

Work of Musicians Call Forth Loan Subscriptions
New York, April 29.—Violin solos by Jascha Heifetz and piano solos by S. Rachmaninoff coaxed \$6,816,000 in Victory liberty loan subscriptions from an audience which at-

tended a loan rally at the Metropolitan opera house last night. After Heifetz had played three selections, a man in a box shouted that he would buy \$500,000 worth of bonds if the violinist would play Gounod's Ave Maria. Heifetz complied and Rachmaninoff then played

the Star Spangled Banner with such effect that a man in another box said he and his guests would subscribe \$1,200,000 for another selection. Rachmaninoff played two and subscriptions poured in from all parts of the house.
See Want Ads Produce Results.

Want Peddlers Barred From Wearing Service Uniforms
Washington, April 29.—Police chiefs of all cities of the country were appealed to yesterday by Col. Arthur Woods, special assistant to the secretary of war, in charge of the employment of discharged soldiers.

to aid the government in preventing peddlers and street fakirs from wearing the uniform of the army or navy.
Postal Affairs.
Washington, April 29.—(Special Telegram.)—The postoffice at Budget Lake, Cherry county, Neb., is discontinued and mail goes to Gas Lake.

Passenger Drowned When Plane Falls Into River
Cambridge, Mass., April 29.—An airplane used by the New England Airplane company to carry passengers at a stipulated sum for every minute of flight, fell 150 feet into the Charles river basin yesterday

and the passenger, J. Lester Allen of the Dorchester district of Boston, was drowned. Ensign W. Elliott Nightingale, the pilot, was severely bruised.
Limelight on Crown Prince.
Paris.—The coming trial of the divorce suit instituted by Cecilia, former Crown Princess of Ger-

many, against the ex-kaiser's heir, is expected to reveal many of the former Crown Prince's escapades during his passage through captured French and Belgian cities. Even his own soldiers were frequently reported as disgusted with the amours of the then heir to Germany's throne.

A Jot of Misrepresentation May Cause a Lot of Dissatisfaction—Our Advertising Portrays—Never Betrays—We Command the Confidence of the Community on a Solid Basis of Truth-Telling. Read Every Word of This Two-Page Bulletin—Then Come and Test Our Claim.

Benson & Thorne's Two-Page Bulletin

Cataloging the Merchandise Offered in Our ANNUAL \$100,000 JUBILEE SALE

Wednesday, April 30; Thursday, May 1; Friday, May 2; Saturday, May 3

A Four-Day Opportunity—Four days rich in savings and a suitable successor to last year's Four-Day Jubilee Selling Event. It would be difficult to imagine a more opportune time for Men and Women to advantageously purchase seasonable Ready-to-Wear Garments for themselves and family than during this sale

Sixteenth and Farnam Streets



Sixteenth and Farnam Streets

Omaha's Most Centrally Located Specialty Shop Store

ON direct Omaha street car lines and on direct street car line from both the Union Pacific and Burlington depots. Automobile roads into Omaha from all directions. Splendid parking facilities.

Our Annual Jubilee Sale will be a time of wonderful selling in our store. Barely in the history of retailing has there been such an exceptional array of desirable wanted merchandise offered at such positive economies. During our Jubilee Sale we make decisive reductions that bring prices down to the lowest point of the year. When we announce special values you may be assured they are real saving opportunities, for there can be no two sides to what we print. Performance must follow promise. We promise the public wonderful savings on seasonable merchandise, and here they are.

We have prepared for a mighty outlet of merchandise, and ECONOMY—will be the WATCHWORD—the Keynote of this sale.

BENSON & THORNE CO.
Eldredge-Reynolds Co.

Jubilee Sale of Jap Crepe Kimonos
Regularly \$2.00
At \$1.35



FRESH, newly received merchandise, priced for a quick four-day clearance. Rightly proportioned and nicely finished. Made of good quality Jap crepe in pretty figured and Persian patterns.

Jap Crepe Kimonos
Regularly \$3.95
At \$2.95

THERE'S beauty, novelty of style and economy in this assortment. Splendid service-rendering Jap crepe in attractive designs. Variety of pretty light and medium colors.

Jap Crepe Kimonos
Regularly \$4.50
At \$3.95

JAPANESE-Y, comfortable, graceful, flowing and neat. Pretty printed Jap crepe, high-waisted and waist line styles. Exceptional values.

Underwear Shop

Second Floor

Misses' and Women's Tailored Suits

That Were Previously Up to \$39.50

Choice \$19.50

- Smartly tailored suits of serge, poplin and gabardine.
- Newest box, Russian blouse, tailored, semi-tailored and belted models.
- Trimmings of silk braid and buttons.
- Colorings of tan, brown, copenhagen, navy and grey.

And Another Big Group That Were Previously Up to \$55.00

At \$28.00

A "ROUND-UP" of a variety of suits from our own regular stock, a selection representing the season's most approved models, including:

Box Blouse Tailleur Semi-Tailleur

—The materials are serge, poiret twill, poplin and gabardine. All popular colors.

Suit Shop

Second Floor



1,500 Pairs of Pumps and Oxfords Go in the Jubilee Sale at Very Substantially Reduced Prices

Such smart styles—at such remarkably low prices—coming at this time of the year—no wonder we expect enthusiastic response to this announcement.

One T-H-O-U-S-A-N-D Pairs PUMPS AND OXFORDS

Previously Priced Up to \$9.00
At \$6.85

CONSIDERING style, quality, newness and Benson & Thorne's shoe value-giving reputation, we unhesitatingly say without fear of contradiction that these shoes cannot be duplicated in the city at the price quoted. Included are dress and street oxfords in soft patent and bright kid. Black and brown Russia calf and brown kid, 1 1/2-inch military heels, and full leather Louis heels. Welt sewed soles—also white Nile cloth oxfords, welt and turn soles, medium and Louis heels. Dress and street pumps in tan calf, black calf, patent and bright kid, brown kid and white Nile cloth. Plain opera style. Hand-turned soles and full Louis wood, covered heels. LENGTHS, 2 1/4 TO 8—WIDTHS AAA TO D.



Shoe Shop

Main Floor

Three Hundred and Fifty Pairs PUMPS AND OXFORDS

Previously Priced Up to \$8.00
At \$4.85

IN THIS DAY of high-priced merchandise and unsettled market conditions, the well-seasoned leather employed in the making of the shoes would cost as much as the price quoted, to say nothing of the making and finishing cost. In this group you will find broken style and size lines of popular this-season selling numbers. Not every size in every style, but your size is here in some styles. Included are patent, dull and bright kid pumps with full Louis, medium or low heels, also white canvas, white satin, black satin, white kid and silvercloth dress pumps. The oxfords come in patent kid with welt and turn soles. Exceptional values.

Hundreds of Georgette Crepe Blouses

Previously Priced Up to \$6.95

Choice \$3.95

- Carefully made of good quality georgette crepe.
- Heavily embroidered with cut steel beads and silk floss embroidery. Smart floral and conventional designs.
- Collarless neckline—square collars and round collars.

Tub Blouses at \$1.65
Previously Up to \$2.50

Exceptional values. Rubable, tubable and wearable styles of voiles and other lingerie fabrics. Trimmed with dainty laces and tucks.

Blouse Shop

Tub Blouses at \$2.65
Previously Up to \$3.50

Styles and values that are inspirations for quick buying. Correctly proportioned according to size, carefully made and nicely finished. Made of voiles and lingerie fabrics.

Second Floor

Centrally Located at Sixteenth and Farnam Sts., Omaha

Benson & Thorne Company

ELDREDGE-REYNOLDS COMPANY

D. C. Eldredge, President

E. M. Reynolds, Vice-President

Centrally Located at Sixteenth and Farnam Sts., Omaha