

A Few Specials For Saturday's Selling That Show You How You Can Save at the Big "Daylight" Store



\$6.50 For a Guaranteed **\$10.00** REFRIGERATOR

We are sole agents for the famous GURNEY REFRIGERATORS, the refrigerator that in actual test competition reached a lower degree of coldness than any other refrigerator made. They are full sanitary, having take-out ice racks and removable shelves. They are made of selected white ash and are zinc lined. The above quoted refrigerator is made by the Gurney people.

EXTRA SPECIAL
Double "S. & H." Green Trading Stamps Given on all Cash and Credit Purchases on Saturday Only.



\$10.25 For This Handsome **\$17.50** Tiger Brussels Rug

These handsome rugs are 12x9 ft. in size and are a value that cannot be equaled anywhere in the city. They are made of a fine quality of all-worsted goods, and have colors that are guaranteed to last as long as the rug itself. The patterns are quite nobby and the designs are in set figures and oriental patterns. Don't fail to see this big value.

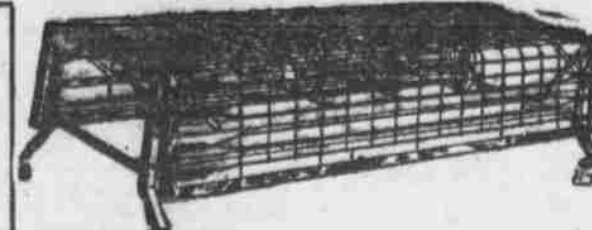
EXTRA SPECIAL
Double "S. & H." Green Trading Stamps Given on all Cash and Credit Purchases on Saturday Only.



\$7.50 For This Handsome **\$12.50** Solid Oak Dresser

EXACTLY LIKE ILLUSTRATION and a most superior article. They are constructed of selected solid oak of a choice grain and are finished in a beautiful golden. They have three large and roomy drawers of a dove-tail construction. The beautiful French bevel plate mirror is supported by heavy standards as shown in the illustration.

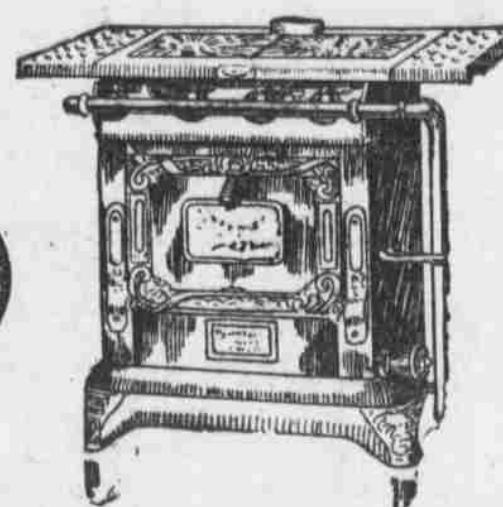
Your Credit Is Good



\$2.65 For a Guaranteed **\$4.00** Sanitary Couch

The frames are made of all steel, are strongly constructed, and are thoroughly riveted and braced. The fabric is guaranteed. These couches open up into a full size bed and when closed look like the illustration. Actually worth \$4.00. Special price for Saturday only **\$2.65**

Home Outfits at a Savings of Fully 1-3



\$9.50 For a **\$15** Guaranteed Gas Range

We are sole agents for the renowned Direct Action Gas Ranges, the finest and most economical gas ranges constructed. It is an absolute fact and has been demonstrated time and again in open competition that Direct Action Gas Ranges save you fully one-third the gas bill and in many cases save you more. They are full sanitary, every part being removable. (The above quoted gas range is not a Direct Action.)

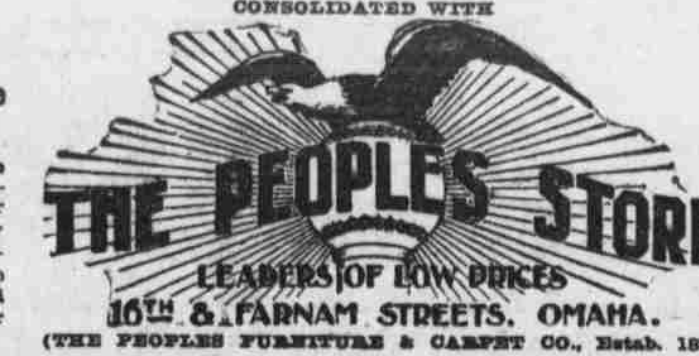


\$4.95 For This **\$8** Collapsible GOCART With Hood

We are showing a most complete line of these natty go-carts at prices far below those quoted and asked by other stores. Every go-cart sold by us is fully guaranteed. The above go-cart has an all-steel frame, heavily enameled in durable enamel, the sides, seat, back, dash and hood are upholstered in fabricoid leather of excellent wearing quality.



CONSOLIDATED WITH



LEADERS OF LOW PRICES
16th & FARNAM STREETS, OMAHA.
(THE PEOPLES FURNITURE & CARPET CO., Estab. 1887.)



Bring your Tobacco Tags, Labels, Soap Wrappers, Trade Marks, Etc., to the Premium Parlor. You will be given S. & H. Green Trading Stamps for them. Thus you will be enabled to greatly hasten the filling of your Stamp Book.

"S. & H." PREMIUM PARLOR
Are the GLORIOUS
FAMOUS S. & H. GREEN TRADING STAMPS

What They

The S. & H. Green Trading Stamp plan of profit sharing is everywhere recognized as the most wonderful method devised for the establishment of an inseparable bond of friendship between customer and merchant.

In fourteen years of active service the S. & H. Green Trading Stamps have placed more articles of

Free Stamps

Cut Out the Coupons in the Advertisements
On this page and use them—they are valuable to you. They will help you fill your book quickly and cost you nothing. Read the different merchants' advertisements on this page and note the many worthy bargains they offer and the enticing extra stamp offerings on many articles that they price much lower than any other merchants in town.

The Peoples Department Store

316-318 W. Broadway, Council Bluffs, Iowa

We Give S. & H. Green Stamps with every Purchase

Grocery and Meat Department

- 1 lb. Good Coffee.....25¢
- And 10 S. & H. Stamps.
- 1 bottle Lemon or Vanilla Extract.....15¢
- And 10 S. & H. Stamps.
- 48-lb. sack Purify Flour, \$1.25
- And 25 S. & H. Stamps.
- D. C. Soap, 9 bars.....25¢
- Good Cream Cheese, lb.....12¢
- 5c cans Cream.....2¢
- Best Sugar Cured Bacon.....14¢
- Good Salt Pork, lb.....7¢
- Pure Lard, rendered.....11¢
- Rib Bolling Beef, lb.....5¢
- All Men's, Ladies' and Children's Shoes at great reductions and Double S. & H. Green Stamps.

MILLINERY DEPARTMENT.
Hats, worth \$8.00, at.....\$4.00

Great Bargains in Shoes

- Hats, worth \$6.00 at.....\$3.00
- Hats worth \$3.50 to \$4, at \$1.75
- And Double S. & H. Green Stamps.

CLOTHING DEPARTMENT.

- Men's Suits, worth \$27.50— at.....\$16.00
- Men's Suits, worth \$25.00— at.....\$14.50
- Men's Suits, worth \$18.00— at.....\$12.50
- Men's Suits, worth \$15 to \$18— at.....\$10.00

VERY SPECIAL
Indit Linon, worth 10c to 15c, at.....3¢
- (From 3 1/2 to 10 yard lengths.)
- Just received 50 dozen Gents' Silk Hose; all colors; should sell at 50c, 75c and \$1.00, will go at.....25¢

Ask for Extra Stamps

There have been arguments advanced against trading stamps, just as there have been arguments made against any good thing. It is the hardest thing in the world to convince some people that certain conditions are good for them. The same has been true of the trading stamps. But gradually the prejudice against these premium getters has been falling away, until now nearly all realize the advantages to be obtained through their use.

One stamp, like the little copper, does not stand for much. But, just like the little penny, when saved until several are collected, it rapidly assumes great worth, and every one is anxious to have the premiums that it and others will bring.

No one doubts that the principle of trading stamps is good.

Some people have been of the opinion that only a certain class takes the trading stamps. A few hours observation of the "S. & H." company stores in this city will soon show that people of all stations in life go there for premiums. It is not an uncommon sight to see an electric auto drive up in front of the store and stop while its owner runs into the little stamp house to gather a few premiums.

The "S. & H." Stamp company had its beginning in Jackson, Mich. From a small company there it has grown to be the largest of its kind in the world. Its stamps are given away by merchants in all the cities of the American continent. In Omaha the Bennett Company have these trading stamps, and has always found them to be the satisfactory means of pleasing thousands of people in Omaha and the middle west.

Many a home has been furnished through the assistance of these famous trading stamps.

Do Your Trading at Bennett's, Omaha

Saturday Will Be the Last Day of Bennett's Millinery Clearance Sale

And Long Will Saturday Be Remembered As a Bargain Day, Too

For tomorrow we will slash the life out of all precious prices. Goods must go—and if price reducing will do it—we will not have a single Hat or Flower or Wing left by store closing time Saturday night. We know that Omaha women know our department—and that we are handling absolutely the finest High Grade Millinery in Omaha.

SATURDAY WE INVITE YOU—TO SHARE IN THESE BARGAINS—

100 S. & H. Trading Stamps Free

WITH EVERY TRIMMED HAT PURCHASED

Note These Trimmed Hat Values

- Lot No. 1—Trimmed Hats worth up to \$10.00 choice.....\$4.98
- Lot No. 2—Trimmed Hats worth up to \$18.00 choice.....\$9.98
- Lot No. 3—Trimmed Hats worth up to \$30.00 choice.....\$14.98

It will be impossible to describe these Hats as there is no two hats alike—in these three lots. Each, however, is a new this season's model suitable for spring and summer wear.

Hats Trimmed With Our Guaranteed Willow Plumes

Many of these are genuine trimmed and made in Paris by the world's greatest hat creators. Some come from our own work rooms, copies of Paris hats. In this great lot of hats we are selling the trimmed and finished hats for just exactly the cost of the Plumes. Note the prices and the reductions—

- \$75 Hats for \$60.00
- \$65 Hats for \$42.00
- \$50 Hats for \$40.00
- \$35 Hats for \$28.00
- \$30 Hats for \$24.00
- \$40 Hats for \$32.00
- \$25 Hats for \$20.00
- \$20 Hats for \$16.00

WHEN YOU THINK OF SHOES, THINK OF W. L. Douglas SHOES

The Standard of Quality

The new spring styles have all arrived and are ready for your inspection.

All the new lasts, Short Vamps and High Toes, in Ladies' and Men's Footwear, are now shown here, and they are yours, at—

\$3.50 AND \$4.00

HIGH IN QUALITY AND MODERATE IN PRICE

A. W. Bowman,
117 North 16th Street.

COUPON

This Coupon entitles the bearer to 10 S. & H. Green Trading Stamps Free.

In addition to those received on a \$50 cash purchase or over.

A. W. BOWMAN.

Customer's Signature.....
Good Until May 13.

HILLER'S OLD STOCK

A Whiskey of Surpassing Smoothness

\$1 Full Quart

The best whiskey ever sold at one dollar, try a bottle. We deliver.

HILLER'S Family Liquor Store.
Both Phones.
1309 Farnam St.

"S. & H."
Green Trading Stamps with all purchases.

We Guarantee Every Willow Plume We Sell

BENNETT'S

Saturday Will Also Be Children's Day

Every Saturday will be Children's Day here, and every Children's Day we will have a 10c bargain for the children. 2,000 Untrimmed Little Hats, each worth up to \$1, for 10c And Hundreds of other Hats for little folks at little price.

START SAVING S. & H. STAMPS TOMORROW—10 STAMPS FREE.