

HALF-MINUTE STORE TALK

Some one has said, "It is usually easy to follow cheap advice." True, very true. It is cheaper to follow costly advice. When we advise you through the columns of this paper to come here for your clothes we are not giving you cheap advice. We are pointing the full newspaper rate and it isn't cheap. It is costly. By following it, however, thousands of men have profited immensely during the last year and a half. These men don't have to be advised to come back—and it is really cheaper to give costly advice. We gain permanent customers and our customers gain permanent satisfaction through the medium of this costly advice.

Your Money Back On Demand

King-Swanson Co. 16th & HOWARD STS. THE HOME OF QUALITY CLOTHES

Newness is All Over This Store

You can't go into a single corner of this great store without being confronted with new things. If you've never been in here you'll be most favorably impressed with the many new departures of clothing store equipment and store service.

Our New EASTER SUITS

Our suits are a revelation both to the man with tailor-made notions and the fellow used to what is found in ordinary clothing stores. We show so many original styles, sell them in such an improved manner and under such totally different conditions that it is little wonder this store is making such unprecedented progress.

If you are a progressive fellow, if you appreciate new things, and new methods, you'll buy your new suit at the only Omaha store that makes it a point to be new all the time.

Great Line of Suits, \$15, \$20, \$25 With lots of others down to \$10 and up to \$35

Our Hats for Easter

Are shown in the most pleasantly appointed and perfectly lighted hat department in the West. New styles have full sway and questionable blocks and colors are conspicuous by their absence. It is the best place in town—beyond question—for hat buying.

- Kingsons—in big variety of blacks and colors, at \$2.50
Berwick—soft and stiff hats \$3.00
Stetsons—great line, up from \$3.50
Chase—the hat for dressy fellows—at \$4.00
Stetson Exclusive—the best derby—at \$5.00



This Picture

Illustrates what is probably the most popular style of the season. It has the great advantage over other models of being suitable for men of any age. Its lines are graceful, it is stylish, very stylish but not extreme—it is equidistant from faddishness and ultra conservatism.

PRICE SWINGS INTO EIGHT

Lincoln Man Will Try for Democratic Senatorship.

PLATFORM ALONG BRYAN LINES

He Does Not Know Whether Mr. Bryan Will Run, but He Hopes Not—News of Capital City.

(From a Staff Correspondent.) LINCOLN, March 19.—(Special.)—On this, the birthday anniversary of William J. Bryan, Hon. William B. Price officially announced his candidacy for the democratic and populist nomination for United States senator. In making the announcement Mr. Price issued a declaration of principles that have all the earmarks of Mr. Bryan himself and he closes with this statement: "I have no information whether Mr. Bryan could be persuaded to be a candidate for senator. I announce my candidacy under the impression that he will not consent to the use of his name. I desire to say, however, that I know that he is the first choice of the democrats of Nebraska, and if, upon his return, he will consent to the use of his name, I will withdraw from the contest much more cheerfully than I enter it and I will give to his candidacy greater support than I could possibly give to my own."

ence, quotes from Lincoln, endorses Bryan and objects to President Taft. Summarized, Mr. Price stands as follows: He opposes ship subsidy or any other method which would take money out of the public treasury and pay it to private enterprise; Mr. Taft's "incorporation scheme"; Mr. Taft's railroad measure; proposed central bank and mineral supplies for war machinery; increase in postal rates; protective tariff.

Mr. Price favors: Any measure that will curtail the sale of liquor; income tax; county option; amendment to revenue law to prevent the government granting licenses to liquor in dry territory; putting products of trusts on free list; conservation of lands, coal, timber and mineral supplies for the benefit of the people; election of United States senators by direct vote of the people; curtailing the right of the federal courts to interfere with the affairs of the state; the initiative and referendum, wherever applicable; enlarge powers of the Interstate Commerce commission to make absolute its control over the business of railroads, express companies, telegraph and telephone companies, and government ownership, if the above does not work.

In fact Mr. Price believes in those things Mr. Bryan believes in and opposes those things Mr. Bryan opposes.

This official statement was given out after Mr. Price had consulted with C. W. Bryan, but that fact is no indication that he is the preferred candidate of the democratic boss. Last year Mr. Price was the democratic candidate for state auditor and his campaign made him strong with the rank and file of the Bryan following.

Overland to Denver. H. T. Clarke, Jr., J. C. E. McKesson and W. T. Auld will leave Sunday morning for Denver in an automobile. Mr. Auld will leave the party at Kearney. The men go overland in order to pick up any bargains in land they may see and it is not improbable that they will buy a stretch of farms from here to Greeley at least.

Catch Dead Foxger. Officials were here from Dodge county this morning after a requisition for John H. Kline, who is said to be the man who beat J. J. O'Connor out of \$300. It is charged that Kline secured a loan on a piece of property to which he had forged a deed. He is said to be under arrest in Livingston, Mont.

Nelson Has Smallpox. So far as A. E. Nelson is concerned, the work of organizing boys' and girls' clubs for the study of agriculture is temporarily interrupted. Mr. Nelson, who was to go out this week to meet with the young people, is now in the hospital suffering with smallpox. The disease made its appearance the latter part of the week and was at first pronounced not smallpox, but a day or two later other physicians diagnosed the disease as smallpox, and the young man was sent to the isolation hospital. Today he was reported getting along nicely.

Car Situation. Following is a statement showing the car situation in Nebraska for the twenty-four-hour period ending at 2 p. m. March 19, 1910, compared with the same period of the previous year:

Table with 2 columns: Item, 1909, 1910. Rows include Cars stock loaded, Empty stock cars on hand, Stock cars ordered for loading, Cars grain loaded, Cars stock on hand, Empty boxcars on hand, Boxcars ordered for loading.

Oratorical Contest at Lexington. LEXINGTON, Neb., March 19.—(Special.)—The eighteenth annual declamatory contest of the Lexington High school was held last night. The opera house was filled and one of the best contests that was ever given in Lexington was given by the declamatory class. George English, a senior, won first place, speaking the dramatic selection, "For Dear Old Yale." Second place was won by William Deibel, a junior, who gave a dramatic selection, "Ole Mistis," the third in the race was Paul Buchholz, who is also a junior, who spoke the humorous selection, "Too Late for the Train." A chorus of ten girls of the seventh and eighth grades was a pleasing surprise to the audience.

NEBRASKA TOWNS IN CAUCUS

Tickets Being Put in Field for April Election.

MIXED TICKETS IN SOME PLACES

Wet and Dry Issues Take Precedence in Nebraska and Will Form Basis of Many Contests.

CHADRON, Neb., March 19.—(Special Telegram.)—At the citizens' caucus the following were nominated: James W. Pinnegar, mayor; George E. Merritt, clerk; Ernest E. Holman, treasurer; Fred B. Merritt, engineer; Fred J. Houghton, police judge; Benjamin Lowenthal, councilman, first ward; Thomas P. Larrierson, councilman, second ward; Henry Malka, councilman, third ward; Allen G. Fisher and William S. Gillan, members school board for three years. Nominations are equal to an election, as no other ticket is contemplated.

Tickets at Fremont. FREMONT, Neb., March 19.—(Special.)—Both parties held ward caucuses last evening, all of which were slimly attended. The republicans nominated the following councilmen: First ward, Frank Knowlton; second ward, Henry Tiegler; third ward, Henry Jess; fourth ward, John Lind. The democrats nominated William C. Wiley in the first ward, Henry Haman in the second, Charles Schaeffer in the third and P. H. Larson in the fourth. The city conventions will be held tonight and two members of the school board nominated. According to the usual practice, there will be no contest, each party nominating one and endorsing the other's nominee.

Caucuses at Nebraska City. NEBRASKA CITY, Neb., March 19.—(Special.)—The republicans held a mass convention last evening, with H. H. Bartling as chairman and J. R. Bonwell as secretary. The following councilmen were nominated: First ward, Galvin Chapman; second ward, John Johnson; third ward, C. W. McCallum; fourth ward, F. M. Cook; members of the Board of Education, Dr. E. Bloomingdale, John L. Patterson and M. M. Vaughn.

The democrats held a mass convention yesterday and nominated the following ticket: Councilmen, First ward, F. J. Carson; second ward, F. B. Eccleston; third ward, Thomas Slack; fourth ward, E. D. Harnell; members of the Board of Education, Dr. S. S. Wilson, R. E. Hawley and William Kennedy.

License Caucus at Albion. ALBION, Neb., March 19.—(Special.)—The caucus of the license party held last evening resulted in the following nominations for the spring election: Mayor, Frank Roberts; clerk, Robert Floree; treasurer, Albert Carstens; councilman, first ward, Phelan Shirley; councilman, second ward (long term), W. A. Ladd; councilman, second ward (short term), A. J. Ruddy; police judge, F. M. Shirk; city engineer, William McLean.

The anti-license caucus will be held March 19.

Wet and Dry Caucuses. FALLS CITY, Neb., March 19.—At the citizens' high license caucus these were nominated: For mayor, W. H. Keeling; clerk, Fred Dewald; treasurer, R. A. Nettog; engineer, E. W. Towle; police judge, John S. Spraggins; councilmen, first ward, Henry Gerdes; second, R. Dittman; third, Fred Hartman; school board, I. C. Farmer, Aaron Louks.

At the anti-license caucus W. J. McCray was nominated for mayor, Warren Hutchens for treasurer, Fred Dewald for clerk; councilmen, first ward, Samuel Bucher; second, D. D. Reavis; third, John Hosack.

The Key to the Situation—See Want Ads.

HOUSE, HOTEL AND OFFICE FURNITURE

REICHARD & WILHELM

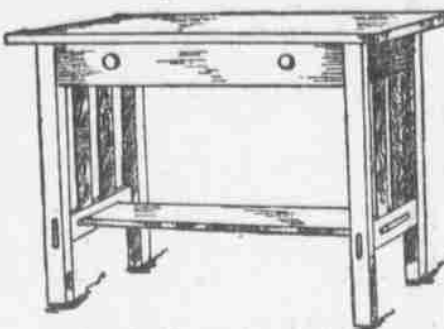
1414-16-18 South Sixteenth Street.

Rug Sale MONDAY, MARCH 21st, Many large manufacturers of rugs, each season have a large accumulation of the mismatched and cross-seamed rugs. A great number of these rugs are so slightly imperfect that it is barely noticeable. The quality is absolutely as good as the regular line. We were fortunate enough to procure the entire lot this year from the Hartford Carpet Corporation, Thompsonville, Conn., and also from S. Sanford & Son of Amsterdam, N. Y. These were purchased from 30 to 50 per cent less than their regular price, and in order to move them quickly Monday we will sell them at the following low prices for one day only.

- Lot No. 1—9x12 Axminster Rugs, large assortment of patterns to select from; regular selling price from \$22.00 to \$25.00; Monday all go at one price \$14.95
Lot No. 2—9x12 Velvet Rugs; regular selling price from \$20.00 to \$22.50; Monday all go at one price \$12.95
Lot No. 3—9x11 Tapestry Brussels Rugs; regular selling price \$12.50; Monday all go at one price \$7.95
Lot No. 4—9x12 Brussels; regular selling price \$16.00; Monday all go at one price \$10.75
Lot No. 5—8-3x10-6 extra quality Axminster; regular selling price \$22.50 to \$25.00; Monday all go at one price \$15.75
Lot No. 7—9x12 Body Brussels; regular selling price \$32.50; Monday all go at one price \$19.50
Lot No. 6—9x12 extra quality Axminster; regular selling price from \$25.00 to \$30.00; Monday all go at one price \$16.95
Lot No. 8—9x11 Velvet Rugs; large line of patterns to select from; regular selling price \$15.00; Monday all go at one price \$9.50
Lot No. 9—11-3x12 Brussels Rugs; regular selling price \$27.50; Monday all go at one price \$16.50
Lot No. 10—11-3x12 Axminster Rugs; regular selling price \$36.00; Monday all go at one price \$21.00
Lot No. 11—10-6x12 Brussels Rugs; regular selling price \$22.50; Monday all go at one price \$16.75
Lot No. 12—9x12 Royal Wilton Rugs; regular selling price \$37.50; Monday all go at one price \$24.75

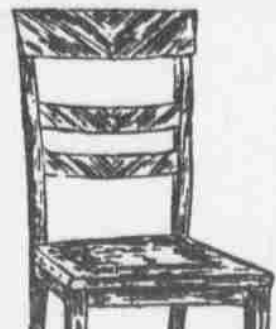
OUR FURNITURE SECTION

Offers a splendid selection of medium and better pieces, the latest designs and finishes—popular prices prevail.



Stickley Mission Library Table

(Like illustration)—This table is made of the very best style, finished in a burned nut brown shade of fumed, top is 26 inches wide by 40 inches long, has one large drawer; also under shelf; is thoroughly constructed and a special value, at each \$12.75



Dining Chair

(Like illustration) One of the many good patterns we are showing in a full box frame, leather upholstered seat, chair made of a select quarter sawed white oak, golden finish, thoroughly well constructed at each \$3.75

Dining Table

(Like illustration)—This table is full quarter sawed top rim, pedestal and base construction of thoroughly seasoned white oak, handsomely polished, golden finished top, is 48 inches in diameter, has O. G. molded rim—A very pretty colonial pattern—each, at \$27.50



Kitchen Cabinet

The Hoosier special is a most perfected, sanitary cabinet for kitchen use; contains conveniences that are far superior, and is constructed of select oak, golden or bog finish—Specially priced \$27.50

Refrigerators Now is the time to consider purchasing a new refrigerator. We call attention to the Herrick and the all steel crystal refrigerator. We carry these in stock in white enamel ware with wire and glass shelves, in all popular sizes. Prices up from \$14.00

Curtains, Net and Madras—All New Spring Patterns

- We are now displaying the very newest in Curtains, Net and Madras and invite early inspection.
42-inch Fancy Curtain Net, in white and Drab, at yard \$15
42-inch Fancy Curtain Net, white, drab and green, at yard \$19
45-inch Fancy Curtain Net, white ecru \$30
45-inch Madras, white and cream, for summer curtains, our own importation, yd. \$39
45-inch Bungalow Net, in drab colors, yd. \$50
48-inch Mission Patterns in Madras, yd. 60c
48-inch Fancy Net, in drab and white, yd. 75c
62-inch dainty colored Madras, pink, yellow and blue, yd. \$85
60-inch imported fancy Net, 18 new patterns—The most stylish and serviceable net, per yard, at \$1.15
Window Shades—We make the best in all colors. Ask for our Wide-A-Wake cambric shades—no pin holes. Estimates free.

HAIR GOODS SPECIAL FOR TOMORROW GOODS IT PAYS TO BUY



This Roman braid of convent cut hair, arranged around the turban cap, completes the hair \$4.00
Just arrived, a large assortment of 22 and 24-inch Switches, German hair, on sale, at \$5.00
OUR PERFECTION long switch, 26 to 28 inches long \$8 to \$12
For stylish Hair Goods, Hair Dressing, Facial or Scalp Treatment, Chirology and Manicuring, Telephone, Douglas 5223. Address Dept. B for illustrated catalogue. Send samples of hair with all orders. Monheit's 1411 Farnam St.

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