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Thursday is Chocolate Day BRANDEIS' EAST ARCADE

Chocolate Day meets with a wonderful response every Thursday and it is making "Sweetland" the most popular confectionery corner in all Omaha. We want Omaha people to become better acquainted with this dainty section in Brandeis' East Arcade so we make this exceptional offer every Thursday.

The most delicious Cream Chocolates-the actual 40c lb. kind-20 different flavors-for Chocolate Day in Sweetland.....

We have numerous other specials every day at popular prices. You will receive the best of attention in "Sweetland.



TILE - LIKE

That Newest and Best COLORED VARNISH

Proven by Actual Service to be the Very Best Thing Ever Produced for Putting a Perfect New Finish on Old Woodwork.

VERY SIMPLE TO APPLY-A CHILD CAN USE IT. DRIES QUICKLY and DRIES HARD, LEAVING A SUR-FACE AS SMOOTH AND SOFT as the Finish on a Piano

For Floors. For Woodwork. For Oil Cloth. For Furniture.

It Will Not Crack Nor Show White Even When Dented With a Hammer.

A Free tample Can of Tile-Like will be presented to every caller in our housefurnishing department on Thursday. BASEMENT-OLD STORE

All Colors in Tile-Like-Oak, Walnut, Mahogany, Cherry, Natural, Dead Black, Green, Etc., and the colors are rich and beautiful. Can be applied to anything, wood or metal, and everything is improved by it.

TILE-LIKE

It gives a beautiful glossy finish to hard or soft wood

It restores doors to their original newness. It changes or restores the finish of any furniture. It adds to the wear of the linoleum or oil cloth or gives

a splendid polish that won't come off. Makes wicker chairs or porch chairs look like new. You simply can't afford to do without it in your home.

25c for 1-2 Pints 75c for Pints 75c for Qts. \$4 35 for One - Half | \$950 for = Gallons.

Special Demonstration Thursday Brandeis' Housefurnishing Department Basement-Old Store.

West



West

Gallons

SALE of CUT GLASS



Very handsome colonial cutting fluted patterns, one of our new 1907 designs. strictly high grade in every respectlimit of one dozen te a customer, each

Special Discount of 20 Per Cent on Balance of Entire Line Thursday.

DR. BRADBURY, Dentist, "Years 1806 FARNAM ST., OMAHA. Phone Douglas 1756

Extracting 25c Percelain Fills. . \$1 up Crowns \$2,50 up Bridge Werk . \$2.50 up Plates \$2.00 up



We make a specialty of metal and roofless plates. Painless work in all operations. Work guarantood 10 years.



F. R. Rice Mercantile Cicar Co., Mar

1516 Doughas Street.

THEY'RE ALWAYS RIGHT MERCANTILE

Made of the BEST HAVANA TUBACCO.



We're after your Grocery trode, and if selling "Better Things to Eat for Less Money" has anything to do with getting it, we are bond to suc-

We submit the following Genuine Grocery Bargains for this week. 500 Cases Tomatoes, per can.....10c

per dosen 00 Cases Soups, per can......18c regular values 25c and 25c. 00 Cases Lima Beans, per can. ,5e 00 Cases Genuine Maine Corn, per 5c Macaroni, this sale...... .100 48 lb. Sack Good Flour \$1.00 48 lb. Excellent Flour \$1.15

Bulk Spices, (not strictly pure) 1b. Fig Newtons, per pound10e Pancake Flour, per pkg......80 Bibson's Anti-Lye Prunes, according to size, at, per lb 60, 70, 80

Jourtney & Co.

Seventeenth and Douglas Tel. Douglas 647 Private Exchange connects all Depta

ACCUSATION OF THE PROPERTY OF

A Good Shoe for \$3.50

The price of a pair of shoes sn't much, yet it is a great deal when you pay it out for a pair of men's shoes that are worth only half the money you pay for them.

Our \$3.50 specials for men in the new styles of low shoes are worth every cent of the priceevery pair has more than \$3.50 values to them and our positive guarantee is-your money back f you are not satisfied.

Patent colt, velour, box calf and vici kid. All the new and latest

Drexel Shoe Co. 1419 Farnam St.



Sunshine Sells Shoes

Oxfords

NEW ONES

\$31/2 AND \$4 Walk-Over Shoe Store

1521 FARNAM STREET ED. S. THOMPSON, The Walk-Over Men.

COULDN'T KEEP HOUSE WITHOUT IT"

is a frequent expression of the opinion of hundreds of housewives in Omaha, South Omaha and Council Buffs, regarding the efficiency of Schaefer's Sure Death to efficiency of Schaefer's Sure Beath to Bugs.

It is a red liquid (don't accept a green substitute) and when it evaporates it leaves a crystaline powder and bugs won't stay anywhere near that. Every bug touched by it is a goner sure and every egg is killed instantly.

We furnish, free, with ½ gallons or gallons a pint oil can with a long spout, to use it with.

Pints 15c, quarts 25c, ½ gallons 50c, gallons 90c.

Existen—If you are going to use any paint—any kind of paint—or Jap-a-lac—see us and save a bunch of monsy—that's all—we mean it!

Schaefer's Cut Price Drug Stores Omaha—Cor. 15th 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.

BAILEY @ MACH

DENTISTS Third Floor, Paxton Block. Highest Grade Dentistry.

PATENTS that PROTECT-

OFFICIAL WEATHER FORECAST-For Thursday: Fair.

Lining Remnants

Moire Skirtings, ele-gant qualities, Mer-cerized Sateen, Spun Glass, etc., worth 20c and 30c, on sale Thursday in various lengths, yard 7c

heavy goods, very best styles, small checks or all colors with dainty rose patterns, beautiful combinations of fast colorings; French greys, French blues—one of the best wash fabrics brought to this country—fine dress or waist lengths, Thursday, yard130

First Great Sale Saturday

Domestics Main Alsle, Rear. Great lot Percale Rem-nants, worth up to 15c. Sheeting, Pillow Casing, Outing Flan-nels, Shaker and Can-ton Flannols, fancy Cretonnes, otc., most of these goods sell for 15c to 25c, Thurs-day, 4c

Dress Goods Remnants for Thursday

Goods, all lengths, from 2 1/2 yard dress lengths, of new fabrics in plain or fancy styles, all wool Challies, etc., most of these fine goods are worth up to 60c, some 75c, on sale Thursday, one large lot, yard,

29c

Remnants of High-Grade Wash Goods

3-yard, 10-yard and 12-yard dress lengths, newest wash fabrics, most up-to-date styles.

32-inch Plaid Gauze, beautiful sheer fabric, in white grounds with plaid effect, very stylish, all size polka dots or magnificent floral designs, same goods shown in Omaha at 40c, sale 25c Cotton Suiting, similar to silk Rajah. These lengths for dresses or waists: 12 yards, 10 yards, 3 yards and 3 1/2 yards,

in the new delf blues, resedas, light blues, pinks, greens, blacks, etc., all you wish Thursday in these lengths—fancy

Silk Remnants, 3½ to Brown Taffeta Silks—shown in 16th street 16 yards, including window—elegant silks for street or dressy window-elegant silks for street or dressy gowns, newest shades, worth 75c and 85c. ONE-HALF OFF

Gloves

We will place on sale Thursday morning a lot of Ireland Bros." Men's Cape Gloves, Spear Point, in Mode, Tan and Oxblood. sizes 7 to 10. This is one of the biggest bargains offered in Men's Gloves-\$2.00

Ladies' 16-button Lisle Gloves with 2-clasp fastening, black, white, tan and grey,

Remnants of White Goods

In almost every known weave -India Linons, Nainsooks, Persian Lawns, Long Cloths-all in useful lengths for underwear. Figured Madras and Pique, check and striped Dimity and Lawn. Everything marked very low. All old Remnants so low that the prices will sell them quickly.

All Remnants of Table Damask, Toweling, Odd Haif Dozen Napkins, and anything small enough to be considered a remnant. Special Prices for quick selling.

Handkerchiefs

Lot of Men's Colored Border Handkerchiefs, in neat patterns, 10c Ladies' Plain Hemstitched and Revere Handkerchiefs, nice sheer cloth, Thursday, each......36

Chic Tailor-Made Suits for \$19.50



Made of fine Chiffon Panama in plain colors and checks and stripes, also of English Suitings, every suit a style winner of the season of

The Popular Eton, the Stunning Pony Coat and the New Prince Chap, several models, espec ially adapted for the misses and small women, every suit a \$25 value, Thursday, at-

\$7.50 StlkPetticoat for \$4.95 37.50 Petticoats for \$4.95. Made of heavy Taf-

etta Silk, extra fine body, deep accordian pleated flounce, black, tan, russet, champagne. navy blue, cardinal and many two-tone shades, Thursday special ... \$4.95

Sporting Goods

Sidewalk Roller Skates, pair \$1.75, \$1.25, 65c. 45¢ 30 Green Trading Stamps with each

In-Fielder's Base Ball Gloves, \$3.00 down to 20¢ Basemen's Mitts, \$4 down to 50¢ Catcher's Mitts, \$8 down to 25¢ League Ball, sold the world over for \$1.25, at. . \$1.00

Basement.

Big Dinnerware Sale ALL WEEK

Special Prices on Every Set in Stock-None Reserved-See Window Display. Prices from A discount on open stock sales during this sale.

Big lot White Napples, 7, 8 and 9-inch sizes, worth up to 25c, Thursday, each......10¢ Tomato Novelties, very unique-Peppers and Salts, each 15c and 10¢ Mustards at . . . 25¢ Mayonnaise dishes, 50c, 32c, 29c,



"If it's from Bennett's, it's good." Bennett's Big Grocery

Bennett's Capitol Baking Pow-der, ib. can ... 24c And Fifty Green Trading Stampa. Diamond B Preserves, large jar ... 28c And Twenty Green Trading Stamps. Wiggle Stick Bluing, 6 sticks for And Ten Green Trading Stamps.
Red Snapper Relish, bottle 25c
And Twenty Green Trading
Stamps.
Pickles, assorted, 3 bottles 25c
And Ten Green Trading Stamps.
Peannt Butter, medium jar 20c
And Ten Green Trading

Hardware and Housefurnishings

Big Sale Galvanized Ware. choice 190
Regular 55c Galvanized Wash
Tub for 44c
Regular 75c Galvanized Wash
Tub for 54c

Paints Full line of all kinds of Paints and Varnishes, and the fam-ous Jap-A-Lac. Double Green Trading Stamps on Paints.

Many Delightful Bargains Thursday

Ball, Bat and Mask Free Every Boys

THE RELIGILE STORE

See Our Spring Line Hart, Schaffner & Marx Clothing

Thursday, the Fifth Day of Our Great Annual Manufacturers' Stock Sale



To say that the first four days of this sale have been a success only faintly expresses the facts. The selling has been truly phenomenal, even beyond our expectations, and the fifth day's showing will be the most complete in variety, the most attractive in point of value of any yet offered. Several new shipments just received will be shown for the first

Over 200 Elegant Tailor Suits, made to sell up \$30, will go in Thursday's sale at, choice \$19.90 \$40.00 and \$50.00 Tailor Suits, all samples, the very latest style ideas and materials, perfect beau-from the Fashion Mfg. Co. at a price far below actual worth, 70 distinct styles to select from, sample garments, over 200 to select from at bought in a regular way, up to \$20.00; all new styles, colors and materials, in 8 lots at \$5.00, \$7.50 and \$2.00 Heatherbloom Underskirts, for Thursday at \$1.50 Women's Percale Wrappers, regular \$1.50 values,

Surprising Millinery Bargains Thursday

We are making Thursday bargain day in our Millinery department. Several special purchases will be offered at prices far below actual worth.

New Straw Shapes, good, durable braid in newest styles and all colors, worth to \$1.25; on sale at 69¢ Leghorn Hats in continental shapes, worth regularly 45c, choice 10¢ Flowers in almost endless variety, the best values in Omaha, at 10c, 19c and39¢ Our "Distinguished" Trimmed Hats

at \$5 have certainly won the approval of more customers than any hat ever shown at the price. No wonder you Trimmed Hats at \$1.98 and \$3.50, the most splendid lot of values ever offered. If you want the best for the least, see these values Thursday. Pattern Hats in Variety, at prices ranging from \$10.00 up to \$25



Extra Special Thur day

9:30 a. m .- One case of Apron Checks, 4:30 p. m .- One case of Mercerized regular 7 %c values, as long as they last at

10:30 a. m .- One case of extra heavy Unbleached Muslin, regular 8 1/2 c values, as long as they last at, per

2:30 p. m .- Two cases of 36-inch Percales, regular 12 %c values, as long as they last at, per yard 5¢ 3:30 p. m .- One case of Turkish Bath

as long an they last at, per yard 9 % c **Wool Dress Goods** 10 tili 11 a. m .- 50 pieces of Spring Novelties in plaids, checks, etc., all

fine White Goods, regular price 25c,

wool, regular price 59c to 75c, not over one pattern to a customer, at, 2 till 3 p. m .- We will sell 50 pieces of the finest imported Dress Goods, running in price from 75c to \$2.50 Towels, regular price 10c and 12 %c, as long as they last at, each 5c tomer, at, per yard 65c

Four Furnishing Hour Specials

worth regularly 15c, low necked and sleeveless, taped, at, choice 3¢

From 10 till 11 a. m .- Men's Shirts, regular 50c values, in medium or dark colors, sale price..... 19¢

From 9 till 10 a. m.—Ladies Vests, From 11 a. m. till 12 m.—Men's and worth regularly 15c. low necked and Ladies' Hose, worth up to 15c, in plain or fancy colors, sale price, per From 2 till 3 p. m.—Men's Summer Weight Underwear in plain or fancy colors, worth up to 50c garment, at,

Grocery Department

Vegetable Market. Prices:

3 bunches Fresh Beets......10c

Fresh Peas, per quart......5c Fancy Cooking Figs, per lb.....5c bunches Fresh Pie Plant.....5c Extra Fancy Large Sweet Highland

Omsha's Greatest Fresh Fruit and Fancy Fard Dates, per 1b..... 71/20 Fancy Imported Figs, per lb 7 160 Fancy 6-oz. pkg. California Figs 2 160 2 heads Fresh Leaf Lettuce...... 5c Fancy 12-oz. pkg. California Figs 5c 2 bunches Fresh Radishes......5c Fresh New Cabbage, per lb.....3 1/4 c 2 bunches Fresh Parsiey......5c Large Juicy Lemons, per doz.....10c

Navel Oranges, that retail for 50c

per dozen, our price, per doz....20c Watch the papers for the Big Anbunches Fresh Carrots.....10c 3 bunches Fresh Turnips...... 10c nual Rose Bush Sale, HAYDEN BROS.

N. P. FRANDSEN JEWELRY STOCK

Together with the entire stock of a well-known State St. Chicago, jewelry firm, secured for cash, at a great bargain

Will Be Placed on Sale Friday, April 19, at Less Than Half Regular Retail Prices

Your opportunity to purchase Jewelry, Clocks, Silver and Plated Ware, Fine China, Leather Goods, Umbrellas, etc.,

Far Below Regular Retail Prices WATCH THURSDAY EVE. PAPERS for PARTICULARS

HAYDEN BROS.