

BRANDEIS IN NEW YORK FIRM

Head of Omaha Firm Now Associated with Stern Bros.

PLANS TO DIVIDE HIS TIME

Half to Be Spent in New York and Half in Omaha—To Increase Buying Power of the Local Firm.

Arthur D. Brandeis, returning from New York yesterday, announced that he had become associated with the firm of Stern Bros. there as vice president and member of the board of managing directors and would divide his time equally between the Brandeis store in Omaha and Stern Bros. in New York, commencing May 4.

"My association with Stern Bros. does not mean that I am going away from Omaha," said Mr. Brandeis. "I shall continue to give my Omaha business interests full personal attention, as in the past, merely giving half of my time to the New York store."

Stern Bros. establishment, which recently moved into its handsome new building on Forty-second street, west of Fifth avenue, in New York's new retail center, is rated as one of the largest and best known of the high-class retail stores of the metropolis.

The new affiliation will give added prestige and buying power to the local store. The mark of Stern Bros. has stood for two generations in New York for the best grade of merchandise. The firm maintains large offices in Paris, London, Berlin and Vienna, has a daily cable service on up-to-the-minute foreign styles, and will now share these advantages with the Brandeis store.

Any desired part of importations from foreign fashion centers by Stern Bros. will also be immediately available to the Omaha firm as a result of the new affiliation. Novelties and new fashions will hereafter be displayed simultaneously in Omaha and New York by the allied firms. Mr. Brandeis will give personal attention to mail orders from Omaha to Stern Brothers when he is in New York.

For several months he has been busy in the east completing and perfecting the arrangements for broadening and strengthening his business interests. He now expects to be in Omaha for some time, planning on larger lines for the Brandeis store.

Minister, Frances This Location. Rev. H. Stubbins, Allison, Ia., preaches Dr. King's New Life Pills for constipation. Best for liver and bowels. 35c. All Druggists—Advertisement.

Nebraska Gets Good Soaking Instead of the Predicted Frost

Contrary to expectations, according to the station reports sent to the Omaha railroads, Nebraska escaped a frost Wednesday night and out through the state yesterday the temperature is rapidly rising, clear weather prevailing generally.

While rains were not general Wednesday night, practically all the central section of the state was visited by showers or a steady downpour of several hours' duration. A strip of country fifty to 100 miles wide, from in the vicinity of O'Neill, southwest to McCook and down into Kansas received a regular drenching. Reports from towns in this area show a precipitation of from one and one-half to two inches. Outside of the area, the rainfall ranged from one-fourth to one-half inch.

Yesterday, according to the railroad reports, at 7 o'clock the temperatures ranged from 38 to 50 degrees above zero.

Wyoming and the northwest report much warmer weather, with a clear sky and little wind.

Hotel Clerk Admits Opening Letter

Charles Penn, clerk at the California hotel, has been placed under arrest by Captain Hase, deputy United States marshal, for opening a registered special delivery letter containing cash. Penn waived preliminary hearing and is held under a bond of \$100.

Some time ago Mrs. M. E. Meserve came to Omaha from Dakota, preparatory to entering a hospital here. She stopped at the California hotel with her husband, but after her husband returned to Dakota she changed her address. Penn, knowing that she was expecting funds from her husband, accepted a special delivery message, asserting to the messenger that he had power to accept the letter and sign for it.

Penn then took the \$20 cash from the envelope and substituted a check, made out to Mr. Meserve by "Peterson," on a Dakota bank. Mrs. Meserve cashed the check and when the check came back it was turned over to the federal authorities for investigation. Captain Hase arrested Penn, and Penn confessed to having rifled the letter.

FORMER OMAHA MAN COMES FOR FATHER'S FUNERAL

Gottfried Urbach of Marquette, Mich., was in Omaha this week to attend the funeral of his father, Jacob Urbach, Mr. Urbach worked in The Bee composing room twenty-three years ago and when he visited The Bee Thursday he was much surprised at the changes that had taken place on The Bee. He was only able to find four or five of the men whom he knew twenty-three years ago.

GOULDS IN MEXICO ARE SAFE

Brothers of Omahans Reported on Their Way to Coast.

ONCE LIVED IN THIS CITY

Have Since Been Occupied in Neighbor Republic Southwest of Vera Cruz at the Town of San Gabriel.

Anxiety that their brothers, Amos H. Gould and Richard C. Gould, on a sugar plantation in the Cordoba district of Mexico, might be in danger in the anti-American uprising there, was relieved for C. Z. Gould, 924 South Thirty-sixth street, and H. R. Gould, 1919 Binney street, when an Associated Press dispatch was received from Washington to the effect that the Goulds in Mexico were making their way to the sea by way of the Popolapan river.

The Omaha Goulds had decided to appeal to Secretary of State Bryan for aid for their brothers. Yesterday's news gave great satisfaction, as they believe it assures their safety, and their return to the United States if conditions continue tense. All three of the brothers now fleeing from Mexico lived in Omaha fifteen to twenty years ago.

They are the storekeeper, manager and bookkeeper, respectively, of the Cia. Commercial, Mexicana's big cane plantation and alcohol plant at San Gabriel, near Playa Vicente, southwest of Vera Cruz, near the Oaxaca state line. Mr. Steel, secretary of the New York and Chicago company owning the hacienda, was visiting it at the time hostilities came to a head, and he is reported to be with the Goulds on the way to the coast.

Amos H. Gould has a wife and daughter at Kansas City. George Gould's wife lives at Berkeley, Cal. Richard Gould is unmarried, and once worked in an Omaha bank. All three were former employees of the McCormick Harvester company here.

Messrs. Aulthill, McKim and Carpenter are also leaving the Cordoba district, according to dispatches, which say that practically all Americans have now left there.

Persistent Advertising is the Sure Road to Business Success.

MOTION FOR RETRIAL OF INSURANCE CASE

A motion for a new trial in a fraternal insurance lawsuit in which Attorney W. H. Hatteroth charged that J. W. Battin secured assignment of the case for trial before District Judge Sears with knowledge that the judge is a Mason and a member of other fraternal organizations, has been argued and taken under advisement by Judge Sears. A dispute between foster daughters of the late William J. Mount, beneficiaries under an insurance policy in the Ancient Order of United Workmen, and other heirs of the dead man is involved.

BEAR IN MIND THAT WE ARE GOING TO SELL SATURDAY Ladies' Tailor Made Suits Worth \$22.50 to \$30 For \$10.00 See Friday Evening Papers THE NOVELTY CO. 214-216-218 North 16th St.

FOR UNSIGHTLY COMPLEXIONS USE RESINOL Pimples and blackheads disappear, unsightly complexions become clean, clear, and velvety, and hair health and beauty are promoted by the regular use of Resinol Soap and an occasional application of Resinol Ointment. This soothing, healing preparation does their work easily, quickly and at little cost, when even the most expensive cosmetics and complicated beauty treatments fail. Physicians have prescribed Resinol for nineteen years and every druggist sells Resinol Soap (25c), and Resinol Ointment (25c and 50c). Avoid "imitations" or "substitutes," which a few unscrupulous dealers offer; they are usually of little value and may even be positively harmful. For free trial write to Dept. 11-R, Resinol, Baltimore.

HUNDREDS OF SPLENDID BARGAIN OFFERINGS FRIDAY New, Clean, Seasonable Merchandise, Dependable Quality and the Very Best Styles. HAYDEN'S Better Quality at Equal Price, Equal Quality at Less Price is What You Will Find Here.

Friday is Remnant Day in Our Domestic Room Over a carload of Remnants and Mill Ends from the leading mills of the East together with remnants of our own stock which accumulated during the week. Wash Goods of all descriptions—Poplins, Silks and Cottons, Batistes, Organdies, Prints, Ginghams, Zephyrs, Percales, White Goods, Linings, etc.—goods worth from 10c to 50c a yard. LOT 1 3 1/2c LOT 2 5c LOT 3 7 1/2c LOT 4 10c LOT 5 12 1/2c

Phenomenal Bargain Offerings Friday in Our Enlarged Domestic Room Ready-to-Wear Department TAILORED SUITS—In all colors and sizes, made to sell at \$10.00 and \$12.50, nice assortment for your selection; at, \$6.95 choice SILK DRESSES—Made to sell at \$12.50 and \$15.00, in pretty crepe de chines and messalines, light and dark colors, up-to-date styles, at, choice \$5.95 House Dresses—Regular 89c values, sizes 36 to 49, good quality percales, at, 49c Children's Rompers—35c quality, all sizes 2 to 7 years, all colors, well made, choice at, 19c Children's Dresses—39c to 50c values, in sizes 2 to 8 years, pretty ginghams, plain or fancy, 25c Sateen Petticoats—All new colors, plain or figured, 98c values at, 49c Crepe Kimonos, \$1.25 and \$1.50 values, in best patterns and colors, all sizes, 79c Bungalow Aprons—Full size, pretty patterns, choice, 29c 25c Dressing Scaques—Light or dark, 14c

Remarkable Value in Daylight Silk and Wool Goods Sections Plain and Novelty Silks, worth to 75c yd.—Chiffon Taffetas, Poplins, Messalines, Foulards, etc., at, yard, 28c Yard Wide Tub Silks—Regular 75c and \$1 values, in the new color combination; on sale, 48c and 68c Silk Poplins and Ratines, 36 in. wide, new spring colorings, soft and lustrous, \$1 values, 75c 85c \$1.25 and \$1.50 Brocaded Silk Canton Crepe, printed silk poplins, etc., all new colorings, at, 75c 85c Plain and Novelty Wool Crepes, 75c and \$1.00 yard values, 36 and 40 in. wide, on sale, at, per yard, 48c 68c \$1.00 All Silk Dress Messaline and Peau de Soie—black only, 36-inch wide; on sale at, yard, 78c Black and White Checked Suitings—50c quality, 36-inch wide, 38c 75c quality, 44-inch wide, 48c \$1.00 quality, 52-inch wide, 58c Black Moire, Velours, 36 in. wide, for coats or suits, special, \$1.28 \$1.48 Beautiful New Plaids, suitable for skirts or coats, very special values at, 98c \$1.48 \$3.00 Wool Dress Goods, remnants, at just half regular price.

Just Two Days More of the Great Sales of American Woolen Mills Fabrics Made Into High Class Men's and Young Men's Suits A sale which has attracted hundreds of new customers to our store and made the old customers more enthusiastic boosters than ever for Hayden clothes. Not only are the fabrics of exceptionally high quality but the very newest style ideas are incorporated in their making. Even the man who usually waits for out-of-season sales cannot afford to miss these remarkable values. All styles and all sizes to suit all men. Men's and Young Men's Suits—Regular \$15.00 values; in this sale, choice, \$9.50 Men's and Young Men's Suits—Made to sell at \$18.00 and \$20.00; on sale at, \$14.50 Men's All Wool Serge Fancy Worsted and Cassimere Suits—Regular \$12.50 values; on sale in Domestic Room, \$8.75 67 Men's Suits—Made to sell at \$7.50 and \$10.00; on sale in the Domestic Room, \$5.00 Boys' Knickerbocker Suits—Sizes 6 to 15, regular \$2.00 and \$2.50 values; in Domestic Room, \$1.50

Friday Specials in Our High Grade Linen Department Pattern Table Cloths, full size, \$1.50 values, each, \$1.00 Pattern Table Cloths, assorted sizes, \$5.00 values, each, \$2.90 Belfast Satin Damask, pure flax, \$1.00 quality, yard, 78c Lace bordered dresser scarfs, 18x 54 values, to \$1.75, each, 75c Table padding, off the bolt, heavy and sound resisting, 36c quality, yard, 25c All Linen Barnsley or glass twelving full width, regular price 15c yard, sale price, yard, 10c White China Special Our entire stock of Bavarian, German and Austrian White China for hand, decorating purposes, HALF REGULAR PRICES. Vases, Tankards, Plates, Cups, Trays, Rose Bowls, Tobacco Jars, Salt and Peppers, etc. Make your selections early Friday; on sale Crockery Department, 4th Floor.

4 Rousing Specials in Corset Dept. Friday \$3.00 Corsets—Broken lines of best known makes, medium or low bust, with six heavy web supporters; on sale, choice, \$1.49 \$1.50 Corsets—Extra long hip models, medium bust, slightly soiled, \$1.00 \$1.00 Brassieres—Fasten front and back, embroidered trimmed; on sale at, 79c Boys' Wash Suits—Newest styles, all sizes, specials at from—98c to \$1.98 Boys' Blouse Waists—Plain black, white, blue, tan or in stripes; choice bargains Friday at, 49c and 75c

Friday, May 1st—Start the Month Right Buy for Cash and Save from 25% to 50% on Your Housekeeping Expenses 23 lb. Best Granulated Sugar, \$1.00 14-lb. Sacks Best High Grade Diamond H Flour, nothing finer for bread, pies or cakes, each, \$1.00 10 Bars Best-Em-Ail, Diamond C, Lennox or Laundry Queen White Laundry Soap, 25c 10 lb. Best White or Yellow Cornmeal, 25c 3 lb. Best Rolled Breakfast Oatmeal, 25c 6 lb. Best Hand Picked Navy Beans, 25c 1 lb. Best Bulk Laundry Starch, 25c The Best Domestic Macaroni, Vermicelli or Spaghetti, pkg., 75c 4 Cans Fancy Sweet Sugar Corn, 25c 2 lb. Early June Peas, 25c 2-lb. Cans Baked Beans, 75c 1-lb. Cans Condensed Milk, 75c 1-lb. Cans Assorted Soups, 85c 1-lb. Cans Fruit, 85c 1-lb. Cans Fruit, 85c Grape Nuts, pkg., 10c E. C. Corn Flakes, pkg., 85c Large Bottles Worcester Sauce, Pure Tomato Catsup, Pickles, assorted kinds, or Prepared Mustard, bottle, 85c 6 Cans Oil or Mustard Sardines, 25c 6 Cans Silco Scouring Soap, 15c 1-lb. Package Pitted Prunes, 10c California Seedless Raisins, 10c 1-Crown Muscatel Cooking Raisins, per pound, 15c The Best Tea Siftings, per lb., 10c Golden Santos Coffee, our average sales per day 1 ton per lb., 50c The great family drink. BREAKFAST BARGAIN NOW ON They are extra fine, ripe, rich flavored and juicy. Nothing finer for preserving or dessert. 10c No. 18 size, each, 15c Per crate, \$2.25 12 1/2c No. 14 size, each, 12 1/2c Per crate, \$2.25 12 1/2c No. 30 size, each, 15c Per crate, \$2.25 THE VEGETABLE MARKET FOR THE PEOPLE. A Saving of 50% to 100%. Fresh Spinach, per peck, 20c Fresh home-grown Onions, 6 bunches for \$1.00, 10 bunches for \$1.50 2 bunches fresh Rhubarb, 5c 6 bunches home-grown radishes, 3c Fresh Peas, per quart, 75c Large cucumbers, each, 12 1/2c Fancy ripe Tomatoes, lb., 10c 3 bunches fresh Leaf Lettuce, 10c Large Head Lettuce, per head, 75c Fresh Carrots or Turnips, per bunch, 10c Fresh Cabbage, per lb., 85c Red River, Ohio Potatoes, 15 pounds to the peck, for, 25c

HUGE SHOE SALE BEGINS FRIDAY AND CONTINUES ONE WEEK Over 10,000 pairs of Women's, Men's and Children's Shoes for less than half of regular prices. Come, and we will surprise you as you never was surprised before. You can buy two pairs of Shoes for less than the price of one pair. \$2.50 Men's Shoes at \$1.00 Men's, young men's and boys' solid leather shoes and oxfords; patent leather, vic kid, gun metal, also bull elk outing shoes; actually worth to \$2.50, at, per pair— \$1.00 \$3.00 Men's Shoes at \$1.39 Men's and young men's shoes and oxfords in all leathers; black, tan and white canvas, also rubber sole English oxfords; all sizes; worth to \$3.00, at, pair— \$1.39 \$3.50 Men's Shoes at \$1.69 Men's and young men's shoes and oxfords in all styles and lasts in black, tan and white. These shoes are made to sell for \$3.50; in W. L. Douglas, Walk-Over and other well-known makes. \$1.69 \$5.00 Men's Shoes at \$1.98 Men's and young men's shoes and oxfords in button and lace styles; black and tan; the finest quality leathers, Goodyear welts. These shoes are practically the very latest styles and worth to \$5. Pair— \$1.98 \$2.50 Ladies' Shoes and Oxfords, at 69c Ladies', misses' and children's shoes and oxfords; all Goodyear welts; made to sell regularly up to \$2.50, on sale at, pair— 69c \$3.50 Ladies' Shoes and Oxfords, at 98c Ladies', misses' and grown girl's shoes and low shoes; mostly all sizes. These shoes are all Goodyear welts, sewed, and good styles. Pair— 98c \$4.00 Ladies' Shoes and Oxfords, \$1.39 Ladies' shoes, oxfords and pumps in black, tan and white. In this lot you will find all the very latest styles in pumps, oxfords and shoes; all sizes; worth to \$4. Pair— \$1.39 \$5 Ladies' Shoes, Oxfords, Pumps, \$1.98 Ladies' shoes, oxfords and pumps. This lot consists of the best known makes of satin pumps, fine French kid, hand turn and tan colonial pumps, patent Mary Janes, also patent and gun metal colonials with cut steel buckles; worth to \$5, at, pair— \$1.98 CHILDREN'S OXFORDS, black, tan and white, worth \$1, at, .39c Sale on Ladies' Suits, worth to \$30, for \$10, begins Saturday Morning 8 O'clock THE NOVELTY CO. 214-216-218 No. 16th St.