## Big Silk Sale Monday

Our offerings in silks in this sale are the greatest bargains of the season. Here is your opportunity to buy your Easter Silks at the lowest price possible.

The Cawnpore the handsome India siik suiting. This season's choicest style, is 27 inches wide and comes in exclusive shades as follows-Ivory, Champague, blue, gray Sumiere, Plain Boule, Oignion, golden brown quality-Monday, yard .... \$1.69 An excellent quality in the new messaline finish, 24 inches wide, crepe de chine in a full

line of colors-Monday only, per

est and finest line of fancy silks for shirt waist suits and waists in the city-Monday in three lots, yard ..... \$1.25-85c-69c A complete line of color wash silks in plain and cords for wash dresses-Monday, at, per and navy blue, regular \$2.25 yard ..... 49c-35c 19-inch color taffeta, all shades -splendid for hard wear, very

Our Black Silks Our 19-inch black taffeta is yard ...... 49c the strongest and best finish

special, yard ......59c

We are now showing the larg- / taffeta made for S5c-Monday special, per yard ...... 55c Our 27-inch taffeta in four grades, as follows: Our 85c quality, yard ..... 69c Our \$1.00 quality, yard .... 79c Our \$1.10 quality, yard .... 85c Our \$1.35 quality, yard . . \$1.05 Our 36-inch taffetas have no Our \$1.00 quality, yard .... 79c

Our \$1.25 quality, yard .... 98c

Our \$1,35 quality, yard ... 1.10

Our \$1.65 quality, yard .... 1.25

THE RELIABLE STORE.

EVER BEFORE has the powerful efficiency of our great buy-Ing organization been so clearly demonstrated as in the grand showing of beautiful and enticingly priced spring merchandise now displayed in our various departments. Highness of quality, lowness of price and unlimited variety makes selection here of your spring and summer needs an easy and profitable proposition.

## High Grade Dress Goods

Black Dress Goods 52-in. black Sicilian 54-in. black brilliantine-our \$1.00 quality for Monday ... . 79c 44-in. mohair, Tamise extra silk finish-our \$1.50 quality, 

he new finish-our \$1.25 quality, for Monday .89c 45-in, silk and wool collenneour \$1.98 quality, at .....\$1,25 45-in. silk and wool collenneour \$2.50 quality, Monday, \$1.69 Evening Shades

Henriettas-75c, 50c and ... Eollennes-50c, 85c and ... \$1.00 Lansdowne, 120 shades... Outing Serges, 50c, 75c and \$1.00 Mohairs and Sicilians, 50c, 75c and ......\$1.00 Albatross, all shades, 50c to \$1 Batistes, all shades, 50c to \$1.98

Volles, evening shades, 75c to \$1.50 Mohair Waistings, fancy broidered, 75c to .....\$1.25 Basket cloths, panamas, de Paris, etc, challies, broadcloths, prunellas, etc., from 50c to \$1.00 yard.

Colored Dress Goods MOHAIRS-in all the new fancy shades, at ...... 50c Mohairs, in all the silk mixtures, silk finished, 46 inches wide, go at, yard ......\$1.00 Cravenetted mohairs, 56 to 60 inches wide, all new mannish effect mixtures, \$1.00, \$1.25, \$1.50 and .....\$1.98

Panamas 54-in. plain colors ..... \$1.00 46 to 50-in, in spring weight and colors ......\$1.00 In seeded and riced effects . 59c

Tailor Suitings We carry a nice line of mannish effects, at .........500 A good line of suitings, in all the new effects, at .......50d The very best suiting in the market, at ...........\$1.00 Pure worsted, hard twisted.

beautiful goods .....\$1.50 Cravenettes and Rainproofs 56-in. very fine and heavy.\$1.00 Real cravenette .....\$1.25 Fine cravenettes ......\$1.50 Men's weight cravenettes. \$1.98 Very fine weight ........\$2.50

Best made plaid back ... . \$3.50 Spring samples now ready, sent free on application. Send for samples.

## Grand Showing of 1905 Rugs Exclusiveness in Style - Pre-eminence in Value

AT HAYDEN BROS. MONDAY, MARCH 20.

Our entire Carpet Department will be devoted to the display of the greatest lot of Rug values ever brought to Omaha. HUN-DREDS OF THE NEWEST AND BEST.

TAPESTRY, BODY BRUSSELS, VELVETS, AXMINSTERS, WILTONS IN ALL SIZES FROM 7x9 TO 12x15 FEET. AS SPECIAL FOR MONDAY WE OFFER

9x10 ft. 6 in. Tapestry Brussels Rugs at	11.50
9x12 Tapestry Brussels Rugs at	2.50
9x12 Handsome Axminster Rugs at	2.50
9x12 Splendid Axminster Rugs at	9.00
9x12 Wilton Velvet Rugs at 1	5.00

Visit the Carpet Department Monday. Make your selections and we will hold any Rug you may select until later if you so

# Monday Specials

IN THE GREAT SHEETING AND MUSLIN DEPARTMENT

30c Utica Mills bleached sheeting, 21 yds. wide, limit of ten yda to a customer, 221c Monday, at yd..... 221c

16c Utica Mills bleached Pillow Casing, 42 in. wide, limit of 10 Monday, at yd......122c 50c Bleached Sheets, ready to good linings made.

use, home made, 72x90 39c 121c Ready to Use Cases, 15x36 size, Monday,

65c Seamless Sheets, bleached ready to use, 81x90 471 size, Monday, each...

### Crockery Prices **Badly Broken**

FINE ENGLISH PORCELAIN underglazed decoration, everything that goes to make up a fine dinner, tea or meat set. Closing out the entire lot, at, choice per piece 15c 10c and...... 5C

DON'T DRINK MUD-Purify your water with one of our Filtering Blocks—makes water clear as crystal—price.... 98c

DECORATED TOILET SETS pleces)-regular \$8.00 and L \$9.00 values, at half price, \$3.98 and .....

We have the greatest Lining Department in the west. Skinner's Satin, all colors,

Yama Mia, an all silk taffeta, 45c We also have Lustral, Tice spun glass, Manhattan and every grade of 1216c Percales, 36-in. wide,

Lining Department

Opera Satin, the best satin made for the money, is guaranteed to wear 1.00 two seasons, all colors...... Sampson Silk, an all silk taffeta, 140 shades, for linings, for drop skirts, for ruffles, etc, guaranteed for 58c one whole year......

Tailors' findings, sleeve linings, can- 61/2c Standard Dress Prints-all vas, rubber tissue, serges, mohairs, etc. Examine our linings.

Price Inducement and Dependable

NEW DRESSERS, NEW BEDROOM SUITES and a large shipment of NEW

The factory informs us that we can still offer a few of these mattresses at

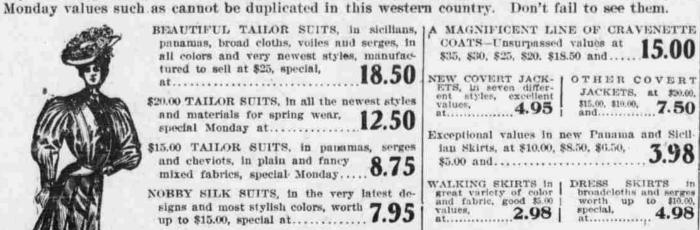
ROCKERS. If you are interested come here and save money-A

Ask to see the celebrated "Nerve Tone" mattress. It makes you sleep

WELL MADE COTTON TOP MATTRESS-any size-

above price, and we advise you to get your order in soon.

Are dominant features in the great bargain offerings in our Cloak and Suit Department Monday. The superiority of our offerings must be seen to be fully appreciated. We are offering for



\$20.00 TAILOR SUITS, in all the newest styles and materials for spring wear, 12.50 special Monday at.....

\$15.00 TAILOR SUITS, in panamas, serges mixed fabrics, special Monday ..... 8.75 and cheviots, in plain and fancy NOBBY SILK SUITS, in the very latest de-

BEAUTIFUL SILK SHIRT WAIST SUITS, made of Gevernards best taffeta in all colors and handsomely tucked and pleated, well

STYLISH CRAVENETTES-An elegant line in tans, greys and olives, with shirred backs, CHILDREN'S SPRING JACKETS, in all col a good value at \$15.00, special

We wish to announce to our customers that we have just received a large of our celebrated home made wrappers. 1.25-1.50-1.75-1.98 COME AND SEE THEM. 1.25-1.50-1.75-1.98-2.25

## Wash Goods Specials In the Great West Room

10c Seersucker Ginghams,

Goods the twin attractions just

NEW DESIGNS IN HIGH GRADE

METAL BEDS-We have just received a

offer a very fine bed in blue, green and

"weathered," and is strictly

well made and correct in de-

carmine finish-best enamel,

regular price \$8.50—

81/2c Standard Dress Ginghams,

15c fine India Linons, 25c Mercerized Waistings, pretty 15c patterns, at, yd.....

COATS-Unsurpassed values at

\$35, \$30, \$25, \$20, \$18.50 and....

4.95 | \$15.00 and

NEW COVERT JACK-ETS, in seven differ-ent styles, excellent JACKETS, at \$30.00,

Exceptional values in new Panama and Sicil

WALKING SKIRTS in DRESS SKIRTS broadcloths and se and fabric, good \$5.00 worth up to \$1

\$5.00 SILK WAISTS, in all colors,

\$5.00 and ...... \$8.00, \$6.50, 3.98

JACKETS, at \$20.00,

\$15.00, \$10.00, 7.50

### 19c French Mudras for shirt waist

Tearing out walls. Stock must be reduced. The highest now in our furniture dept. | quality of goods to be sacrificed at these ridiculously low process.

Monday we place on sale a large number 5-pound pails Pure Fruit Jelly-this of this handsome Mission Jardiniere Quart can Golden Table Syrup-this Stand. Just what you want to hold a sale Gold Dust per package—this sale..... 10 bars Best Laundry Soap—this sale. plant or piece of statuary. It is finished nangelon or Jellycon, per package -this sale 7½c
Jell-O or Fruit Puddine, per package
-this sale 7½c
48-pound sack High Patent Minnesota
Flour-this sale. 1.48
10-pound sack best Corumeal—this sale. 15c
7 pounds best Oatmeal—this sale. 15c
4 pounds best Hand Picked Navy Beans
-this sale. 15c large number of new style metal beds and

pounds best Pearl Tapioca—this sale. 15c pounds best Sago, Barley or Farina— this sale ...... OUR IMMENSE STOCK OF CANNED GOODS MUST BE SOLD—WE NEED THE ROOM—YOU NEED THE GOODS, pound can Solid Packed Tomatoes— -pound can Golden Pumpkin—this 3-pound can Lye Hominy—this sale.... 3-pound can Fancy Apples—this sale...

3-pound can Egg or Greengage Plums ind can best Sweet Sugar Cornpound can Fancy String Beans-2-pound can Fancy Wax Beans-this 2-pound can Fancy Lima Beans-this nd can Assorted Soups-this bottle Pure Tomato Catsup-Large bot Large bottle Fancy Pickles, assorted— this sale or Malta Vita, package-this WE SELL STEWART'S FAMOUS GAR-DEN SEEDS-THE MOST RELIABLE TO

### ariety of color broadcloths and serges worth up to \$10.00, special, at 4.98 at...... 2.98 makes the most beautiful silk 75c NEW SPRING WAISTS, in lineus, lawns Flannel Department 30c White Flannel, 18c Drapery Sateen. 15c best made Silkoline, at, yd..... 30c best grade Art Ticking, 121/2 Drapery Cretonne, 10c Comforter Calico, comes in pure white, pink, blue and yellow, this is something fine and the -worth \$3.00 on sale, 10 cases extra fine bed comforter Enlarging Our Mammoth Grocery Dept. covered with the best Silkoline filled with extra fine cotton, worth \$1.50, on sale Monday,

### Housefurnishings and Hardware Department

Odd lengths Garden Hose, per foot. . Poultry Netting, per square foot ... 1/2c Screen Wire, per square foot......1%c Multum in Parvo Carpet Beaters....10c Mop sticks..... 7c Galvanized Pails......13c Finest Steel Spading Forks..... Garden Rakes and Hoes.....15c Garden Trowels...... 50 Bird Cages, up from ......49c 2 burner Gasoline Stoves........2.75 Scrub Brushes...... 5c Enamel ware. There are Pans, Cups, Basins, Pie Plates, Pudding Pans,

Covered Palls, etc. Any article 10c faction Guaranteed.

supreme, voiles re-enforce, voiles on-WASH MOHAIRS. Lustre mohairs, Zock mohairs, Bedford mohairs, silk mohair, at,

ORGANDIES. Half silk organdles, 70 per cent organ dies, silk spot organdies, Raye organdies, Carreaux organdies, sublime organdles, real Irish dimities, etc. at, yard, 10c, 121/2c, 19c,

25c, 39c, 50c and..... SUMMER SILKS. Half silk, two-thirds silk and nearly all silk, Shimmer silk, Soie Radient, Solessette, Damantine crepe, Sole Boucle, silk Jacquard, Mousseline de Sole, Eoliennes, taffetas, Tokio silks, silk Plisse, Allossia silk, etc., at, yard, 19c, 25c, 39c, 50c,

HIJI SILK. Something like Raja silk, one yard wide, Handkerchief Linens, 50c, 75c, 1.25

HIGH GRADE WASH GOODS MAIN WASH GOODS WHITE GOODS. Grecian volles, Bradford volles, volles Jacquards, Marseilles, Piques and nice line, full mercerized, at, yard..... High grade imported costume cloth, handsome patterns and mohairs, silk mohair, at, yard, 121/2e, 15e, 19e, 25e up to . . 50c Beautiful goods, Best Manchester, Eng., mercerized white goods, looks just like SWISSES. Scotch, French and English Swisses, best in the world, at, yard, 19c, 15c, 1.00 1.00 India Linons, Batistes, French Lawns, Persian Lawns, etc., at all prices. IRISH LINEN DRESS. Butcher's linen, pure, at, yard, 19c, 25c, 39c and Dress linens run from 18-100 to 20-100, all yard wide and full bleached, 50c yard wide and full bleac at, yard, 19c, 25c and .... WAISTING LINENS. 26-100 to 46-100, round thread, for fancy work, 25c, 39c, 50c and...

## Linen Department

SPECIALS FOR MONDAY \$1.25 TABLE LINENS, bleached and \$1.00 TABLE LINENS, bleached and unbleached, special, 75c TABLE LINENS, bleached and unbleached, special, 60c TABLE LINEN, bleached and unbleached, special, all linen, 21/2 yd. long, Monday, each. best we have imported. Extra large \$1.50 PATTERN CLOTHS, all linen, hemstitched ready for use, 2½ 98c yd. long, Monday, at...... 50c Round Thread Linen Waistings, 36 in. wide, Monday, 49c Pure Linen Lawn, 36 in. wide, great snap, Monday, 21/2c Curtain Swiss, 36 in. wide. 

# Optical Dept.



When your Eyes tire and your head aches see our Optician.

Correctly Fitted Glasses at Popular Prices. Perfect Satis-

(Continued from Page Three.)

man who hobnobbed in rum and water with Black Peter in the dead of the night? Was it his profile that was seen on the blind two nights before? No, no, Hopkins, it is another and more formidable person for whom we must seek." The detective's face had grown longer

and longer during Holmes' speech. His hopes and his ambitions were all crumbling about him. But he would not abandon his position without a struggle. "You can't deny that Neligan was present that night, Mr. Holmes. The book will

prove that. I fancy that I have evidence enough to satisfy a jury, even if you are able to pick a hole in it. Besides, Mr. Holmes, I have laid my hand upon my man. As to this terrible person of yours, where is he?" "I rather fancy that he is on the stair,"

said Holmes, serenly. "I think, Watson, that you would do well to put that revolver where you can reach it." He rose and laid a written paper upon a side table. "Now we are ready," said he. There had been some talking in gruff If you sign it the whole matter will be outside, and now Mrs. Hudson settled."

opened the door to say that there were three men inquiring for Captain Basil. "Show them in one by one," said Holmes. The first who entered was a little ribstonpippin of a man, with ruddy cheeks and

drawn a letter from his pocket. "What name?" he asked "James Lancaster." "I am sorry, Lancaster, but the berth is

walt there for a few minutes." creature, with lank hair and sallow cheeks. overpowered my friend had Hopkins and His name was Hugh Pattins. He also re- not rushed to his rescue. Only when

Return of Sherlock Holmes ceived his dismissal, his half-sovereign, and I pressed

The third applicant was a man of remarkable appearance. A fierce bulldog face was framed in a tangle of hair and beard, and two bold, dark eyes gleamed behind the cover of thick, tufted, overhung eyebrows. He saluted and stood hands.

"Patrick Cairns." "Harpooner." "Yes, sir. Twenty-six voyages." "Dundee, I suppose?"

"Eight pounds a month."

Yes, sir. "And ready to start with an exploring ship?" "Yes, sir." "What wages?"

"Could you start at once?" 'As soon as I get my kit." "Have you your papers?" "Yes, sir." He took a sheaf of worn and greasy forms from his pocket. Holmes glanced over them and returned them. "You are just the man I want," said he 'Here's the agreement on the side table,

The seaman lurched across the room and took up the pen "Shall I sign here?" he asked, stooping

Holmes leaned over his shoulder and fluffy white side whiskers. Holmes had pussed both hands over his neck. "This will do," said he. I heard a click of steel and a bellow like an enraged bull. The next instant Holmes and the seaman were rolling on

Here is half a sovereign for your the ground together. He was a man of such Just step into this room, and gigantic strength that, even with the handcuffs which Holmes had so deftly fastened The second man was a long, dried-up upon his wrists, he would have very quickly

breathless from the struggle.

bled eggs are cold. However, wou will en- I saw the skipper tip up his heels and put sailor fashion, turning his cap round in his joy the rest of your breakfast all the bet- him over the rail in the middle watch of rising and lighting his pipe. "I think, ter, will you not, for the thought that you a dark night two days before we sighted Hopkins, that you should lose no time in have brought your case to a triumphant the Shetland lights. conclusion.

he blurted out at last, with a very red face.

or what it signifies. "Well, well," said Holmes, good humoryour lesson this time is that you should were so absorbed in young Neligan that you could not spare a thought to Patrick Cairns, the true murderer of Peter Carey.' The hoarse voice of the seaman broke in

on our conversation. "See here, mister," said he, "I make no complaint of being man-handled in this fashion, but I would have you call things by their right names. You say I murdered Peter Carey; I say I killed Peter Carey, and there's all the difference. May be you don't believe wha I say. May be you think I am just slinging you a yard." "Not at all," said Holmes. "Let us hear

what you have to say." "It's soon told, and, by the Lord, every word of it is truth. I knew Black Peter, and when he pulled out his knife I whipped a harpoon through him sharp, for I knew that it was him or me. That's how he You can call it murder. Anyhow I'd as soon die with a rope round my neck as with Black Peter's knife in my heart."

"How came you there?" asked Holmes "I'll tell it you from the beginning. Just sit me up a little, so as I can speak easy. '85 that it happened-August of that year. Peter Carey was master of the Sea Unicorn, and I was spare harpooner. We were coming out of the ice-pack on our way home, with head winds and a week's southerly gale, when we picked up a little craft that had been blown north. There was one man on her-a landsman The crew had thought she would founder and had made for the Norwegian coast n the dinghy. I guess they were all drowned. Well, we took him on board, this man, and he and the skipper had some long talks in the cabin. All the baggage we took I know, the man's name was never men-stranded in London without a shilling, trial, my address and that of Watson will

## HAYDEN

of tioned, and on the second night he disap- There was only my trade left. I saw these be somewhere in Norway-Fil send particthe revolver to his temple did he at peared as it he had never been. It was advertisements about harpooners and high ulars later.' last understand that resistance was vain. given out that he had either thrown him- wages, so I went to the shipping agents, We lashed his ankles with cord, and rose self overboard or fallen overboard in the and they sent me here. That's all I know, heavy weather that we were having. Only and I say again that if I killed Black Peter "I must really apoligize, Hopkins," said one man knew what had happened to him, the law should give me thanks, for I Sherlock Holmes. "I fear that the scram- and that was me, for, with my own eyes,

"Well, I kept my knowledge to myself, Stanley Hopkins was speechless with and waited to see what would come of it. cell, and Mr. Patrick Cairns occupies too When we got back to Scotland it was cas- large a proportion of our carpet." fly hushed up, and nobody asked any questions. A stranger died by accident, and "It seems to me that I have been making it was nobody's business to inquire. Shortly a fool of myself from the beginning. I un- after Peter Carey gave up the sca, and it derstand now, what I should never have was long years before I could find where he forgotten, that I am the pupil and you are was. I guessed that he had done the deed the master. Even now I see what you have for the sake of what was in that tin box, done, but I don't know how you did it, and that he could afford now to pay me well for keeping my mouth shut ...

edly. "We all learn by experience, and sailor man that had met him in London, and down I went to squeeze him. The first never lose sight of the alternative. You night he was reasonable enough, and was ready to give me what would make me free these pointed to a seaman, and one who of the sea for life. We were to fix it all had been a whaler. I was convinced that two nights later. When I came, I found the initials 'P. C.' upon the pouch were a him three parts drunk and in a vile tem- coincidence, and not those of Peter Carey, yarned about old times, but the more he found in his cabin. You remember that I drank the less I liked the look on his face. asked whether whisky and brandy were in through. Then at last he broke out at me, when they could get these other spirits? spitting and cursing, with murder in, his Yes, I was certain it was a seaman. eyes and a great claspknife in his hand. He had not time to get it from the sheath before I had the harpoon through him. Heavens! what a yell he gave! and his face gets between me and my sleep. I stood there, with his blood splashing round quiet, so I took heart once more. I looked round, and there was the tin box on the shelf. I had as much right to it as Peter Carey, anyhow, so I took it with me and

> pouch upon the table. 'Now I'll tell you the queerest part of the whole story. I had hardly got outside the ing slong, went into the hut, gave a cry as if he had seen a ghost and legged it as hard as he could run until he was out of sight. Who he was or what he wanted is ful!" more than I can tell. For my part I walked ten miles, got a train at Tunbridge Wells,

"Well, when I came to examine the box I found there was no money in it, and noth-

ing but papers that I would not dare to sell.

I had lost my hold on Black Peter, and was

saved them the price of a hempen rope." "A very clear statement," said Holmes, conveying your prisoner to a place of safety. This room is not well adapted for a you feel like eating today?

"Mr. Holmes," said Hopkins, "I do not know how to express my gratitude. Even Tribune. now I do not understand how you attained this result.

"Simply by having the good fortune to get the right clue from the beginning. It is very possible if I had known about this notebook it might have led away my thoughts, as it did yours. But all I heard "I found out where he was through a pointed in the one direction. The amazing strength, the skill in the use of the harpoon, the rum and water, the sealskin tobacco pouch with the coarse tobacco-all per. We sat down and we drank and we since he seldom smoked, and no pipe was spotted that harpoon upon the wall, and the cabin. You said they were. How many thought I might need it before I was landsmen are there who would drink rum

"And how did you find him?" "My dear sir, the problem had become a simple one. If it were a seaman, it could only be a seaman who had been with him on the Sea Unicorn. So far as I could learn he had sailed in no other ship. me, and I waited for a bit, but all was spent three days in wiring to Dundee, and at the end of that time I had ascertained the names of the crew of the Sea Unicorn in 1882. When I found Patrick Cairns among the harpooners, my research was left the hut. Like a fool I left my baccy hearing its end. I argued that the man was probably in London, and that he would desire to leave the country for a time. I therefore spent some days in the East End. hut when I heard some one coming, and I devised an Arctic expedition, put forth hid among the bushes. A man came slink- tempting terms for harpooners who would serve under Captain Basil-and behold the

> "Wonderful!" cried Hopkins. "Wonder-"You must obtain the release of young Nellgan as soon as possible," said Holmes, "I confess that I think you owe him some him, but, of course, the securities which

Peter Carey has sold are lost for ever.

There's the cab. Hopkins, and you can re-

PRATTLE OF THE YOUNGSTERS

Mamma-Dick, why can't you be a good little boy-as good as that little Rollo Stan-Dicky-It wouldn't be any use, ma-no body 'd believe it .- Cleveland Leader.

His Grandmother-Well, Tommy, what do Tommy-I feel like eatin' a whole pie,

and a bloody nose, and your coat is torn to bits. How many times have I told you not to play with that bad Brown boy? Bobby-Gee, ma! Do I look like we'd been

a-playin'7-Philadelphia Press. cago Woman's Aid the other afternoon on eye?" "The Psychology of Democracy," his son, John, aged 11 years, who had been promised a bicycle when the lecture was done, impatiently "sat it out."

On a rear seat, when he wriggled uneasily, John Vincent was testimony that his father was a prophet without honor so far as he was concerned. The boy held a watch on his father, when the latter, with effective earnestness, said:

"Society is held together by sentiment, It is that which guides the great mass of people, and the test of moral insight is the ability to decide by instinct the right and wrong of any proposition. Therefore I

But John Vincent was not waiting to grandma, but mamma wouldn't like it if I hear what Vincent elder said; he was waitwas to eat more'n half of one.-Chicago ing in the vestibule.

"Going to buy me a bicycle now," he told a sympathetic woman, "and I guess listen-Mamma-There! You have a black eye ing to him talk I earned it."-Chicago Tri-

Small Clarence had been called in to see the new baby. "Mamma." he said, after a long and While Prof. George E. Vincent of the earnest look at the new arrival, "didn't you University of Chicago addressed the Chi- say one time that I was the apple of your

> "Yes, dear." answered his mother. "Well," continued Clarence, with a righ, "I s'pose I'm only the core new."-Chicago

When you get a letter written on cheap, poorly printed stationery, doesn't it create an unfavorable impression? Now turn your mind to your own stationery—is it all it should be?



TELEPHONE 1604.

