

New Stores in the New Hotel Loyal Building

You Are Invited

To Come and See Us in Our

NEW DRUG STORE

Others Tell Us We Have the Finest in the City. We Want Your Criticism. To make your visit profitable, as well as pleasant, we quote the following:

Special Introductory Prices:

RUBBER GOODS SPECIALS
 Hot Water Bottles, 2 qt. size, 42c
 Hot Water Bottles, 3 qt. size, 48c
 Hot Water Bottles, flannel covered, 59c
 Rubber Gloves, regular Price 75c, special 39c
 Bath Sponges, 35c
 Combination 2 qt. Fountain Syringe, with three pipes, regular \$1.25 special, at 59c

MIRROR BARGAINS
 15c French Bevel Plate Mirrors, 35c
 50c French Bevel Plate Mirrors, 29c
 1.25 French Bevel Plate Mirrors, 95c
 And others from 25c up to 94.00

STATIONERY
 In tablets, envelopes and box paper. Envelopes, extra good, 3 packs, 10c
 Box Paper, 25c and 35c grade, at 12c
 Tablets, 10c and 15c quality, 2 for 15c

CIGARS
 Tom Keene, regular 5c, three for 10c
 Owl, regular 5c, three for 10c
 Charles Sumner, regular 5c, three for 10c
 All grades from 3 for 5c to 2 for \$1.00
 Every popular brand, and a choice selection for the smoker.

SODA FOUNTAIN
 Open this week—with a new marble fountain, tiled and silver plated, and with all syrups, glass included. We insure sanitary service, and the best and latest in drinks may always be found at Howell's.

BIG SAVING IN PATENTS
 50c Syrup of Figs 45c
 50c Castoria 35c
 1.00 Hood's Sarsaparilla 69c
 75c Beef, Iron and Wine 50c
 25c Chamberlain's Cough Syrup 23c
 25c Carter's Little Liver Pills 23c
 50c Newbro's Herpicide 45c
 \$1.00 Newbro's Herpicide 89c
 \$1.00 Wine of Cardui 89c
 Howell's Anti-Kaif 25c

SHILOA EXTRA SPECIAL
 Complete Outfit—new style with brush, dauber and box of polish, special price, at 25c

We Call For and Deliver Without Extra Charge All Orders for Drugs and Prescriptions in Omaha.

Howell Drug Co.

207-209 N. 16th Street Phone Douglas 247 Hotel Loyal Bldg.

GOODYEAR RAINCOATS—"REIGN SUPREME"

Three Days Special Sale

MONDAY, TUESDAY AND WEDNESDAY

\$20.00 and \$25.00 Men's and Women's CRAVENETTES at \$10.00

A \$10 bill buys more cravenette value here than in any other store in the country—because we are manufacturers and sell direct to wearer at one profit.



To prove our claim that we are able, and do sell Cravenette garments for less than any other store, we offer at \$10.00 such garments that cannot be had for less than \$20.00 to \$25.00 at other stores.

At this price we offer the biggest selection of the latest styles and fabrics than shown elsewhere—being that our business is Raincoats only we are enabled to show all that is new in this line and at less cost than you pay elsewhere.

A New Garment for One That Fails to Satisfy

OUR BINDING GUARANTEE is sufficient proof of the confidence we have in our goods at low prices.

Silk Coats for Women at Wholesale Prices

It will pay you to call to inspect our beautiful line of Silk Coats (rubberized), amongst which are garments appropriate for opera, auto or street wear, and our prices are lowest. Prices run upwards from \$12.50.

Mail Orders

Our Mail Order System takes prompt care of your orders. We guarantee satisfaction or refund your money. State chest measurement and length desired.

Children's Raincoats

Our stock of boys' and missie's raincoats affords satisfactory selection and at less cost. Many grades and prices run upward from \$2.00

Goodyear Raincoat Co.

The Largest Cravenette Manufacturers in the World
 S. E. Cor. 16th and Davenport Sts., Hotel Loyal Bldg.
 Douglas 2257 Ind-A2046

OLD, YET NEW

Though established twenty-five years and old in experience, our store is entirely new—new stock, new fixtures and new location.

You will admit that we have one of the most completely appointed modern jewelry stores in any city.

We cordially invite you to come in and see us. We are immensely pleased with our surroundings and think you will be, too. We thoroughly believe that there is nothing too good for our trade. We mean to give you the best of everything—the best attention and the best values your money can buy.

COME AND SEE US

Gustafson & Henrickson
JEWELERS
 SUCCESSORS TO
 P. E. FLODMAN & CO.

PERFECT TAILORING FOR CAREFUL MEN

Deep down in every manly breast is the desire to look well.
 To appear at his best—the discriminating man passes up the ready-to-wear clothing.
 The difference between the kind we turn out and the ordinary store clothes is so great as to render discussion out of the question.
 Give us your order for that Easter suit and we'll guarantee that when the garments are finished you'll have no cause for complaint.

Suits Made to Your Measure \$25 to \$40

HERZOG TAILORING CO.

219 North Sixteenth Street
 Hotel Loyal Building D. H. BECK, Manager



"EVERYTHING NEW BUT THE GROUND".

HOTEL LOYAL

Omaha's New, Modern, Absolutely Fire-Proof Hotel

WILL OPEN FOR THE RECEPTION OF GUESTS

..... ON
Saturday, May 9, 1908

HERMAN COHN, of Nebraska Clothing Co., Owner
 FRANK J. TAGGART, Formerly Kansas City, Lessee

"Values Absolutely the Highest Possible for the Price."
 ALSO SHAPES AND MAKES

OXFORDS

For Ladies and Gents In All Leathers

Prices Ranging from \$1.50 to \$4

NONE SO GOOD

CHABOT

203 North 16th St. Hotel Loyal Block

P. S. — A statuette given away with each pair of LADIES' "MILO" OXFORDS

THE MODERN CUSTOM HAS DETERMINED THAT THE

Easter Hat

IS THE MOST IMPORTANT OF THE YEAR. THEREFORE, CUSTOM DEMANDS THAT YOU GET THE BEST. THE NEW

Millinery Parlors

IN THE NEW HOTEL LOYAL BUILDING IS STOCKED WITH A SPLENDID NEW LINE OF **EASTER BONNETS** JUST IMPORTED FROM VIENNA AND PARIS AND EMBODIES ALL THE LATEST CREATIONS. THIS ELEGANT LINE WAS SELECTED BY TWO EXPERT TRIMMERS FROM VIENNA AND CHICAGO, WHO ARE NOW EMPLOYED AT THE NEW STORE.

INVESTIGATE OUR LINE AND OUR PRICES.

MRS. HUSTER
 221 North 16th St. Hotel Loyal Bldg.

For Fifteen Years

We Were One Block South BUT NOW WE'RE HERE

In the beautiful HOTEL LOYAL BUILDING, 205 No. 16th St., with everything strictly new. New store, new fixtures, new goods.

OPENING SPRING SEASON HATS

New blocks, stiff and soft, black and colors. Stetson hats—Hawes' \$3.00 hats. Let us show you our \$2.00 hats. They embody both style and wearing quality.

MANHATTAN SHIRTS CLUETT SHIRTS

Try a pair of our INTERWOVEN HOSE. They wear the best of any yet made. Price, only 25 cents.

STEPHENS & SMITH
 205 North 16th St. Two Stores. 307 South 16th St.

Hotel Loyal

BARBER SHOP

If you want strictly first-class work in a strictly up-to-date shop, give us a call. We do Manicuring and Chiropody. We carry Cigars and Tobacco. We are in a thoroughly equipped place in the basement of the new Hotel Loyal Building at the **SOUTHEAST COR. OF 16th and CAPITOL AVE.**

The New Hotel Loyal

..BUFFET..

Will be open in a few days. It is an elegantly appointed place and is one of the finest west of Chicago. Everything strictly new.

New Fixtures New Stock New Furnishings

¶ The best assorted and choicest lines of Wines, Liquors and Cigars will be at your command.
 ¶ A number of fine Upholstered seats will be a special feature of the buffet.

PAY US A VISIT OF INSPECTION
ANDREW NELSON, PROP.
 HOTEL LOYAL BUILDING