

Big Sale Men's Shirts at 50c Saturday

**BRANDEIS BOSTON STORE & SONS**

Saturday Men's \$3 Shirts at 75c

## Brandeis for Millinery

Latest Models Fresh from New York and Paris. Every New and Charming Style.

### Beautiful Hats for Easter

No effort has been spared to make this great Easter display fully complete—the settled styles are all represented and scores of beautiful novelties expressly designed for Easter wear await your selection.

**Easter Special at \$7.50**  
A special array of Easter hats from Brandeis' matchless workrooms—copied after a dozen of the most charming and expensive Paris models—new shapes and very fetching garniture—stunning hats for Easter wear—at

**\$7.50**

The Brandeis Hat at \$5—The most attractive millinery moderately priced—all the style beauty of the hats that would cost you twice the money elsewhere—Brandeis' price.

Smart Street Hat at \$2.50—Made after the most approved style—turbans and larger shapes—at

**2.50**

**FLOWERS AND FOLIAGE**  
Beautiful flowers for Easter trimming—roses, daisies, wrenths, wild roses, cowslips, hyacinths, lilacs, moss roses—worth up to 75c bunch—at

**15c-25c**

**In the Basement Millinery Department**  
Pretty Street Hat—For everyday wear—new spring styles, at..... **50c**  
Jaunty Street Hat—Sun-burst sailors, turbans, etc., neatly trimmed, at..... **98c**  
Street and Trimmed Hats—All late shapes—new trimmings—at..... **1.50**  
New Lot of Trimmed Hats—Turbans, larger shapes—new soft straws, trimmed with flowers—up to date, at..... **2.50**

### Charming Easter Neckwear

The finishing touch to the Easter costume is one of these new designs in lace and embroidered neckwear—many of them silk embroidered—collar and cuff sets, stocks and tabs—many of the daintiest lace effects, worth as high as 75c, at

**25c**

**Ladies' Neat Turn-Over Collars**  
The pretty new white and linen shades—fresh and crisp—lace edged embroidered—also beaded Battenburg lace stocks—a big assortment—at, each..... **6c-10c**

**Ladies' Kid Gloves for Easter**  
Great lots of new spring gloves on bargain square—all sizes, all colors for street and evening wear—all of them perfect and made of fine kid—worth up to \$1.50 pair—at, pair..... **69c**

**Ladies' Easter Kid Gloves**—The daintiest and newest spring shades for all fashionable occasions—we are exclusive agents in Omaha for Perrin's and Monarch gloves—worth up to \$3.00—at..... **\$1.50-\$2**

### Ladies' Covert Jackets, Special at \$5

New lot of the very stylish little coats—made with the snugly fitted collars, straps, form-fitting coats that are immensely becoming to most figures—tailored straps—new sleeves and collar—at..... **\$5**

**Ladies' Silk Suits**  
New pleated and shirred effects—all pretty spring shades—actually worth as high as \$17.50—special for Easter week at..... **8.90**

**New Walking Skirts for Spring**  
The stunning new Skirts for Spring street wear—correct length and just the right weight—new novelty cloths—at..... **3.98**

**Ladies' Tailored Suits for Easter Wear**  
Made in the new spring styles—long and short coat effects—appropriate for fashionable Easter wear—all of them made in the most stylish materials—worth as high as \$32.50—at..... **14.85-\$19**

**Silk and Lawn Waists**  
The dainty new waists for Easter wear—white and dainty spring shades—new style features—pretty shirred and tailor pleated—at..... **98c up to \$3.50**

**Dainty Undermuslins**  
For Easter wear—elaborately trimmed with lace and fine embroidery—stunning imported and domestic pieces—at..... **98c up to \$3.50**

**Matched Sets**  
Of the finest undermuslins—exquisitely trimmed—at, set..... **\$5.58 up to \$37.50**

Big Sale Men's Shirts at 50c Saturday

**BRANDEIS BOSTON STORE & SONS**

Saturday Men's \$3 Shirts at 75c

## BALDUFF'S

### Easter Sunday Ice Cream

Easter Designs in Fancy Ice Cream for the Dessert—Especially Appropriate for Easter Time.

Eggs, natural size, containing yolks. Orange Wood Basket, 6 cream bird eggs. Small Chickens. Chickens emerging from shell. Eggs. Easter Lily. Setting Hen, with eggs. Biscuit Glaces, plain. Biscuit Tortoise. Wish Bone, tied with ribbon. Biscuit a l'italienne. Large Rabbit, fifteen portions. Food Pudding. Wine Jelly. Egg Nog—extra homemade. St. Honoré. Diplomat Victoria. Jardiniere en Bellevue. Lalla Rookh Melonade. Doves. Prussian Bomb Glaces. Ind. Wine Jelly. Meringues. Lily of the Valley.

Beautiful Baskets and Boxes filled with Bon Bons appropriate for this occasion. See or phone us about your Easter dinner desserts.

**BALDUFF, Phone 711, 1518-20 Farnam.**

### 3 Days

IN WHICH TO BUY YOUR OXFORDS and SHOES if you wish to wear them

## EASTER

You will want to wear a pair from our stock when you see the swell lines we are selling at

**\$2.50 - \$3.00**

The latest styles in all the new leathers for

**MEN AND WOMEN**

We anticipate a call from you.

ASK FOR GREEN TRADING STAMPS.

**T. B. NORRIS**  
1517 DOUGLAS ST.

P. S.—See our bargain table of Ladies' 2 1/2 to 4 shoes for..... **1.00**

## Hardy's

THE 99 CENT STORE

1513 Dodge St.

### Roller Skates

We have just received a new lot of Peck & Snyder's Climax Roller Skates, for boys or girls—the best skate made for the money—

**75c per Pair**

## HOSPE'S

IS THE PLACE FOR THE KIMBALL PIANO

"THE ARTIST'S IDEAL."  
In the long run merit wins in pianos as well as in anything else. By reason of their wonderful power, sweetness, depth and sustaining quality of tone, coupled with great durability, agreeable and responsive action, the

**KIMBALL IS THE ARTIST'S IDEAL PIANO.**

The very large number purchased every year by an approving public—greater by half than any other make—fully attests the truthfulness of the statement that the Kimball is the nation's favorite.

People of very moderate incomes can easily own a Kimball by taking advantage of our easy payment plan of purchase.

Try the Hospe plan of buying a piano.

**BARGAINS IN VARIOUS USED PIANOS.**

New York Upright—new—\$150 up.

Used Uprights, \$75 up.

Used Grand, \$10 up.

Easy terms if desired—\$5 to \$25 down, \$3, \$5 to \$10 monthly.

**A. HOSPE CO.,**  
1513 DOUGLAS ST.

### Easter Gifts

New Belts and Waist Sets, Bracelets and Brooches for Ladies and Misses Links, Scarf Pins, Umbrellas and Fans for Gentlemen.

**ALL NEW FOR EASTER.**

**Brown & Borsheim,**  
Jewelers. - 220-222 S. 16th St.

### AN ENTIRE MEDICINE CHEST

## SLOAN'S LINIMENT

Treat all diseases of Men: Venereal, Hydrocele, Stricture, Blood Poison, Weak, Nervous Men, Kidney and Bladder Diseases, Rheumatism, Bowel Stagnation, Chronic Diarrhea, Examination Free, Honest Treatment, Low Charges. Write for information. 14 years in Omaha.

**Dr. Seearles & Seearles,**  
1513 and Douglas St., Omaha, Neb.

# BENNETT'S

OMAHA WEATHER REPORT  
Thursday Fair and Warmer.

## Millinery

### Easter Hats, Easter Hats

The Highest Point of Millinery Excellence is Reached—The most reasonable price-basis is reached—The highest point of Millinery Easter Interest is reached.

THE DOMINATING FEATURES OF BENNETT'S GREAT MILLINERY ARE EXCLUSIVE STYLE AND PEERLESS VALUES

### Three Irresistible Millinery Charms for Thursday:

NUMBER ONE—A trimmed hat—its duplicate or twin's sister does not exist—you can't find its like elsewhere—it's a turban of all over lace with trimming of roses and ribbons, comes in white only, the style and general effect make it a strictly high-class hat, it's a \$3.50 value, Thursday for..... **1.98**

NUMBER TWO—A trimmed hat, large flaring shape, fine hair braid, fashionable back trimming of lilacs and poppies toned to the hat and natty ribbon bows, a \$5.00 value, Thursday for..... **2.98**

NUMBER THREE—A special line of trimmed hats, original productions copied from French models, others designed in our own workrooms, quite a variety, have this one for a sample; a large high-back split straw shape, comes in bluettes shades, heavy wreath of silk bluettes poppies starting on left side and carried around hat to a pretty poppy filled-in culmination, has bows of black silk velvet ribbon, it's an exclusive "Sineclaire" creation, it has a charm, a grace, a sweetness that makes it a model creation, an \$8.50 value for..... **5.00**

THE TRIMMINGS—Ribbons, Veilings, Laces, Braid, Flowers, Foliage, Wreaths, Sprays, Plumes, Feathers, Quills, Pompons—headquarters for the Home Milliner. Special prices to her on everything.

**SECOND FLOOR.**

## ORANGES! ORANGES

ANOTHER (very likely the last) ORANGE SENSATION

One whole car fancy large Redland Navals, Thursday, at per dozen..... **30c**

Twenty (\$2.00) Green Trading Stamps with each dozen.

Not over three dozen to any one customer. No dealers or peddlers supplied.

**FRUIT SECTION—BASEMENT.**

### Hardware Specials for Thursday

Thirty (\$3) Green Trading Stamps with No. 7 copper, nickel-plated..... **88c**  
Tea Kettle..... **96c**  
Forty (\$4) Green Trading Stamps with No. 8 copper, nickel plated..... **96c**  
Tea Kettle..... **1.08**  
Forty (\$4) Green Trading Stamps with No. 9 copper, nickel plated..... **1.08**  
Tea Kettle..... **1.08**

**DOUBLE GREEN TRADING STAMPS ON ALL BRASS NICKEL-PLATED, BATH ROOM FIXTURES THURSDAY.**

Thirty (\$3.00) Green Trading Stamps with 24-line lawn..... **42c**  
Rake..... **45c**  
Thirty (\$3.00) Green Trading Stamps with 14-line Steel Garden..... **38c**  
Rake..... **1.1c**

Best double heavy black steel Screen Wire Cloth—per square foot..... **1.1c**

**Basement**

## The New White House Glass-ware.

(OUR OWN IMPORTATION.)  
Newest shape, latest pattern, same design as used in the White House.

Wines, Cordials, Sherries, Ports, Clarets, Gublets, Water Tumblers, Etc.

12-piece set complete..... **5.00**  
with jar—for..... **1.00**  
10 (\$1) Green Trading Stamps with jar—for..... **1.00**  
A CLARET GILT IN ODD PLATES—cups and saucers, English, Johnson Bros' English Porcelain cups and saucers..... **60c**  
six for..... **60c**  
Plates to match..... **60c**  
Twenty (\$2) Green Trading Stamps for..... **25c**  
Twenty (\$2) Green Trading Stamps for..... **25c**  
Ten (\$1) Green Trading Stamps for..... **10c**

**SECOND FLOOR.**

### THURSDAY SHOE SALE.

600 pairs of ladies' sample oxfords and Princess gore front low shoes, in browns and blacks—\$2.50 and \$3 values—at..... **1.69**  
Thirty (\$3.00) Green Trading Stamps.

400 pairs of ladies' vic kid bluchers, with patent tips, stylish shoes, light and heavy soles—\$2.50 and \$3.00 values—at..... **1.93**  
Fifty (\$5.00) Green Trading Stamps.

380 pairs boys' and girls' shoes, box calf and vic kid, with patent tips—\$1.50 and \$2.00 values—at..... **98c**

500 pairs of men's Crown Shoes, tans, box calf, vic kid and patent leather—\$2.50 and \$3.00 values—at..... **1.93**

## JAP-A-LAC

THE GREAT HOME BRIGHTENER  
Brightens everything it touches, and is good for touching up everything. Comes in thirteen colors. For floors, ANYBODY ELSE. We're advertising it too, and creating a demand for our competitors.

**GALLONS, \$2.50; HALF GALLONS, \$1.35**  
Quarts, 75c; Pints, 40c;  
Half Pints, 25c; Quarter Pints, 15c

WE GIVE DOUBLE GREEN TRADING STAMPS with Jap-a-lac therefore we're SELLING IT CHEAPER THAN ANYBODY ELSE. We're advertising it too, and creating a demand for our competitors.

**GREAT ADVERTISING!**

## Kodaks, Cameras & Photo Supplies

All Accessories for the Art at the Right Prices.

**NEW GOODS—CLEAN, SWEET, FRESH APPLIANCES.**

Developing and Finishing Done Expertly and Money-Savingly.

**S. E. CORNER—MAIN FLOOR.**

## THE BENNETT COMPANY.

**BUTTERICK PATTERNS** at 20% to 50% DISCOUNT

**HAYDEN'S** THE RELIABLE STORE

Best Values in New Spring Wall Paper on 4th Floor

## Great Easter Week Sale

LADIES' SILK GIRDLES, LADIES' LACE VEILS, LADIES' SUIT NECKRUFFS, LADIES' FANCY NECKWEAR, EMBROIDERED WAIST PATTERNS, RIBBONS, EMBROIDERIES, ETC.

All at stupendous price reductions from now until Easter. See these bargains Thursday.

**\$2.50 Embroidered Shiri Waist Patterns 75c**  
Thursday morning begins the sale of the J. L. Smith stock of Embroidered Shiri Waist Patterns—worth up to \$2.50, at choice..... **75c**  
\$1.50 EMBROIDERED..... **49c**  
GO AT

**75c Corset Cover Embroidery 25c**  
Easter Ribbons..... **1c**  
Ribbons worth 50c, yd..... **2 1/2c**  
Ribbons worth 20c, yd..... **5c**  
Ribbons worth 30c, yd..... **25c**  
Ribbons worth 40c, yd..... **15c**  
Buy your Easter Ribbons at this sale.

**Grand Neckwear Sale**  
For your choice of the greatest line of Ladies' Neckwear ever seen in Omaha. An almost unlimited variety of styles and colors—in regular size to size values, all at one price  
Thursday choice..... **5c**  
GREATEST BARGAIN OF THE SEASON.

### HOSIERY SPECIALS

Ladies' fancy colored and Embroidered Hose—regular size to size 25c value, special price..... **25c**  
LADIES' HOSE, plain and drop stitch—great bargain..... **15c**  
The Hosiery House, heavy ribbed with double sole..... **12 1/2c**  
at pair..... **12 1/2c**

### CORSET SPECIALS

NEW LOT OF BALL'S CORSETS in all sizes up to 36—great value..... **\$1**  
50c PATIENT'S CORSETS, in all sizes, with long hips—hoop supporters attached, at..... **49c**  
50c Tape and Baliste Girdles..... **39c**

### Picture Sale Thursday

1,000 sheet pictures, including Etchings, Photographs, Colored Reproductions of famous pictures, with 2 1/2-inch gray mats, beautiful subjects to fit any frame—special Thursday..... **5c**

PICTURE DEPARTMENT 3D FLOOR

**Remember, Friday Morning, April 21, 1905**

We will place on sale in our big basement Annex, some of the biggest bargains ever offered to the people in Hardware and Crockery—among the large assortment of manufacturers' products, Clyde Enamelled ware, Lava Enamelled ware, Fint Enamelled ware, Agate Enamelled ware, Granite Enamelled ware, Diamond Enamelled ware, Steel Enamelled ware, Jewel Enamelled ware, Excelsior Enamelled ware, Volcanic Enamelled ware, Primo-Aluminum Enamelled ware. All the best makes in the country.

In the crockery section will be found the products of the best French, German, English and American makers. To insure you will get prompt attention—we have added twenty-five more employees in the department—come early and stay late, the longer you stay the more bargains you will find—sale to commence, 8 a. m. sharp.

## HAYDEN BROS.

### EASTER GIFTS

Are quite the thing these days. We are showing many suitable pieces—Book Marks, Bible Marks, Hand painted Buttons, Bolt Pins, Silver Manicure Pieces, Hook Pins, Bracelets, Spoon Rests, Brooches, Cuff Buttons, Desk Clocks and hundreds of other novelties. Spend a few minutes in our store. Look for the name.

**S. W. LINDSAY, Jeweler,**  
1515 Douglas Street.

## Light and Airy

Tourist cars are clean and light and airy. Overcrowding in

### TOURIST CARS

is a condition that is absolutely avoided. The seats are upholstered in rattan, and at night the berths hung with heavy curtains. Bevel plate glass windows ornament the sides of the cars; the wide vestibules are enclosed and traveling is made altogether comfortable.

If you cross the continent in one of the tourist sleepers of the

## UNION PACIFIC

You will enjoy your trip and save considerable money.

Inquire at  
City Ticket Office, 1324 Farnam St.  
Phone 310.

## WANTED—A BOY

In every town to sell our new Saturday Bee.

We will send any boy the first **10 COPIES FREE**

It contains 18 pages of special magazine features, including 10 colored pages with BUSTER BROWN COMICS, altogether 30 pages, and is a big seller everywhere on Saturday

ON EVERY PAGE YOU SELL YOU MAKE TWO CENTS PROFIT

FOR FULL PARTICULARS APPLY TO

## The OMAHA BEE

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**MERCANTILE**

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