

UNION OUTFITTING COMPANY

WHERE FASHION REIGNS

S. E. COR. 16th & JACKSON STS.



Unrestricted Choice of Any Woman's Coat or Suit

In Our Entire Stock--Saturday

20% OFF

The Suits possess an air and spirit of refinement and dignity that sets them above the average of value-giving. Plenty of Tricotine Suits, novelty Velours, Poiret Twills and English Suitings in navy and the better colors.

The Coats comprise the smartest style successes of the season. There are sport types and dress types in long, short and three-quarter lengths, with novelty pockets or cuffs—and effective ideas in trimmings.

Charge accounts solicited.

Every Hat

In Three Groups Values to \$20

\$5.95 \$7.95 \$9.75

\$1.25 Boxed Chocolates 62c

"Super-quality" chocolates with frapped or whipped cream centers covered with a thick coating of imported Swiss Milk Chocolate that fairly melt in the mouth.

Bed Linens

At About Half Their Retail Price

Quality considered—the prices are so low that every housekeeper or prospective bride will find it well worthwhile to be here Saturday.

Spreads, fringed or scalloped, cut corner "Leader" brand, each \$3.45

Spreads, plain patterned, "Hardspun" brand, selling at, each \$3.98

Spreads, fringed or scalloped, cut corner, "Knickerbocker" brand, each \$4.49

Spreads, satin finished, scalloped, cut corner, "Monogram" brand, selling at, each \$8.98

Spreads, satin finished, scalloped, cut corner, "Bridesmaid" brand, selling at, each \$9.25

Spreads, plain patterned, "Triumph" brand, \$1.69

Spreads, plain patterned, "Leader" brand, \$2.98

"Marathon" brand, the quality Sheets, special purchase price \$1.35

"Wear-Well" brand, high-grade Sheets, special purchase price \$2.39

Pillow Cases, "Marathon" brand, each 22c

Pillow Cases, "Wear-Well" brand, each 55c

Satin Finish Martha Washington Spread at \$11.69

WOMAN'S SECTION OF THE BEE

Society

ONE of the unusual features of the Americanization day parade Saturday will be the racing car driven by Mrs. C. F. Adams of Fort Omaha. The car was built during the past winter by Captain Adams and is designed to resemble an airplane. Its huge propeller and wide wings give it the appearance of being almost ready to leave the ground. The body of the car is battleship gray trimmed in black and red. Captain and Mrs. Adams have christened the racer, "Mike." The pretty driver will be appropriately garbed in a flying suit and her only passenger in the plane will be her dog, "Speed."

Wedding Anniversary.
Mr. and Mrs. Ernest Sweet were honor guests at a surprise affair given at their home Thursday evening by 20 friends. The occasion was their 24th wedding anniversary. The guests had made a bridal gown for Mrs. Sweet and a mock wedding was staged. Dr. W. H. Walker officiating. Mrs. Walker and Mrs. J. H. Beaton were matrons of honor. Prizes for bridge were awarded to Mrs. O. Y. Kring, who was given a basket of potatoes, and Mrs. Beaton, who was the recipient of a lump of sugar. J. A. Lyons and J. H. Beaton also won prizes.

Mathewson-Wright.
Mr. and Mrs. T. L. Wright announce the marriage of their daughter, Ruth, to William R. Mathewson.

which took place March 24. Rev. John F. Hawk of the First Reformed church performed the ceremony. Miss Myrna Treilly of Kansas City and Miss Mildred Nickels of Omaha were bridesmaids. William Richards was best man.

They left at once for a short wedding trip to Seattle and Spokane, returning to Omaha for one week's visit. The young couple sailed Friday on the "Admiral Watson" for Anchorage, Alaska, where they will remain for one year. The groom served one year in France with the A. E. F.

For Mr. and Mrs. Cartan.
Dr. and Mrs. J. E. Summers entertained at dinner of 42 covers at their home Friday evening in honor of Mr. and Mrs. Nash Cartan of San Francisco, who are the guests of Mr. and Mrs. Louis C. Nash.

Mr. and Mrs. E. S. Westbrook will entertain at Sunday evening supper for Mr. and Mrs. Cartan. Louis and Charles Burgess are planning a dinner for Monday evening in their honor.

Coral and White Checked Gingham



By GERTRUDE BERESFORD

Coral and white checked gingham develops this smart frock for a girl of 9 or 10. It may also be worn by her elder sister. The regulation waist, with sewed-in sleeves, is given an unusual charm by its vest of white batiste, whose collar is button-holed with coral wool thread. The cuffs are similarly embroidered. A row of tiny white pearl buttons centers the vest, and the cuffs are trimmed with large pearl buttons sewed on with coral wool. Two similar buttons hold the sash ends that cross in front and are attached by the wool in pointed tabs. The sash is cut on the straight of the goods. The skirt is plainly gathered at the waistline. It is smart to wear a matching gingham hat with such a dress. The mushroom hat illustrated is faced with plain coral gingham.

Personals

Mrs. W. D. Hosford is slightly ill at her home.

Miss Helen Buck of New York, who has been visiting her brother, Earl K. Buck, and Mrs. Buck, has gone to Lincoln. Miss Buck is well known in Campfire work.

Mrs. D. E. McGulley is at the Nicholas Senn hospital, where she was operated on for appendicitis.

Mr. and Mrs. Charles Vogtle of Mansfield, O., are spending several days in Omaha visiting Mr. and Mrs. R. J. Dinning.

Mrs. Marie Leff Caldwell has returned from a trip to New Orleans.

Mrs. A. S. Raymond and daughter, Miss Dorothy Raymond, of Lincoln, spent Thursday in Omaha.

Mrs. Paul E. Wadsworth of Moline, Ill., arrived Wednesday to spend a month with her parents, Mr. and Mrs. O. A. Scott.

Luncheon for Visitor.
Miss Louise Dinning entertained at luncheon at the Fontenelle Thursday in honor of Mrs. B. J. McFaren of Hoopston, Ill., who is visiting at the C. T. Stewart home in Council Bluffs.

Lovelorn

By BEATRICE FAIRFAX

A Bride's Problems.
Dear Miss Fairfax: I am to be married this fall, but will not have a big wedding, only the two families, and I can't decide what to wear. If I wear a suit I would have to get a new one, and have one almost new. If I wear a silk dress, some color besides white, I couldn't wear a veil. If I wear a white dress I would have to wear a white dress, but I thought for such a small affair it would look overdone. I have a veil here that my sister had when she was a bride. I live in the country far away from town, but will be married at home. We are people of moderate means, so we can't afford anything great. I would like to have a meal or lunch of some kind. Will you please suggest something. Hope to see this in print and your answer. Thanking you in advance, I am, undecided.
Please do not print name.
H. B.

Why not wear a pretty, though simple, white dress? A bride looks loveliest in white. You could then wear your veil. I am sure you would not look overdone, and if you make a wise choice you could wear the dress and shoes the following summer. A white voile, or georgette would be beautiful and serviceable. If you are married in the afternoon or evening, serve ice cream and cake, adding coffee, sandwiches and pickles, if you wish to make it more of a lunch. If you are married at high noon, 12 o'clock, serve a wedding breakfast, as it would be called. This could be a simple meal, with about the menu appropriate for a luncheon. I would suggest, for example, creamed chicken, olives, rolls, French fried potatoes, salad and dessert.

Don't Dye Your Hair.
Dear Miss Fairfax: What would be good to make auburn hair dark, that wouldn't be harmful to the hair? I am two sisters 18 and 20 years old. My sister has auburn hair and would like to make it darker. What could she use that is harmless to the hair to make auburn hair darker?
Hoping to see your answer in the paper soon, we thank you.
E. M. PILES

I would not advise any girl to bleach or dye her hair. The natural shade is by far preferable to any other coloring. Keep your hair clean and dressed in a becoming fashion and it will be beautiful to look upon.

Patience: What you ask is a very delicate question and one that cannot be answered through the columns. If you will send me your name, I will write you personally. My only advice is to you now is that you make sure you do not exaggerate your trouble. You may be too sensitive, or possibly prudish. Probably not, but be sure you are right before you meet an issue of it. Write me a little more fully. I will treat your letter confidentially and will try to help you in my reply.

Carrie S. and Mildred D.: You give me your weight and then ask how should you wear your hair. The style of coiffure which is becoming to one depends more upon the shape of the face than the height. For your height and age, I would advise you to wear your dress about half way between the knees and ankles.

Molly M.: Your ideas about condiments are very creditable for a girl your age. You will no doubt have more temptations than the average girl, but if you will to do right, nothing can stand in your way.

Mrs. O. D.: You ask for the address of a nearby orphan home. Let me refer you to the State of Nebraska, board of control. If you have the matter of the care of a child to take up with anyone, it should be the state. Or, if you wish to adopt a child, they will be found equally helpful.

Billy: For information regarding Campfire girls, write to their Omaha headquarters in the Patterson block.

Dixie: The shades of tan and brown would be especially becoming to one of your complexion. Ear puffs ought to be becoming even though your face is round. A girl of 18 is too young to spend much time with beauty, but I do not think you did wrong to allow a school boy friend to accompany you home.

Forgotten, or Overlooked—A girl of 18 is too young to have had a chance to be overlooked. Write me when you are 35, and I'll try to do something for you.

Triplets—If you have no self-respect, let them kiss you.

Anxious—I don't know what you are talking about. Yes, I think your looks ought to help you some with the girls—since women sometimes make the mistake of judging a man by his looks.

ORDER HARD ROLL BREAD

HARD ROLL BAKING CO. BREAD

"FOLLOW THE BEATON PATH"

21st

OMAR WONDER FLOUR

"FOLLOW THE BEATON PATH"

ANNIVERSARY SALE

May 1st marks the twenty-first milestone in Beaton's ever progressing business history. Careful attention to detail, a store service improved and expanded to meet every demand—with stocks unequalled for range of selection, quality and fairness of price is the reason we have progressed from a store of 800 square feet floor space to our present store of 8,000 square feet in twenty-one years of commercial life in this city.

Phone your wants—we deliver FREE to all parts of Omaha.
Phone Douglas 81, 82, 83 and 84.

SATURDAY and MONDAY SPECIALS

- 60c Canthrox 45c
- 1.00 Phelactine 83c
- 50c Non Spi 39c
- 1.10 S. S. S. 83c
- 35c Sterro Bouillon Cubes 29c
- 1.00 Liquid Silmerine, 89c
- 60c Walnutta 49c
- Packing Camphor 20c
- Castoria 29c
- 50c Zivra Mouth Mash 79c
- 1.00 Zepyrrol 39c
- 15c Sterno Heat 10c
- 50c Pond's Extract 42c
- 60c Beaton's Effervescent Sodium Phosphate 39c
- 50c Kodol Dyspepsia Tablets, at 39c
- 30c Norwich Milk of Magnesia, at 21c
- 15c Lux Soap 12c
- 15c Palm Olive Soap 10c
- 60c Milk Emulsion 49c
- 80c Pompeian Massage Cream, at 59c
- 25c Lysol 19c
- 70c Djer Kiss Face Powder, at 59c
- 60c Putman's Dry Cleaner, 42c
- 35c Beaton's Rheumatic Tablets, at 39c
- 50c Orazin Tooth Paste 34c
- 50c Listerine 35c
- 35c Stearn's Haarlem Oil Capsules 19c
- 85c Colorite 24c
- 30c Jetum 25c
- 3.75 Horlick's Malted Milk, at \$2.98
- 30c Laxative Bromo Quinine, at 22c
- 75c Household Rubber Gloves, at 49c
- 1.00 Todd's Varnish Restorer, at 76c

Graham Beauty Secret
Lifts out lines
Draws out blackheads
Reduces enlarged pores
Bleaches the skin
Corrects sallow skin
Sold Only at This Store

- \$1.25 Pyros Antiseptic, 98c
- 50c Varnish Food 39c
- 15c Powder Puffs 7c
- 40c Sloan's Liniment 29c
- 60c Syrup Figs 47c
- 25c Bandoline, light or dark, at 19c
- 25c Goutorbe Nail Cake 17c
- \$1.20 Lavioris 89c
- 25c, 1/4-lb. Peroxide Hydrogen, at 10c
- 1 lb. Epsom Salts 10c
- 1 lb. Powdered Borax 15c
- Leonard's Ear Oil \$1.00
- 60c Salinos 34c
- 35c Beaton's Corn Remedy, at 21c
- 60c Danderine 45c
- 60c Resinol Ointment 49c
- 30c Mentholatum 17c
- 60c Sal Hepatica 48c
- 50c Etonic 39c
- \$1.25 Hay's Hair Health 79c
- 35c Freezeone 27c
- 25c Phenalax Wafers 19c
- 50c Stationery, in fancy boxes, per box 29c
- 60c Caldwell's Syrup Pepsin, at 47c

SATURDAY and MONDAY SPECIALS

- CANDY DEPT.**
Agents for Huyler's and Original Allegretti Chocolates.
80c Chocolate Caramels, 65c
80c Jordan Almonds 59c
- CIGARS**
El Cinto Clear Havana Cigars, each 5c
Box of 100 \$4.50
Parker's Plantation Cigars, box of 100 \$4.00
San Torin, each 5c
Box of 100 \$4.50
Ladina, each 8c
Box of 50 \$3.50

PHOTO DEPT.

Films Developed Free When Prints Are Ordered.

We do our own developing. Give us a trial and you will be convinced of the superiority of our work.

Artistic picture framing. We carry a complete line of Ansco, Rexo and Premo Cameras.

Let us make you an enlargement from your favorite negative.

Just received—A large consignment of Photo Albums, all sizes and prices, from 10c to \$4.00.

JETUM

THE ORIGINAL STRAW HAT DYE IN ALL COLORS

Special—25c a bottle.

For Stomach Agony

Ask Us About Mi-O-Na. It Gives Relief in Five Minutes.

We will tell you that Mi-O-Na is guaranteed to relieve quickly and safely, upset stomach and indigestion, or your money will be refunded.

Have you gas on stomach? The misery is ended.

Are you bilious, dizzy or nervous?

Mi-O-Na will help to put you right in a day; gives relief in five minutes.

Now, dear reader, don't go on suffering with stomach trouble. Be fair to yourself; throw aside prejudice and try Mi-O-Na.

And money back if you don't say Mi-O-Na is worth its weight in gold. Per box, 60c.

Leonard's Ear Oil
"Rubbed in Back of Ears and inserted in the nostrils it will give relief to catarrhal deafness, and stop head noises—hundreds have been benefited by using this penetrating, soothing oil."
Price \$1.00

Good to Remember
NIGHT-TOMORROW-ALRIGHT
Paste In Your Hair

The Beauty of The Lily
can be yours, its wonderfully pure, soft, pearly white appearance, free from all blemishes, will be comparable to the perfect beauty of your skin and complexion if you will use

Gouffard's Oriental Cream
FERD. HUPKINS & SON, New York

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