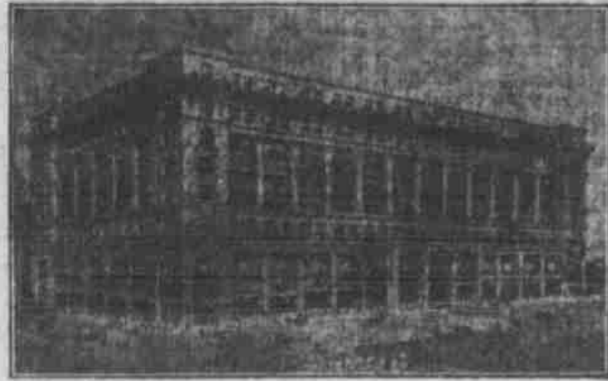


BRANDEIS STORE

Omaha's Greatest Store

WE PROVE IT EVERY DAY

Our styles are always newer—our varieties are always greater—our goods are always better than you find anywhere else at the same prices.



The Business Center of Omaha

The Style Center of the Entire West

BRANDEIS STORE, OMAHA.

There is genuine style in Brandeis moderate priced hats—no matter what the price may be, every hat from Brandeis is smart and up-to-date

MILLINERY AT \$5



The materials and the work that others put into their \$10 hats, Brandeis puts into hats to sell at \$5. For Thursday we have prepared about 600 new hats, Merry Widows an d other new styles—new shades of blue and brown are used in the trimming. Every hat has that touch of smart style always found in a Brandeis hat—special \$5

MAIN FLOOR

Stylish New Hats

Every hat this season's style—variety of new shapes and colors—hundreds of them in our main floor millinery section, at 1.98

BASEMENT

Trimmed Hats

Pretty trimmings—all new shapes and styles—good practical hats for every day wear—1.69 go at

Have You Seen the Irish Girls Make Lace?

Come to the Irish Cottage any day this week and see the girls from Erin make the real Irish lace by hand. Just as good as a scene from old Ireland. Father O'Flanagan is in attendance.

EXTRA SPECIAL SALE OF THE

Real Irish Hand Crochet Laces

Beautiful variety of the finest patterns very specially priced for Thursday, at yard—

33c-98c-125-150-225

Also real Irish crochet collar and cuff sets, boleros, lace coats, etc., specially priced.

ALLOVER LACES—Oriental crochet, Filet, Guipure, dainty dots and figures and fancy effects for waists, yokes, etc., worth up to 75c, at 39c

IMITATION IRISH CROCHET LACES

Lace edges and insertions, medallions and appliques—also net tops in white, cream and ecru, worth up to 25c yard at, yard 10c

Next Saturday—Grand Sale

Safety Razor for 10c

"Less than the price of a shave"

In Housefurnishing Dept. Basement, Old Store

A Good Dependable Complete Safety Razor.

See our window display, 16th St., Old Store

Thursday is Chocolate Day

AT SWEETLAND

Thursday is always the day when you can get those delicious 40c chocolates at 20c. Golden walnut chocolate, assorted flavor sundae chocolates, assorted flavor milk chocolates, walnut cream chocolates, filbert cream chocolates, almond cream chocolates, 40c kind, at, pound 20c

Next Saturday

is that Big Sale of Men's

Negligee Shirts

Worth \$2.50 and \$3

at 50c-75c

All Samples—Many are Silk—Big Bargains



BRANDEIS

We Are Headquarters

FOR

Misses' and Young Men's Footwear

Our position in the shoe world is enviable, not only here in Omaha, but the entire west. Our big shoe store is the outlet for the finest products of America's best shoemakers and anything that is worth while in footwear can be found right here. Today we would direct your special attention to our new Oxfords in golden brown, patent kid, gun metal calf and vict kid—button or lace all sizes and widths—

\$2.50-\$3-\$3.50

Drexel Shoe Co.

1419 Farnam Street

Courtney's

Omaha's Pure Food Center.

Restaurant on 2nd Floor

Where dainty meals are served at moderate prices.

YOUR TRADE

is earnestly solicited as we believe that you will find constant trading at Courtney's not only means that you get the best and the purest but it also means a constant saving to the family purse. As the large quantities in which we buy enable us to give you better things to eat for less money.

ANKOLA

Real Ankola Coffee is sold by us. If you are buying 55c a pound coffee and not getting Ankola you are not getting your money's worth. Try ours. It is so different.

Courtney & Co.

17th & Douglas Sts. Phone Dong. 647 Private exchange connects all Depts.



400 Beautiful Combs

Are on display in our north show window—the very latest and newest designs—ranging in price from \$2.00 to \$10.00. Every comb guaranteed.

C. B. BROWN CO.

Jewelers and Silversmiths. 16th and Farnam.

LOOK NATURAL?

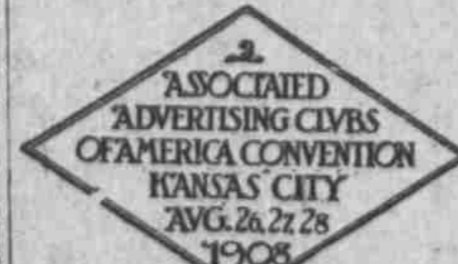
You have often seen people wearing artificial teeth that were a detriment to their appearance. We use teeth that are made from molds of natural teeth, which requires a large assortment of molds and shades—result, naturalness—they defy detection. In making plates, we take a perfect impression of your mouth—get a model from impression—adapt plate to same and guarantee a perfect fit. A natural looking, perfect fitting set of teeth for \$5.00 or a better one for \$8.00. A word to the wise is sufficient.

Taft's Dental Rooms

1517 Douglas Street.



ORIGINALITY is a flavor found in all our designs Baker Bros. Engraving Co. Barber Block, Omaha.



READ THE BEST PAPER The Omaha Daily Bee.

BENNETT'S REMNANT THURSDAY

Quality and Fair Prices on MILLINERY

Bennett's millinery, without the least doubt, embodies more charm and individuality, more variety and good taste, more picturesque and fashionably correct hats at popular prices than Omaha women have ever known before. This store believes that the most enduring business comes from giving the greatest amount of hat goodness for the least money. No other store we know of combines real quality, richness of materials, at such moderate prices. We harp on this, for we know whereof we speak. You'll learn it, too, if you come here. The wonderful Easter business has not weakened the showing. New arrivals from New York keep the stock ever fresh. Every style touch that foremost designers have created is embodied in these hats, but you don't pay one penny for that intrinsic value count here. Our prices range—

5.50-7.50-10.00-12.50-15.00

Wash Goods Remnants

Remnant Thursday will be noted for this special at the wash goods counters. Hundreds of choice lengths of every kind; dress linens, Organdies, silk mulls, lawns, batistes, linen finished suitings, percales, etc. These are very desirable goods and lengths 2 1/2 to 12 yards. All are 15c, 20c, 25c to 50c materials. For Thursday remnant day. 7 1/2c

Lingerie Waists Less Than Half

It's just such sales as this that makes this the always busy store. Bennett's never let an opportunity for underprice bargain occasions go by. Here's our latest in the waist section: Several thousand very attractive new lingerie waists direct from the makers at half their worth. Many elaborate all over embroidered and lace fronts in many styles. Any amount of exquisite \$2.50 garments in this lot; Thursday in a big sale, at—

1.19

Voile Skirt Special

An entire new lot never shown before. They are made of very fine Altman voiles in new leather shades, navy or black, trimmed with light and tan narrow taffeta straps and one wide taffeta fold. The tailoring, too, is high class, never better values at \$15.00; Thursday 10

Odds and Ends Women's Stylish Boots

For Easter sale—ridiculously cut for quick clearing Thursday. Strictly new, desirable lines in broken lots, \$5.00 oxblood, \$4.00 tan boots, \$4.00 and \$5.00 patent leather boots, all sizes in the lot; choice of any at 1.98

TOMORROW OUR FIRST WEEKLY THURSDAY HOSIERY DAY

It's to be a fixed event, always full of fine and interesting bargains. Nothing will be advertised that is not decidedly under actual value and worth coming for. Judge by these Thursday offerings.

- Women's full seamless black and tan hose, our regular 17c 12 1/2c
- Bennett's Black Cotton, round 2 1/2c
- Women's imported full fashioned split foot hose, black and tan, 21c
- Boys' and girls' stockings, full fashioned, in light, medium and heavy 19c
- Women's imported, hand-embroidered fine hose, never less than 15c 10c
- Children's ribbed stockings, splendid 15c weights, absolutely neat colors and very durable, one day only at 10c

Turn the Switch

and you have power—night or day—no delay—no waste. INVESTIGATE. OMAHA ELECTRIC LIGHT AND POWER CO. Telephone—Douglas 1062, Ind. A1576. T. M. C. A. Bldg.

ONION SETS HALF PRICE

THURSDAY ONLY 2 QUARTS FOR 15c THE NEBRASKA SEED CO., 1613 Howard St.

BEAUTIFUL CHINA

hand painted, makes a very acceptable wedding gift. Eyes lady enjoys it. We have some handsome pieces. Spend a few minutes in our store. S. W. LINDSAY, Jeweler 1516 DOUGLAS STREET

DR. BRADBURY, Dentist 1500 Farnam. 17 Years Same Office. Phone, Douglas 1756. Alveolar Dentistry a specialty. Loose teeth made solid. Nerves removed without pain. Work guaranteed ten years.

Thursday a Day of Rousing Bargains

Fourth Day of the Great Manufacturer's Stock Sale. **HAYDEN'S** THE RELIABLE STORE. The Greatest Bargain Day of the Week.

Thursday It's the Waists

From this great \$40,000 manufacturer's stock purchase. Thousands of them to select from. A collection embracing all the most wanted new styles, materials and colors. On sale in Seven Great Lots AT ABOUT HALF REGULAR PRICES.



- LOT 1—Silk, net, lace and lingerie waists, manufactured to sell up to \$15.00, Thursday at one price, at choice \$5.90
- LOT 2—Silk, lace and lingerie waists, worth regularly up to \$10, most charming values ever offered, at choice \$4.95
- LOT 3—Lace, net, taffeta and lingerie waists, actual values to \$9, choice \$3.95
- LOT 4—Silk, lace, net, lawn and lingerie waists, regular \$5.00 to \$6.50 values, at choice \$2.95
- LOT 5—Waists worth to \$5.00, taffetas, nets, lingerie and lawn, grandest lot of values ever offered, at \$1.95
- LOT 6—Waists worth to \$2.50, pretty lawns and lingerie, about 50 dozen to select from, at choice \$1.95
- LOT 7—Pretty lawn waists, trimmed with fine tucks, laces and embroideries, newest styles, great assortment, worth in a regular way \$1.50, choice \$1.50

Greatest Muslin Underwear Bargains on Record

\$35,000 stock of high grade garments secured from the manufacturers at an average cost of less than 50c on the dollar. All new clean stock, complete in every detail. On sale beginning Thursday at LESS THAN HALF ACTUAL VALUE.

- \$3.50 Undershirts at \$1.50
- All have deep knee flounces of handsome wide lace embroidery and insertings, finished with wash ribbon, not a garment in the lot worth less than \$3.00, on sale in two lots at \$1.50 98c
- Corset Covers and Drawers—In immense assortment, daintily trimmed with laces and embroideries, values to \$1.00, on sale at 19c, 26c, 39c and 49c
- Children's Skirts and Drawers with tucked ruffles, at \$1.00
- EXTRA SPECIALS EVERY HOUR THURSDAY—Not a disappointment in the lot. Even better values than you'll expect. We deliver the goods as advertised.
- FROM 8 TILL 9 A. M. Corset Covers and Drawers, worth to \$1.00, lace and embroidery trimmed, at choice \$1.35
- FROM 9 TILL 10 A. M. Cambric Gowns, lace and embroidery trimmed, low neck, cut long and full, values to \$2.00, choice, at \$1.50 98c
- FROM 10 TILL 11 A. M. Petticoats worth to \$2.00, very few worth less, deep flounces of lace or embroidery, splendid assortment, at choice \$1.69
- FROM 11 A. M. TILL 12 M. Men's Madras Shirts, all sizes, newest patterns, every shirt perfect, 56c and 75c values, in one lot at, choice \$25c
- FROM 2 TILL 3 P. M. Men's, Women's and Children's Hose, in tans and blacks, all sizes, values up to 15c, 6 pairs for \$1.25
- FROM 3 TILL 4 P. M. Ladies' Night Gowns, neatly trimmed, generally proportioned, all sizes and worth regularly to 98c, on sale choice \$3.95
- FROM 4 TILL 5 P. M. Ladies' Gowns, Corset Covers and Drawers, well made, neatly trimmed, garments in the lot worth to \$1.50, choice \$1.29
- FROM 5 TILL 6 P. M. Men's Lisle Union Suits—Ecru, white, pink or blue, all sizes, made to sell at \$1.50, greatest snap ever offered, garment at \$1.49

SILKS Worth to 75c Yard 29c at Per Yard 49c

Novelties and Plain Silks, including white Japs, actual value to 75c yard. The saving opportunity of the season.

Extra Specials For Thursday In the Great Domestic Room

- 7c Apron Check Gingham 3 1/2c
- 7c Standard Prints 2 1/2c
- 8 1/2c Lawns and Batistes, fast colors, yard 3 1/2c
- 36-in. Bleached Muslin, 2 1/2c
- On one large counter long lengths of Arnold's celebrated Wash Goods, Swisses, Appliques, worth 25c; Drap de Line Linen and other goods up to 25c yard, 5c
- 15c White Goods 7 1/2c
- 12 1/2c Dotted Swisses 5c
- 10c Towels, buck 6 1/2c
- 10c Towels, lath 5c
- 12 1/2c yard wide Percales 7 1/2c
- 15c Madras, 34-in. wide 10c
- 15c India Linon 7 1/2c
- 15c Long Cloths 7 1/2c
- 15c 40-in. Lawns 7c
- 10c 40-in. Lawns 5c

The Cold Wave Is Here



If you want the best why not buy the Ice King or the Cold Wave. We buy Refrigerators like we do Washing Machines, by the car—that is why they are so cheap. Every one guaranteed or money back. BIG SALE ON GARDEN HOSE. Ready Mixed Paint, 30c, 35c and 98c. 16-gallon Garbage Can, only \$1.25. 50c packages Alabastine, only 29c.

Read These Grocery Prices For Thursday's Sale

- Granulated Sugar, the best, at less than Jobbers' cost
- The best Crisp Ginger Snaps, lb. 5c
- The best Crisp Pretzels, lb. 15c
- The best Soda or Oyster Crackers, per pound 10c
- The best Fancy Cookies, per lb. 10c
- The best Tea Siftings, per lb. 15c
- Fancy Biscuits, First or Second, per pound 10c
- Japan Tea, a very fine drink, at per pound 25c
- Haarlem's Pure Vinegar, at per bottle 10c
- Oil or Mustard Siftings, per can 25c
- 4 cans Sweet Sugar Corn 25c
- 1 pound cans Solid Packed Tomatoes 10c
- 1 pound package best Domestic Macaroni 10c
- 1 pound cans Solid Packed Tomatoes 10c
- 10 pounds best Granulated Cornmeal 10c
- Choice California Prunes, per lb. 4c
- Fancy Cleaned Currants, per lb. 7 1/2c
- Fancy Muscatel Raisins, per lb. 7 1/2c
- Fresh spinach, per peck 10c
- Fresh Asparagus, 2 bunches for 15c
- Fresh Peas, per quart 10c
- Fresh Wax or String Beans, qt. 10c
- 4 bunches Fresh Radishes 10c
- 1 head Fresh Leaf Lettuce 10c
- Fresh Hearts or Carrots, per bunch 10c
- Large Cucumbers, each 10c
- Fancy Ripe Tomatoes, pound 10c
- 2 Bunches Fresh Celery 10c
- 4 Bunches Fresh Onions 10c
- 4 Bunches Pie Plant 10c

TRY HAYDEN'S FIRST