be the | berg's years of reputaion. |
| auctioneer in charge, and the sales will be conducted in an absolutely genteel manner at all times; ladien | bld and own a plece of excellent jowelry extraordinarily cheap. |
| $T \equiv \equiv \begin{gathered}\text { Some lady will re- } \\ \text { ceive a handsome }\end{gathered}$ sent at close of each sale. | old at private sale. ALL RE FIXTURES FOR SALE. |

Auction Commences Saturday, May 6, at 10:30 A. M., then continuing daily at 2:30 P. M. and at 7:30 P. M. A. MANDELBERG

1522 Farnam Street Omaha, Neb.


## 26,126 TELEPHONES IN OMAHA

The twenty-six thousand mark was reached this week, and Omaha now has a Bell Telephone for every 5 persons. Ten years ago there were but 3,100 telephones in the city.

## 1911-IN TEN YEARS-1911

 OMAHA HAS GAINEDIn Population 21,541, or 13 Per Cent. In Bell Telephone 23,026, or 766 Per Cent.

## WHAT IT MEANS

These figures have an important significence to you as a telephone user. They indicate how completely the people of Omaha, with their complex social and business life, which the Telephone.

## NEBRASKA TELEPHONE CO.



