

Niecol & Taylor

WILLIAM JERREMS' SONS,
209 and 211 South Fifteenth Street

LEST YOU FORGET
EASTER SUNDAY, APRIL 19
ONE WEEK FROM TODAY

The day when everyone wears new garments. We've made unusual preparations this season to tempt your order for Easter garments here.

We never before had such a magnificent showing of Spring and Summer fabrics as grace our tables at this time.

Dame Fashion has set her approval on an unusually wide range of fabrics for this season's wearing—in style, color and material.

Pencil Stripes—Elephant Shades—Wood and Mouse Browns—Leather Tints—Zebras and Club Stripes—are among the snappiest creations for 1908.

But you are not confined to these alone. You may wear Blue, Gray or the ever popular Mixed Effects and appear in proper form.

But your garments must be tailored correctly.

You'll find them sensibly priced—consistent with proper tailoring quality. There's no excuse for not dressing as good as the best.

Trousers, \$6 to \$12

Suits, \$25 to \$50

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EVEN THE SILENCE OF A PIANO

Speaks of the Educational Quality of the Home it Lives in

For nearly 100 years CHICKERING & SONS PIANOS have stood for the BEST in piano manufacturing. The value of the good name they so proudly possess has not been impaired.

We represent

Chickering & Sons Piano

Besides the CHICKERING, we have the

Kurtzman Starr Kohler & Campbell
Everett Ivers & Pond Huntington
Sterling Harvard Packard Richmond
and a number of others—SOLD FOR CASH OR ON EASY PAYMENTS.

The Bennett Company

SMOKE -- BUT NO WATER

Our store was merely touched during the last fire by a very little smoke and water—no fire at all. Nevertheless the insurance adjusters assessed our damage at a comfortable figure, and we therefore concluded to GIVE THE PUBLIC THE BENEFIT. We are continuing our phenomenal fire sale at the same discount—50 per cent and over, and everything in the store goes; we are going to make room for an entirely new stock. Just a glance at these figures will convince you that you must not miss this sale.

SILVER TABLE WARE.			
	Price	Now	
Roger Bros' Table Spoons, set of six	\$4.00	\$2.00	
Roger Bros' Dessert Spoons, set of six	\$3.00	\$1.50	
Roger Bros' Teaspoons, set of six	\$2.00	\$1.00	
Roger Bros' Berry Spoons, gilt bowl	2.50	1.25	
Roger Bros' Oyster Forks	2.00	1.00	
Roger Bros' Fruit Knives	2.25	1.12	
Roger Bros' Butter Knife and Sugar Shell	2.25	1.12	
Roger Bros' Cream Ladle	1.25	.62	
Crown Knives and Forks, set of twelve	5.00	2.50	

CUT GLASS, FINEST QUALITY.			
	Price	Now	
Cut Glass Bowls	\$6.00	\$3.00	
Cream and Sugar	6.00	3.00	
16-inch Cut Glass Vases	6.75	3.37	
Water Tumblers, set of six	9.00	4.50	
Water Tumblers, set of six	6.00	3.00	

QUADRUPLE SILVER WARE—ALL HALF PRICE.
Olive Dishes, Candle Sticks, Perfume Bottles, Vinegar Cruets, Wine Sets, in fact all of our Cut Glass goes at half price.

	Price	Now
Baking Dishes	\$6.00	\$3.00
Bread Tray	6.75	3.37
Berry Bowls	7.25	3.62
Cake Buckets	5.00	2.50
Candlesticks	6.00	3.00
Silver Tea Sets, four pieces	9.50	4.75
Silver Tea Sets, four pieces	12.50	6.25

Candle Sticks, Silver Mugs, Napkin Rings, etc., etc., all go at half price. Ladies' and Gents' solid gold Rings, Cuff Buttons, Necktie Pins, Bracelets, Brooches, Ladies' Guard Charms, Necklaces, all at half price. Finest Holland and Japanese China Ware, Plates, Vases and Bowls, artistically decorated, Toilet Sets, Jewel Cases, Fancy Leather Goods, etc., half price.

Our entire stock of Clocks, Parlor Clocks, Hall Clocks, Cuckoo Clocks, all sort and conditions of Clocks, go on the same conditions, 50 per cent off.

All goods out for your inspection. Make your own choice. We only wish to SELL, SELL, SELL! We must make room for our new stock, already ordered. Remember the place. **OPPOSITE BOSTON STORE, 115 SOUTH SIXTEENTH STREET, AT THE SIGN OF THE CROWN.**

Brodegaard & Co. JEWELERS

115 South Sixteenth Street. Opposite Boston Store.

THE PEOPLES STORE

101 1/2 FARNAM ST., OMAHA.

3 Live Gold Fish FREE
In Handsome Globe
All during Easter week will give absolutely free of cost to you a large size fish globe, containing three beautiful live fish with each and every purchase amounting to \$10.00 or over in

Our Men's Clothing Department

Buy your Easter Suit, Hat, Shoes and other wearing apparel needs here, and give your mother, sister, wife or sweetheart a present that will make a handsome ornament for any parlor.

The aquariums are a clear gain to you over and above the exceptional values we offer this week. Suit prices range \$18.00, \$15.00, \$12.50 and \$10

READ "GRANDON OF SIERRA"

By Charles E. Winter.
A Tale of the Grand Encampment Country.

"A western tale with characters from life."—New York World. "Breathes the spirit of the west."—Sheridan, (Wyo.) Enterprise. "Full of the strenuous life of the Northwest."—New York Times. "Abounds in adventures and mining lore."—Springfield, (Mass.) Republican. "A tale of the conquering of the desert. Ideally western."—Rhyolite, (Nev.) Herald. "Few localities have been described in a more ardent manner."—Omaha World-Herald. "One of the most notable productions of the past year."—Laramie, (Wyo.) Republican. "Mr. Winter has rendered his state a distinctive service."—Blue Rapids, (Kans.) Times. "Wonderfully faithful picture of the Wyoming we all love."—Grand Encampment, (Wyo.) Herald. "A story of the plains that has an agreeable western flavor from the first to the last page."—Pittsburg, (Pa.) Press. "What Bret Harte did for California a quarter of a century ago, Mr. Winter has done for Wyoming today."—Skidoo, (Cal.) News.

\$1.50 Postpaid
Order from any bookseller, or Broadway Pub. Co., 335 Broadway, New York.

See the New Varsity Suit Models

They're winners, easy winners, too, in the race for popular favor this season. They're snappy style, graceful individuality and high quality of tailoring and materials, wins for them the approval of all who care for correct dress.

HAYDEN'S

The Reliable Store

Is the home of the HART, SCHAFFNER & MARX Clothes. Their label is in the Varsity, which means satisfaction guaranteed by both ourselves and the makers.

Come in, we'll show you the best money's worth of clothes you ever saw—

SUITS
\$15.00, \$18.00 to \$35.00
OVERCOATS
\$12.50, \$15.00 to \$25.00
SPECIAL SALE OF MEN'S SUITS

All this week, an immense line of high grade Suits, closed out from a well known manufacturer, would sell if bought in a regular way at \$15.00 and \$18.00—will be closed in two lots; at, choice, \$10.00 and \$12.50



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Easter Week Sale of Furniture

Several Special Transactions enable us to offer you values this week seldom, if ever before equalled at this season. An immense purchase of

SAMPLE IRON and BRASS BEDS
On sale at surprising bargain prices.
Iron Beds, regular \$2.50 values, at.....**\$1.65**
Iron Beds, regular \$3.00 values, at.....**\$1.95**
Iron Beds, regular \$3.50 values, at.....**\$2.35**
Scores of others at corresponding low prices.

Quarterm Oak Dining Chairs—With high back and genuine leather seat, worth \$4.00, on sale at.....**\$2.95**

Leather Upholstered Furniture
Genuine Leather Upholstered Couch—Handsomely finished, \$25 value, sale price **\$18.50**
Turkish Rocker—Genuine leather upholstered, a beauty, **\$14.75**
3-Piece Parlor Suite—Mahogany finish, genuine leather upholstery, sale price.....**\$26.50**

Baby Carriages and Go Carts
A line of styles second to none ever shown in this city. An immense assortment of the popular folding carts shown. A style to suit every idea. Prices to suit all purses, from.....**\$1.85 UP**
Take Advantage of Our Credit System. You'll find it most fair and convenient.

Monday is Bargain Day in Our Crockery Department

Nickle plated reading lamps, regular \$2.00 value, **\$1.49**
6-in. Jardinieres for.....**15c**
5-in. Jardinieres for.....**7c**
2-qt. Stone Pitchers.....**15c**
2-qt. Glass Pitchers.....**25c**
6 glass Sherbert Cups for **20c**
6 engraved Water Glasses **20c**
6 pressed Cut Water Glasses, for.....**25c**

Read These Prices FOR MONDAY'S SALE. HAYDEN'S THE GREATEST PROVIDERS OF PURE FOOD PRODUCTS IN THE WEST.

10 bars best brands Laundry Soap, for.....**25c**
45 pound sacks best High Patent Flour, The Fruit Mine, sack **\$1.25**
The best Domestic Macaroni, per packages.....**8c**
3 cans Solid Packed Tomatoes.....**8c**
Four cans Fancy Sweet Sugar Corn, for.....**25c**
3 pound cans Pumpkin, Hominy, Squash, or Baked Beans.....**7c**
Gallon cans Apples for.....**25c**
1 pound cans assorted Soups.....**7c**
The best Green Peas, per quart **5c**
Quaker Oats Company Toasted Wheat Flakes, per package.....**5c**
The best Crisp Pretzels, per lb. **5c**
The best Crisp Ginger Snaps, lb. **5c**
The best Soda or Oyster Crackers, per pound.....**10c**
Malta Vita, per package.....**10c**
Fancy Sweet Cookies, lb.**10c**
The best Bulk Laundry Starch, per pound.....**4c**
Gillette's Washing Crystal, pkg. 1c
Wiggle Stick, per stick.....**3c**
Wiggle Stick Combination package, 1c, for.....**10c**
Choice California Prunes, per lb. **4c**
Fancy Cleaned Currants, per lb. **2c**
Fancy Muscatel Raisins, per lb. **3c**
Fancy Seeded Raisins, per lb. **3c**
The best Tea Siftings, per lb. **15c**
Butter and Cheese sale Monday
Choice Dairy Butter, per lb.**21c**
Fancy Country Creamery Butter, per lb.**25c**
Pound Fancy Swiss Cheese, lb.**25c**
Fancy Full Cream Cheese, lb.**17c**
Fancy Block Swiss Cheese, lb.**17c**
San Sago Cheese, each.....**7c**
Neufchatel Cheese, each.....**10c**
Fresh Vegetables for Monday
Fresh Spinach, per peck.....**15c**
3 heads fresh Peas.....**25c**
2 heads fresh Leaf Lettuce.....**5c**
Fresh Ripen Tomatoes, per lb.**10c**
3 bunches Beets or Carrots.....**10c**
Fresh Wax or Green Beans, lb.**20c**
Large Cucumbers, each.....**10c**
Fresh Peppermint, per pound.....**7c**
6 bunches Green Onions.....**5c**
Fresh Roasted Peanuts, per qt.**15c**
Large Juicy Lemons, per dozen.....**15c**
Quart Boxes Fancy Pipe Strawberries for.....**15c**

Another case of this very fancy fruit to sell for, per dozen—**12c, 15c, 17c and 20c**

Wait for Our Big Annual Sale of Rose Bushes and Shrubbery. Too early to plant yet. The least frost will destroy their blooming for this year.

TRY HAYDEN'S' FIRST

DR. BRADBURY, Dentist
1506 Farnam. 17 Years Same Office. Phone, Douglas 1756.
Extracting... 25c up.
Crowns... \$2.50 up.
Plates... \$2.00 up.
Bridge Work \$2.50 up.
Porcelain Fillings—up from.....**\$1.50**
Alveolar Dentistry a specialty. Loose teeth made solid. Nerves removed without pain. Work guaranteed ten years.

Wanted

A general agent for Nebraska by a well established Western Life Insurance Company. A good producer with satisfactory business antecedents can obtain a very liberal contract with continuous renewals. Our proposition will sell. Address, giving references.

Insurance, Bee Office

BAILEY & MACH DENTISTS

THIRD FLOOR FAXTON BLOCK
Corner 16th and Farnam Streets.
Best equipped Dental office in the middle west. Highest grade Dentistry at Reasonable Prices. Porcelain fillings, just like the tooth.

25% Discount on Dining Room Paper All this Week.....

We are showing all kinds of fruits, leatherettes, etc., for the dining room, in both domestic and imported designs, in a wide range of prices.

We make this special discount of 25% on dining room papers as an inducement to have you come in and inspect our spring stock which consists of the latest designs and colors.

Make your home look cheerful and attractive.

Sam Newman
109 S. 14th St.
Phone Doug. 43 Ind. A4313

Call Us by Phone

Whenever you want something call Phone 528 and make it known through a Bee West Ad.

BUSTER BROWN BREAD
Have you tried it? If not, you are not improving an opportunity to buy the best loaf of bread that has ever been sold in Omaha at any price. It is an appetizing, creamy white loaf, made rich and delicious by the use of an abundance of pure, sweet milk and malt. Only the best northern, hard wheat flour is used. Baked in the largest and most sanitary bakery in the west. 5c at all grocers. BAKED BY **U. P. BAKING CO.**

JEWELERS C.B. BROWN CO.
222 So. 16th OMAHA

Supberb Silver
AN ELABORATE SHOWING OF SPECIAL PIECES OF EARLY SPRING WEDDING GIFTS.
OUR SILVER DEPARTMENT is replete with new and beautiful conceptions in STERLING SILVER that have been selected in the view of the important spring weddings.

C. B. Brown Co.
JEWELERS and SILVERSMITHS.
16th and Farnam