OUR SPRING MIILLINERY

IS NOW AT ITS BEST AND PRETTIEST

Only fifteen days in which to select your Easter hat. We advise an early selection, as it gives you a wider range of exclusive styles and novelties to choose from that will grow scarce as Easter approaches.

Our Spring Millinery Display

Has never been equalled. The imported styles and novelties are exclusive with us. The designs are beautiful and have a certain adaptableness to the face that former fashions have never been able to obtain.

Along with superb styles, great beauty and becomingness never equalled, with this year's millinery we are

Appealing to Your Sense of Economy

For Saturday's selling we will offer two specials that will please all.

EXQUISITE DRESS HATS, trimmed in flowers, ribbons, fancy feathers, novelties, etc., at—
$8.50 and $10.00

SOMETHING NEW—THE NOVELTY OF THE SEASON, THE TROTTING HAT, and a selection of smart street Hats, at—
$6.75 and $7.50

A full line of Sailors, the popular "Merry Widow" and "Merry Maiden" styles to select from, and at popular prices.

KERN "THE MILLINERY MAN" 1508 DOUGLAS ST.

NEW STANDARD FOR STATE

Governor Decides Upon Competitive Method for Buying Tea, Coffee and Chocolate.

LINCOLN, April 3.—Nebraska officials will hereafter buy coffee, tea and chocolate for state institutions on a basis of the relative percentage of active alkaloidal principle contained in samples. Haphazard buying in the past has led to necessity for some standard of quality. Governor Sheldon inaugurated the plan after listening to a long wrangle between rival bidders.

SPEAKERS AT TEACHERS' MEETING

State Superintendent Gives First Address at Beatrice.

BEATRICE, Neb., April 3.—(Special.)—With an enrollent of over 300 the business session of the annual meeting of the Southeastern Nebraska Educational association opened here yesterday morning.

J. L. McBrien, state superintendent of schools, gave the first address and dwelt upon the feasibility of organizing a party of 300 teachers in Nebraska to visit the historical places of the east. He was followed by Prof. J. W. Crabtree of the Peru Normal, who talked on "Some Common Mistakes." He warned the teachers against too severe punishment without sufficient cause, exhorting them to keep before the student as high an ideal as possible. E. L. Tobie of Falls City spoke upon the subject, "The Teacher's Opportunity Outside the Schoolroom." He referred to the social duties of the teacher outside of school hours. The forenoon's sessipn closed with an address by Prof. Brownell, his subject being "Preparation for the Science of Teaching." Interspersed with the addresses were musical selections, given by Miss Chase of Nebraska City, Miss Mabel Martin of Beatrice and the Falls City octet.

The speakers at the afternoon session were B. E. Ill of Wilber, H. M. Garrett of Beatrice and R. C. King of Nebraska City. Between the hours of 3 and 4 o'clock interesting papers on the efficiency of teaching gramar studies were read, and were listened to attentively by the audience. At 4:30 o'clock the visiting teachers were given a reception in the basement of the Christian church. Fruice and wafers were served during the reception hour.

Last night before an audience which filled the church Alfred Montgomery, the "Farmer Painter," gave an interesting address on the subject, "Dilettanteism in Art with Chalk Talk on Power."

RAILROAD CLAIMS THE STREET

Lays Sidewalk While Grand Island People Sleep.

GRAND ISLAND, Neb., April 3.—(Special.)—Another indication that the Union Pacific company contemplates claiming the full 400 feet of right-of-way through the heart of this city, by occupying Front street, south, eyentualy, was disclosed this morning when the ordinary citizen came down town and found a side track laid to plant of the Fairmont Creamery company now building, along the street. The work was begun by a force of men before 8 o'clock and was completed before there was any opportunity to stop it by process of injunction, should any property owner in the vicinity feel so inclined. So far there are no indications that anyone would have taken such a step and the act of the company will be protested against. The street concerned has buildings along it for two blocks, which may be somewhat damaged or effected by the laying of further side tracks up to what is called the lot line.

Ever since Grand Island has been a city the street has been used as such and cement sidewalks skirt it. Where these walks are side tracks are side tracks are expected eventually to be laid.

FIRST DISTRICT WOMEN'S CLUBS

Large Attendance at Convention at Humboldt.

HUMBOLDT, Neb., April 3.—(Special.)—The fourth annual convention of the Fedl eration of Women's Clubs of the First congression district held a most interesting session in thig city, at the Knights of Pythias hall, on Wednesday and Thursday. The first day was the date of the regular meeting of the Alpha club, hostess to the delegates, and when the different delegations began to arrive on the incoming trains they were transported up town in gaily decorated touring cars, and unloaded at the hall, where they participated in the regular program. At the close of the study the visitors were assigned to the various homes of the city.

The evening session consisted of a reception of a semi-public character, participated in by all the club members and their husbands and a few friends. Punch and wafers were served. Prior to the reception a program was rendered, which consisted of an address of welcome from the Alpha president, Mrs. C. M. Linn, responded to by Mrs. T. J. Gist of Falls City, the vice president of this district and presiding officer of the convention. Both spoke in a happy vein and their remarks were roundly applauded. Mrs. F. H. Cole of Omaha spoke on, "Ethics in the Public Schools.", The program throughout was interspersed with vocal and instrumental music, from the ladies' octet, male quartet and mixed quartet, as well as individual performers. Vocal solos were rendered by Mrs. J. R. Cain, jr., of Stella, and Mrs. Aydelott of Humboldt.

On Thursday morning the session opened with an instrumental solo by Miss Louise Weaver, fellowed by the business session, including reports from the various clubs of the district. Mrs. L. S. Hackett rendered a vocal selection and Mrs. Margaret Carns of Lincoln spoke on "Woman's Share in Civil Service Reform," and the round table was presided over by Mrs. H. L. Keefe of Walthill. The women's octette sang a selection and the delegates listened to a report fro mthe general federation by Mrs. G. M. Stonebraker of Lincoln, followed by a vocal solo from Miss Minnie Akers and a talk on "Arts and Crafts," with display, by Mrs. Nettie Wills-Sugert of Lincoln. After a solo from Mrs. J. R. Cain of Stella reports of committees were listened to, and Mrs. Harriet MacMurphy gave an exposition of the pure food law. This last number on the program was followed by a luncheon at a local hotel with the local club members as hostesses, and soon thereafter the visiting delegations were again transported to the trains and left for their various homes, with the exception of the state officers and officers of the local club, who were invited to Falls City to be guests of the district president, Mrs. T. J. Gist, at a house party.

The delegates at this convention numbered over fifty and all speak in the highest terms of the treatment accorded them by the hospitable people of the city, and it is just as certain that Humboldt never had the opportunity of entertaining a more intelligent and pleasing body of women.

MRS. PALMER'S CASE PECULIAR

Mystery Surrounding Suicide of Wealthy Nebraska Woman.

GUTHRIE, Okl., April 3.—(Special.)—The authorities of Pottawatomie county are still investigating the suicide in Shawnee on March 20 of Mrs. Charles Palmer. Belief grows that Mrs. Palmer took her life because of domestic troubles. Mrs. Palmer formerly was Miss Perry of Nebraska and had been married twice, her first husband being a Mr. Mefford, who died within a year after the marriage. A child was born to this marriage and was with Mrs. Palmer at the time of her death. Mrs. Palmer had spent the winter in New Mexico, where she had extensive property holdings in Mora county, including a government allotment and valuable town property.

It is claimed by an attorney that Mrs. Palmer secured the rights of her child to her property long before her death. On the day of her death Mrs. Palmer is said to have prepared supper and called the family to the table. They were slow in gathering, and, piqued by this, she retired to her room, where she was later found in a dying condition.

Mrs. Palmer was worth between $20,000 and $30,000, and had valuable property in Shawnee, besides her holdings in New Mexico. Much of this she received from her first husband's estate. Just what facts County Attorney Rigger has in his possession is not known, nor can it be conjectured what turn the case will take before the coroner's jury completes its deliberations.

An investigation will be made by the county attorney of Mrs. Palmer's property holdings, as it is known attorneys have been employed by Mrs. Palmer's relatives and parents in Nebraska to prevent any sale or disposition being made of them.

Mackey Out for Treasurer.

ANSLEY, Neb., April 3.—(Special.)—Clarence Mackey, president and active manager of the First National bank of Ansley, who has been elected and served two terms as representative in the Nebraska legislature from Custer county, has entered the race for the nomination of state treasurer at the democratic primaries.

Continental Limited Wrecked.

DANVILLE, Ill., April 3.—Eastbound Continental Limited train No. 4 of the Wabash railroad was wrecked in a cut six miles from this place at 1 o'clock this afternoon. No one was killed and only a small number received any injuries whatever. Among the most seriously hurt was Jay C. English, mail clerk of Danville, Ill.

SMOKED INDIANS

Saturday is the day of the great Cut Price Sale on INDIAN PICTURES

FORDENS

$1.00 Plain Platinum Photos, at 29c
$2.00 Plain Platinum Photos, at 39c
$3.00 Plain Platinum Photos, at 59c

HAND COLORED INDIANS

$2.50 size, 8x10, at 89c
$4.00 size, 11x14, at $1.49
$6.00 size, 14x17, at $1.99

Don't miss this rare opportunity. See window display. Artistic picture framing.

A. HOSPE CO.
1513 Douglas Street.

NEW DEPOSIT VAULTS READY

American Safe Deposit and Trust Company in The Bee Building Ready for Business.

The American Safe Deposit and Trust company, an institution new to Omaha, with a capital of $250,000, prepared to handle bond issues, has located at 218 and 218 South Seventeenth street, on the ground floor of the Bee building, and is open for business. This company not only provides safety deposit vaults, but buys and sells short time bonds.

The vault entrance, to which is through the office of Neale & Norton, is the largest chromesteel armor plate burglar-proof safe deposit vault in Omaha. It is constructed the same as five separate vaults, one fitted inside the other, thus making it five armor plates thick. The plates are chrome armor plate steel, drill, burglar and fire proof. The steel work is surrounded with brick work and concrete. The vault weighs more than 180,000 pounds and it took ten strong horses to move the door of the vault alone, from the depot to the Bee building.

It combines the most approved elements of strength and security that the long experience of the management and invention could suggest. Situated over The Bee press rooms, where men are always at work, adds more safety.

The company was fortunate in being able to fit up this magnificent vault with safe deposit boxes at this time, as the demand for them on the Pacific coast since the earthquake has exhausted the supply. In the San Francisco fire the contents of nearly all ordinary safes were destroyed while the safe deposit vaults were unharmed, thus making a great demand for them in that section of the country.

F. C. Hamer, president of the company, is a native of Nebraska and has been connected with the safe deposit business for the last fifteen years in Philadelphia, New York and elsewhere.

PERSONAL PARAGRAPHS

R. A. Sunderland left Friday for Minneapolis.

J. McMoon of Salmon City, Ida., O. Shouse, W. H. Jones of Hastings, George F. Heine of Hooper and A. A. Compton of Blair are at the Murray.

Frank Salts, Ed S. Miller of Beatrice, W. T. Ferguson of Monticello, R. J. Phillips of Kansas City and J. C. Reifley of Milwaukee are at the Schlitz.

A. U. Mayfield, formerly of Omaha, is to organize a Bryan publicity bureau in Denver, having formed a partnership with H. E. Branch, a Denver newspaper writer.

T. Burleigh Johnson of Hays City, Kan., R. B. West, E. W. Mays, C. B. Tucker of Pleasanton, William McKeag of Osceola, J. C. Wade of Weeping Water and F. L. McNown of Arlington are at the Merchants.

Helen G. Stuart of Fairmont, Fannie Davis, Helen Davis of Schuyler, Thomas P. Pinkerton of Central City, C. L. Coe of Exeter, Mrs. C. E. VanEtten of Portland and J. W. Gamble of Plattsmouth are at the Millard.

BABY BOY HAD ITCHING HUMOR

Which Broke Out in Different Places—Nothing Would Help Him—Mother Almost in Despair—Skin Quickly Healed Without a Scar and Trouble Has Never Returned

SINCE USING CUTICURA MOTHER GIVES IT PRAISE

"Several months ago, my little boy, now two and a half years old, began to break out with itching sores. I began to doctor him, and as soon as got them healed up in one place they would break out in another. I was almost in despair. I could not get anything that would help him. One evening I read a testimonial from a lady who had cured her little boy with Cuticura. I began to use the Cuticura Soap and Cuticura Ointment, and after using them three times, the sores commenced to heal. He is now well, and not a scar is left on his body. They have never returned nor left him with bad blood, as one would think. Cuticura Remedies are the best I have ever tried, and they are surely great. I shall always have them in the house, handy, and shall highly recommend them to any one who is suffering likewise. I cannot give them too much praise. Mrs. William Geeding, 102 Washington St., Attica, Ind., July 22, 1907."

ITCHING TORMENTS

From little patches of eczema, tetter, milk crust, psoriasis, etc., on the skin, scalp, or hands of infants, children, or adults are instantly relieved and speedily cured, in the majority of cases, by warm baths with Cuticura Soap and gentle anointings with Cuticura Ointment, the great Skin Cure, assisted, when necessary, by mild doses of Cuticura Resolvent. Cuticura Remedies are guaranteed absolutely pure.

Cuticura Soap (25c.) to Cleanse the Skin. Cuticura Ointment (50c.) to Heal the Skin, and Cuticura Resolvent (50c.), for in the form of Chocolate Coated Pills, 25c. per vial of 60, to Purify the Blood. Sold throughout the world. Potter Drug & Chem. Corp., Sole Props., Boston, Mass.

Mailed Free, Cuticura Book on Skin Diseases.

EXPRESS CASE DEPOSITIONS

Commissioner Winnett and Attorney Rose Complete Work in East.

CONTRACTS FOR STATE SUPPLIES

Former Governor Mickey Has Sufficiently Recovered to Be Able to Get Out and Look Over His Farm.

(From a Staff Correspondent.)

LINCOLN, April 3.—(Special.)—Commissioner H. J. Winnett and Deputy Attorney General Rose returned this afternoon from New York City, where they were present at the taking of depositions by the express companies. The depositions will be used by the companies in support of their suit for an injunction in the federal court to restrain the railway commission and the attorney general from enforcing the Sibley express rate law. C. J. Greene of Omaha, attorney for the express companies, was in attendance each day, but he was ill and unable to take part in the proceedings. Th edemurrer of the state on file in the federal court in Nebraska has not yet been acted upon by Judge Munger.

Board Contracts for Supplies.

The State Board of Purchase and Supplies closed a three days' session today. Contracts were made for supplies for state institutions for three months. Prices were about the same, with the exception of meat. Most all bids were from the large packing companies and the advance is from $1 to $1.50 a hundred. Little coal was bought because the institutions are nearly all well stocked.

Ex-Governor Mickey Improves.

Former Governor John H. Mickey has shown an unexpected improvement in health during the last six weeks, so that he is now able to be out and around on his farm near Osceola. During the most of the winter Mr. Mickey was confined to his bed with arterial sclerosis, a malady which extends itself by slow stages through the hardening of the blood channels and finally causes stoppage of the main organ of circulation. Little hope was held out for his return to activity, but the ex-governor is now on the road back to health and strength. He has been out of bed for a week or ten days and is taking daily walks and rides, but is not attending to the details of farm work or attempting to supervise them.

Itinerary of Governor's Train.

The itinerary of Governor Sheldon's special train to San Francisco was arranged today. The governor and his staff will leave Lincoln, April 25, for San Francisco to present a silver service to the battleship Nebraska. This present from the people of Nebraska will be given May 8, the day the United States fleet is to be reviewed at San Francisco. The governor's train is scheduled, as follows:

Leave Lincoln, 7 p. m., April 25.
Arrive Denver, 7:45 a. m., April 26.
Leave Denver, 12 m., April 26.
Arrive Colorado Springs, 2:15 p. m., April 26.
Leave Colorado Springs, 2:15 p. m., April 26.
Arrive Lamy, 8:25 a. m., April 27.
Arrive Santa Fe, 9:20 a. m., April 27.
Leave Santa Fe, 12:30 p. m., April 27.
Arrive Lamy, 1:20 p. m., April 27.
Leave Lamy, 1:30 p. m., April 27.
Arrive Albuquerque, 3:45 p. m., April 27.
Leave Albuquerque, 5:45 p. m., April 27.
Arrive Williams, 3:45 a. m., April 28.
Leave Williams, 5:50 a. m., April 28.
Arrive Grand Canyon, 8:40 a. m., April 28.
Leave Grand Canyon, 6:00 p. m., April 30.
Arrive Williams, 8:40 p. m., April 30.
Leave Williams, 8:50 p. m., April 30.
(Around the circle.)
Arrive Los Angeles, 7:00 p. m., May 1.
Leave Los Angeles, 7:30 p. m., May 4.
Arrive San Francisco, 11:40 a. m., May 5.
Leave San Francisco at will anytime, any route.

Renewing Old Water Rights.

Arnold Koenig of Omaha has filed two applications with the State Board of Irrigation for water from the Niobrara river for irrigation and power purposes. The filings are for the purpose of renewing rights acquired by Mr. Koenig several years ago, but which have probably lapsed because no attempt was made to construct the proposed works. Mr. Koenig has two projects in view, one an irrigation and power canal, called the Niobrara canal, and the other the Central Electric Power station. The latter is to cost $275,000 and the former $150,000. It is the intention to build the plants near the town of Niobrara.

J. H. Edmisten in Lincoln.

J. Harley Edmisten, whose $10,000 bail bond was forfeited in United States court three weeks ago by reason of his nonappearance for trial on charges connected with alleged land frauds, has returned to Lincoln and is now at his home, 821 South Fourteenth. He returned from Florida ten days ago, but the fact of his arrival has been kept quitt until the present time. Edmisten is reported to be very ill and on the verge of nervous prostration. This statement came from his physician, Dr. Fred Eiche. A member of the household, answering a telephone call, said that Edmisten was too sick to be seen by anyone, and the physician confirmed that assertion.

One thing which had something to do with bringing Edmisten back to Nebraska before his physician was ready to have him come is understood to be the disquietude of the bondsmen. Edmisten's friends credit him with anxiety to save his bailors any unnecessary worry by returning to the jurisdiction of the court where his trial is to be held.

Request for Depot.

People at the town of eforgia, between Valentine and Cody, today petitioned the railway commission to require the Northwestern railroad to maintain a station, telegraph operator and agent at that town.

The Union Pacific Railroad company has filed an answer to the complaint of Ernest R. Webb, who desires the road to keep its depot open at Odessa. The company admits that the depot has not been kept open for business more than one year during the last ten years, and says no complaint has been entered until now.

TEACHERS AT GRAND ISLAND

Over Five Hundred at the District Convention.

GRAND ISLAND, Neb., April 3.—The second day o fthe annual session of the Central Nebraska Teachers association opened with about 550 teachers in attendance, almost the high mark of the association. Dr. E. A. Winship, of Boston was the first speaker, and lectured on "Personality." He was followed by Superintendent G. D. Carringham of Nemaha county, who gave an address on "The Teacher and the Taught." Dr. Guy V. Wadsworth of Bellevue college, directed an earnest and thoughtful appeal to the teachers, emphasizing conscience and a character which is founded on honor, courage and kindnes sas the most essential attributes of an educator. Mrs. Harriet S. McMurphy of Lincoln, spoke on the Nebraska pure food law and how the schools could aid in making this law a means of a real reform.

Dr. Winship again addressed the teachers in the afternoon on "The Making of Manly Boys." He pleaded the cause of the boy most strongly and said in closing "It's worth as much to raise the moral tone of ten boys one degree each as to raise the moral tone of one boy ten degrees."

Three sectional meetings—the primary, the grade and the high school—were then held in the various large lecture rooms of Grand Island's new high school building, and the work of each was thoroughly discussed.

Division Fight in Custer.

ANSLEY, Neb., April 3.—(Special.)—On March 31 there gathered at the Woodmen hall in Ansley sixty delegates from various parts of Custer county who want Custer county divided into four counties, and after a long session new lines were drawn upon which another division campaign will be waged. The northeast county is to be named Higgins county in honor of Hon. W. P. Higgins, an old and highly respected pioneer settler. The southwest county is to be named Mills county in honor of Hon. Ira P. Mills, an old pioneer farmer, living near Arnold. The southeast county, in which Berwyn, Oconto, Mason, Westerville and Ansley are located, is named Sheldon county in honor of Hon. George L. Sheldon.

It looks like another red hot division campaign is commenced again.

Nebraska News Notes.

OSCEOLA—The funeral of Scott Barnes was held from the Methodist church at Shelby this afternoon, Rev. M. R. Crisp, the pastor, preaching the sermon.

PLATTSMOUTH—The city schools were closed Friday, and Superintendent P. W. Gamble and the tetachers attended the Southeastern Teachers' association in South Omaha.

PLATTSMOUTH—H. D. Wall, aged 78 years and a resident of Cass county for 42 years, was buried yesterday. He was born in Kentucky. He is survived by a wife, three sons and two daughters.

PLATTSMOUTH—Mrs. W. F. Kerechlow, aged 5[illegible] years, passed away at her home in this county. She was born in Plattsmouth and attended the public schools here. A husband, one son and two daughters survive her.

BEATRICE—Elder C. F. Rose has chosen his ministry for the Christian church att Virginia, and will locate at Belvidere, Neb. Rev. J. W. Paine of Pawnee City, will supply for a while until a regular minister can be appointed.

TECUMSEH—The members of the German Lutheran church will build a frame parsonage 28x28 feet. Work on the foundation has begun, the location of the building being on the north of the church lot. Its cost is estimated at $1,500.

BEATRICE—Paul Blankenship and Miss Neva Beatrice Huckett, who were married here yesterday, left last evening for Omaha where they will visit for a few days. They will make their home in Wymore where the groom is night agent for the Burlington.

BLUE HILL—Mrs. K. Kruger, a pioneer of Adams county, living three miles north of here, died this morning at the home of her daughter, Mrs. Chris Kort. She was 77 years old and is survived by five sons and three daughters, all of whom are living.

BEATRICE—The officers are looking for a man supposed to be I. Wilson, who is assueed of raising a checy drawn on the First National bank in favor of W. T. Richards, from $4.40 to $64.40. The check was signed by William Umphenour of this city and endorsed by Wilson, who cashed it for Richards. Wilson has disappeared.

FAIRBURY—The contract for the Woostetr building on Fourth street to be occupied by the Independent Telephone company, has been let to R. W. McHale for brick and stone wark, and H. Stuleross for balance of the work. The building will be 25x106 feet in size, and built of pressed brick with Bedford stone trimmings and cornice.

BEATRICE—In the district court, today Charles Heckathorn of this city pleaded guilty to entering M. L. Kor's grocery store and stealing some cigars. He was fined $10 and costs and ordered to pay double the amount of the cost of the goods stolen. The case of O. W. Warren, charged with threatening the lives of Peter Ipson and family, was tried and Judge Raper took the case under advisement.

TECUMPSEH—Rev. Herbert E. Waters, for four and one-half years pastor of the Tecumpseh Presbyterian church, has received a call to the pastorate of the Mellier Place Presbyterian church, Kansas City, Mo., and will accept. It is said of the Mellior church that, although one of the younger churches of Kansas City, it is in many respects as promising as the older ones of that city. The position carries with it a good salary and is altogether desirable.

OSCEOLA—A couple of days ago O. N. Michener called at the home of William Keating and while enjoying himself listening to the phonograph and other pleasures Mr. Keating appeared on the scene and with a razor swiped Michener right and left, making some very ugly gashes on the side of the head and arms, which will lay Michener up for repairs for a long time. Keating was brought before Judge Campbell and bound over to the district court in the sum of $1,000.

FAIRBURY—District court adjourned at noon Tuesday. The case of Mrs. Sullivan vs. F. P. Conrad, for $5,000 damages for the sale of liquor to her husband, has been on trial since Monday. The case was submitted to the jury at 11 o'clock Tuesday night, and after 36 hours in the jury room they were unable to agree upon a verdict and the court ordered their discharge. This is the third trial of the case. The first trial resulting in a verdict of $800 for the plaintiff. The plaintiff appealed to the supreme court and on the second trial a verdict for plaintiff was rendered. A new trial was granted with the result of a disagreement of the jury.

PLATTSMOUTH—Jens P. Ransom, a young farmer residing near Weeping water, this county, came to Plattsmouth and secured a marriage license to wed Miss Ellen Peterson, a young lady he had been corresponding with in New York city for a short time, after answering her ad in a matrimonial newspaper. The check for $160 she returned to him and requestted that he send the money to her in a registered letter, which he did to pay her expenses to Omaha. He went from here to the Union station in Omaha and very eagerly watched the arrival of each train from the east, but no Ellen arrived. He is still waiting for his intended. His sister was let into the secret and she had promised to have a fine dinner all prepared for her brother and his bride upon their arrivel from Omaha.

"Time" taken in eating proper food, slowly, is "money" in the end.

The money-making food is

Grape-Nuts

"There's a Reason"

Read, "The Road to Wellville," in pkgs.

LIKELY TO RAIN ANY DAY—WE'VE RAIN COATS—$10 UP.

IT'S TIME TO THINK
about NEW CLOTHES for
EASTER

If you are as anxious to be well dressed as we think you are—your clothes thoughts should concentrate on this store—the store that sells the clothes that bring you back the next time. We labor unceasingly to have clothes that look better and are better than other stores sell at the same prices. More men buy here every season—pretty good proof that we do have better clothes. You owe it to your self to at least look at ours.

YOU'LL BE TREATED AS WELL IF YOU LOOK AS IF YOU BUY

SPRING SUITS TO SUIT YOU
$10 UP TO $35

BRING YOUR BOY HERE

We want you to see how much better he looks in clothes that are "just right"—ours are "just right" in everything from style to price—no shipshod tailoring here—and you don't pay an extra penny for our kind either—our guarantee for that.

$2.50 AND UP

And the swellest little top coats you ever saw, including those stunning reds—
up from 2.75

The Berg Clothing Co
15TH & DOUGLAS

FURNISHINGS

to add the finishing touches to your Easter outfit.

Shirts—We never had better shirts than now—all the best patterns of all the best makes, up from 50c

Neckwear—More beautiful than ever—striped effects predominate—colors "loud" or "mild," as your taste may fancy, up from 50c

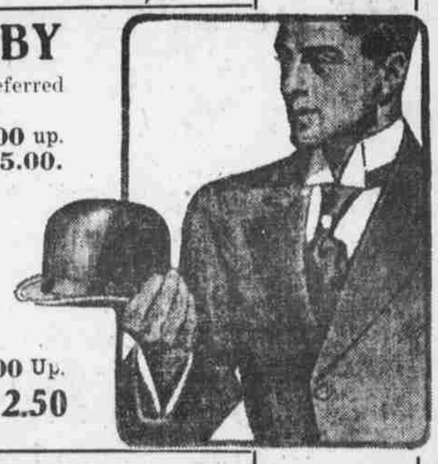
Hosiery, Handkerchiefs, Underwear, etc., all selected with the same care that characterizes every line we offer for your choosing.

The Berg Clothing Co
15TH & DOUGLAS

IF YOU LIKE A DERBY

We'll expect you in—no question about your preferred style being here—at any price you care to pay.

Stetsons.. $3.50 up. Crofut & Knapps...$3.00 up.
Knapp Felt de Luxe...$6.00. Youmans.....$5.00.
Plenty of others, down to..... $1.50



PERHAPS YOU PREFER A SOFT HAT

We've every style and color that is deemed correct for spring wear. Come in and look—try on as many as you like—no better assortment in Omaha to choose from.

Stetsons....$3.50 Up. Crofut & Knapp...$3.00 Up.

2.50 Has always been a popular price at this store—we think we've the best in town for the price 2.50
And a great many others at $2.00 and $1.50

The Berg Clothing Co
15TH & DOUGLAS

Add Boiling Water Cool and Serve

Jell-O

THE DAINTY DESSERT

Flavored just right
Sweetened just right
Perfect in every way

Don't accept substitutes

10c. all grocers