

## The Dawn of a New Day

ALL progress depends on the success of the farming and live stock industry in the vast region covered by The Omaha Bee. A half century of up-building service in Nebraska and adjoining states has built an enduring prestige for this paper among its reader friends.

For 50 years the paramount policy the farmer and stockraiser. It was the of The Bee has been the upbuilding of the state. It has championed every cause whose aim was the development of the state's natural resources, the betterment of social conditions, the reform of political policies. Its good influence has long been felt over all the west.

The Bee stands today as ever-the staunch advocate of a bigger and better Nebraska, the champion of the state's most vital interests, the herald of prosperity and good cheer.

In the center of the richest farming region in the world, The Bee many years ago recognized the fact that the prosperity of the state was, as it is today, predicated upon the prosperity of
first powerful champion the farmer had, waging relentless warfare upon selfish interests which deprived the farmer of the fruits of his toil.

Today The Bee horoscope reveals the approach of an unparalleled era of progress and prosperity. It is committed to the task of fostering every effort to promote the commerce and industries of the state. There are big things in store for our city and state. The Bee's constructive policy will continue to be a strong factor in the development of the resources of the country which gave it existence.

In short, The Bee today is living up to the best traditions of the past.

## The Omaha Bee <br> MORNING EVENING SUNDAY -

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#  <br> Masculin <br> EXCLUSIVE STORE FOR MEN AND BOYS <br> Effective Fashionsfor Men's Easter Dress 

Hart, Schaffner \& Marx and Other Good Makes


## Men, Why Not Prepare Tomorrow for the Big Easter Parade

F1 ASHION is always true to itself as an art in grooming a man with refinement, distinction, individuality, quality and good taste. When your apparel does not do that, it is not fashion, Dut a misdirected subterfuge. Our clothes are developed up to the highest fashion ideals-the styles, the textures, the patterns and the method of coordinating them into the finished garment. Such suits and topcoats greet you here, now, in this extensive Easter display.

T
HE SUITS are of fine tweeds, cheviots, soft and hard finished worsteds, cassimeres, homespuns, flannels, gabardines and serges, in new sport effects or semiconservative sack coats, single or double breasted. Very handsome patternings.


Spring is dress-up time. Easter is the deadline before which youse expected to provide Spring dress-up essentials-a Spring hat, new gloves, a jaunty cane and the other fac tors that char

Stetson
Easter Special
\$7.00

Prepare Your Easter Feast
From Hayden's Cash Grocery

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