

### Large Purchase, Small Profits

That's where you get the benefit. Our stock being entirely new, everything is modern and up-to-date. This week we offer you some very decided bargains in sterling silver and in the famous Rogers Bros. 1847 ware. We quote just a few prices:

|   |       |
|---|-------|
| Six Sterling Silver Salad Forks, \$16.50, our price       | 4.50  |
| Six Sterling Silver Salad Forks, \$16.50, our price       | 12.40 |
| Six Sterling Silver Oyster Forks, \$9.00, our price       | 6.75  |
| Six Pearl Handle Knives and Forks, \$16.00, our price     | 12.00 |
| Six Pearl Handle Fruit Knives, \$6.00, our price          | 4.50  |
| One Pearl Handle Berry Spoon, \$4.50, our price           | 3.37  |
| Six Rogers Bros. 1847 Knives and Forks, \$5.00, our price | 3.75  |
| Six Rogers Bros. 1847 Table Spoons, \$4.00, our price     | 3.00  |
| Six Rogers Bros. 1847 Dessert Spoons, \$5.50, our price   | 2.37  |
| Six Rogers Bros. 1847 Tea Spoons, \$2.00, our price       | 1.50  |
| Six Rogers Bros. 1847 Fruit Knives, \$2.50, our price     | 1.62  |
| Six Rogers Bros. 1847 Salad Forks, \$3.75, our price      | 2.90  |

You can not afford to miss this chance, everything in sterling silver and plated ware being sold this week below what others would call regular cost. We can do it. We bought our stock out of season and got prices that nobody can approach.

AT THE SIGN OF THE CROWN.

**Brodegaard & Co.**  
JEWELERS  
115 S. 16th Street. Opposite the Boston Store.



### Dainty White Canvas Shoes

We're showing the finest variety of White Footwear that ever graced a shoe store in Omaha—Oxfords, Ribbon Ties and Pumps. Many of our styles cannot be found elsewhere.

Moderate prices here, you know.

**\$1.75, \$2.50 and \$3.50**

No well dressed woman will want to be without white footwear during the summer season.

We're the best of white shoe cleaners.

**FRY SHOE CO.**  
THE SHOEERS  
16th and Douglas Streets.

### The Picture of Health



If you want people to say of you—"Why, she's the very picture of Health!"—just avoid dark, heavy and indigestible beers, exciting wines and liquors, and confine your liquid refreshment to that delectable summer beverage—



That new pale brew that all the West is talking about. **The lightest beer brewed—delightfully satisfying—usually nourishing.** All the nutrition of choicest barley-malt, India rice and Bohemian hops—minus all unnecessary substance. Brewed to the American taste—exactly suited to the needs of our strenuous American life—nerve toning, tissue building, restful, invigorating nourishment in quickly assimilable form, with no tax whatever on the digestion.

Fragrant, inviting, appetizing, snappy, sparkling and peculiarly delicious to the palate—try a cold bottle of Luxus with your luncheon today—Then order a case sent home by your dealer. It is the ideal home beer.

Brewed and bottled in Omaha by the **FRED KRUG BREWING COMPANY**  
"Exponents of the Fine Art of Brewing."

### For Your Summer Clothing TRY HAYDEN'S FIRST THE RELIABLE STORE



Newest Styles Artistically Tailored

Highest Quality Rightly Priced

### It's a Question of What You Want!

Not a question of what you can get here. We're prepared to supply your summer clothing needs with the splendid assortment of reliable clothing—the best, we believe, that any store in Omaha has ever shown.

Two-piece Outing Suits **\$7.50 \$10 \$12.50 \$15.00** up  
Men's Suits—Three-piece, spring weights, clearance prices are **\$7.50 and \$10.00**  
Children's Knee Pant Suits, values to \$4.00; special prices are **\$1.95 and \$2.95**

See our complete lines of Hart, Schaffner & Marx Hand-Tailored Clothing, the best garments manufactured.

TRY HAYDEN'S FIRST

### Jetter's GOLD TOP THE PERFECT BEER

A luncheon is more complete, an evening call more enjoyable by a bottle of Gold Top.

Pure barley malt, choicest grade hops, pure spring water, combined by the most perfect brewer's art.

Develops your appetite and your energy. Promotes your comfort and health. Hot weather has no terrors for one who has a case of Gold Top in the cellar.

**JETTER BREWING COMPANY,**  
Telephone No. 8, South Omaha.  
Omaha Headquarters, Hugo F. Ellis, 14th and Douglas, Tel. Doug. 1542. Council Bluffs Headquarters, Lee Mitchell, 1013 Main Street, Telephone 80.

### Albany Dentists



Room 12, Bushman Block. Entrance, 115 S. 16th Street.

**Set of Teeth \$2.00**

Everything at Dental College prices. We make a specialty of rootless plates. Gold Crowns **\$2.50** Bridge Teeth **\$2.50** Teeth Extracted **.50**

We use the patent, double suction air chamber in every plate we make, which guarantees you a perfect fit. All operations painless.

Be sure you find the right place. Room 12, Bushman Bldg., N. E. Cor. 16th and Douglas. Entrance on 16th St.

### Summer Excursion Rates via Illinois Central Railroad

|                    |         |                          |         |
|--------------------|---------|--------------------------|---------|
| Chicago, Ill.      | \$20.00 | Pittsburg, Pa.           | \$36.00 |
| Minneapolis, Minn. | 12.50   | Toronto, Ont. (30 day)   | 27.15   |
| Milwaukee, Wis.    | 20.00   | Montreal, P. Q. (30 day) | 32.75   |
| Detroit, Mich.     | 31.00   | Quebec, Que. (30 day)    | 36.75   |
| Buffalo, N. Y.     | 39.50   | Duluth, Minn.            | 18.00   |
| Madison, Wis.      | 18.75   | Okoboji Lake, Ia.        | 9.95    |
| Mackinac Island    | 28.65   | Waterloo, Ia.            | 11.85   |

Rates to many other points in Minnesota, Wisconsin, Michigan, Canada and New York.

Fifteen-day, sixty-day and season tickets on sale daily to Norfolk, Va., account Jamestown Exposition, diverse routes and stop-overs at certain points permitted.

Routes, rates and detailed information gladly furnished upon application at City Ticket Office, 1403 Farnam St., or write,

Samuel North, District Passenger Agent, Omaha Neb.

### It Just Does You Good

To watch these nasty worms on the currant and other berry bushes roll up and "craw" when you sprinkle a little of Jackson's bug powder on them. We tried it, that's how we know! We also put a large bill of ants out of business in less than 10 minutes with it. Mr. Jackson says it "won't hurt your mother-in-law," but it will hurt your bugs! He also says—Don't use it with a blow gun as you do insect powder, 'cause it won't do the business that way; just sprinkle it around—where the bugs are—that's all. See it in our windows—we sell the dollar size at 75c and the 50c size at 40c.

Entire satisfaction guaranteed. Free delivery any place.  
**SCHAEFER'S CUT PRICE DRUG STORES**  
Omaha—Corner 14th and Douglas Sts.; 16th and Chicago Sts. South Omaha—N. W. Cor. 24th and N Sts. Council Bluffs—5th Ave and Main Sts. The druggists who don't have to substitute.

Office supplies of all kinds—filing cabinets; card systems; ink; stationery, blank or printed; chairs; tables; calendars.

Our is an enormous wholesale house—our these goods—we sell direct to the user—saving middlemen's profits—all mail orders from all parts of the country—guaranteeing better style—larger variety—wholesale prices.

Everything Needed for the Office  
**OMAHA PRINTING CO.**  
Farnam and 10th Sts., Omaha  
Telephone Douglas 346.  
Mail orders filled. Send for catalogue.

**TEST THE SOLE**

All Solid Everywhere—No Shoddy Anywhere.  
**Kirkendall's Electric Welt Shoes**  
Oak Tanned Sole Leather only is used. Is soft and flexible—it bends easily thus conforming to the shape of the foot—it wears much longer than any other leather because it is better tanned. Ordinary shoes have common leather soles tanned in a few days with acids. Every part of Kirkendall shoes is as good as the sole. If your dealer doesn't keep Kirkendall Shoes send us his name and we'll learn why.

**F. P. Kirkendall & Co.**  
115-117 Broadway Street, Omaha, Neb.  
Western Made for Western Trade

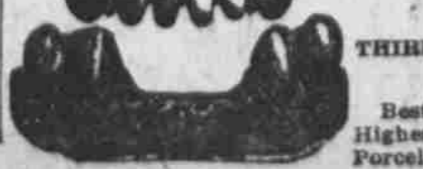
**TEETH**

We make artificial Teeth that look natural, fit your mouth perfectly, feel comfortably.

We extract teeth Painlessly with VITIALIZED AIR.  
SET OF TEETH...\$5.00 and up  
**Taft's DENTAL ROOMS**  
1217 Douglas Street.

*Molony-Taylor*  
370 So 15th St  
Makes roomy suits

**PATENTS that PROTECT**  
One of our specialties is the patenting of new inventions in the fields of  
U. S. P. O. 5,140,717, Washington, D. C. (Feb. 1915)



### A Snug Fit IN Low Shoes

It is comparatively easy to make a good looking shoe and just as easy to make a comfortable shoe. The difficulty lies in fitting the individual foot. This requires a flexible shoe and a skillful fitter. A snug fit without wrinkles or pressure is the Drexel standard in summer Oxfords for women.

Special lines of very nobby lasts carried in large assortment. The lasts are uncommon as they are tasteful.

Prices range from—

**\$3.50 TO \$4.50**

**Drexel Shoe Co.**  
THE SHOEERS  
1419 Farnam St.

**PURE ICE**

A necessity in every household during the summer if milk, butter and meat are to be kept pure and sweet. Almost invariably the first requisite ordered by the doctor in case of sickness.

We handle NATURAL and DISTILLED WATER, ICE.  
Phone and our wagon will call.  
**HONEST WEIGHT, ACCOMMODATING DRIVERS**

Distilled Water Delivered in Cases or Bottles.

**Omaha Ice and Cold Storage Co.**  
16th and Howard. Phone Doug. 485.

### BAILEY & MACH DENTISTS

THIRD FLOOR PAXTON BLOCK  
Corner 16th and Farnam Streets.  
Best equipped Dental office in the middle west. Highest grade Dentistry at Reasonable Prices. Porcelain fillings, just like the tooth.

### ERIE Railroad Company

Announces that stop-overs will be permitted at all stations to holders of **JAMESTOWN EXPOSITION TICKETS**

both going and returning. No change of cars on the Erie, Chicago to New York. Apply to your local ticket agent, or, H. C. Holabird, A. G. P. A., 855 Railway Exchange, Chicago.

### THE NORTH-WESTERN LINE Important Time Changes JUNE 9th

via  
**"The Only Double Track Line"**

The CHICAGO SPECIAL leaves 6:00 p. m., arrives Chicago 8:30 a. m., with dining car a la carte supper and breakfast. Same service and same hours returning.

The DAYLIGHT LIMITED leaves 7:05 a. m., arrives Chicago 9:35 p. m. Sleeper and Parlor Car service. Dining car for all meals.

The ELECTRIC "LOS ANGELES-CHICAGO LIMITED" and "OVERLAND LIMITED" leave at 9:30 p. m. and 10:00 p. m. respectively, arriving Chicago 11:59 a. m. and 12:30 p. m.

The DAYLIGHT ST. PAUL-MINNEAPOLIS train at 7:50 a. m. and the TWIN CITY LIMITED at 8:28 p. m., remain unchanged.

**Low Rates Now**  
**\$20.00** to Chicago and return.  
**\$18.75** to Deadwood and return.  
**\$12.50** to St. Paul and return.  
**\$35.00** to Jamestown Exposition and return.  
And Many others East, West and North.

City Offices: 1401-03 Farnam Street

IF EVERY LITTLE BIT HELPS, THEN WHY NOT ASK FOR

**Metz BEER**

AND DO YOUR SHARE IN MAKING A GREATER OMAHA

### OMAHA AND COUNCIL BLUFFS STREET RAILWAY COMPANY

### SIGHT SEEING CAR

Leaves 18th and Farnam Sts., at 9:30 a. m. and 2. p. m. (week days only). Three hours pleasant ride, with competent lecturer on board pointing out and giving entertaining and instructive talk on places of interest.

FARE, 50c; : : CHILDREN (6 to 12), 25c

**TWENTIETH CENTURY FARMER**  
Best Agricultural Weekly.