

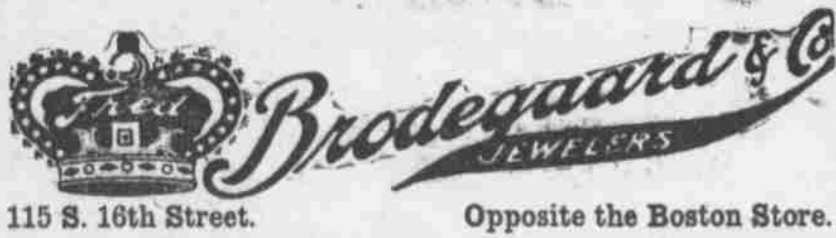
Greatest Watch Sale In the History of the City

NOW, our watches were not injured at all during the fire upstairs. The greatest number were, as usual, in the safe, and the few watches in the showcases our intelligent salespeople made it their first endeavor to save. However, we have determined to sell everything of our old stock—shall put in an entirely new stock by May 1, and we now invite you to the greatest sacrifice sale of watches ever known. The sale commences Monday morning promptly at 8:00 o'clock. This is no department store sale; no shoddy goods at fancy prices, but a strictly high class sale, where the best American watches, such as Elgin, Waltham, Hamilton and others go at prices you will not experience again in a lifetime. Solid and solid gold filled cases, such as Jas. Boss', Crescent and Crown, are known to every American citizen, and our 27 years experience as practical watchmakers are your guarantee that we know, and sell only the best.

We shall only mention a few of the several hundred different watches and prices. The entire stock will be sold in the same proportions.

- 18-Size Elgin or Waltham Movement—17 jewels, patent regulator, all jewels, set in gold with 20-year Jas. Boss, Crown or Crescent Hunting Case—former price \$23.50—now **\$13.75**
 - 18-Size Elgin or Waltham Movement—17 jewels, patent regulator, all jewels set in gold, with 20-year James Boss, Crown or Crescent Open Faced Screw Case—former price \$21.50—now **\$11.75**
 - 18-Size, 15-Jewel Elgin or Waltham Movement with 20-year gold filled Hunting Case—former price, \$21.75—now **\$11.75**
 - 18-Size, 15-Jewel Elgin or Waltham Movement with 20-year gold filled Open Faced Screw Case—former price, \$18.75—now **\$9.75**
 - 16-Size, 17-Jewel Elgin or Waltham Movement with 20-year gold filled Jas. Boss, Crescent or Crown Hunting Case—former price, \$23.50—now **\$16.25**
 - 16-Size, 17-Jewel Elgin or Waltham Movement with Open Faced Screw Case, 20-year gold filled—former price, \$25.75—now **\$13.75**
 - 16-Size, 15-Jewel Elgin or Waltham Movement with 20-year gold filled Hunting Case, Jas. Boss, Crown or Crescent—former price, \$24.25—now **\$15.75**
 - 16-Size, 15-Jewel Elgin or Waltham Movement with 20-year gold filled Jas. Boss, Crown or Crescent Case—former price, \$21.50—now **\$11.75**
 - 17-Jewel, 12-Size Elgin or Waltham Movement with 20-year gold filled Jas. Boss, Crescent or Crown Hunting Case, thin model, just the watch for the young man—former price, \$28.50—now **\$16.25**
 - 17-Jewel, 12-Size Elgin or Waltham Movement with 20-year gold filled Open Faced, thin model, Jas. Boss, Crown or Crescent Screw Case—former price, \$25.75—now **\$13.75**
 - 15-Jewel, 12-Size Elgin or Waltham Movement with 20-year gold filled thin model Jas. Boss, Crescent or Crown Case—former price, \$24.25—now **\$15.75**
 - 15-Jewel, 12-Size Elgin or Waltham Movement with 20-year gold filled thin model Jas. Boss, Crescent or Crown—former price, \$21.50—now **\$11.75**
 - Ladies' 14-K Gold Ornamental Cases, warranted 25 years, with Elgin or Waltham Movements—former price \$28.50—now **\$16.75**
 - Our Special Ladies' Watch, 20-year gold filled case, with Elgin or Waltham Movement—former price, \$18.25—now **\$12.60**
 - For Monday Only we offer to sell 1 Silverine Case, with Elgin Movement, 7-jewel, for **\$4.95**
- We guarantee every watch sold by us to be perfect and keep same in repair free of charge first five years.
All of our Cut Glass, Silverware, Jewelry, Leather Goods, Clocks—in fact everything in our store goes at half price the entire week.
Don't lose this chance to get more for your money than has ever been offered before in Omaha.

Remember, Monday Morning at 8:00 O'Clock.
AT THE SIGN OF THE CROWN



115 S. 16th Street. Opposite the Boston Store.

J. L. Brandeis & Sons, Bankers

CAPITAL, \$100,000

A Deposit in the Brandeis Bank Means Safe Banking.

4% Interest paid on Certificates of Deposit, running 3, 6 or 12 months.
Interest paid on Pass Books, compounded quarterly.

The substantial character, central location and convenience of banking hours make
The Brandeis Bank
an ideal depository for savings.

16th and Douglas Streets. Banking Hours 9 a. m. till 5 p. m. Saturdays until 9 p. m.

Deposit your money in a strong bank with strong men back of it, who have been successful in Omaha for 25 years.

Directors and Officers:

Arthur D. Brandeis, Pres. Jno. L. Kennedy, Vice Pres.
H. Hugo Brandeis, Cashier. Emil Brandeis, Secretary.

Will issue drafts and all forms of exchange.

J. L. Brandeis & Sons Bankers

Statement April 15, 1907.

RESOURCES	
Loans and Discounts	\$459,131.30
Bonds and Warrants	\$225,116.50
Cash and Exchange	\$167,624.63
Capital	\$100,000.00
Undivided Profits	4,153.42
Deposits	\$747,719.01
	\$851,872.43

State of Nebraska, } ss.
County of Douglas, }

John L. Kennedy, vice president, on oath, states that the foregoing statement of the condition of J. L. Brandeis & Sons Bankers, on April 15, 1907, is correct.

Arthur D. Brandeis }
Emil Brandeis } Directors.
H. Hugo Brandeis }
Jno. L. Kennedy }
Subscribed in my presence and sworn to before me this 17th day of April, 1907. G. H. Malchien, Notary Public.

We respectfully solicit your deposits and the deposits of your friends.

J. L. Brandeis & Sons Bankers
OMAHA OMAHA

Several Great Bargain Events Monday

N. P. Frandsen Jewelry Stock Now On Sale



Great Sale of Linoleums Monday See Ad Last Page

There's a Reason Why



Yes, several reasons why Hayden Clothing is always most acceptable to the discriminating buyer, the man who appreciates best style and quality and cares about price:

First—There's just enough difference in style to give them individuality.

Second—There's just enough difference in quality to stamp them the best at the price.

Third—The assortment of colors and materials shown here are seldom equaled and never surpassed by any store in the land.

Fourth—Our guarantee of Perfect Satisfaction goes with each purchase in our Clothing department.

There are other reasons to which you'll quickly see if you come here and look over our spring lines.

Ask to see our line of HART, SCHAFFNER & MARX Hand-tailored Clothing. They're the best produced at the prices.

A CRAVETTE COAT is essential to comfort, especially at this season of the year. A stylish overcoat, a perfect raincoat keeps you dry and warm.

Prices—**\$10.00-\$12.50-\$15.00** up to **\$25.00.**

Handsome Suits—In almost unlimited assortment of style, color and material, shown at \$12.50, \$15.00, \$16.50, \$18, \$20, \$22.50 and **\$32.50**

Youths' Long Pants Suits—Of style and quality to please the most particular, at—

\$5.00 up to \$12.50

Boys' Knee Pants Suits—Every possible style, material and coloring; best values shown, at—

\$1.50 up to \$6.00

Steel Studded Elastic and Silk Belts From the Frandsen Jewelry Stock

AT HALF REGULAR PRICES MONDAY

HAIR ORNAMENTS FROM THE FRANDSEN JEWELRY STOCK	LEATHER GOODS FROM FRANDSEN JEWELRY STOCK
50c Side Combs, pair	Leather Purse and Hand Bags, in great variety at 50% HALF THE REGULAR PRICES.
50c Back Combs, each	
25c Hair Pins, per dozen	

HAYDEN BROS.

Malt Extracts and Mineral Waters

We carry in stock at all times about forty kinds of Malt Extract and nearly one hundred kinds of American and foreign Mineral Waters. As we are undoubtedly the largest retail distributors of Drug Store Merchandise in this section, our stock is always an adequate one, both as to assortment and volume.

As to price, we are always as low as the lowest.

Some Malt and Mineral Water Prices:

Anheuser-Busch Malt Nutrine—bottle, 15c; dozen	\$1.75
Storz Malt Extract—bottle, 15c; dozen	\$1.50
Vimalt—(this is fine)—bottle, 15c; dozen	\$1.40
Hoff's Malt—dozen	\$3.00
Schlitz Malt—bottle, 15c; dozen	\$1.50
Krug Life Malt—bottle, 15c; dozen	\$1.50
Malt Marrow—dozen	\$1.90
Wyeth's Malt Extract—bottle, 25c; dozen	\$2.75
Bohemian Malt Extract—bottle, 15c; dozen	\$1.50
Neck-Roe Lithia Water—case, 50 bottles	\$6.50
Crystal Lythia (from Excelsior Springs, Mo)	\$2.00
Crystal Lythia—5-gallon jug	\$2.00
Boro Lithia Water—case, 12 1/2 gallons	\$5.00
Imported Vichy Water—dozen	\$4.00

Sherman & McConnell Drug Co.

REXALL DRUGGISTS.
Corner Sixteenth and Dodge Streets.
Going to have another good Drug Store (The Owl Drug Co.), Corner Sixteenth and Harney, soon.

WE HAVE A HAIR BRUSH

on which we wish everybody to PASS JUDGEMENT.
WE BOUGHT THIS BRUSH RIGHT!
It's handed me by an old, experienced druggist, and asked him to put a retail price on it; he said: "Well you should be able to get a dollar for that brush—easy!" Our sale price on this brush is 47c! It is solid back with the new aluminum face, antiseptic, full bristles, and a beautifully finished brush. Popular size and shape. See this brush for the greatest bargain ever offered in this community. We don't often make such a statement, but we do make good when we advertise.
Mail orders filled for 10c extra postage. We fill more mail orders than any retail drug store in Nebraska. All orders filled same day received.
Free delivery—use your phone.

SCHAEFER'S CUT PRICE DRUG STORES

Omaha—Corner 14th and Douglas Sts.; 14th and Chicago Sts. South Omaha—N. W. Cor. 24th and N. Sts. Council Bluffs—5th Ave and Main St.
The druggists who don't have to substitute.



ILLINOIS CENTRAL RAILROAD

Tickets are now on sale via the ILLINOIS CENTRAL to the Jamestown Ter-Centennial exposition.

Rates, train schedules and detailed information at City Ticket Office 1402 Farnam St., or write

SAMUEL NORTH, District Passenger Agent, Omaha, Neb.

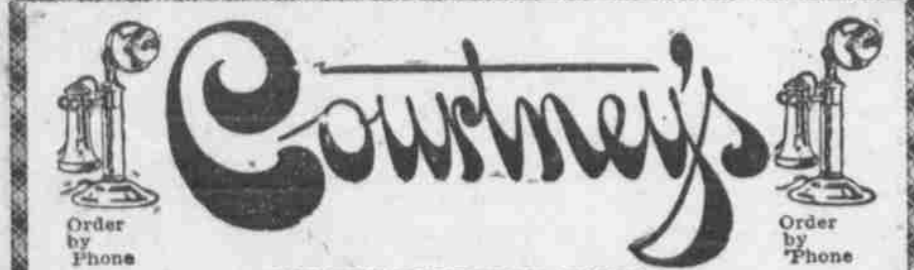
THEY'RE ALWAYS RIGHT

MERCANTILE

Made of the BEST HAVANA TOBACCO.
F. R. Rice Mercantile Cigar Co., Manufacturers, St. Louis.

DR. BRADBURY, Dentist, same location

1506 FARNAM ST., OMAHA. Phone Douglas 1756
Extracting25c
Porcelain Fills61 up
Crowns22.50 up
Bridge Work22.50 up
Plates22.00 up
We make a specialty of metal and rootless plates. Painless work in all operations. Work guaranteed 10 years.



SUPPLY YOUR DAILY TABLE WITH PURE FOODS. PURE FOODS COST NO MORE THAN ADULTERATED FOODS IF YOU KNOW THE RIGHT PLACE TO BUY.

Courtney's is Your Source of Pure Food Supply WHAT WE KNOW

Our value to you is governed by what we know. Our 25 years experience in buying goods should be of value to both of us.

Potatoes are potatoes, onions are onions. These things you can judge with your eyes the same as we have to, but all flour is not Good flour. All coffee is not Good coffee. All lard is not Good lard. Therefore, nothing so much as our accumulated knowledge of the merits of the different manufacturers makes this store valuable to you. It is one thing to be able to buy good goods and be able to sell them cheaply and it is another thing to buy cheap goods. Yes, an entirely different thing.

The discriminating housewife will quickly see the difference and take advantage of our BUYING KNOWLEDGE, which is exercised in this store in the purchasing of all our goods.

Courtney & Co.
Private Exchange Connecting All Departments.
Phone Douglas 647.

Beaton's Monday Specials

- 75c Perrin's Toilet Water, violet or rose, Monday only43c
- 50c Lundberg's Violet Extract, Monday only, per ounce25c
- 50c Colgate's Toilet Waters, all odors, Monday only35c
- 50c Java Rice Powder25c
- 25c Bobeskin Powder, Monday only, at9c
- 50c June Rose Extract, Monday only, per ounce25c
- 50c DeMars' Orange Flower Skin Food, Monday only25c

Beaton Drug Co.

15th and Farnam
P. S. We positively guarantee Beaton's cold cream, 15c, 25c and 40c box.

Ladies' Spring Suits

When we clean them we restore their original lustre and beauty. Plain skirt and jacket, \$1.50; pleated skirt and jacket, \$1.75.

Altering and Repairing

We do all kinds of altering and repairing; put on new braids, new bands, put in new linings, etc. All work guaranteed. Phone Douglas 263 for a wagon.

The Pantorium

Expert Cleaners and Dyers
Carpet and Rug Cleaners

Women's Pumps that Fit

The most popular of all low shoes for women's wear is the pump. We are very fortunate in securing the kind that does not chip at the heel as most shoes of this style do. We have them in light flexible welt soles, gun metal calf, patent colt and white duck. Prices range—

\$3.50 - \$4

Drexel Shoe Co.

1419 Farnam St.

ARTIFICIAL TEETH

Does your plate fit you well? If not, why not have one made that will fit you perfectly and give you satisfaction. You'll be sure to enjoy your meals then.

Good set of teeth \$5.00 up.

Taft's Dental Rooms

1417 Douglas Street.

Molony-Tailor
320 So 15th St
make roomy suits

IF EVERY LITTLE BIT HELPS,

THEN WHY NOT ASK FOR



AND DO YOUR SHARE IN MAKING A GREATER OMAHA



GREAT DEMAND FOR OUR SPECIAL

Oxfords

AT \$3 1/2 AND \$4

Walk-Over Styles

LEAD IN OMAHA. BUY YOURS at the

Walk-Over Shoe Store
1521 FARNAM STREET
ED. S. THOMPSON,
The Walk-Over Man.

BAILEY & MACH

DENTISTS

Third Floor, Paxton Block.

Highest Grade Dentistry.



Get Wise Men

Perhaps there are better shoes right in this town for \$3, \$3.50 or \$4 than we are selling for these prices, but we don't believe it.

Have you looked around? Have you been here?

Spring Shoes are ripe here now, high or low cut.

We're sure our swell Shoes will capture most any fancy that comes along. Don't think we've missed a thing that's good in the selection of Spring Shoes.

FRY SHOE CO.

THE STORES

16th and Douglas Streets

The Twentieth Century Farmer
One Dollar Per Year