

PIANO COMPANY CELEBRATES

Schmoller & Mueller Observe Fifty-Fifth Anniversary. STARTED AT COUNCIL BLUFFS Business, Which Has Since Spread Out Into a Concern of Large Musical Scope, Originated Across the River.

Schmoller & Mueller Piano company, which has been continually in business for fifty-five years, is celebrating the anniversary.

Joseph Mueller engaged in the piano business in Council Bluffs in 1859. Council Bluffs then was a city compared to Omaha. He had a practical knowledge of the construction of pianos. He was also a musician and he soon built up a good business. His ambition was to found a piano house that would stand as a monument to his energy and ability in that line.

Soon a branch house was established at Omaha. William H. Schmoller was then made a partner in the business. He was an accomplished musician and a practical piano builder. The capital was increased. The business grew rapidly. On the death of the elder Mueller the old company was absorbed by what is now the Schmoller & Mueller Piano company.

Buy Out Factory. About this time the piano factory of the C. Sommer Piano company, which had been building pianos in Omaha for several years, was purchased, together with its patents, patterns, tools and machinery, thus placing the Schmoller & Mueller Piano company in a position to manufacture pianos and at the same time providing it with a fully equipped piano repair shop, capable of doing the very finest work.

The company extends its entire energies and talents on pianos and their adjuncts, such as player pianos and organs.

Victor Victorias and Columbia Gramophones. With ample capital behind it, it is capable of entering the market on a cash basis, buying the best instruments at a minimum of price, which in turn give its patrons the advantage of every possible discount, and last, but not least, of giving such easy terms as will enable every home to have an instrument without any appreciable inconvenience.

L. W. ROGERS OF NEW YORK LECTURES HERE THIS WEEK

Charles Hampton, representing L. W. Rogers, of New York City, national lecturer of the Theosophical society, is in the city preparing for a series of lectures on theosophy and occult science to be given by Mr. Rogers at the Paxton hotel, beginning Tuesday night, under the auspices of the Omaha Theosophical society.

The lectures and their dates are as follows: Wednesday, May 6, "Do We Survive Bodily Death?" Thursday, May 7, "The Invisible World;" Friday, May 8, "Reincarnation;" Saturday, May 9, "Thought Power;" Sunday, May 10, "The Evolution of the Soul." Speaking of the lectures yesterday, Mr. Hampton said: "Mr. Rogers does not treat his subjects in any speculative manner, but bases his exposition upon incontrovertible scientific facts, which bring the conviction that theosophy is a strictly reasonable and scientific explanation of the abstract problem of human life, satisfactory alike to the intellect and to the heart."

FOSTER ADDRESSES HIGH SCHOOL OF COMMERCE

Judge W. A. Foster, member of the Board of Education, addressed the student body of the High School of Commerce Friday on "Commercial Law," giving some general information about the subject and showing how necessary law is to the community. "Law," says Judge Foster, "is a rule of conduct, and is the means of binding the community closer together." In conclusion the judge made this statement: "The successful man is the one who knows something about everything and everything about some one thing." This not only applies to the lawyer, but also to the man who engages in any of the various other businesses.

Let us protect your furs during the summer in our dry cold air storage vaults. The charges are slight.

BRANDEIS STORES

We develop your film packs or roll free of charge, whether you order prints of us or not. Expert work. Speedy service.

Choose Your Summer Apparel From These Magnificent Displays

With dozens of new garments coming in on every express, our apparel stocks are kept at the height of completeness. Whatever your needs may be in dresses, wraps, suits, waists or skirts, you will find abundant provision made for them here. The following are of particular interest:

A Special Group of Suits

We have just received from our New York office seventy beautiful suits, purchased at an extreme low price from one of the most exclusive makers. They are the very latest spring and new summer styles in a variety of the best materials and colorings. Made to sell up to \$40. Choice Monday at \$17.50.

Copies of French Auto Wraps

We are showing for the first time in Omaha twelve new styles in auto coats, copied from the very latest Parisian designs. They are unusual in style and will appeal to every woman who appreciates the refined and unusual effects. They are priced at \$25, \$32.50, \$35, \$39 and \$45.

Summer Skirts

Skirts made in the new combination silk and wool styles. Check materials, crepes and serges in the new ruffles, tiers and tunics. Special values at \$5, \$6.98 and \$10.

Summer Silk Coats

Moire, taffeta and silk poplin coats for cool evening wear. Made in the pretty ruffled and flounced effects. Priced at \$15, \$19, \$25 and \$35.

Silk Blouses

Two special lots of dainty crepe de chine, chiffon and Georgette crepe waists in maize and flesh colors, also white. Unusual in style and quality at \$5 and \$6.98.

Pretty Wash Dresses, \$6.98

A great group of sheer hot weather gowns in all the dainty fabrics such as lawns, voiles, crepes, ratine, linens, etc. White and all the pleasing summer shades. The styles and qualities are unusually good at \$6.98.

Special Lot of Frocks, \$10

Dainty summery wash dresses of linen, crepes and figured voiles in a variety of very becoming styles. Specially priced \$10. New summer dresses in laces, ratine, imported cords, brocaded crepes, etc., at \$19, \$25, \$39 and \$49.

Dainty Summer Muslinwear

Every new idea in undermuslins will be found here. Including the daintiest of lace and embroidery trimmed styles, crepe de chine and chiffon garments. Priced at \$1, \$1.98 up to \$12.50.

Beautiful new voile and lingerie waists at \$1.98 and \$2.98.

Beautiful new voile and lingerie waists at \$1.98 and \$2.98.

Special New York Purchase of Embroideries

About 10,000 yards of the very finest imported Swiss embroideries in all the newest and most desirable patterns. They include flouncings in beautiful new designs. Some with crochet lace effects. Many suitable for dresses, waists, tunics and ruffles; 45 to 54 inches wide. Regular prices are \$1 to \$2 a yard. On sale Monday, yard..... 39c and 59c

The Best in Summer Silks

Just received three special lots of 40-inch silk and wool poplins which are extremely fashionable at present. Only five yards required for a suit or dress. The shades include new blues, new browns, reseda, tango, mahogany, wistaria, mustard new greys, Burgundy Vieux rose and black. Specially priced at yard 98c, \$1.29 and \$2.50.

Stunning Moire Silks. Moire velours, moire medallion and moire faconne for coats and suits. Very fashionable. 36 and 40 inches wide. Specially priced at yd. \$1.50, \$1.95, \$2.50 and \$2.95.

Spotproof Foulards. Well known Cheney Bros. spotproof foulards in newest printings, two and three color tones. There is nothing so perfectly adapted for most occasions as a pretty foulard. Special for Monday at 59c and 69c.

Silk Cascadeuse. One of the choicest weaves of the season in smart street shades and evening tints. 36 inches wide and regularly worth \$1. Monday at yard \$1.95.

Washable Silks Specially Priced. 125 pieces of smart washable habutai in various width stripes, and neat designs, in perfect color effects for blouses, dresses and men's shirts. Yard 39c, 79c and \$1.



Women who pride themselves on keeping in touch with the latest decrees of Fashion will surely make it a point to visit our Corset Department this week—

NEMO WEEK

Our special display of all the newest corset models in the incomparable Nemo line shows better than ever that every woman can attain utmost fashionableness of figure—and still be comfortable and well.

NEMO MODELS \$3.00 and up

Special New York Purchase of Pretty New Laces

Shadow and Oriental net lace flouncings and allovers, 18 and 27 inches wide. Including some silk flouncings, also crackle mesh laces. Hundreds of styles of all kinds of dress and trimming laces. White, cream and some black. The values are actually 50c to \$1 a yard. Special for Monday, at yard— 12c, 25c, 39c and 59c

Pretty New Tub Fabrics

25c Voiles and Crepes at 15c. Two of the most favored materials for spring and summer. White background with a score of new colored designs. Regular 25c values at yard 15c.

Brocaded Silk Ratine 50c. This attractive silk fabric comes in all colors, suitable for suits and dresses; 27 inches wide. Special at the yard 50c.

Genuine Egyptian Tissues 18c. A fabric that will lead in popularity this summer. New stripes plaids and embroidered designs, 25c quality at 18c.

25c Tub Silks at 10c. Washable silks in neat blue stripes. 24 inches wide. Regular 25c grade, yard, 10c. Imperial Long Cloth, No. 200. 12 yard bolts at 95c.

Novelty Checked Crepe, 40 inches wide. Yard 98c. Silk Stripe Voiles, 38 inches wide. Yard 90c. White Flaxon, namu stamped on selvage. Plain and stripe effects. Yard 15c. Checked Lawn. Good quality for underwear. 40 inches wide. Worth 20c Special 10c. Imported Plain White Crepe, 45 inches wide. Very special, at yard 49c. St. Gaul Embroidered Dotted Swiss. Regular 35c quality, Monday, yard 15c. Plain White Voile. Extra good quality. 45 inches wide. Yard 19c. French Crepes, in all plain colors. 45 inches wide. Yard 49c.

Four Special Values in Rugs

9x12 foot Brussels rugs in full line of patterns. Values up to \$15. Monday special— \$8.98

Wilton rugs, finest quality made. Seamless. Values up to \$55, on sale Monday special— \$39.00

36x72-inch velvet rugs in very attractive patterns, regularly worth to \$3.25. Special— \$2.19

Velvet and Axminster rugs, 27x60 inch size, worth up to \$3.50, on sale Monday at only— \$1.59

The Newest of Dress Goods

The new smart weave in plain sutting in gabardine, a texture between a French serge and whipcord. Shown in a splendid array of street colorings, blues predominating. 51 and 54 inches wide at yard \$1.50 and \$2.50.

Check Suitings. Fine imported and domestic black and white check tailor suitings in just the desired weight. Three sizes of checks. Yard 98c, \$1.35 and \$1.69.

1.50 yards on special bargain square Monday at one-third regular price. Whipcords, gabardines, costume and French serges, manish suitings, Vigoureux, black and white checks, fancy crepes, yd. 79c.



The Newest Pumps

Handsome new styles in women's pumps. Gracefully arched, with full Louis heels. Light weight hand turned soles. Brocade quarters of either grey or black. Perfect fitting lasts. Grey kid lining that will not soil the stockings. Priced most reasonably at \$3.48.

Important Offerings in Draperies

Duchesse Lace Curtains, imported direct through our Paris office. Endless variety of patterns as are here displayed at these prices. Pair \$4.98, \$5.98 and \$7.50. Quaker Lace Curtains in hundreds of styles and moderately priced at pair \$1.50, \$1.98, \$2.98 and \$3.98.

Quaker Craft Bungalow Nets. Special showing Monday at yard 49c, 59c and 75c. Linen Curtains with valance. Ready to hang. Special for Monday at pr \$1.98.

Cretonnes. No store in the city shows such an immense range of patterns as are here displayed at these prices. Yard 25c, 39c, 59c. Etamine in dozens of new patterns. 36 inches wide. Yard 15c and 25c. Etamine Curtains for dining room and bedrooms. Many new styles to select from. \$1.98, \$2.98. Curtain Stretchers. Regular price \$1.35. Monday at \$1. We make window shades and curtains to order, at our prices.

Our Big April Sale of Notions Will Begin Tomorrow---Main Floor

- Coats' Mercer Cotton for crocheting. White and ecru. Per ball..... 9c. Merrick's and Chadwick's best 6-cord machine thread. Black and white. All Nos. Spool 2c. Good Sewing Silk, 100-yd spools. All colors. Per spool..... 3 1/2c. Darning Cotton. Black, white and tan. Regular 2 1/2c grade..... 1c. Best Basting Thread, 500-yd spools. All numbers. Spool..... 3 1/2c. King's Thread, in black and white. All numbers. Dozen..... 15c. Knitting Cotton. Black and white. All numbers. Ball..... 3c. Thimbles. The 1c kind at 2c. One lot special at each..... 1c. Warren's Featherbone, silk covered. Black or white. Box 12 yards..... 69c. Klenner's Triton Dress Shield braisere. Reg. \$1 value..... 69c. Heavy Button Thread Spool..... 3 1/2c. Basting Thread, 200-yd. spools. Dozen..... 10c. San Silk. All colors. Spool..... 3 1/2c. 3-in-1 Machine Oil. Bottle..... 7c. Dress Weights by the yard. Black and white. Regular 10c grade at yard..... 7c. Sewn Hose Supporters. Regular 25c value at pair..... 15c. Dress Shields, special at pair..... 7c. Klenner's Featherweight Dress Shields. Sizes 2, 3, and 4. Pair..... 18c. Hooks and Eyes. Special the card..... 1c. Wilson Dress Hooks. Rustproof. Card..... 7c. Rustproof Dress Clips. Black and white. Worth 10c doz. Doz..... 2c. Rustproof Dress Clips on tape. Black and white. Regular 25c grade. Yard..... 19c. Leather Straps for sewing machines. Regular 25c value, each..... 15c. Tunic Wire in black, white or grey. Regularly worth 10c, at yard..... 2c. Wooden Buttons. Regular 5c kind. All sizes, at dozen..... 2c.

April Sale of Dress Forms

- \$1.98 Bust Form. French fitting bust form with the correct lines and in perfectly proportioned sizes, 32 to 44. Regular price \$1.98. Special..... 85c. \$7.50 Dress Form, \$4.98. "Favorite" Dress Form. Adjustable in four parts and can be raised to any height. Sizes 34 to 44. Always sold at \$7.50. In this sale, at..... \$4.98. \$4.50 Dress Form, \$2.98. Latest model dress form, with perfect lines and proportions. Jersey covered. Sizes 32 to 44. Regular \$4.50 value. Special..... \$2.98. Complete collapsible dress form featuring the correct fashionable lines and perfectly proportioned. Sizes 32 to 44. Regular \$5 model. Special..... \$3.25. \$3.50 Bust Form. Adjustable bust forms. Four sections. Can be adjusted from size 32 to 44. A splendid model, regularly worth \$3.50. Special, at..... \$2.50.

- Warren's Tango Flares for ruffling supports. Regular 10c value, at each..... 6c. Rustproof Hooks and Eyes. Black and white. All sizes at card..... 2 1/2c. DeLong Hooks and Eyes on tape. Black and white. Rustproof. Regular 19c value, at yard..... 11c. "Warren's" Gimp's. Something new. All sizes, at each..... 19c. Machine Needles for all makes of machines. Reg. 10c grade, at..... 7c. Needlebooks, worth to 25c, at each..... 5c. Keen Kutter Scissors and Shears. Worth to \$1.39, at..... 69c. Scissors and Shears. Worth to 69c a pair, at..... 25c. Skirt Makers, 25c value, on sale at, each..... 9c. Dressmaking Chalk. Regularly 10c a dozen, 6c dozen..... 5c. Good Pins, at the paper..... 1c. Brass Dressing Pins. Paper..... 3 1/2c. Dressmaking Pins. Special..... 19c. 60-inch Tape Lines. Regular price 5c, at..... 3c. Art Gum for cleaning gloves, cotton and wool materials. 10c value, cake..... 5c. Ocean Pearl Buttons. Regular 5c value, dozen..... 2c. Waved Wire Collar Supports. Regular 10c value, at card..... 2c. Cotton Tape, 3-yard rolls. All widths, at per bolt..... 1c. Linen Tape, 4 bolts for..... 5c. Non-Elastic Webbing. Black and white. Regular 5c value, at yard..... 2c. Inside Skirt Belting. Black and white. Regular price 15c and 19c, yard..... 7c. Rick Rack Braid 5c. Embroidery Edging in white and colors. All guaranteed to wash. 6-yard bolt, at..... 7c. Bias Tape. All widths 12-yard bolts, at bolt..... 5c.

Black and White Hats Fashion's Newest Favorites

Our millinery buyer has just returned from the East filled with enthusiasm over the new Black and White Craze

now taking hold in the leading fashion centers. He has brought with him numerous new and striking models in street and dress hats that carry out the latest ideas both in their design and their treatment in black and white. These are principally black sailors, trimmed with white wings, white flowers and white ribbons. They are suitable for country club openings and other festive occasions. Special displays Monday and Tuesday at—

\$16.50 to \$25 BRANDEIS STORES

Brandeis Stores May Sale of Wall Paper

Exceptional saving opportunities just at the time when you are interested in redecorating your home. These are all new and artistic papers—the best qualities.

- 20c special bedroom wall papers. Floral, stripe and Dresden. Roll..... 10c. 60c imported oatmeal, Japanese grass cloth and fancy blend. Roll..... 27c. Embossed cut or crown. Worth 25c per section, at..... 11c. 35c Imported German duplex oatmeal papers. Plain colors. Roll..... 21c. 8c papers for bed rooms, dining rooms and kitchens. Roll..... 3c. 15c papers for living rooms, dining rooms, halls and stores. Roll..... 6c. 30c liquid gold papers for living room, library and dining room. Roll..... 14c. 2 1/2c grade..... 1c. Best Basting Thread, 500-yd spools. All numbers. Spool..... 3 1/2c. King's Thread, in black and white. All numbers. Dozen..... 15c. Knitting Cotton. Black and white. All numbers. Ball..... 3c. Thimbles. The 1c kind at 2c. One lot special at each..... 1c. Warren's Featherbone, silk covered. Black or white. Box 12 yards..... 69c. Klenner's Triton Dress Shield braisere. Reg. \$1 value..... 69c. Heavy Button Thread Spool..... 3 1/2c. Basting Thread, 200-yd. spools. Dozen..... 10c.

BRANDEIS STORES Great Sale of ROSE BUSHES

from our purchase of 10,000 bushes, and includes: American Beauty White Killarney Mrs. Aaron Ward My Maryland. All are hardy, healthy bushes, acclimated to local conditions and will bloom this summer, each..... 10c. Your last chance of the season to get American Beauty rose bushes at this price. Choice of these varieties at— \$1.00 a Doz. Basement