

Optical Dept. Main Floor
J. BRANDEIS & SONS
Boston Store
Calling Cards Printed Arcade

Ladies' Jackets and Spring Coats

Every one is a manufacturer's sample coat—all new, very stylish and up-to-date this season—all go in one lot at

33c On the Dollar

- These are stunning effects in
- Silk Etons, Silk Box Coats
- Shantung Box Coats
- White Serge Box Coats
- Novelty Check Box Coats
- Plaid Cloth Box Coats
- Covert Box Coats
- New Covert Fitted Jackets
- Long Novelty Cloth Coats
- Long-Plaid Cloth Coats



4.98

And about seventy-five odd sample coats of which there are no two alike. Have you seen the window—These Coats readily worth \$10 and \$15, at

Walking Skirts

From I. Stegman & Bro., East 22nd St. N. Y.

Just 500 skirts in this purchase and we bought them at 30c on the dollar—every new style and material.

The correct fashionable features are all represented—the pretty circular flared, circular gored, plain circular, pleated and strap trimmed.

These skirts are the style leaders for spring and summer.

- Velles in Black and Colors,
- Panamas in Blacks and Grays
- White Serges, White Mohairs
- White Panamas, Chiffon Panamas in all colors
- Gray Novelty Suitings, Gray Mixtures
- Novelty Plaids and Checks.

These skirts are worth \$7.50, \$8, \$9, \$10 and \$12.50 each—Thursday **3.98**

Ladies' Dainty Summer Waists

New assortment of the very prettiest waists of the season, exquisitely trimmed with laces, bands, embroidered panels, clusters of tiny tucks, etc.—many new lingerie effects, at

98c-1.98

BRANDEIS New Models in Millinery

For Street or Dress

Pretty new effects in small salons, bent brim hats, derby crown hats, etc.—all the leading colors—new flower trimmings—an extra special—will go at

2.50

Street Hats—neatly but effectively trimmed with flowers, ribbons and ornaments, at

1.50



A Man's Genuine "Priestley"

\$15 Cravenette \$11.75

This is the best coat for every time of year—just the light coat you want for spring and fall evenings, and a perfect protection in wet weather—rain proof, at

11.75

Men's Top Coats—New styles in tans, olives, etc., short, nicely tailored—snugly fitting about the collar—every man needs one—the prices are

\$5-7.50-10

J. L. BRANDEIS & SONS

2 for 1

A Standard Piano and a Standard Player, both for the price of the piano. We offer for tomorrow's selling a fine Ebony piano of Standard make and an Ebony cabinet player to match.

- Ordinary worth \$350 for
- Another—Piano and player combined, walnut case, worth regularly \$500, at
- EVERETT PIANO—Cabinet Grand
- HALLLET & DAVIS—Large size, rosewood case, at
- M'PHAIL—Square grand, rosewood case
- MEASON & HAMLIN Organ, walnut case
- FARRAND & VOTER Organ, walnut case
- SHONINGER Organ, walnut case
- CHICAGO COTTAGE Organs, walnut case
- TERMS—\$5.00 to \$10.00 cash, and \$2.00 to \$5.00 monthly.

MATTHEWS PIANO CO.

1512-1515 Harney St., Omaha, Neb.
F. H. GUTHRIE, Manager.
Opposite Burwood Theater.



THE VIOLA

To the numerous new styles of women's shoes we have shown this season we have added another—"THE VIOLA." It is already as popular as "THE ALICE." The style is one-button oxford, whole vamp, with crimped mid-heel—light effect in style—similar to a pump—lightweight welt sole—short vamp—Cuban heel—Patent Colt.

PRICE \$4.00

Just received—all sizes in women's Pumps, Gun Metal and Patent Colt.

Drexel Shoe Co.
1419 Farnam Street.

NO GENTLEMAN

NEED FALL into the error of wearing poorly designed or ill fitting garments, while Nicoll is within easy reach.

A man inside one of our \$25 suits or overcoats gets a heap of style and comfort for his money.

Trousers, \$5 to \$12—Suits, \$20 to \$50

Nicoll
TAILOR
WILLIAM JERREMS' SONS.
209-211 So. 15th Street.

WALK-OVER SHOE



QUALITY

"It's in the Shoe."
Positively Unequaled Values for **\$3.50-\$4.00**

Both OXFORDS and SHOES for Gentlemen.

International Reputation.
Buy Yours at the

Walk-Over Shoe Store
1521 Farnam St.

ED. S. THOMPSON, "The Walk-Over Man."
Retailing Agency

BENNETT'S GREEN TRADING STAMPS EVERY TIME

Raging Sale of White China from Burns' Stock

Cover Dishes, Platters, Cups and Saucers, After Dinner Cups and Saucers, Sugar Bowls, Covered Butters—sizes and shapes are very distinctive and unique—every line in white china carried by Samuel Burns sacrificed at one-third to one-fourth his prices. Come early! **10c** Up from

- Every purchaser of 10c worth or over on main floor, Thursday gets free ticket for reserved seat to Friday or Saturday matinee in **Lyric Theater**
- Exchange ticket at box office for reserved seat.
- Tollet Sets
Some beautiful Haviland and Domestic Porcelain Sets—Bodily outlined decorations and delicate chromatic colorings, some magnificent sets in the lot—where Burns' price was \$10.00
ones **4.50**
Where Burns' price was \$7.50, ours **3.98**
- YELLOW BAKING DISHES—One-third Burns' prices, 10c, 5c and **3c**

DRY GOODS SECTION

BUSTER BROWN COATS FOR GIRLS—Ages 8 to 14 years, soft, all wool chevot, in shades of brown, hunters' green and navy blue, with deep collar and cuffs of contrasting colors, metal buttons, vertical pleats and Buster belt—very nobby—at **4.95**

LADIES' PETTICOATS—The new shadow cloth, crisp and shiny, regular dollar skirt for **50c**

HEATHERBLOOM PETTICOATS—A perfect blessing to ladies, an underskirt with all the advantages of the finest silk, much more durable, and only weighs a few ounces—in black at **\$2.95, \$2.50 and**

In colors—Old rose, helio, Alice green, light blue **2.25**

THURSDAY WILL BE A GREAT DAY IN OUR SUIT DEPT.—WE ARE GOING TO MAKE IT A **\$12.50 SUIT DAY.**

ELEGANT SPRING SUITS—Eton styles, pony styles and fitting suits, in all the newest materials and colors **12.50**

NEW SHIRT WAIST SUITS—Black and all colors—**12.50**

NEW SILK JACKET SUITS AND FANCY DRESSES—in the finest taffeta silks, all Thursday at **12.50**

OVERLOADED STOCK OF RIBBONS—Our stock of Ribbons is too heavy. Over 500 pieces of Plain Taffeta Silk Ribbons, full line of colors, 3 to 6 inches wide, worth to 25c yard, special sale—a yard—**10c**

FANCY RIBBONS, CHEAP—300 pieces of Fancy Louisiana, Mesaline and Chiffon Taffeta Silk Ribbons, in plaids, pompadours and embossed floral patterns, worth to 50c yard, special sale—a yard—**23c**

FANCY FELLOW TOPS SPECIAL—We are showing the largest assortment of Felted Tops and Covers, imported India and fancy Denim Tops, fine Oriental, special sale—each **25c**

ALLOVER LACES AT 50c—50 pieces Oriental Net Allover Laces, 18 inches wide, in creams and white, worth to \$1 yard, Thursday, yd. **50c**

GREAT SALE OF EMBROIDERIES—This lot contains Allovers, Corset Cover, Flouncing and Yoking Embroideries, Insertions and Beadings, all marked at just one-half their value—special—a yard—from 10c down **5c**

EMBROIDERED WAIST PATTERNS—CHEAP—Fine Batiste Waists with fancy embroidered front, cuffs and collar, material enough to make any waist to size 14, worth to \$1.00 each—Thursday special—**75c**

A SPECIAL IN NECKWEAR—Two gross fancy embroidered and lace trimmed fine Batiste Chemisettes, regular 50c values—Thursday only—each **25c**

FANCY TURNOVERS 50c—Big lot of fancy embroidered Turnover Collars, in colors and plain white, worth to 15c, sale price Thursday **5c**

SPECIAL SALE OF WHITE INDIA LINENS—A big table full of plain white India Linens, very sheer, 22 and 34 inches wide, our 20c quality, Thursday—a yard **15c**

Colored Dress Goods at Very Low Prices Thursday

- 48-inch Chiffon Taffeta, all colors and black, summer weight, soft finish, very dressy, regular price \$1.50 yard **1.00**
- 48-inch silk and wool Chiffon Taffeta, with shadow pleats, all colors, very dressy, regular price \$1.50 yard, former price \$1.50 a yard **1.00**
- 48-inch "Oviedo" Cloth, the new weave for summer wear, with shadow pleat effects, dustproof, smooth, even finish, worth \$1.50 a yard **75c**
- 52-inch new Gray Suitings, in mixtures and checks, for skirts and jackets, cheap at \$1.00 a yard—only—a yard **75c**

BENNETT'S IN THE HARDWARE SECTION BIG GROCERY THURSDAY.

Just Arrived—A large number fresh, new laid Eggs, Thursday only, a dozen, **15c**

Bennett's Capitol Creamery Butter, the best ever, two thousand one-pound bricks, every one full weight, Thursday only **22c**

Rose Bush Special—Hardy perpetual Rose Bushes, assorted colors, each, 25c **20c** and **20c** And 20 green trading stamps.

Oxfords and Slippers for Summer Wear

- Ladies' Patent Colt or Vici Kid Oxfords, at **1.93**
- Misses' Patent Colt Oxfords, at **1.50**
- Misses' Vici Kid Oxfords, at **1.35**
- Children's Patent Colt Oxfords, at **1.35**
- Children's Vici Kid Oxfords, at **1.25**
- 37 Latest styles in Dorothy Dodd Oxfords—A Fair, at **\$3.50, \$3.00 and** **\$2.50**

Double Green Trading Stamps all day.

HAYDEN'S THE RELIABLE STORE Best Rug and Carpet Values in Omaha.

GRAND CLEARING SALE

of Women's Spring Suits and Jackets



We must make room for the new summer goods and will offer most surprising bargains Thursday.

- 100.00 TAILOR SUITS AT \$4.00
- Panamas, velles, celonnes, etc., in all the newest styles and colorings—
- 125.00 TAILOR SUITS AT \$12.50
- Great assortment of plain and fancy mixed fabric, in eton, pony and blouse styles
- 140.00 TAILOR SUITS AT \$4.00
- We have the Omaha agency for the celebrated Crown suits, the greatest bargains ever offered, **24.90**
- STYLISH COATS, in silk covert, also beautiful with coat checks and plaids, **3.95** worth up to \$10.00—choice
- \$3.00 AND \$5.00 SKIRTS AT \$1.50
- Panamas, velles, Stellanis, etc., in newest styles and colorings, including **3.95** black and white, choice

\$15 Cravenettes at \$7.95.

- 100 handsome garments, greatest bargains ever offered at the price.
- 50.00 Jap Waists—clearing **2.98**
- 50.00 Lawn and Lingerie Waists—clearing sale price **95c**
- NEW HOME-MADE WRAPPERS—best values in Omaha—**1.25** at \$5.00 to
- FROM 4 TILL 9 A. M. Women's Kimonos—**19c**
- FROM 9 TILL 12 A. M. Women's Wash Under-shirts—**39c**
- Women's \$1.00 Wrappers—**59c**

A Millinery Sale.

"Why, I never saw such bargains," was the expression of several women who bought hats at the half price sale last Monday. And they were bargains. Each hat hand made and superbly rich and elegant in every detail.

- THURSDAY SPECIALS—
- Thursday we will put on special sale about 250 hats, worth from \$2 to \$5—**98c** for \$1.25 and
- FLOWER SALE—
- 5c flowers—**5c**
- for \$10c and **25c**
- 40c children's wreaths—**25c**



Exceptional Muslin Underwear Bargains

Thursday one of the greatest bargain-giving days ever known in Omaha; their high quality underwear, variety and beauty of design unequalled and at unmatched low prices. See these offerings before you buy.

- LADIES' SKIRTS WORTH UP TO \$2.00—Deep flounces of lace and insertion and handsome embroideries and extra **98c** dust ruffles, choice Thursday, \$1.50 & \$2.00
- LADIES' GOWNES WORTH UP TO \$2.00—Trimmed with laces, insertions, embroidery or tucked yokes, made long and full, best values ever shown. **45c**
- LADIES' FRENCH CHEMISE, REGULAR \$2.00 VALUES—Beautifully trimmed with laces and insertions, remarkable **98c**
- LADIES' CORSET COVERS AND DRAWERS—Regular 50 values, lace and embroidery trimmed, come in all sizes and great variety of designs **35c** choice at
- LADIES' CORSET COVERS—Beautifully trimmed and worth up to \$1.00. **49c** Choice Thursday at
- Ladies' Gause Vests—in Lisle thread and fine cottons, white or fancy colors, worth up to 50c. **5c**
- Children's Muslin Drawers, all sizes, at 25c and **10c**

Lace Day Thursday.

The fourth day of our grand week's Lace sale. A clearing-up day on all odds and ends from the past 3 days' sales.

- VAL LACES, TORCHONS, PLAT VALS, ORIENTALS and ZION CITY LACES, IN BANDS, GALLOUS, EDGES and INSERTINGS, IN 4 GREAT LOTS, worth regularly from 5c to 25c per yard. AT PER YARD, 10c, 5c, 25c & **1c**
- Watch for Friday's Lace Sale, the greatest yet.
- Sale of Silks Thursday—
- \$1.00 and \$1.25 SILKS AT, PER YD., 50c
- At 8 a. m. will begin the most wonderful Silk bargain event of the season.
- A beautiful assortment of high grade Silks, in 2-in. hairline stripes, 27-in. checks, 27-in. Novelties, 27-in. plain color Taffetas, regular \$1.00 to \$1.25 values, will go **59c** for this one day at, per yard.

High Grade Wash Goods Sale.

- FROM 2:30 TO 3 P. M.—We will sell 100 pieces of silk mixed Waists, in all colors, goods that sold at 90c, only one pattern to a customer, at **9c**
- Also during this half hour we will sell 1 case of fine Persian Chiffons, fast colors, only 12 yards to customer, at, per yard, **5c**
- 25c Organadies **15c**
- 10c Organadies **12c**
- 15c Batistes **10c**
- 125c Batistes **8c**
- 50 other specials.

High Grade Wool Dress Goods.

FROM 2 TO 2:30 P. M.—We will sell 75 pieces of silk and wool Etonettes that sold at \$1.25, \$1.50 and \$1.75 per yard, all colors, no blacks, only one pattern to customer, at, per yard, **33c**

PINEAPPLES! PINEAPPLES!

Our first shipment of Fancy Cuban Pineapples arrived. They are very fine, large, sweet and juicy, as long as they last we will sell them, each at **10c**

- 5 bunches Pie Plant **5c**
- Fresh Wax or String Beans, per lb. **10c**
- Fresh Spinach, per peck **10c**
- 5 bunches fresh Parsley **10c**
- Fancy ripe Tomatoes, per dozen **5c**
- Large, juicy Lemons, per dozen **10c**
- 2 measures fresh roasted Peanuts **5c**
- Fondule Plant, per dozen **5c**
- Choice Parsnips, per dozen **5c**
- See our big display of all kinds of plants for the garden, from 5c EACH.

HAYDEN BROS.

FAST TIME OMAHA TO THE EAST

See our schedules to some of the principal eastern cities:

- Detroit.....21 hours
- Indianapolis.....21 hours
- Buffalo.....27 hours
- Cincinnati.....24 hours
- Syracuse.....30 hours
- Pittsburg.....26 hours
- Albany.....33 hours
- Philadelphia.....35 hours
- New York.....37 hours
- Baltimore.....36 hours
- Boston.....44 hours
- Washington.....38 hours

The Illinois Central's fast "Chicago Limited" train leaves Omaha at 6:00 p. m. Fast day train at 8:00 a. m. Union depot connections in Chicago for nearly all principal points.

Steamship tickets to all European and Asiatic points. Cafe car service. Tickets and information at City Ticket Office, 1402 Farnam St., Omaha.

SAMUEL NORTH, District Passenger Agent

DR. WESTMAY'S SENNA LIVER PILLS For Obsolete Constipation, Biliousness, Sour Stomach, Sick Headache, Nervousness, Nausea, Indigestion, Jaundice, Torpid Liver. Try one. 50c per bottle, postpaid.

WOMEN AND WOMEN. For 25c for general relief of all ailments, including menstrual troubles, nervousness, headache, and all ailments of the female system. Sold by Druggists, or sent in plain wrapper, 25c. 10c. 25c. 50c. 1.00. 1.50. 2.00. 2.50. 3.00. 3.50. 4.00. 4.50. 5.00. 5.50. 6.00. 6.50. 7.00. 7.50. 8.00. 8.50. 9.00. 9.50. 10.00.

Keen

1508 DOUGLAS ST.

Grand Bargain Millinery Sale

of BEAUTIFULLY TRIMMED PATTERN HATS, DRESS HATS, STREET HATS at

\$3.75, \$5.00, \$6.75, \$8.50

Hundreds of pretty Milan, Tuscan, Chip and Panama Hats, handsomely trimmed, in this extraordinary sale.

GRAND SALE THURSDAY
THE GREATEST POPULAR PRICED MILLINERY SALE ever held in Omaha.

Get Prices Come Early Get Prices

BEFORE YOU GO

on your vacation let us see that your watch is all right, that your glasses are all in order—It will save you much annoyance, as you need both of these articles while away. Let us do it now. **LOOK FOR THE NAME.**

S. W. LINDSAY, JEWELER.
2316 Douglas

Business Boosters

Try the Want Ad Column of The Bee.