

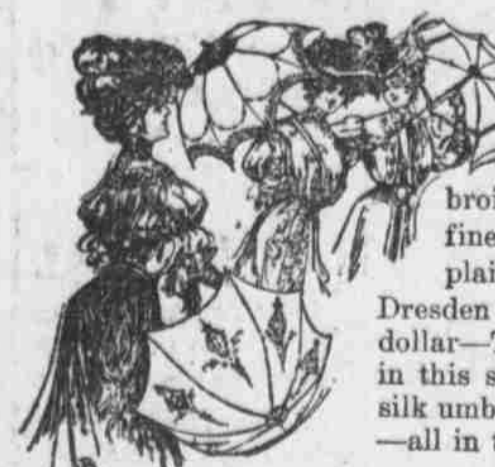
Every Dept. offers summer goods at special bargains.



Watch our windows for great bargain events.

Thursday will be a Big Special Bargain Day

Every floor, aisle and counter in Brandeis' great store will be filled with extra special bargains for Thursday. Take advantage of these remarkable sales on high class summer merchandise. It means a big saving.



Sale of Parasols

New York Manufacturer's Samples

All are the daintiest of new parasols in 1907 styles—plain white all linen hemstitched parasols, embroidered insertions and rich open work medallions—also fine all silk parasols in white, tan, brown and pongses with plain and fancy borders, many with graduated dots on Dresden edges—these parasols were bought at about 45c on the dollar—They are positively worth up to \$4.00 each. Included in this sale is a great lot of silk umbrellas for sun or rain—all in three big lots..... **98c-1-1-198**

Women's Long Silk Gloves

New arrivals of the finest grade all silk gloves in elbow lengths, blacks, whites and colors—three very special bargains at— **125-150-198**

SHIRT WAISTS

We Offer For Thursday the Best Shirt Waists Ever Sold in Omaha at 95c The daintiest effects from our great purchase—short and long sleeves, pretty sheer white fabrics, lace trimmed, Marie Antoinettes and other style favorites; a hundred new models to choose from Thursday. **95c** Summary Waists, in white or new figured materials, plain pleats, embroidered effects or lace trimmed; many all new styles, at... **68c**



The Season's Daintiest Net and Jap Silk Waists

This is a specially pretty lot of the new mid-summer waists, many with the popular embroidered fronts—they would be \$7.50 waists elsewhere—your choice at... **298**

Net and Lingerie Dresses These dresses are specially suitable for graduation or for weddings—very pretty summer styles, worth up to \$25.00, at... **12.50**

WHITE WASH SKIRTS These are very special bargains—made of linens, India head muslins, denims and colored ducks—strapped and **98c-125-150** flowered effects

New Jumper Suits Also new summer shirt waist suits—of dotted Swisses, flannel, linens and colored chambrays— **198-298-398**

Extra Specials in Our Economy Basement Cloak Dept.

Women's Tailored Suits, in checked Panamas, etc., pony and e-ton styles, worth up to \$12.50... **\$5**

Children's Cravenette Coats, all sizes and colors, worth up to \$6.00... **1.98**

Ladies' Black Duck Wash Dress Skirts, worth \$1.00... **49c**

75c Wash Striped Petticoats— **39c** at each

Odds and ends—mostly small sizes, ladies' spring coats, covers, silks and mixtures, worth up to \$4.00, at... **75c**

Midsummer Millinery

STUNNING ALL BLACK HATS—DRESSY WHITE HATS



The new hats for summer are the broad graceful shapes, a direct departure from the styles of spring. Fashion demands the hat this summer to be in keeping with style dictates. Black Hats are Summer Favorites. These stunning effects are artistically trimmed with ostrich plumes, with ribbons and summer correct garniture. We show the newest models at... **\$5-\$10** ALL WHITE HATS These hats are thoroughly summery—not the passe spring shapes, but the new ultra stylish effects, at... **\$5-\$10**

BOOKS For Graduation Gifts

Nothing so appropriate for this purpose as a book. Every taste can be suited, and every purse too **\$5 down to 25c**

CATHOLIC PRAYER BOOKS And Religious Articles for First Communion and Confirmation. White prayer books, German and English, at 58c, 75c, 98c and up. Pearl rosaries at 19c, 25c, 48c and 75c. Fine gold plated rosaries for gifts, at \$1.48 and \$1.98.

Thursday is Chocolate Day in SWEETLAND

During our opening week Sweetland is brilliant in its finest clothes—palms and ferns line the mirrored corridor. A musical program is rendered every day. Try a new summer drink from our beautiful soda fountain.

We will have these popular Venetian Chocolates, the kind with the hard chocolate coating—those delicious, soft, mellow centers; a large assortment of flavors; and in addition we will have a number of other specials, including chocolate honey nougat and chocolate grenoble walnuts, chocolate shelled almonds, and chocolate cream cherries, something new and very delicious, in Brandeis East Arcade.

The 40c Kind of Chocolates at 20c a Pound

ADVANCE NOTICE of the Greatest Sale of Drummers' Sample LINENS Ever Attempted by a House in Omaha.

Entire line of drummers' and house samples at an immense sacrifice, from a great importing house. Hand Made Cluny, Renaissance, Princess and Honiton Lace Pieces, Italian Fillet and Jap Drawn Work Table Covers, Scarfs, Center Pieces, plate and Tumbler Dolites.

ON SALE NEXT MONDAY at Less Than 1/2 Regular Value. See the Window Display.

WALL PAPER

New dept. 3rd floor, new building. Better, brighter than any wall paper dept. in Omaha. Plenty of light, plenty of fresh air, plenty of room. A treat even to visit our new dept. Bargain! Look these over! Luxurious effects in 2-tones as low as 15c. Heavy leathers for reception halls, etc. 35c. Paperstics that suggest Backed, as low as 10c. Variegated tiles for kitchen and bath rooms, only 15c. Heavy embossed and variegated silk, the 25c kind, only 12 1/2c. Other papers, new and nobby, from 10c to 25c. Besides these bargains we have over 25 new patterns in cheap and medium grade papers, bought expressly for this sale. Remember we are the only ones that carry the "Wall paper that pleases"—3rd floor, new bldg.

12 1/2c THURSDAY 12 1/2c MUSICAL BARGAINS

Under the Tropical Moon. Moonbeams and Dreams of You. The Same Old Starry Flag. If the World Only Knew (new). Awakening of the Birds (revised). Dixie Queen (late two-step). King Bee (classic march). Pretty Pansies (new). Colorado (new cowboy song). Laura (very latest). Scotch Lassie Waltz (classic). Madaline (popular).

Note: Such prices as these only offered on Thursdays.

12 1/2c -:- 12 1/2c

BRANDEIS--Boston Store

OMAHA WEATHER FORECAST—Thursday, Friday.

Graduation Ceremonies

Will be observed by Omaha's educational institutions Friday, 14th. The better half of this advertisement is written with those interesting graduation ceremonies in view.

BENNETT'S The Grand Finale of The Berger Stock

Thursday, Friday and Saturday—Every Berger Garment Must Be Sold by Saturday Night, Never Were Such Bargains Offered in Omaha.

SUITS

\$20 WOMEN'S SUITS for	7.95	\$35 WOMEN'S SUITS for	14.50
\$25 WOMEN'S SUITS for	9.50	\$25 WOMEN'S SILK SUITS, for	12.75

SKIRTS

Never Before Were So Many Skirts Offered at So Small a Price. All Must Be Sold in Three Days.

\$5.95 Women's Panama and Fancy Mixture Skirts for	\$2.48
\$10 Women's Fine Chiffon Panama Skirts, all styles of pleats, for	\$3.95
\$15 Women's Handsome Taffeta Silk, trimmed in stripes and folds, for	\$8.95
\$5.00 Pure Irish Linen Skirts for	\$2.48
\$2.50 Linene Duck Skirts for	95c

WASH GOODS

Commencing Thursday Morning.

75c Printed Voiles, beautiful in wide, all colors, elegant floral designs, exclusive fabrics, yard and 15 pieces of the choicest \$1.50, \$1.25 and \$1.00 fabrics, embroidered effects, English eyelet, imported Swisses, etc., exquisite fabrics, all colors, Thursday, yd. 39c

53 pieces of the beautiful wash fabric that we offered at 65c and 58c, silk mixtures, sheer fabrics; positively the handsomest fabrics of this season; every piece included in sale, yd. 49c

Those swell, large dots in all colors—pink, tan, brown or blue—beautiful plaids; we offered at 60c, silk mixtures, Mul, the newest fabric in gray, and pink combination, yard 59c

40c Embroidered Fancy Swisses, the fabric that will make up beautifully for summer wash dresses—white grounds, with overcheck of green, pink, lavender, light blue, etc., on sale, yard, 25c

25c and 30 real Irish Dimities, not the imitation you're offered in Omaha. For the same price strictly last colors, yard 15c

35c Silk Organzees or Mulls—elegant floral designs of all colors, Thursday, yard 14c

25c New Suitings, in plain pink, blue, tan, grey, etc., green, etc., yd. 50c

Positively the Greatest Wash Goods Sale in Omaha.

WAISTS

Thousands of Waists at Less Than Half Price.

\$1.50 Fine Lawn Waists, lace and embroidery trimmed at	59c
\$2.50 and \$2 Lingerie Waists of dainty lace; hundreds to select from, each	95c
\$8.00 Fine Lingerie Waists of fine Persian Lawn and dainty lace and medallions, for	\$1.48

FURS

FUR SCARFS and MUFFS at less than one-third their value. Sable and Isabella Fox, black lynx, Hudson Bay, Mink, etc., all must go at one-third regular prices.

Silk Petticoats

400 Silk Petticoats, made of R. & H. \$1 m. o. n. a. best grade silk, black and all colors; sold everywhere at \$7.50; our price— **\$4.95**

Gloves

Ladies' 10-button Silk Gloves, pair— **\$2.25-\$1.98-\$1.75-\$1.50**
Ladies' 10-button Kid Gloves, pair— **\$3.75 and \$3.50**

Handkerchiefs

Ladies' pure linen embroidered, \$1.50, **1.75c, 50c, 25c**
Ladies' Armenian, hand made, \$2, **1.50, \$1.25, \$1.00 and 50c**
Ladies' Princess Lace at \$2.50, \$2, \$1.50 and **\$1.25**
Ladies' real Duchesse, \$10, \$9, \$7, \$6, \$5 and **\$4**

Hosiery

Ladies' plain white lisle and cotton, pr. 50c, 35c and **25c**
Ladies' allover lace and lace boot lisle, **1.75, 75c, 50c, 25c**
Ladies' embroidered lisle at \$1, 75c and **50c**
Ladies' plain and lace boot silk, \$2.75, \$2.25, **\$1.75, \$1.50**

Underwear

Ladies' fine lisle Vests at \$1.50, **1.75, 50c, 25c**
Ladies' fine silk Vests at \$5, \$4, \$2 and **\$1.00**
Ladies' lisle Union suits at \$5, \$3, \$1, **75c, 50c, 25c**
Ladies' lisle pants, wide knee, lace trimmed, 75c, 50c, 35c and **25c**

Women's Neckwear

Stiff laundered Embroidered Collars, worth \$2.50 each at... **19c**
Chiffon Velling, all new spring colorings, worth 25c yard... **10c**
Box Ruching, 6 assorted styles to box, worth 25c, at... **15c**

Embroidered Remnants

Odds and Ends of this spring's patterns, at HALF REGULAR PRICE.

NOTIONS

All size Pearl Buttons, 3 dozen for... **50c**
India Rubber Tape, six assorted widths to bunch, 2 bunches for... **50c**
Black Tuber Shoe Lacers, in three assorted lengths, doz... **30c**
Dress Shields, light weight, washable, Nos. 2, 3 and 4, worth 15c, pair, at... **10c**
Black Darning Cotton, dozen spoons for... **15c**
Black Spool Silk, dozen spoons for... **15c**
Shell Hair Pins, in crimped and plain, dozen... **50c**
Safety Pins, assorted sizes, 2 doz. for... **30c**
Patent Hooks and Eyes, 2 cards for... **50c**

FANS

Hand painted Lace and Spangled trimmed, Pearl and Fancy carved bone handles, prices \$8.75, down to **\$1.00**

Notions

All size Pearl Buttons, 3 dozen for... **50c**
India Rubber Tape, six assorted widths to bunch, 2 bunches for... **50c**
Black Tuber Shoe Lacers, in three assorted lengths, doz... **30c**
Dress Shields, light weight, washable, Nos. 2, 3 and 4, worth 15c, pair, at... **10c**
Black Darning Cotton, dozen spoons for... **15c**
Black Spool Silk, dozen spoons for... **15c**
Shell Hair Pins, in crimped and plain, dozen... **50c**
Safety Pins, assorted sizes, 2 doz. for... **30c**
Patent Hooks and Eyes, 2 cards for... **50c**

Bennett's Big Grocery

HEADQUARTERS FOR FINEST VALUES IN FRESH ROASTED COFFEES.

Santos Coffee, roasted, lb... **15c**
And Ten Green Trading Stamps.
Basket Fired Japan Tea, lb... **25c**
And Thirty Green Trading Stamps.
Bennett's Capitol Baking Powder, lb. can
And Thirty Green Trading Stamps.
SEVERAL DOZEN CANS GENESEE LIMA BEAN'S, worth 12 1/2c can, 5c

Blood of Grape Juice, pint bottle... **25c**
And Twenty Green Trading Stamps.
Blood of Grape Juice, quart bottle... **50c**
And Five Green Trading Stamps.
CRACKLED SUGAR, Double Green Trading Stamps.

Best We Have Corn, 2 cans... **25c**
And Ten Green Trading Stamps.
Pearls in syrup, large can... **15c**
And Twenty Green Trading Stamps.
Sunny Side Tomato Soup, large can... **10c**
And Five Green Trading Stamps.
Worcester Table Salt, 25c... **50c**
And Five Green Trading Stamps.
Bennett's Capitol Extracts, bottle... **15c**
And Thirty Green Trading Stamps.
Bayle's Boneless Herring, jar... **10c**
And Five Green Trading Stamps.
Peanut Butter, medium jar... **20c**
And Ten Green Trading Stamps.

Shredded Codfish, 2 pkgs... **25c**
And Ten Green Trading Stamps.
TO CLOSE OUT—Old Potatoes, peck for... **20c**
Just received, large quantity FRESH ACQUINITY direct from the farm, pound... **22c**
And Ten Green Trading Stamps with every two pounds.

CHINA

New Candle Electric Lamp, can be attached to any candle stick; on sale in china section, each **2.50**

Electric Desk Light, made of the best brass, pretty metal shade, worth \$7.50, on sale, complete for... **\$3.98**

Edwin M. Knowles' Dinnerware, pretty blue decoration, good shape, fine, light ware, in open stock, a \$13.50 set for... **\$10**

200 only White Meat Platters, measure, 20-in. long and 14 1/2 wide—large platters for roast, regular \$1.25 value, for... **49c**

Thursday's Bargain Bulletin

Every Item Means a Marked Saving

HAYDEN'S THE RELIABLE STORE

Many Other Splendid Bargains Thursday

Magnificent Garment Bargains Thursday

Elegant Tailor Suits, over 100 garments to select from; nearly all samples and scarcely any two alike. Come in fine Melrose Cloths, Aultman, Voiles and other popular materials, in most charming new designs; made to sell up to \$50.00; choice, Thursday... **\$25.00**

\$35.00 TAILOR SUITS, CHOICE, \$17.50—A beautiful assortment of high class Suits, in Eton, Pony and Cutaway styles; handsomely tailored, in all noblest new designs, choice of 150 superb suits, Thursday... **\$17.50**

\$20.00 TAILOR SUITS, CHOICE, \$8.90—Over 100 handsome suits in this lot, made of Panamas, all wool, Scotch mixtures, etc., in very newest designs, magnificent bargain at our sale price Thursday... **\$8.90**

DAIRY WASH SUITS AND DRESSES—An assortment that will delight the most critical customer; every imaginable style, material and color; most attractive prices, at \$25.00, \$20.00, \$15.00, \$12.50, \$10.00, \$7.50... **\$5.00**

\$7.50 WASH SUITS AT \$3.95—As a Thursday special we are offering 200 charming wash Suits, in linens, lawns and madras, all new styles; including the popular jumper suits; regular \$7.50 values, at, choice... **\$3.95**



\$10 and \$12 SILK COATS, \$5.95—100 Stylish Silk Coats, in pony and e-ton styles; special Thursday at... **\$5.95**

WOMEN'S WALKING SKIRTS, worth to \$10, choice, \$5—A splendid assortment of high class Walking Skirts—special bargains at... **\$5.00**

From 9 a. m. Till 12 m. **69c**

\$4.00 Jap Waists at \$1.50—A great lot of fine Jap Silk Waists, tucked and embroidered; regular \$4.00 values, at... **\$1.50**

Children's Gingham Dresses—\$2 and \$2.50 values, on sale Thursday at... **89c**

From 8 Till 9 a. m.—Children's 50c Gingham Dresses, choice... **19c**

From 9 Till 10 a. m.—Women's Lawn Kimonos at... **10c**

From 10 Till 12 m.—\$3.00 Wash Suits—special... **\$1.50**

Women's Percale Wrappers—Regular \$1.50 values, Thursday... **89c**

\$2.00 Moire Heatherbloom Underskirts—On sale Thursday at... **95c**

Special Sale of Undermuslins

Skirts, worth to \$6.00, trimmed with deep flounce of lace and insertion of wide embroidery; all sample garments, in 3 lots at \$1.50, \$1.98 and... **\$2.98**

Skirts, worth to \$2.00, slightly soiled; remarkable bargains at 50c, 75c and... **98c**

Ladies' Gowns, daintily trimmed and worth regularly to \$2.00; choice, 98c and... **75c**

From 9 Till 10 a. m.—Ladies' Corset Covers, worth to 50c; limit 2 to customer, at... **15c**

From 10 Till 11 a. m.—Muslin Gowns, worth regularly \$1.50, choice... **49c**

From 2:30 Till 3:30—We will sell Ladies' Lisle Vests, in plain and fancy, up to 50c values, for this one hour, choice... **10c**

Two Thursday Millinery Specials

AN IMMENSE SHOWING OF BEAUTIFUL TRIMMED HATS.

All hand made, of beautiful materials, in sailor shapes, hair braids, etc., all heavily trimmed in Flowers and Silk Ribbons. TWO SPECIAL LOTS FROM THE GREAT MINNEAPOLIS PURCHASE.

Lot 1—Hats worth to \$4.50, choice... **\$1.50**

Lot 2—Hats worth to \$6.00; choice... **\$2.50**

ALL HATS MARKED IN PLAIN FIGURES HERE.



Extra Specials for Thursday

At 9 a. m.—We will place on sale one case of Fine Dotted Swiss, the 15c grade; all colors; no white and only 12 yards to customer, at, yd... **5c**

Forenoon Only—15c White Dotted Swiss, yard... **7 1/2c**

12 1/2c Dress Gingham... **5c**

7 1/2c Lawns... **3 1/2c**

7 1/2c Standard Prints... **3 1/2c**

15c Batistes, all colors... **2 1/2c**

15c Dotted Swiss Muslin Print... **7 1/2c**

At 2 p. m.—One case of Unbleached extra heavy muslin, the 3 1/2c grade for... **4 1/2c**

Afternoon Only—6 1/2c Unbleached Muslin... **4 1/2c**

5 1/2c Bleached Muslin... **5c**

15c Towels, all kinds... **7 1/2c**

\$1.00 Bed Spreads... **59c**

\$1.00 Wool Dress Goods... **32 1/2c**

10c Wool Dress Goods... **18c**

No dealers sold here.

Grocery Department

HAYDEN'S FOR GROCERIES, MEATS, FRESH VEGETABLES, FRUITS, etc. The greatest money saving store in the west for people who study economy.

12 bars Best Family Laundry Soap... **25c**

The best White or Yellow Cornmeal, per sack... **100**

Bromelation, Jelycon or Jello, pkg. 7 1/2c

Pure Fruit Jelly, per glass... **3 1/2c**

Oil or Mustard Sardines, per can... **3 1/2c**

5-lb. cans Fancy Sweet Sugar Corn... **40c**

Gallon cans Fancy Apples... **25c**

Gallon cans Pumpkin... **25c**

Gallon cans Peaches, Plums or Pears... **25c**

The best Soda Crackers, per pound... **6c**

The best Crisp, Ginger Snaps, per lb... **25c**

Toasted Corn Flakes, per pkg... **25c**

Pillbury's Vitas, per pkg... **25c**

The best Tea Siftings, per lb... **12 1/2c**

Fancy Basket Pired or Sun Dried Japan Tea, per pound... **15c**

Fancy Golden Santos Coffee, per lb... **15c**

GAS TIGHT FIREPROOFERS NOW

The balance of our second case to go on sale Wednesday, each 4c, 5c, 7 1/2c, 8 1/2c, 10c. For dozen, 45c-55c-75c-90c-1.10.

We have everything you want in the vegetable and fruit line, at prices that discount all competitors from 50 to 100 per cent. Before buying elsewhere go Hayden's prices first.

TRY HAYDEN'S FIRST

Move your factory to Omaha. Cheap power will give you an advantage over your competitors. Investigate.

Omaha Electric Light and Power Co.
Tel. Douglas 1062. Y. M. C. A. Bldg.

JAPANESE MATTING CASES

One Hundred Special Cases. In a light handsome 24-in. size, with binding and corners steel. An attractive and serviceable case, just the thing to take on your vacation trip. A regular \$3.00 value. Special... **2.40** while they last at... **2.40**

We carry a complete stock of Trunks, Traveling Bags, Suit Cases and Sample Cases. Repair work a specialty.

OMAHA TRUNK FACTORY, 1209 Farnam Street.

If Your Boy

Is going away for vacation, get him a watch. They do not cost much these days. We have a gold watch \$9.00 to \$15.00. Spend a few minutes in our store. Look for the name.

S. W. LINDSAY, Jeweler
4215 Douglas Street.