

BRANDEIS BOSTON STORE & SONS TODAY

THREE BIGGEST SALES EVER KNOWN IN OMAHA IN ONE DAY

Thousands have been awaiting these sales. The bargains are so apparent and so commanding that every woman in Omaha who knows the value of economy has been attracted. The brilliant window displays have drawn throngs of people. Strangers during grand opera time have been amazed at the offers and many have arranged to remain over for these sales.

Entire Jewelry Stock—Entire Statuary Stock—Entire Hand Painted China Stock.

No store but Brandeis' could conduct three such sales in one—no store but Brandeis' could attempt to make such low prices.

The ENTIRE JEWELRY STOCK

From John Rudd's, 115 So. 16th St., Omaha.

Was purchased by us from the administrator through an order confirmed by the court. The reliable quality of the goods in this stock is too well known to need comment. It comprises: SOLID GOLD JEWELRY OF EVERY DESCRIPTION—BELTS, POCKET BOOKS, HAND BAGS, ETC.—STERLING AND QUADRUPLE PLATE SILVERWARE, HOLLOW WARE, TABLEWARE OF ALL KINDS.

HIGH GRADE CUT GLASS—An immense line of high grade cut glass, cut on Libby and Dorringer blanks and a great line of the well known BERGEN CUT GLASS. This cut glass is of the highest quality, brilliant patterns and the widest variety. As the opportunity of buying the finest cut glass at a bargain comes but rarely, this sale should command the attention of every woman in Omaha.

All the cut glass goes at half or less than half Rudd's price.

Beautiful dishes, compots, perfume bottles, champagne glasses, wine glasses, vases, finger bowls, berry bowls, sugars and crammers, water bottles, pitchers, almond dishes, etc.

To give an idea of the low prices at which we sell this stock we specially mention

- CUT GLASS SALT BOTTLES, Worth 50c, at 10c.
- CUT GLASS KNIFE RESTS—Worth up to \$1.25, at 25c, 39c, 49c.
- CUT GLASS MUSTARD POTS—Worth \$1.50, at 50c.
- \$10.00 DUPONT CUT GLASS BOWLS, at \$4.98.
- \$15.00 DUPONT CUT GLASS BOWLS, at \$5.98.
- 50c CUT GLASS TUMBLERS, at 19c.
- \$1.00 CUT GLASS TUMBLERS, at 39c.
- BRILLIANTLY CUT VASES—Rudd's Price \$14.00, at \$6.98.
- BEAUTIFUL CUT GLASS PITCHERS—Rudd's Price \$12, at \$4.98.
- ELEGANT CUT GLASS MEAT PLATTERS—Rudd's Price \$15, \$5.98.

THE GREATEST BARGAINS IN GOLD WATCHES EVER KNOWN

All John Rudd's fine stock of Watches sold far below value. A 17-JEWEL DEUBER-HAMPTON WATCH, in Deuber-Hampden case, actual \$22 value, at \$9.50.

All the ladies' fancy Chatelaine Watches that John Rudd priced at \$5.50 to \$10, at \$2.75, \$3 and \$3.50.

ALL JOHN RUDD'S FANCY MANTEL CLOCKS, PARLOR CLOCKS, WOOD CASE CLOCKS, ETC., AT EXTRAORDINARY BARGAINS.

All John Rudd's Opera Glasses—priced \$1 to \$5 from \$2.50 to \$15—go at

All John Rudd's solid gold Cuff Buttons, worth \$2.50 pair at \$1.25 pair.

All John Rudd's sterling silver Manicure Pieces, worth up to 50c, at 19c.

All John Rudd's beautiful Bracelets, worth up to \$2, at 50c.

All the ladies' fancy Set Rings from the Rudd stock, worth \$3.00 to \$15.00, at \$1.50 to \$7.00.

All John Rudd's solid gold 14 K. Seal Rings, \$6.00 and \$7.00 values, at \$3.00 and \$3.50.

All John Rudd's Locketts, worth up to \$5.00, at 50c to \$1.50.

All John Rudd's Neck Chains, worth \$2 to \$12, at \$1 to \$5.

HAND PAINTED CHINA STOCK

From White's Art Co., 380 Ontario St., Chicago

Entire surplus stock bought from White Art Co., 380 Ontario street, Chicago. Bought by us for cash at an extraordinary bargain. A display that eclipses any showing of fine hand painted china ever seen in the west. Even aside from the extraordinary bargains this stock offers, the beauty of the display makes it a wonderful sale.

PRICES ARE MUCH LESS THAN HALF WHAT HAND PAINTED CHINA ORDINARILY SELLS FOR

Everything, from the most elaborate pieces by famous artists to the simplest and daintiest little pieces, at the most astonishing bargains.

SPECIAL—White's Art Studio Plates, beautiful designs, worth \$2.50, at 75c.

Hand Painted Salts and Peppers, worth \$1.25, at 50c.

Fine line of After-Dinner Coffees, Chocolate Pots, Vases, Tankards, Fruit Bowls, Plaques, etc., artistically decorated by hand—prices vary from 35c to \$8.00.

ENTIRE STATUARY STOCK

on hand of GONNELLA BROS., 2025 FARM ST., OMAHA.

The greatest assortment of large and small plaster statuary of all kinds—little Pipe Racks, Match Safes, Mural Plaques and Friezes, Busts, copies of famous groups, white and colored character busts—exquisite decorations for mantels, dens and parlors—all fresh, new and in splendid condition. The most remarkable sale of its kind ever known in the country.

THE GREAT BARGAINS ALMOST PASS BELIEF

All the pieces Gonnella Bros. sold up to 50c at 5c.

All the pieces Gonnella Bros. sold up to \$1.00 at 10c.

All the pieces Gonnella Bros. sold up to \$3.00 at 25c.

All the large, handsome statues and busts, that Gonnella Bros. sold up to \$15.00 go at 50c and \$1.00.

SALE BEGINS TODAY

BRANDEIS BOSTON STORE & SONS

GUARANTEE Clothing Co.

1519-1521 DOUGLAS ST.

New Spring Suits \$10.00

Men's Pure all wool Worsted Suits, single or double-breasted, latest shade of gray, etc. Our price \$10.00; cost you \$15.00 everywhere else.

Alfred Benjamin Suits

No others fit as well. No others are trimmed as well. No others hold their shape as well. Prices, \$12.50, \$15.00, \$18.00 and \$19.50. They can be compared with the production of high class tailors ONLY.

Pants

We sell more pants than any other firm in Omaha. Why? Because we have a larger assortment and sell them for less money. For instance, for pants we sell for \$1.90 you pay from \$2.50 to \$3.00 elsewhere. On our pants at \$2.50, \$3.00, \$3.50 and \$4.00 we save you from One Dollar to \$1.50.

Kirkendall Shoes

Reserved stock of Kirkendall's Shoes goes on sale today. Men's Satin Calf Shoes, 8c. Elegant tanned shoes, a \$2.50 value, sale price \$1.50. Kirkendall's Finest Shoes that retail everywhere at from \$3.00 to \$3.50, sale price \$1.98.

Hats

Hats that hat stores get \$2.50 for are here only \$1.90. We are agents in Omaha for Young's Celebrated Hat. Also a full line of Stetson Hats. For the benefit of those that wish a moderate price hat, we place on sale a line of soft and stiff hats, in all imaginable shapes, such as hat stores get \$1.50, our sale price 98c.

Reductions

In Cost of Values at Our Store.

SELECTED SPANISH QUEEN OLIVES—Extra large, fully matured and fruit—for which the cultivated palate craves incessantly—35c per quart.

EXQUISITELY FLAVORED IMPORTED SARDINES—in pure olive oil—with key—cannot be duplicated any—where for double the price—10c per can.

EXTRA FANCY THIN SKINNED CALIFORNIA PRUNES—that will compare favorably with any French imported—12c per pound.

LARGE 50 BOTTLE OF SWEET OR SOUR GHERKINS—of superior quality—reduced to 20c—contents guaranteed strictly high grade—try a bottle for—20c

THE SLIGHTEST EFFORT TO DWELL upon the merits of Walter Baker & Co.'s Chocolate would be a waste of time—figures sell the goods—per pound—32c

SOMMER BROS.,
Exponents of Good Living,
28th and Farnam Sts.



Girls and Boys Shoe Headquarters

There is no other place you can go and find such a complete stock of high grade, long-wearing, late-style shoes for boys and girls as you will find at this store.

\$1.50 and \$2.00 School Shoes

are a special feature with us. We have them for boys and girls of any age.

We have others up to the finest dress shoes, and low prices on all.

FRY SHOE CO.
16th and Douglas.

The H. J. Penfold Co.
WE LEAD. Others Follow.
SCIENTIFIC OPTICIANS.
SEE OUR NEW TORIC LENSES.
1408 Farnam St. Omaha, Neb.
TWENTIETH CENTURY FARMER
Write for a Sample Copy.

Thos. Kilpatrick & Co.

Bought all the odd dozens and half dozens, in fact the surplus stock amounting to several hundred dozens of pure linen hemstitched handkerchiefs from an Irish manufacturer.

These goods come to us direct from Belfast, Ireland, and represent the various numbers of a large line. Qualities which retail up to 35c and some of the men's are even 50c goods. Saturday morning they go on sale in two lots:

All the Women's at 12c ea., \$1.50 doz
All the Men's at 16c ea., \$2 per dozen

You will be glad to take them by the dozen exactly as they are put up when you see the qualities.

At Hosiery Counter
We will close out the "No Mend" Children's Stockings—advertised throughout the country at 25 cents per pair—
Saturday 15c Per Pair.

Sale begins at 8 a. m. and closes at 9:30 p. m.

Thos. Kilpatrick & Co.

Keen

Largest Exclusive Retail Millinery House in Omaha

Buy Millinery Right!

This store has long been acknowledged the greatest millinery house in Omaha for HIGH GRADE POPULAR PRICED MILLINERY, offering

Special Inducements for SATURDAY

Over 2,000 beautiful Imported and Domestic Pattern Hats to choose from, at \$6, 7.50, 8.75, \$10 and 12.50

600 Individual Pretty Street Hats, 2.50, \$3, 3.75 and \$5 no two alike, at

400 Exquisite Proxoline, Plaid-Braid, Chiffon, Straw, Foliage and Flower combinations, at 4.50, 5.00, 6.75 and 7.50

Investigate—It Pays. 1508 Douglas St.

LAST DAY OF HILLER'S "Broken Case" Sale SATURDAY.

Here are a few sample prices, and you will never see such prices again. Don't let this opportunity slip by.

- Wilson Whiskey 89c
- Hunter Rye 98c
- Malt Whiskey 68c
- Diplomat Whiskey 88c
- Blackberry Cordial 48c
- Fine California Port, Sherry and Other Wines 39c
- California Wines 28c
- Maraschino Cherries 59c

See our display of Wine Decanters, Fancy Liquor Sets, Steins, etc. All on sale Saturday at about one-half value.

We Give Green Trading Stamps.
"If it comes from Hiller's it must be good."
Hiller Liquor Company
1309 Farnam St. Tel. 1241. We Deliver.

Attend Saturday's Great Furnishing Goods Sale

HAYDEN'S

THE RELIABLE STORE.

Exquisite Sample Gowns at 25 per cent less than Wholesale Saturday.

Men's Fine Suits \$10 and \$12.50
The style, character and excellence in quality of Hayden Bros' clothing is known all over this western country. Not only is quality the best but our prices are always the lowest of the low. As a Saturday special we offer:

MEN'S HAND TAILORED SUITS
for quality and style haven't their equal in the country at the price. Strong statement, think! Just see them Saturday. You'll be convinced, double or single-breasted, gray, brown or fancy mixtures and plain colors. Special Saturday, \$12.50 and \$10.00

Boys' Knee Pants Suits, Special at \$2.50 and \$2.95
All newest styles and fabrics in gray and brown, fancy mixtures and plain colors—your choice of sailor blouse, Russian blouse, three piece, Norfolk styles, all splendid double-breasted, made and trimmed, \$2.95 and \$2.50

Defender Rifle Free with Every Boys' Knee Pants Suit Saturday.

Base Balls & Bats for the boys.

- Solid ash Boys' base ball 3c
- Solid ash polished base ball 5c
- Bats, at 5c
- Champion ball 5c
- Bounder ball 3c
- Each 3c
- Cook of the alk, regulation size, horseshoe cover, at 15c
- Bounding Rock ball, finest horsehide cover, regulation size, guaranteed 35c
- In hardware department (Basement)

Copyright 1904 by Hart Schaffner & Marx

Young Men's Long Pants Suits at \$5-7.50
The greatest assortment of youths' suits shown in Omaha. Our clothing has a pleasing snip and style to it seldom found in ready made garments. Your choice of single-breasted, double-breasted, square cut or round cut sacks—Extra special value—Saturday 7.50 and 5.00

HAYDEN BROS.

THE LANGE GROCERY CO.

The lowest priced store, where the biggest opportunities are given to the people. You can save 50 per cent by giving us your order.

Special for Saturday and Monday, April 1 and 3

We place on sale a number of cases of 3-lb. cans tomatoes and assorted California fancy table fruits—highly preserved in 3-lb. tins. We guarantee every can and cheerfully refund your money if not as represented.

- Lemon Cling Peaches, 3-lb. 12c
- Yellow Crawford Peaches, 12c
- Green Gage Plums, 3-lb. 12c
- Egg Plums, 3-lb. tins, 12c
- White Cherries, 3-lb. tins, 12c
- Tomatoes, 3-lb. cans 25c
- Mustard Sardines, large can 6c
- Fancy Japan Rice, 7 lbs. 24c
- Pancake Flour, per 5-lb. package 7c
- Teas, all kinds, 6c seller, 35c per lb.
- Tea, Dust, per lb. 12c
- Apricots, 29c
- New York Evaporated Apples, in 2-lb. packages, per package 12c
- 4-lb. sack Blue Bell Flour 1.40
- 4-lb. sack Jersey Cream Flour 95c
- 4-lb. sack Family Flour 95c

We will place on sale a few hundred pounds of Battle Ax Chewing Tobacco for Saturday, 25c only, per lb. in a box, a good smoke, per box 75c

FRESH VEGETABLES AND FRUITS OF ALL KINDS ALWAYS ON HAND.

THE LANGE GROCERY CO.
IMPORTERS OF FANCY GROCERIES.
TELEPHONE 1459. 606 S. 13TH ST.

SPECIAL SALE

A manufacturer's surplus stock of long and short coats for babies. We secured them at a bargain. We'll sell them at bargain prices.

150 long coats in Bedford cord, Cashmere and fancy materials, worth from \$3.50 to \$8.00, on sale Saturday at \$1.75-\$2.75-\$3.75

150 short coats, ages 6 months, 1, 2 and 3 years, in Bedford cord, Cashmere and fancy materials, worth from \$3.50 to \$8.00, on sale at \$1.75-\$2.75-\$3.75

That's the story. Come Saturday for these.
BENSON & THORNE'S Lilliputian Bazaar
OMAHA, NEB.

Low Rates South and Southwest.

The Rock Island System offers the following low round trip rates from Council Bluffs and Omaha on April 4 and 18.

- Amarillo, Dalhart, Dallas, Fort Worth, Waco, Houston, Galveston, Austin, San Antonio, Beaumont, Corpus Christi and many other Texas points... \$18.85
- New Iberia, Crowley, Jennings, Lake Charles, Alexandria and many other Louisiana points... \$18.85
- Dawson, Tatum, Santa Rosa, Terrence, Almagordo, Roswell, Carlsbad and other New Mexico points... \$23.85
- El Paso, Texas, and Deming, New Mexico... \$30.35

To points on Rock Island-Frisco Systems in Oklahoma, Indian Territory, Arkansas and Kansas in One Fare for Homeseekers territory... the Round Trip

For further information call or write,
Rock Island System
F. P. RUTHERFORD, D. P. A.
1323 Farnam St., Omaha, Neb.