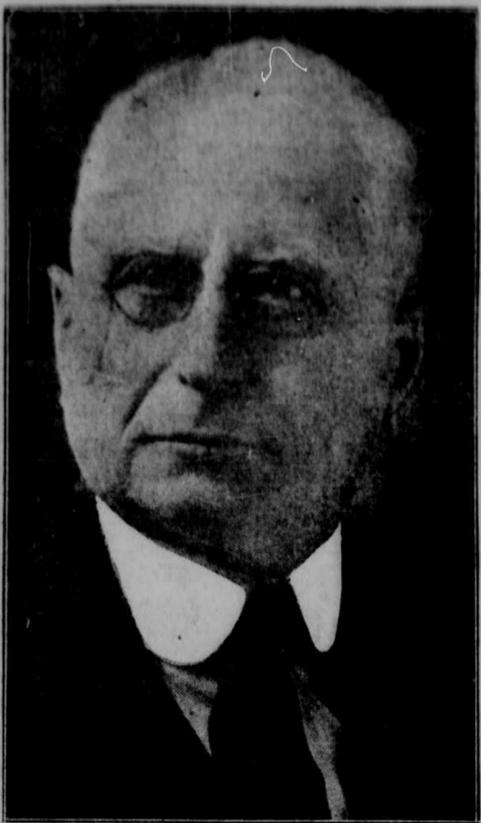


Sixty-One Years in Business



C. C. Belden.

Sixty-one years ago tomorrow, May 5, 1863, C. C. Belden began his business career in a country store in Mesopotamia (not Asia, but Ohio). The event will be celebrated fittingly at the Thompson-Belden store, of which he is the head. It will be known as "Belden day" with bargain attractions, and at 6:30 a dinner in honor of Mr. Belden, given by the department managers in the store cafeteria.

Twelve employees have been with the store more than a quarter century. W. F. Negels, the secretary, has a service record dating from 1887. W. W. P. Horne, a director, has been in the firm since 1889; Robert Nicoll and Bertha Meyer, also directors, since 1889 and 1891, respectively. Others who have been

there more than 25 years include Henry Parke, G. W. Palmer, Blanche Sedgwick, Emma Johnson, Helen Ehlers, H. J. Gillespie, Frances Dillman and J. A. Ladek.

Mr. Belden is president of the company; his son, C. R. Belden, is vice-president; J. H. Taylor, treasurer. He is a director of the National Retail Dry Goods association, of the National Retail Garment Men's association and of the Omaha Chamber of Commerce. He is a Mason, member of Happy Hollow club and an honorary member of the University club.

The store has been in its present quarters at Sixteenth and Howard streets since 1905. Prior to that it occupied locations in the old Y. M. C. A. building and at 1319 Farnam street.

Barber Shop Shorn of Homely Glamour to Weary Man by Intruding Bobbed Hair Fad; 'Ts Awful, Mr. President!

By WILLIAM W. LAMPMANN.

Homely custom is held sacred in the masculine heart. Let women take the places of men at the polls, in offices, factories, science, business, yes, in the street cars, but "lease kind providence, please don't let them take men's places in the barber shops.

But it is a vain prayer, for women have already taken to the male tonsorial parlors like static to a loud speaker. Still even in this crisis, some man-of-the-hour may arise, unite the masculine proponents of the



sanctity of the barber shop and establish exclusive male shops.

At present barbers have become so accustomed to their feminine trade that "haircut" is almost an obsolete word. "Trim" is the term.

THAT GUILTY FEELING TO THOSE WHO DON'T

Of course any gentleman will tell you, ladies come first when there is a crowd waiting for tonsorial treatment. There is that guilty feeling if you fail to respect the eternal feminine.

What a nuisance for a man to be



obliged to ask a female patron's permission before he can smoke while waiting his turn.

The jovial traveling man dashes into a barber shop and plunks his portly self down in the chair.

"Al told a good one at the poker game last night," begins the care-free salesman. "It seems that Pat and Alice—" A dig in the ribs and he twists his head to find that a 19-year-old "flapper" is seated in the next chair having her shingle bob trimmed. Verily the freedom and abandon which once characterized the barber shop is gone. Where man once felt at home, he now feels only restraint.

Barbers now have their regular feminine customers even as they have their male patrons.

"I guess it's about time for that little blonde to come in again," one remarked to his fellow barber the other day. The blonde in question needs a professional hedge trimmer to

scraping the jawl of one of us poor males. The work is more intricate, engrossing. The clipper "chauffeurs" are slighting male hair cuts while they strive to invent new styles and effects in feminine hair dressings.

But why say more? We men are being eased out of a noble American institution which had its origin in the founding of the republic. Something ought to be done about it, Mr. President.

LIQUOR VIOLATOR TO LEAVENWORTH

Lincoln, Neb., May 3.—George Mings, convicted on four counts of liquor violation, was sentenced to a year and a day in the federal prison at Leavenworth today and fined \$500 by Federal Judge Munger. Nineteen other men up today on liquor counts were sentenced to fines ranging from \$100 to \$500.

Monday-The Second Week of Our May White Sales Brings Wonderful Values in Lingerie and Yard Goods

Sateen Petticoats
2.28 Values
1.69
Shadow-proof models, in hemstitched and fancy bottoms.
Third Floor.

THE BRANDLIS STORE

Satinay Slips
2.98 Values
1.87
Plain and lace trimmed, white and flesh. Sizes 36 to 46.
Third Floor

Our Greatest Lingerie Sale Begins Monday on Our Third Floor

Offering the year's best saving opportunities in 6000 pieces of dainty, sheer Underthings made to sell at far more than these remarkably low prices

Voiles - Shadow Batiste - Cross Bar Dimities - High Count Nainsooks - Cuddle Silk White and New Pastel Shades

Beautiful Novelty Underwear

Exceptionally Priced at 1.95
2.50 to 2.95

Gowns and chemise of soft, sheer voiles, shadow and striped batiste and lace cloths, trimmed with fine tucks, hand embroidery, medallions and appliques.

Philippine Chemise at 2.77

Finest grade materials, beautifully hand embroidered in daintiest stitchings, built up shoulders. Sizes 36 to 44.

To 3.25
Philippine Gowns 1.89

Delightful hand-made gowns and envelope chemise; all hand embroidered and cleverly scalloped in a variety of dainty and beautiful designs.

2.98 Two-Piece Pajamas at 1.95

Of soft voile or flowered batiste; sleeveless with round or square necks; trimmed with ribbons, lace or hand embroidery; in many new colors; sizes 15, 16 and 17.

2.25 Novelty Garments 1.95

Gowns and chemise of fine voiles batiste and dimities, ruffles, lace, fine tucks and hand embroidery; in pastel shades.

Nainsook and Lingette Slips

Specially Priced at 1.59
Regular 2.98 Value

Dainty washable princess slips, trimmed with lace and embroidery; or in the plain tailored style. All slips come with double hip hems; sizes 36 to 44.

1.25 to 1.59 Novelty Gowns, Chemise and Step-in Drawers at 99c

In fine voiles, shadow batiste and shadow striped materials; trimmed with beautiful laces, hand embroidery and scalloping. Pretty colors.

1.25 to 1.98 Values Sateen Petticoats 97c

Shadow proof white sateen petticoats; either embroidered hems or scalloped bottoms.



The Brandeis Store—Third Floor—Center

Monday---Our May White Sale Offers Greatest Savings on Linens

9.50 Madeira Linen Napkins Dozen 5.55

Choice hand-embroidered napkins, 13-inch size, elaborately embroidered corners.

29c Linen Kitchen Toweling Yard 15c

2,000 yards in the lot; of a very absorbent quality; full bleached, with neat red borders; will not lint. Unusual value.

4.50 Linen Table Cloths 3.19

Irish linen cloths in a variety of attractive designs and patterns. 68x68-inch.

22-Inch Napkins Dozen 5.50

To match table cloths.

5,000 Wash Cloths Each 2c

Turkish or knit, of a very heavy quality; large sizes.

300 Fine Table Cloths and Napkins at 1/2 Price

We are closing out discontinued numbers from our extensive stock. Wonderful selections of attractive patterns that are most delightful in designs and weaves. All are of an extra fine quality linen. An inspection of our choice assortments will prove beneficial to you.

12.50 and 13.50—2x2-yd. size, 6.25 and 6.75
13.50 to 21.00—2x2 1/2-yd. size, 6.75 to 10.50
18.50 to 25.00—2x3-yd. size, 9.25 to 12.50
16.50 to 21.50—24-in. napkins, 8.25 to 10.75

39c Turkish Towels 25c

Full bleached, an extra heavy quality, all large sizes.

54-Inch Table Padding Yard 1.35

Quilted in zig zag and straight stitch designs. Filled with white carded cotton. Washable.

16-Inch Hemmed Napkins Each 6c

Extra heavy material in a variety of assorted designs and patterns. All are neatly hemmed.

Fancy Turkish Towels 49c

Heavy grade; a special purchase of a famous manufacturer's samples and rejects.

Linen Table Damask Yard 2.39

1,000 yards in the lot; all full bleached; of an extra heavy quality, in a wonderful assortment of choice patterns and designs.

Cotton Kitchen Toweling Yard 9c

Heavy quality, full bleached, with neat blue borders; for dish or roller towels.

18x54 Bureau Scarfs Each 1.35

Of a lovely quality suiting; daintily trimmed with 16-point fillet lace.

1.98 70-Inch All-Linen Table Damask Yard 1.39

1,000 yards in the lot; all full bleached; of an extra heavy quality; in a wonderful assortment of choice patterns and designs.

Arrivals for Monday's May White Sale Offer Maximum Values in Domestic and White Goods

Mohawk Sheets 1.49

Nationally known for their wearing and washing qualities; specially suitable where frequent laundering is required; sizes 81x90, or 72x99.

81-Inch Bleached Sheetling 39c

A splendid quality for making full size sheets and pillow cases.

72x90 Sheets 75c

Made with reinforced center seam; bleached and hemmed.

40-Inch White Flaxon 25c

A sheer, crisp quality for aprons, linings, dresses, waists, etc.

Aurora and Pepperell Sheetling 48c

A favorite sheeting for more than 50 years; bleached or unbleached; 90 inches wide.

1.00 Swiss Organdie 59c

Guaranteed permanent cilander finish; fine for graduation or confirmation dresses; 45 inches wide. White only.

36-Inch Bleached Muslin 12 1/2c

Extra soft finish; full spring water bleach.

Fine Pillow Cases 28c

Bleached pillow cases—made of such brands of sheeting as Dwight Anchor, Lockwood, Cast Iron, Dallas, Colonial, Fruit of the Loom; sizes 45x36.

36-Inch Unbleached Muslin 12 1/2c

Extra heavy round thread quality; will bleach white when laundered.

36-Inch Embroidered Swiss 35c

Desirable for waists, dresses and similar uses

Dwight Anchor and Mohawk Sheetling 37 1/2c

Unbleached and unbranded; 59 inches wide; fine for sheets, pillow cases, embroidery pieces and bedspreads.

40-Inch White Voile 35c

Beautiful, soft chiffon finish with tape edge.

40-Inch White Batiste 39c

A beautiful fabric for fine lingerie, underwear and infants' wear.

Assorted White Goods 14 1/2c

7,500 yards of organdies, batiste, muslin, lingerie materials, voile, pongee.

Bolt English Nainsook 1.95

Made of selected combed yarns; snowy white; 39 inches wide; 10-yard bolts worth 2.95; a real value.

Specially Priced Munsingwear Samples and Discontinued Numbers

2.25 Women's Union Suits 1.25

In step-in styles; made of extra fine mercerized lisle and finished with nainsook; in regular and extra sizes.

1.25 Vests, Pants and Corset Covers at 59c

Fine mercerized lisle; in all sizes and all styles. Discontinued numbers and slight irregulars.

1.00 Boys' Athletic Suits at 65c

In drop-seat styles; extra fine quality dimity; striped and checked patterns. All sizes in the lot.

Clearance Sale Laces and Embroideries

On the Bargain Squares 75c, 1.00, 1.50, 1.98

All-Overs Flouncings Silk Laces Orientals Shadow Gold and Silver Antique White Cream Ecru

1.00 Fine Embroidered for Baby Dresses and Underwear 59c Yard

Wide embroideries and flouncings, suitable for fine baby dresses and underwear; plain and ruffled edges.

10c Edgings and Insertions

3 1/2c Yard

Embroideries one to three inches wide; all fast edges; in Swiss, Nainsook and Cambric.