

Easter Novelties in Basement

BRANDEIS & SONS

BOSTON STORE & SONS

Easter Novelties in Basement

Kid Gloves for Easter Wear

Our Kid Gloves at \$1.00
Are the Best Dollar Kid Gloves that Are Sold in America.

Very high grade Kid Gloves, in glace suede and real kid, also the heavy mannish gloves for street wear, every pair warranted and fitted to the hand if desired, in all the correct street and evening shades. We are selling agents for some of the best kid gloves that are made.

1.00-1.50-2.00

Ladies' 50c Neckwear at 10c

Bought from a well known New York importer all his samples and broken lots of neckwear—about 14,000 pieces of the neatest and latest ideas in embroidered tab and stock collars—all new spring styles—worth 50c each—at

10c

Ladies' and Misses' \$1.50 Kid Gloves at 59c

Great stock bought at New York auction—ladies' and misses' kid gloves in all kinds and all sizes—worth up to \$1.50 pair—on bargain square at

59c

Ladies' Novelty Easter Veils

Splendid assortment just arrived—latest fashions in veils and veiling—all spring shades.

Fine veiling at 25c | Ready to wear veils at 50c

Swiss Waist Patterns at \$1.25 Each

500 of the finest embroidered Swiss waist patterns from the New York custom house. A St. Gall manufacturer failed to deliver these patterns on contract time and they were refused and held for duty—we bought at less than cost to manufacture—these waists are beautifully embroidered—scarcely any two alike—on sale at, each.

1.25

SPECIAL SALE OF HOSIERY

Ladies', men's and children's plain and fancy imported hosiery at hosiery department—fine Maco cotton, also lace hosiery thread, at pair

Ladies', men's and children's hosiery on big bargain tables—a fine variety—at, pair

25c

Ladies' Underwear | Ladies' Union Suits

Ladies' plain and fancy hosiery thread 25c | In pink, blue and white—underwear—worth 50c—at 49c

Ladies' hand crocheted silk undergarment, with silk ribbon trimming 49c | Made of fancy hosiery thread—at, per suit 49c

49c

I. L. BRANDEIS & SONS. BOSTON STORE.

Keen

Largest Exclusive Retail Millinery House in Omaha

BUY MILLINERY RIGHT

Keen

The only store where

Stylish Millinery is Properly Priced

Its worth your while to look.

Extraordinary values for Saturday. 1508 Douglas St.

DON'T GO

down town for your groceries, meats and bakery goods when you can have your orders filled with the freshest and most reliable foods at 2002 and 2004 Lake street.

We have a full line of the finest fruits, vegetables, extra fine strawberries, pineapples.

Note These Specials for Saturday

Idewild Butter, per lb. 25c | 4 pkgs. Best Pancake Flour for... 25c
2 pkgs. Care Fruit and 2 nice sauce... 25c | 1 bottle good Catsup for... 25c
1 lb. fine 12c Prunes for... 25c | Fine fresh Boiling Beef, per lb. 25c
1 lb. pkgs. Glace Starch, per pkg. 25c | Lamb Steaks, per lb. 25c
5c Bottles Fancy queen Olives for... 25c | Sugar Cured Corned Beef, per lb. 25c
4c Navel Oranges, per doz. 25c | Spring Lamb, hind quarters... 25c
Spring Lamb, front quarters... 25c

The quality of our bakery goods is something of which we are justly proud. Flour has advanced, but we are still selling those fine 3-layer white cakes, nut, caramel, orange and chocolate, for 20c. Pure Milk Bread only 5c. Our Cup Cake free with every loaf Saturday.

If you will give us a trial order for your Easter dinner, you will see that one of the many who say "there is no better place to trade" than at

Johnson & Goodlett Co.

2002-2004 Lake Street. Telephone 1575

Many Lives Lost!

The central markets have had butchered during the past week a carload of the choicest native corned steers and a quantity of the finest spring lambs. These are all dressed and ready for the Easter trade. Owing to the large quantities of these fine meats, we are able to make especially low prices and guarantee to undersell all of our competitors.

Come in and leave your order.

A Few Specials in Provisions.

No. 1 Rex Bacon (extra fine) lb. 12c | 2-lb. pack, 25c; 5-lb. pack, 60c; 10-lb. pack, 1.10

Other brands choice bacon, lb. 11c | 2-lb. pack, 25c; 5-lb. pack, 60c; 10-lb. pack, 1.10

Morrell's Iowa Pride Hams (best), lb. 11c | 2-lb. pack, 25c; 5-lb. pack, 60c; 10-lb. pack, 1.10

Morrell's Choice Bacon, lb. 11c | 2-lb. pack, 25c; 5-lb. pack, 60c; 10-lb. pack, 1.10

Best kettle rendered Lard (any brand), lb. 7c

We also have purchased for the Easter trade a fine line of poultry at low prices.

CENTRAL MARKETS,

16th and Harney Streets. Phone 1796.
16th and Capitol Avenue. Phone 2899

Store Open Saturday Till 10 P. M.

BENNETT'S

SALE OF

Easter Lilies Saturday

20 cents a blossom and \$2.00 worth of Green Trading Stamps with each plant.

NO DELIVERIES

Big Stamp Inducement in Our Cloak and Suit Dept.

Three thousand women's house dresses, in all colors, taped, tucked and ruffled, a mixed lot, worth \$1.19, \$1.25, \$1.50 and \$1.75, Saturday, with double Green Trading Stamps, at

98c

Women's black and colored petticoats—a new lot—ruffles, tucking and velvet trimming. Value \$1.25 and \$1.50, Saturday, with double Green Trading Stamps, at

98c

Big Bargains all Day Saturday

Women's silk waists—Just lovely for Easter. New pair de chemise silk waists in black cream and all other colors. Fine tulle silk in black only, regular \$2.00 waists, Saturday, and double Green Trading Stamps, at

3.95

Best quality apron gingham 59c
50 pieces 10c 100 quality dark colored dress percales 7c
1.00 ends 20c fine drapery, silkoline 2 to 10 yards in piece 7c
worth 1.00 only 10c
100 pieces 28 inch white curtain swags and scrims, worth to 1.25 Saturday, only 7c

Extra Special in Veilings and Neckwear

We will give double Green Trading Stamps all day Saturday in our Neckwear and Veiling Department.

EASTER KID GLOVES—Be sure and visit this department for your Easter gloves. All the finest makes, newest shades, latest stitching, from \$1.00 to \$2.00 pair. Stamps all day in this Department.

Millinery

The Last Opportunity for Easter

Imported patterns for Easter business.

\$40.00 Patterns at 25.00
\$30.00 designs at 20.00

The most magnificent display of patterns—the workmanship on which cannot be excelled—at

15.00

Everybody wonders at our \$10.00 and \$12.00 values.

SPECIALS

Proxaline braids, fancy top hats—all solid tucked chiffon facing—trimmed with ribbon to correspond with color of hat—applique, steel ornaments and roses for trimming—this hat comes in all combinations of colors—

This is a marvel, worth \$10.00—at

5.25

Pretty tailored hat—double rim—made of rolled braid, continental shape—just arrived—trimmed in three colors of materials that shade and blend to make it bewitching—little gold buttons to finish—worth \$5

2.25

The Trentia hat, which comes in various shades and mixtures—something we have never had in style before as long as millinery has been in existence—

all trimmed and ready to wear—worth \$4, at

2.50

GROCERIES!

When first-class quality, combined with low prices on groceries, count, we are right in it.

SATURDAY SPECIALS

\$1.00 worth of Green Trading Stamps with two pounds delicious Washington Prunes—Two pounds for

25c

Tall Salmon—1 pound can 10c
Bennett's Capitol Baking Powder—10c
10-pound can 10c
Silver Cow Cream—can 5c
Cocoanut (Schlegel's)—5c
Jellydon for puddings—5c
Plum Pudding—can 10c

\$2.00 worth of Green Trading Stamps with one pound of B. P. Japan Tea—per pound,

38c

Imperial Japan Tea—per pound... 25c
Tea Sitings—per pound... 15c
COFFEES—Fresh Roasted Daily.
Bennett's Breakfast Coffee, fine quality—2-pound can... 40c
Maracabo Coffee—per pound... 15c
BUTTER—Headquarters for the best Fresh Country Butter, up from... 14c
Bennett's Capitol Creamery—per lb.
Wisconsin Cream Cheese—per lb. 12c
Medium Sour Pickles—pint... 5c

CANDY DEPARTMENT.

\$1.00 worth of Green Trading Stamps with 25c purchase of Easter Novelties in the Candy Dept. This offer is good until stocks are sold.

MEATS! MEATS!

and choice genuine spring lambs. Specially selected for Easter—we have some spring lambs—not a thousand, or anything like a thousand—there hasn't been a thousand spring lambs received in Omaha or at the stock yards at South Omaha, but we have spring lambs—more of them than anybody else in this town.

Ours is the biggest refrigerator plant outside of the stock yards at South Omaha—our capacity and equipment is next to that at the yards—we have never carried 2 carloads of meats because our capacity isn't big enough—yet it's the biggest outside of the stock yards, remember.

We are leaders in quality and low prices—our competitors admit this—they take their cue from us—they wait till BENNETT has created a demand for an article, then they try to reap where we have sown by putting such goods into stock. Our advertisements and methods are their text book, such are the conditions of affairs.

YOU KNOW WHERE TO BUY YOUR MEAT THEN! AT BENNETT'S!

SPRING LAMBS, per lb. 12c | Fore quarters, per lb. 8c
Hind quarters, per lb. 10c | Roosters, per lb. 7c

Fresh dressed Spring Chickens 10c | Fresh dressed Roosters 7c

Pork Roast 7c
Good Beef Roast, 7c and 5c
WEST BRANDS OF LARD—NONE BETTER.
Morrell's Red Letter Brand... 10c
Omaha Packing Co. Sunflower Brand... 10c
Cudahy's Diamond Brand... 10c

HAMS, BACON AND LARD.
Morrell's Light stripes Wapello Bacon... 14c
Cudahy's Rex Brand Bacon, choice and lean... 14c
Cudahy's Rex Hams... 11c
Swift's Premium Hams... 12c
Morrell's Iowa Pride Cal Hams... 10c

* And all other best known brands in meats, any size.

Green Trading Stamps Every Time

More Stamp Bargains

THE NEW SYSTEM INAUGURATED BY US, WITH WHICH WE GIVE AT OUR CUSTOMERS GREEN TRADING STAMPS IS Attracting Attention

and ever since it was started our clerks have been busy attending to the needs of our customers. The stamps are here to stay, and it is just because we give our customers what we advertise that we have been successful.

1.00 in stamps with 3 bars Congo... 25c
Congo Toilet Soap... 25c
1.00 in stamps with 1 pint bottle Soda... 25c
Maple Syrup... 25c
1.00 in stamps with 1/2 gallon N. D. molasses... 25c
1.00 in stamps with 5-lb. can best apricots... 25c
1.00 in stamps with 1 pint best selected green olives... 25c
1.00 in stamps with 2 boxes matches... 25c
1.00 in stamps with 1 package best corn starch... 25c
1.00 in stamps with 1 package best time... 25c

BIG TEA SPECIALS

1.00 stamps with 1 lb. B. P. Japan Tea... 25c
1.00 stamps with 1 lb. S. D. Tea... 25c
1.00 stamps with 1 lb. O. P. Tea... 25c
1.00 stamps with 1 lb. English Breakfast Tea... 25c

STAMPS WITH COFFEE

1.00 stamps with 2 lbs. J. & M. Coffee... 25c
1.00 stamps with 2 lbs. Excelsior... 25c
1.00 in stamps with 1 lb. Cocoa... 25c
1.00 stamps with 1 lb. Cocoa... 25c
1.00 stamps with 1 lb. Cocoa... 25c

E. T. Smith,

1407 Douglas St. Phone 104.

Men's Shoes for Easter

If you want to wear them for Easter you must get them this week.

If you want the smartest spring styles—the correct and fashionable shoe—you will find them at this store at easy prices.

Shoes and Oxford Ties

in every correct style, every proper shape, every fashionable leather, patent calf, patent kid, patent calf. The smartest style and highest quality put into every shoe for men.

\$3.00, \$3.50, \$5.00

FRY SHOE CO.
16 & DOUGLASS ST. OMAHA

Easter Flowers

Before buying your Easter Lilies and Plants—call and see our beautiful display and large stock of fresh cut flowers. Can surely save you money.

Lewis Henderson,
FLORIST, 1515 FARNAM STREET.
Phone 1225.

Easter Flowers

Before buying your Easter Lilies and Plants—call and see our beautiful display and large stock of fresh cut flowers. Can surely save you money.

Lewis Henderson,
FLORIST, 1515 FARNAM STREET.
Phone 1225.

OUR WOULD-BE COMPETITORS

will not only be foolish today, but every day in the year, if they try to meet our prices or beat our quality, and the ever popular GREEN TRADING STAMPS go with each purchase.

FOR ONE WEEK ONLY.

\$1.25 with 1-lb. best Ceylon or Oolong Tea at... 25c
1.00 in green trading stamps with \$6.00 in green trading stamps with 1-lb. Japan, English Breakfast or Gunpowder Tea at... 25c
1.00 in green trading stamps with 2-lb. Mocha and Java Coffee for... 25c
1.00 in green trading stamps with 1-lb. can Mocha and Java Coffee at... 25c
1.00 in green trading stamps with 1-lb. can Boston Baking Powder at... 25c
1.00 in green stamps, 1 lb. Santos Coffee at... 25c
1.00 in green stamps with 1 bottle Extract at... 25c
1.00 in green stamps with 1 bottle Snyder's Catsup, Oyster Cocktail or Salad Dressing, for... 25c
1.00 in green stamps with 1 bottle Corn Starch for... 25c
1.00 in green stamps with 1 box Chocolate at... 25c
1.00 in stamps, 7 bars Caramel Salt Tack for... 25c

Meat Specials for Saturday.
Choice Beef Roast... 6c
Choice Mutton Roast... 6c
S. C. Hams... 6c
S. C. Bacon... 6c
Salt Pork... 6c

The Boston Meat & Grocery Co.,
113 N. 16th St. - Phone 1059

CLOSING OUT

ALL OUR Buggies, Carriages and Wagons

FREDRICKSON
Fifteenth and Capitol Ave.

Read our special "ad" every Sunday and Wednesday in The Bee.

HAYDEN'S

THE RELIABLE STORE.

Stylish Suits for Men and Boys

If you desire character in your spring and summer clothing an individuality that distinguishes them from the ordinary ready-made garments, you can get it here. We have absolutely the finest line of ready-made clothing shown in the city.

Stylish spring suits made up in all the most nobby patterns in fancy tweeds—Scotch Cheviots, Blue Serges, black unfaded Worster, fancy mixed Cheviots and Cassimeres in light medium and dark shades, all hand-tailored and equal in respect to custom made suits, that would cost you from \$30.00 to \$30.00. See this line before buying your spring suit.

\$10, \$12.50 and \$15

Are you a dreary dresser? Do you like to have the best money can buy? You can't be so particular about your dress in style, fit, fabric or pattern that we can't suit you from our stock and at about half what your tailor would charge you for suits no better in any respect than our offerings at

\$18, \$20, \$22.50 and \$25

Men's Spring Top Coats

In Tans, Oxford Gray, Brown and Gray mixtures, stripes and plain plaids, in Cassimeres, Serges and mixed Worsters, in Worster, all hand-tailored, with excellent linings and trimmings. Our prices

\$10, \$12.50 and \$15

Have You Bought That Rain Coat? The Rain Proof Overcoat, no stylish this season, we have in a great variety of stylish patterns. A more serviceable, comfortable coat for all kinds of weather it is impossible to find. Porous to air, impervious to water proper, for all occasions. Our prices

\$10, \$12.50, \$15 and \$18

Boys' and Children's Knee Pants Suits

The most far excellent, complete to the most minute detail. Mothers will be delighted with the handsome line we show. (Cheviots, Cassimeres, silk mixed Worsters, Serges and mixed Worsters, in Norfolk, Sailor Norfolk, Sailor Blues, Russian, Blouse, double-breasted, three piece suits, known styles and fabric that Dime Fashion dictates. No better made suits ever shown at—

\$1.50, \$1.95, \$2.50, \$3.50, up to \$5.00.

Extra Special Sale of Easter Shoes

Ladies' fine shoes, from the best factories in New York and New England. New styles in ULTRA and GROVER shoes. Misses' and children's shoes from H. W. Merriam & Co.—power, plier and better than ever. Ladies' Patent Calf Shoes—\$3.00, \$3.50, \$4.00 and... **1.96**

The celebrated Apex Women's Shoes... **1.69**

Herman Kruger's \$3.00 Satin Calf Men's Shoes... **1.35**

Boys', Youths and Little Girls' \$1.50 Satin Calf shoes at... **98c**

Misses' and Child's \$1.00 Dongola Lace Shoes at... **69c**

Little Girls' \$1.00 Satin Calf Lace Shoes at... **69c**

Child's \$1.00 Sample Hand Turned Shoes at... **69c**

THE CELEBRATED JOHN MITCHELL—for men—\$3.00.

HAYDEN BROS.

THAT'S MY NAME

He Sells STATIONERY.

1615 Farnam St., Opp. N. Y. L. Bldg.

STYLISH SHOES SOMMERBROS.

FOR

EASTER SPECIALTIES

IN all the new lasts and leathers, for men, women and children, at

POPULAR PRICES

We are giving with every \$3 purchase FIVE DOLLARS WORTH OF GREEN TRADING STAMPS SATURDAY.

Ladies' Hand Welt Patent Calf or Dull Top Vici Oxfords—very stylish... **3.00**

Men's Patent Calf Shoes and Oxfords, also vici kid and velours... **3.00**

Misses' Extension or Light Sole Dress and School Shoes... **1.50**

Boys' Snappy Style Shoes for Easter and school wear... **1.50**

Ladies' Oxfords from \$1.50 up to \$3.50.

See the Swell Ribbon Ties at

T.B. Norris,
1517 DOUGLAS.
ASK FOR GREEN STAMPS.

GLOVES Ed. F. Pickering

105 S. 16th St.

Easter Gloves

Champagne, Violet, Coral, Old Rose, Blue and Pearl.

Deputy State Veterinarian, Food Inspector.
H. L. RAMACCIOTTI, D. V. S.
CITY VETERINARIAN.
Omaha and Infirmity, 21st and Mason Sts. OMAHA, NEB. Telephone 512.

SOMMER BROS.

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