

### Wonderful Bargains in All Departments J. HELPHAND CLOTHING CO.

314-316 North 16th St.—16th, Near Chicago St.

\$6.00 Sample Dresses	\$2.98	\$5.00 Rain Coats	\$1.98
\$1.50 House Dresses	98c	\$15.00 Rain Coats	\$7.50
Spring Coats for Children and Misses	Sample coats worth up to \$4.00, sizes 2 to 12, on sale	35 Men's Suits, worth up to \$11, on sale	\$5
60 sample coats, worth up to \$5.00, sizes 6 to 14, on sale	\$2.98	\$12.50 Serge Suits	\$7.50
\$1.00 Ladies' Waists, on sale	48c	65 Suits, samples of \$25 suits, on sale	\$9.75
\$2.00 Silk Petticoats, on sale	98c	\$3.50 Boys' Knicker Suits	\$1.98

<b>Shoes Shoes</b>		<b>FURNISHINGS FOR EVERYBODY</b>	
Perfect fitting, well made shoes, McKay sewed and Goodyear welt.		50c Shirts, at	35c
Men's \$4.00 shoes, our price	\$2.50	75c Union Suits, at	48c
Men's \$5.00 shoes	\$3.00	75c Knee Pants, at	48c
\$3.00 Ladies' shoes	\$1.98	50c Silk Hose, at	25c
\$2.50 Ladies' shoes	\$1.50	35c Suspenders, at	19c
\$1.50 children's shoes	98c	35c Boys' Waists, at	19c
\$2.00 Shoes, broken sizes and odd lots	\$1	25c Ladies' Hose, at	15c
		\$1.00 Kimonos, at	69c

### MANUFACTURER'S SAMPLES SALE

It is the NEW POLICY of our management to make a practice of buying manufacturers' SAMPLES only—to stock the entire store, including every department, with samples exclusively. We have adopted this method of merchandising in order to give the public better values for the price they usually pay, or to give them a saving on staple goods.

#### THE MOST FOR THE LEAST

Everybody knows that Samples are generally bought at a reduction of 50-75% to 90% on the dollar. Another good feature about samples is that you get fresh, stylish goods which were made up for Spring 1914 season, not goods which were carried over from last season.

#### Out of the High Rent District Means a Saving to You

We don't expect to make as big a profit as the ordinary merchant has to—we undersell all competition—because of our small expense in conducting a store in one of the most inexpensive locations in Omaha. Yet our location is a convenient one for you to reach.

#### NOW, YOU ECONOMICAL BUYERS

do not fail to give your consideration to all of these good reasons why you should shop here tomorrow and every day. Once you stop to think, you must conclude that we have the means to give you more for your money than you can get anywhere else. All we ask of any skeptical reader is to come down to the FAIR, where you are sure to be treated square.

It is a pleasure to mention a few of the many bargain opportunities which we offer the public:

#### TREMENDOUS BARGAINS

\$10 Men's suits, exceptionally good values, blue serges included, sample sale price	\$6.45	\$3.00 sample hats	\$1.39
\$1.50 men's worsted pants, at	89c	50c work shirts at	33c
\$3.50 and \$3.00 men's all wool trousers, at	\$1.85	\$3.00 and \$2.50 men's genuine elk skin shoes, the best of their kind, on sale, at	\$1.95
\$5.00 men's slippers, double texture, guaranteed to be rainproof, on sale, at	\$2.95	\$4.00 and \$4.50 men's oxfords, bench made, a good variety of styles, special, at	\$2.35

The sale starts Saturday at 8 a. m., May 2. Come down early and get the best of the lot.

### THE FAIR 12TH AND FARNAM STREETS

#### BACON LITTLE BIT SCARCE

Heavy Army Orders Temporarily Shortens Local Supply.

#### PORK IS TRIPLE CHEAPER

Green Stuff Coming in and Prices Are Becoming More Reasonable—Advance in Old Potatoes is Looked For.

Because the government ordered seven carloads of bacon from the Armour Packing company for the army supplies in case of war with Mexico, bacon is temporarily hard to get in Omaha, as well as in many other cities in the country. The seven carloads were packed and shipped, and the result is that the bacon market went up a little locally, as well as in the other packing centers.

Pork generally is 1/2 cent off this week. This is practically the only thing in the meat line that can be said to be off. Beef is steady and high enough at that. Chickens retail at 20 cents while they retailed at 22 cents last week.

Enzin butter remained the same this week. Creamery butter still holds up at 23 cents and even higher in some stores.

Some home-grown garden produce is already on the market. Of this there is spinach, radishes, asparagus and onions. Radishes are a nickel for six bunches. Asparagus sells at 4 cents a bunch. Onions are six bunches for a nickel.

Peas in the pods are on the market. These come from Louisiana and are selling as low as 1/4 cents a quart. There are no home-grown peas as yet.

Retailers and produce men look for an advance of about 30 cents a bushel on old potatoes before long. This because the supply is now limited and the bulk of the new crop is yet some distance off. The old potatoes are still selling at 20 and 25 cents a peck, according to the kind of potatoes, but they are expected to be selling at \$1 to \$1.20 in a few weeks. New potatoes have found some small market in the city for several weeks.

Pineapples are right in season now. Size 15 can be had at 15 cents apiece. Size 12 can be had at 12 cents, and size 10 at 10 cents. "The outlook is that they will soon advance in price," says Al King, head of the grocery department of Hayden Brothers. "For as soon as the demand grows they will rise. They are cheap now because they are abundant on their first appearance on the market."

Persistent Advertising is the Sure Road to Business Success.

#### A 20-cent lunch of clean, pure wholesome food is 400 times better to work on than a \$2.00 feed in a Lobster Palace. Look for this PURE FOOD SIGN

**Welch's**  
Quickserv Cafeteria  
Basement City Nat'l Bank Bldg.  
Or Boston Lunches,  
219 South 16th St.  
1406 Douglas St.  
1408 Farnam St.

#### Deaf Children Given Pleasant Outing

Eighty children of the Nebraska School for the Deaf enjoyed an outing in Fontenelle park yesterday, sliding down the new chute-the-chutes and playing games under the supervision of eight of the institute teachers. Richard Burnell, director of the park playgrounds, and Superintendent Joe Hummel, helped the youngsters have a good time, and it is probable that such outdoor gambols in the park will be repeated frequently, as the grounds are only a short distance from the school. The teachers supervising the children were Mrs. Blachman and the Misses Bauer, Woodson, Worley, Walte, McCarthy, Selmer and Henderson.

#### CELEBRATE ANNIVERSARY SWEDISH AUDITORIUM WILL

The Swedish auditorium has been open to the public one year and will celebrate its first anniversary Sunday with a musical program and a comedy in two acts by local talent illustrating a family from a southern province of Sweden. Including the hired man, visiting Stockholm on a vacation trip, as the main feature. The Swedish auditorium, which is a home for fraternal organizations, has built up a most excellent reputation. Many clean and respectable amusements and entertainments were held in this building last year, as many as five and six different organizations meeting at the same time.

### Hundreds of Beautiful Spring

# SUITS \$10

No Mail Orders  
No Lay-Aways  
No Exchanges

Every Pretty Style, Fabric and Color. Serges, Copenhagen, Tingo, Black, Wistaria, Tan and every fashionable shade. All Misses' and Ladies' sizes. Handsome trimmed and tailored effects. Skirts with ruffles and overskirts, all go Saturday at one price:



You must be satisfied, and you will be satisfied if you attend this great \$10 sale.

Worth to \$30

#### Other Sales for Saturday Only

Ladies' Spring Coats	\$4.98-\$7.98-\$9.98
Ladies' Skirts	\$1.98-\$2.98-\$4.98
Trimmed Hats	\$1.98-\$2.98-\$3.98

#### Men's and Young Men's Fine Suits

Men's Suits	\$7.98-\$9.98-\$12.98
Men's Hats	98c-\$1.39-\$1.98
Crepe de Chine Waists	\$2.98
Pretty Voile Waists	98c

#### Sale of Men's & Women's Shoes Continues

\$2.50 Men's Shoes at	\$1.00	\$2.50 Ladies' Shoes and Oxfords	69c
\$3.00 Men's Shoes at	\$1.39	\$3.50 Ladies' Shoes and Oxfords	98c
\$3.50 Men's Shoes at	\$1.69	\$4 Ladies' Shoes and Oxfords	\$1.39
\$5.00 Men's Shoes at	\$1.98	\$5 Ladies' Shoes, Oxfords, Pumps	\$1.98

## THE NOVELTY CO.

214-216-218 NORTH SIXTEENTH STREET

# \$10.

### Pig Pork Roast, 11c

Choice Steer Pot Roast	12 1/2c	Lamb Stew	5c
and	10 1/2c	Extra Lean Hams	15 1/2c
Steer Porterhouse Steak	17 1/2c	Small Hams	11 1/2c
Choice Veal Roast	11 1/2c	Extra Lean Bacon	19 1/2c
Lamb Legs	12 1/2c	Swift's Winchester Bacon	14 1/2c
Mutton Roast	12 1/2c	box	14 1/2c
From 8 to 9 P. M.—3-lb. pork Compound	12 1/2c	Best Full Cream Cheese, lb.	20c
From 9 to 10 P. M.—Pork Chops	12 1/2c	Four cans Corn or Peas	25c
25 lbs. Best Sugar	\$1.00	Four cans Kidney Beans	25c
With 1 lb Tea, 50c, or Cocoa	1.10	Hunt's Sliced Pineapple, 3-lb. cans	25c
Best Brand Flour, lb.	15c	Four rolls Toilet Paper, 1,000 sheets, for	25c
Calumet Baking Powder, lb.	25c	10c Corn Flakes	25c
4 lbs. White Navy Beans	25c	Spaghetti or Macaroni, 8 pkgs.	25c
4 lbs. Whole Jar Rice	25c	Mason Jars of Pickles, assorted	25c
4 lbs. best Hominy	25c	Best Creamery Butter, lb.	25c
Carrot Milk, 1 dozen	1.00	Best Grape Juice, bottle	25c
Cottage Milk, tall can	75c	With Washing Soda	10c
Seven 1/2 size Milk	75c		
12 bars of D. C. or Best "Em All Soap"	50c		
for	1.00		

### Public Market 1610 HARNEY STREET Phone Douglas 2793

### A Few of The Three Basket Stores' Three Hundred Regular Prices Lower Than Any Other Omaha Grocer.

NO. 21—816 N. 16th St. Tyler 2080.			
NO. 22—1406 N. 24th St. Webster 3952.			
NO. 23—1807 Vinton. Douglas 5024.			
Soda, 10c package	4c	Ask Our Managers About Our 4% Discount Plan	
Coal Oil, gal. 9c, 5 gallons, 42c			
Snider's Catsup, 25c bottle	19c	Oatmeal, 25c package	18c
Corn Starch, 1-lb. pkg.	4c	10c package	8c
Baking Powder, 25c, 1-lb. can, 8c		Bulk, 9 lbs.	25c
Rub-No-More, 25c package	15c	Best Red Salmon, 20c can	16c
5c size, 4c, 3 for	10c	Tall cans pink salmon	16c
Corn Flakes, 15c pkg.	7c	Fruity Dessert, 10c pkg.	7c
10c package	7c		
Sal Soda, 4 lbs.	5c		
Hominy, 10c can	6c		
19 lbs.	20c		

IT IS ABSOLUTELY PURE AND MOST DELICIOUS

**Metz**  
BEER  
"THE OLD RELIABLE"

WHOLESALE RETAIL OF ALL

AMUSEMENTS.

**AMERICAN**  
MOTION PICTURES  
Photo Drama of Creation.  
Two Shows Daily, 3 and 8 P. M. Show in 4 Parts.  
RELIGIOUS SCIENTIFIC REASONABLE  
Free — Admission — Free

### Bilious?

One of Ayer's Pills at bedtime—just one. Acts on the liver. Gently laxative. Sugar-coated. All vegetable. Sold for 60 years. Ask Your Doctor.

Under New Management.

**EMPRESS GARDEN**  
The Jewel of Omaha.  
Open 8 a. m. to midnight.  
**LOWEST PRICES**  
In The City.  
**BREAKFAST SUPPER**  
After Theater Parties.  
**STEAKS CHOPS CUTLETS**  
Complete Short Orders.  
Soda Fountain Service.  
Attraction Extraordinary.  
The Celebrated  
**HAWAIIAN HARMONISTS**  
Direct from the  
Low Cost of Living Show.  
12 till 1:30; 3:30 till 8:00;  
10 till 12.  
Watch for the opening of our  
**CAFETERIA DEPT.**

This advertisement is for women who pay too LITTLE for their shoes.

### Pay a Little More and Get True Shoe Comfort

Real shoe comfort cannot be bought at prices lower than those quoted below—which, of course, include a proper fitting. If you've been paying too little for shoes, change about this spring—come here and get real shoe comfort that only comes with fine footwear, properly fitted to the feet. Priced from—



**\$3.50 to \$5.00**  
**FRY SHOE CO**  
16th & DOUGLAS

### Saturday Specials

Fine Old Whiskies	
4 to 8 year old, full quarts,	at 89c, 79c and 69c
<b>CAKLEY BROS.</b>	
16th and Capitol Ave.	
<b>FIRE SALE</b>	
Private Stock	
One of the old-time standard brand whiskies, a Full Quart, 59c	
2 quart bottles of Beer	25c
California Claret, per gallon	39c

### Business Opportunities

These ads will start you on the road to wealth

AMUSEMENTS.

**EMPRESS**  
EXTRA ADDED ATTRACTION  
**LORNA DOONE JACKSON AND HER MYSTERIOUS AEROPLANE**  
Selling Thru The Audience  
4 WONDERFUL SHOWS DAILY 10c  
Watch for the Big Finish

AMUSEMENTS.

**Opheum** FROM Douglas 404  
Mat. Every Day, 8:15; Every Night, 8:15  
ADVANCED VAUDEVILLE!  
This Week: William A. Brady's "Beauty is Only Skin Deep," Lottie Gill, Willie Holt, Wackerfield, Claud and Fanny Usher, Major Mack Rhoads, Marshall & Sylvester, The Painter Duo and the Heart-dolls. Pictorial News Service, Prime-Maltese, Gallery, 10c; Best Seats (except Saturday and Sunday, 20c) Nights, 10c—50c—75c  
OMAHA'S PUP CENTER.  
**Gaiety** Daily Mat., 15-25-50c; Evngs., 15-25-50-75c  
**LAST TIME TODAY AT 2:15**  
Everybody's favorite, Matt Kennedy, with THE LIBERTY GIRLS MURIEL LADDER, Dina Mat. Week Days, Tomorrow and Wed., Beauty, Youth and Polly.