

EARLY SALES OF THE NEW SPRING DRESS GOODS, SILKS AND LADIES' APPAREL

HERE ARE THE NEW SPRING GOODS

Fresh from the Style Centers of Europe and America.

Just the innovations that Omaha women of fashion have been waiting for Brandeis to show. The delightful variety of the newest and most exclusive fabrics that always characterizes the Brandeis displays together with the most fetching novelties in the fashion favored tailored modes for the new season of 1906.



CLOSING OUT VALENTINES

Imported designs, celluloid trimmed with silk and satin. \$2.50 values, for each 25c-49c
Valentine drops and lace novelties, 1c, 2 1/2c, 5c each
Comie and Buster Brown Postals, two for 5c.
Valentine Cards and Heart Shapes, two for 1c.



EXTREME NOVELTIES IN SPRING DRESS GOODS

The best mills of the Old and the New World never turned out an assemblage of dress fabrics at the beginning of a season that can match these in beauty or variety. We are particularly fortunate in securing in advance of the season a splendid assortment of the choicest effects that will enjoy the highest fashionable favor.

We Mention Some Charming and Exclusive Styles in

- Checked Plumettes, \$1.25 yard.
- Carreaux Plumettes, \$1.50 up to \$3.50 yd
- Crise Checks, \$1.25 yard.
- Chiffon Broadcloths at \$3 yard.
- Chiffon Panamas at \$1 yard.
- Slow Checks at \$1 yard.
- Chiffon Broadcloths at \$3 yard.

We are also pleased to announce our beautiful new assemblage of dainty Wash Goods both Foreign and Domestic.

The new Swisses are priced at 25c, 39c, 49c and up to \$1.50. Unstarched 4 1/2-inch imported Swisses with tiny dots and extremely fashionable.

FINE DRESS GOODS ON BARGAIN SQUARES

56c and 78c dress goods in black and all colors, also fine waistings. special at, yard 39c
Imported dress patterns, French silk and wool dress fabrics, everything worth up to \$1.75 yard, in black and colors, at yard 69c

SPRING'S NEWEST IDEAS IN LADIES' SUITS



Even aside from the charming style features of the spring tailor-made suits this year, which are extremely attractive, the stunning colors are enough to mark the suits the prettiest that any previous season has brought out. The new porcelain blue, the bright corals, the many shades of gray, etc., are delightful innovations.

Among the hundreds of beautiful things in tailored suits this season are the broadcloth pony serge coats, the manish cutaway effects, the beautifully tailored Princess suits and the smart little Etons of Panama cloths, in pin checks and chiffon Panamas—the trimmings are very neat and altogether charming—range of prices from—

\$14.85 up to \$75.00

SWAGGER SPRING SKIRTS—The circular flare skirt is the thing this season, and Brandeis is showing the widest possible variety. 4.98 up to \$29

SPRING COVERT COATS—Swagger little pony and polo covert coats—beautifully tailored and right up-to-date. 9.98 up to \$35

THE POPULAR SPRING WAISTS—Lingerie waists and new effects in mulls and soft dainty wash fabrics, lace insertions, etc., at 1.50-1.98 up to 14.85

BRANDEIS GREATEST SILK SALE

This Wonderful Offer of New Spring Silks at One-Third Their Value Has Created a Furore

Everybody declares this great sale of 59c silks is one of the best bargains we have offered in years. Monday we bring forward hundreds of yards of fresh pretty silks to add to this already remarkable assortment—fine imported colored taffeta, messaline, peau de cygne, plaids, French poplin brocade, broche peau de cygne—many of the latest spring silks in dainty stripes and checks, taffeta and Louise silks—

These fine silks positively worth \$1 and \$1.50 a yard—going Monday at, yard 59c

Black Taffeta and Peau de Soie, all silk, yard wide, guaranteed, special, yard 98c

Two Much Favored New Spring Arrivals

27-inch Louise checks in black and white and blue and white, guaranteed, all size checks, yard 89c
Latest novelties in the new grey silks, special price, at yard 75c-\$1.25

GRAND EMBROIDERY SALE

Thousands of yards of fine cambric and nainsook embroideries, good durable qualities, all new dainty patterns, insertions, bands and edgings—many 7 and 11 inches wide, actually worth as high as 3c-7c fifteen cents a yard, at per yard 12c-19c
Extra Wide Embroideries—Including fine corset cover embroideries and flouncings—many are up to 17 inches wide, worth as high as forty cents a yard—at, per yard 12c-19c

Advance Showing of High Class Spring Novelties in LACES AND EMBROIDERIES at Main Counter

Every piece in this elegant new stock is marked at a moderate price. Dainty Baby Irish and elegant combination Bateau Irish and Venice all over, with insertions, bands, galoons, edgings and flouncings to match. Elegant black silk Crochet, Venice allovers, with handsome bands, edgings and separable galoons to match. New Gold and Silver Cloths in elegant shimmering effects. Latest Novelties in Dress Trimmings—New Persian, gold and silver bands and elegant silk, silver and gold embroidered galoons and appliques will be shown Monday.

SEVEN SPECIAL BASEMENT BARGAINS MONDAY

Two cases fine 40-inch India linen. They are the same quality you expect to buy at 20c a yard—Monday at 10c yard.	Striped and checked Nainsook, worth 10c yard, for 3 1/2c	Mercerized Satens, a splendid quality for lining purposes, in desirable lengths, great value for, yard 7 1/2c
New Organdies, large assortment, rosebud and floral effects, mill lengths, for yard 6 1/2c	Table Oil Cloth, the regular 18c kind, for yard 10c	Monday forenoon we will sell mill lengths, Foll Du Nord, A. F. C. and Red Seal gingham, this season's patterns, elegant value, great bargain square full, at, yd. 5c

IN THE AFTERNOON BEGINNING AT 1:30 We will sell the finest qualities manufactured Cambric, Long Cloth, Nainsook and Muslins, suitable for fine underwear, etc.—plenty of salespeople to wait on you—special price, yd. 6 1/2c

GREAT SALE OF MEN'S AND LADIES' SHOES MONDAY

For the famous W. L. Douglas \$3.50 \$4 and \$5 Shoes for men. Hundreds of pairs of these matchless shoes—bought from a Boston shoe house. Ladies' Patent Leather, Demi Glazee, Viel Kid, Gun Metals, etc.—All the newest spring lasts—the regular \$3.50 quality. 250
Children's, Misses and Boys' Fine Shoes, 89c, 98c, \$1.19, \$1.29 @ \$1.39

In Wash Goods and White Goods Dept.

We announce an advance sale of fine white dress material. Those desiring exclusive fabrics impossible to obtain later in the season should take advantage of this important opportunity.
White sheer linen for shirt waist, at, per yard 25c.
Striped and checked sheer linen, at, per yard, 35c and 40c.
Full line white batistes, prices, 25c, 35c, 45c and 65c a yard.
New plaid dress swisses, yard, 19c
Persian lawns that are splendid value at, yard, 15c, 10c and 25c.
New white shirt waist madras, dots and figures, yard, 19c and 25c.
White pin dot dress lawns, yd., 15c
Linen finish Indian head, 44 inches wide, for, yard, 19c.
Just received new importation fine white embroidered dress swisses. Lowest prices in America. Silk finish poplins, at, yard, 25c. Fine French Organdies, new designs, at, yard, 25c. Plain and dotted cotton henrietta, at, yard, 19c. Silk mull, fine quality, all the new colors, at, yard, 25c. The new Taluk silks, dash effects, at, yard, 39c. Genuine linen suiting, plain shades, at, yard, 19c.

Specials in Lace Curtain Dept.

Arabian Curtains, all new styles, heavy corded patterns, at, per pair, 2.98
Nottingham and Cable Net Curtains, new two-toned color, white, ivory, special, pr 2.98
Scotch Nottingham Curtains, extra heavy weave, 60 inches wide, worth \$2.50, pair, 1.50
Snow Flaked Serim for dining room curtains, in cross stripes, nice line of colors, yard, 15c

LOS ANGELES AND ITS LIFE

City Where All Peoples Meet and Touch Shoulders on Streets.
LAND OF SUNSHINE AND SUCKERS
Tourists the Principal Crop and Real Estate Dealing the Leading Industry of the East Growing City.
LOS ANGELES, Cal., Feb. 8.—To the Editor of The Bee: Los Angeles—the land of sunshine and flowers, the land of perpetual summer, the magical dreamland of Thomas Moore—
Where simply to know that you breathe that life, is worth the best joy that life elsewhere can give.
Everyone tells you that here, and you believe it, for out on the hills the orange and strawberry are ripe, the tomato hangs red on the vine in mid-winter and the bee-gatherers honey from the roses that chamber over your window. Take an electric tramway, and as you are whirled out to the sea, past olive and orange and lemon orchards, "Where a leaf never dies in the still blooming bowers," you are sure that at last you have found the mystical land of the Irish poet.
The Los Angeles is sure of it, too, and "betters the instructions" by making this city of the angels (?) the best advertised place on earth—much to the enlargement of his fast growing bank account. He is a very hospitable person, too, this hulk fellow well met. "Opens the gates of the city to you, shows you a good time, bids you help yourself generously to the sunshine and air, while he is helping himself even more generously to the 'trash' within your pocketbook and shouting lustily for more to follow. And they come. The 'wise men from the east' and the foolish ones, too, by the thousands.
Principal Crop of Los Angeles.
The people here depend just as much on their crop of eastern tourists as you in Nebraska do on the corn crop, and would feel a failure just as keenly. There is a beautiful crop here this year—the streets are crowded. From New York from Maine and Massachusetts and Pennsylvania, from every state in the union, on every train

they come. One jostles up against the Spaniard and Parsee, the Jap and the Yogi of India, the pagan and Christian, the Jew and the Mohammedan. Down town, on a dozen streets, the throng surges by all day, an endless procession, people, street cars, automobiles, trucks. One crosses the street at the peril of his neck. A stranger might imagine a circus was at the gates or that the strouping president of the United States was in the city.
Los Angeles is a city of hills very steep and very picturesque, very beautiful. There is Bunker Hill, Crescent Heights and Angels' Flight, with long, level stretches, hills rising beyond hills, and so on and on for forty square miles. Here the hills have been left in their beauty and the city came from the hand of God, and not cut and graded and disfigured, as was done in Omaha. Just now they are talking Greater Los Angeles, which would mean, I suppose, everything between here and the Pacific ocean.
The whole country is a network of electric roads, and still they are building more. Huntington has done most of this work. The city council and county commissioners have been very prodigal, granting perpetual franchises to him right and left, until, realizing their mistake, of late they have been limiting new franchises to two, five and thirty years, much to Mr. Huntington's disgust. Mammoth hotels—and there are hundreds of them—crown the crest of the hills, commanding magnificent views.
Winding roads lead up to these hostleries, and the ambitious tourist can develop his muscles and spare his purse, or for a penny an electric lift will whirl him in a jiffy to his dinner among the clouds.
Business of Sucking 'Suckers'.
Everywhere—in the cafe, in the car, in the babble of voices that rise above the noise of the street—one hears lots of investments, of acreage and syndicates. Real estate offices spring up like the pyramids of Egypt and the property man, with his wares, dogs your steps like the villain in the play. You pause to listen to his gift tale of a golden opportunity for you, and while you are delving into your pocket to dig up the hard cash and gain a moment for reflection, you are told that the bargain has been nabbed up and the price advanced 50 per cent. You are vexed and resolve to be more expeditious next time. And you are, alas! but then you are wiser and have discovered the trick for making new dollars, and making them quick. We have read much of late about fraudulent finance. Here we have frenzied real estate. What Wall Street is to finance Los Angeles is to the realty market in a way. An agent buys up a tract, charges the original owner a good, fat commission for selling the land to himself, advances the price from 50 to 100 per cent, forms a syndicate, sells the land to it, pocketing another big commission, proceeds to plat and subdivide the tract; charges another good and fat commission for directing this work; sells the land to eastern tourists—"suckers" they call them here—getting another big, juicy slice for his services. All the kernel and a good share of the shell has been appropriated by this time and the sucker is left in peaceful possession of the rest of it, after he has footed all the bills.
Little wonder that a number of real estate men have made a million or so in the last year or two. The average agent is as conscienceless as an oyster and will look you in the eye and lie and lie again with the quiver of an eyelash.
Land varies in price from \$50 to \$4,000 per acre, according to locality and quality. Much of this land is sandy, but will produce good crops if there is plenty of rain. Rain, however, is very scarce in southern California, and as there are only limited possibilities for irrigation, crops are frequently entirely out of the question over a large area. Now, I do not wish to disparage the country. It is beautiful and the climate is most delightful and varied, from the bracing air of the seaside to the

eternal summer of the foothills. Los Angeles has, I believe, a bright future and is rapidly becoming a great metropolis—in fact, is that now—but it is the rich man's country. The man with a substantial bank account may build an ideal home here, but the poor man will find wages low, every line of business overcrowded and often no employment at all price.
Omahaans Doing Well There.
By the way, there is quite a Nebraska colony here for the winter. Mr. Beeson of Plattsmouth has opened law offices in the Mason building. There, too, may be found Joseph A. Connor of Omaha, with the rest of the frenzied financiers engaged in this battle of dirt and dollars. In company with Miss Catherine Gillin of South Omaha I dropped into their offices the other day and had the pleasure of meeting a former Plattsmouth boy, Dentie Hlatt, who is rapidly coming to the front in the theatrical world.
Mr. Connor had just returned from inspecting a tract of fifty acres adjoining the city. The price was only \$1,200 per acre, but, true to his commercial instincts, Mr. Connor was driving a hard bargain and offered \$1,000 per acre, or \$50,000 for the tract. Quite a neat sum for only fifty acres of land. It appears that this tract lies near 28,000 acres owned by the Cudahys. A number of years ago Mr. Cudahy took the tract from the Elberian bank of San Francisco on a mortgage. Now it has increased in value until it is worth several millions.
Mr. Connor expressed great satisfaction at the good fortune of this Omaha gentleman, who is noted for his kindly nature and generosity. This sentiment was heartily applauded by all the Nebraskaans there assembled.
Indeed, Omaha and Omaha people have a warm place in the hearts of all these wanderers. Distance and a strange land makes even casual acquaintances friends, when you know that they have summured and wintered in the dear old Gate City by the turbid Missouri.
ELIZABETH SHIRLEY.
The Left Handed Barber.
Being a sympathetic man the boss barber had to discharge the latest addition to his working force, but he had to do it.
"It's no use, John," he said, "you've got to go."
"Why so?" asked John. "Don't I give the customers a clean shave? Don't I give 'em a straight, even hair cut?"
"You do" said the boss barber, "but you do it with the wrong hand. That means the left one. Men don't like to be shaved by a left-handed barber. It makes them feel every minute as if they were about to get their throats cut. Every fellow who has submitted to the manipulations of your razor has told me so. They begin to say their prayers when you make your first dash at them, and they keep it up till you get through."—New York Post.

RAILROADING FOR YOUNG MEN

Business Offers Good Opportunities to Industrious, Says J. T. Harahan.
CERTAIN HIGH PRINCIPLES ESSENTIAL
Industry, Intelligence, Perseverance and Fair Education Mentioned by Illinois Central Vice President as Prerequisites.
Second Vice President J. T. Harahan of the Illinois Central railroad takes the position that the railroad business is not a contracted field of human endeavor and has many excellent opportunities to offer to ambitious young men. Mr. Harahan is generally given credit as having graduated from his office more young men who have gone to the top of the railroad ladder than any other railroad official in the country. His interest in young men always has been keen and active.
"Success in a railroad career, as in any other line, is, as an abstract proposition, due to the possession and application of certain essential qualifications," says Mr. Harahan. "Industry, intelligence, perseverance and a fair education, together with the faculty of promptly grasping a situa-

tion, are prime requisites, and in these days of specialization, even in the operation of railroad properties, the importance of technical knowledge cannot be overestimated. The word 'obey' is necessary when it is considered that instructions sent out by any officer usually affect the operation of hundreds of miles of railroad, thousands of shippers and hundreds of thousands of travelers, while back of these commands depends the success of the road and its ability to meet obligations.
Such System is Necessary.
"By reason of this well codified system the charge is often made that railroad men are too much parts of a machine. Now, when one stops and thinks of the gigantic proportions of a big railroad the logic of officers and employes being cogs in a wheel must be apparent. If every man, officer and employe, were left to his own discretion, giving and taking orders to suit his convenience, trains would be stalled, earnings decreased and a chaotic condition result. It is this very system of transmission of orders from superior to subordinate that makes a railroad the best managed proposition in the world. In this transmission of orders a man's individuality is not lost. In fact, there must be strong personality. There are emergencies where communication with a superior officer is impossible and a subordinate is thrown on his own resources. Then the possession or lack of a quick-acting brain comes out. And in this connection I say, without fear of successful contradiction, that in no line of work today does a man's progress depend so much upon his capability, in no line is it so much 'up to the man' and in no line is there so little paternalism as in the transportation world. That there is no absorption of individuality is evidenced by the fact that few railroad men abandon their work for other lines of business, and when they do they usually return, do nothing haphazard, and above all things he must train himself to act quickly, as a railroad, notwithstanding its bigliness, is so arranged in the way of system that speed is usually the essence of all moves.
One more point I would emphasize, that is the importance of being absolutely just to all, be they high or low in rank. No higher compliment may be given a managing officer than the steadfast belief of his subordinates that he will not permit injustice to be done them."

DREAM CITY AND ITS PROMISED ATTRACTIONS.

Amusement Park Which P. E. Her Proposes to Open in Connection With His Other Enterprises.

P. E. Her has added to his other proposed enterprises a park that is to be constructed near Sarpis City, across the line from South Omaha, where he says he will out rival the famous Luna park of Coney Island. Associated with Mr. Her in the undertaking are the Phinney Brothers of Chicago, who have achieved some of the most successful amusements, together with booths and theaters where exhibitions of various sorts may be given. Power for the operation and lighting of Dream City will be obtained from the Pappio, which is to be harnessed and put to work. Dream City will be on the line of the Interurban railway, and the car service between the city and the park is promised to be such as will serve the people perfectly. The promoters propose to begin work of construction early in the spring.



"77" Dr. Humphreys' Seventy-Seven breaks up Grip and COLDS

When the "initiative" Cold is cared for, no serious results follow; the timely use of "Seventy-seven" breaks up a cold at the start.
Neglected, hard, stubborn Colds, Grip, Influenza, Catarrh, Coughs and Sore Throat are cured by the continued use of "Seventy-seven."
"77" works wonders in any ailment arising from Colds.
All Druggists, Etc., or mailed, Humphreys' Homeo. Medicine Co., Cor. William and John Streets, New York.

NO MORE BALD HEADS

THE VACUUM CAP CURES BALDNESS
WE ACCEPT NO PAY UNLESS YOU ARE PLEASED AFTER 30 DAYS TRIAL
Thousands in use. Thousands cured. The Vacuum Cap when used 15 minutes each day draws the blood to the scalp, forces the hair to grow, cures baldness and stops the hair from falling out. Cures Dandruff. We send the vacuum cap, a subordinate is thrown on his own resources. Then the possession or lack of a quick-acting brain comes out. And in this connection I say, without fear of successful contradiction, that in no line of work today does a man's progress depend so much upon his capability, in no line is it so much 'up to the man' and in no line is there so little paternalism as in the transportation world. That there is no absorption of individuality is evidenced by the fact that few railroad men abandon their work for other lines of business, and when they do they usually return, do nothing haphazard, and above all things he must train himself to act quickly, as a railroad, notwithstanding its bigliness, is so arranged in the way of system that speed is usually the essence of all moves.
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