

# BRANDEIS & SONS

The tremendous response to our sales day after day shows how quickly Omaha women recognize the opportunities for real economy. Our reputation for giving the best values every day in the year and our well earned position as the bargain center of the west have been strengthened during this month of unheard of bargain giving at Brandeis'.

JUDGE THIS STORE BY THE SATISFACTION IT GIVES. BRANDEIS SAVES MONEY FOR THOUSANDS OF FAMILIES EVERY DAY.

## THURSDAY'S SPECIAL SALE

### Ladies' Charming New SILK WAISTS

Bought from the Eureka Waist Mfg. Co. 50 Waverly Place, New York



\$5 and \$7 SILK and NET WAISTS at \$1.98 and \$2.50

The latest and prettiest effects in dress and evening waists of dainty silks, nets and laces. These are all the samples of surplus stock from the Eureka Waist Co.—a manufacturer of exclusively high grade waists. Taffetas, messallines and nets are prominent and all the leading colors, including plaids, checks, plain blacks, whites and delicate evening shades.

Waists show the short, three-quarter or long sleeve effects and are very cleverly made and beautifully trimmed.

Such stylish waists as these should readily bring \$5.00 to \$7.00. We offer them at one-half price or less.

In Two Great Lots **198** AND **250** New Store Aisle 7

### 3 EXTRA SPECIALS—Old Store—2nd Floor

LADIES' WALKING SKIRTS—All this season's leading effects for winter wear—smartly pleated, regular \$4.50 and \$5.00 values, at..... **298**

LADIES' LONG COATS—These are the swaggar plain coats and the stylish novelties as well—worth up to \$15.00, at..... **698**

LADIES' TAILORED SUITS—In this lot are the man-tailored suits that sold at twice this figure throughout the season—at..... **650**

### In Our Basement Cloak Department

Choice of a great lot of good, up-to-date \$2.50 Walking Skirts at..... **150**

Choice of Ladies' 50c and 75c Winter Waists, each, at..... **15c**

Choice of Ladies' heavy winter Cloaks worth up to \$8.00, at..... **298**

Stunning \$20 and \$25 Pattern Hats at \$5 Bought from Mme. Burby FIFTH AVE., NEW YORK

We never bought pattern hats from a designer that showed so many charming and original styles as these. All are stunningly trimmed with long ostrich plumes, aigrettes, feathers, breasts or ornaments—all shapes from the smart little street turban to the big graceful picture hats—hundreds to choose from—**\$5**

Choice of all our Ready-to-Wear Hats, worth up to \$5.00, at..... **\$1**

Your choice of all our Trimmed and Dress Hats, that have been selling up to \$10.00, at..... **250**

For Thursday in the New Basement We Offer Many Extra Special Bargains from Our Great JANUARY SALE OF LINENS

100 Calling Cards 39c Arcade

BRANDEIS & SONS

100 Calling Cards 39c Arcade



### Winter Visitors Excursions

VIA CHICAGO GREAT WESTERN RAILWAY

will enable you to visit your friends in Mason City, Carroll, Harlan, Dubuque, Waterloo, Marshalltown, Fort Dodge, Ia., Faribault, Mankato, Austin, Rochester, or Red Wing, Minn., at about One Half the Usual Rate

Tickets on sale Saturdays and Sundays. Notify your friends that the same rates apply the other way. Full information from W. G. DAVIDSON, City Ticket Agent, 1612 Farnam St., Omaha.

## CHILDREN'S DANCING SHOES

We are showing the finest line of Children's and Misses' Dancing Slippers ever seen in Omaha. Misses' Patent Leather Gibson Ties with low heels—also low cut pump with bow—

Sizes 2 1/2 to 6..... **2.50**

Misses' sizes, 11 1/2 to 2..... **2.00**

Child's sizes, 8 1/2 to 11..... **1.25**

Full line of Patent Strap Slippers—low heels for young women—sizes 2 1/2 to 6..... **2.00-2.25**

Children's sizes, 8 1/2 to 11..... **1.25-1.50**

See us for anything in the line of Dancing Shoes and Slippers or Full Dress Footwear.

Drexel Shoe Co. 1419 Farnam St.

## YOU CAN RENT A TYPEWRITER ANY MAKE

FOR \$2.50 PER MONTH.

FOX TYPEWRITER & SUPPLY CO.

1822 Farnam St., Omaha. Tel. Doug. 3874.

## Storitz

THE ingredients of Storitz Beer are the best obtainable. Barley malt made from the choicest grain grown in the west. Bohemian hops imported direct at three times the cost of American hops. Artesian water, pure and sparkling, from a 1,400 foot well. The high quality of these ingredients greatly increases the cost of making Storitz Beer. Yet you pay no more for it than for common beer. Always order Storitz Beer. Get quality. Get your money's worth. Storitz Brewing Co., Omaha, Neb.

## HIGH GRADE BOTTLED BEER

### Egyptian Lotus Cream—5c

SATURDAY, JANUARY 19TH, all day at ALL THREE OF OUR STORES—we will sell this well known article at 5c per bottle! This is the sale which pleases ALL THE LADIES and MANY OF THE GENTLEMEN the sale which is genuine—without any FAKE STRINGS tied to it! We sold out all we had at our last big sale of Lotus Cream and many customers were disappointed—but we have about twenty-five hundred bottles this time and should be able to supply 2 bottles to every customer, which is the limit you know. Don't forget the date—JANUARY 19TH. We will sell the KARONZ prescription for six cents or sell you the KARONZ part separate for 40c; we also sell "VIRGIN OIL OF PINE" at 40c per original bottle. WE DELIVER ANYTHING WE SELL WITHIN ONE CENT EXTRA CHARGE. Phone 76.

Schaefer's CUT PRICE DRUG STORES South Omaha—N. W. Cor. 24th and N. St. Council Bluffs—5th Ave. and Main St. Omaha—16th and Chicago Sts.

BAILEY & MACH DENTISTS Third Floor, Paxton Block Highest Grade Dentistry

TWENTIETH CENTURY FARMER Satisfies All Classes.

### HOTELS.

### When in Chicago Stop at The



### Stratford Hotel

European Plan Refined, Elegant, Quiet. Located corner of city's two finest boulevards, convenient to entire business center. Close to best theaters and shopping district. 25 rooms, 150 private baths; luxurious writing and reception rooms; woodwork mahogany throughout; brass beds and modern comforts; telephone in every room; beautiful dining room—the best of everything at moderate prices. Michigan and Jackson Blks., Chicago.

PARK HOTEL Hot Springs, Ark. Practically fireproof. During the past summer entirely refitted and decorated; hot and cold running water in every room. American and European plan. J. R. HAYES, Lessee and Manager.

OMAHA WEATHER FORECAST—Thursday: Snow.

## BUY CAPITOL COAL BENNETT'S BEAUTIFUL

Dress Goods Greatly Reduced

### Extra Special Offer

\$3.00 and \$2.50 Stuffs for \$1.25

THURSDAY WE PLACE ON SALE OUR ENTIRE COLLECTION OF FINE FOREIGN NOVELTIES that sold regularly at \$2.50 and \$3; some we sold for \$2.00. These consist of the swellest shades, handsome stripe or plaid effects, the right weight for suits or skirts, on sale Wednesday, yd.

\$1.25

### Extra Special in Black Silks

Beautiful Black Peau de Soie and Taffeta Silks, in elegant, heavy qualities that will give satisfaction; will not wear shiny or split, especially desirable for waists or dresses, on sale Thursday, yard..... **75c**

And Twenty-five Green Trading Stamps with every yard

### New Wash Goods

ANNOUNCEMENT—We are now prepared to show you a very beautiful collection of Fine Wash Fabrics—

Special Display of Fine Ginghams, at

25c-15c-12 1/2c-10c

\$5 Wool Waists for \$2.95

Made of Plaid Saxony Flannel—large assortment of plaids and colors.

20% Discount on all Bath Robes

### January White Goods Sale

2,400 Cor-set Covers, worth 50c, Thursday special—

19c

Val. lace, embroidery inserting and ribbon trimmed. 2d Floor



## Women's Coats

\$10.00 WOMEN'S COATS, made of fancy checks and manish mixtures—50-in. long—**4.95**

\$15.00 WOMEN'S COATS, made of fine Scotch Plaids, full 50-in. long, handsomely tailored—**7.48**

## Bennett's Big Grocery

A LITTLE TALK ABOUT OUR GROCERY—NO. 1

WE HAVE AN ENORMOUS BUSINESS—No grocery store or grocery section of a department store between Chicago and the Pacific coast enjoys bigger business than does BENNETT'S BIG GROCERY. We turn over in four weeks as much money in groceries as our entire grocery stock will at any given time invoice.

BENNETT'S BIG GROCERY HAS BEEN THE PIONEER, THE INTRODUCER AND THE ADVERTISER OF HUNDREDS OF ARTICLES THAT CAN NOW BE PURCHASED EVERYWHERE.

OUR DOUBLE-HEADED MOTTO: PURITY AND FULL WEIGHTS, has been the ruling force. We think you'd better send your grocery orders to the grocery THAT LEADS AND THAT SHOWS COMPETITORS THE PROPER PACE.

JOS. TETLEY & CO.'S INDIA AND CHYLOW TEAS  
Sunflower Brand, pound tin.....75c  
And Forty Green Trading Stamps.  
Sunflower Brand, half-pound tin.....40c  
And Twenty Green Trading Stamps.  
Sunflower Brand, quarter-pound tin.....20c  
And Ten Green Trading Stamps.  
Corn Meal, 5-pound sack.....12 1/2c  
Pride of Bennett's Flour, sack.....\$1.20  
And Fifty Green Trading Stamps.  
Bennett's Capitol Coffee, pound package.....28c  
And Thirty Green Trading Stamps.  
Basket Fried Japan Tea, pound.....38c  
And Thirty Green Trading Stamps.  
Maine Corn, can, 10c; dozen cans.....\$1.00  
PRUNE SPECIAL—Large sixty to seventy size SANTA CLARA CALIFORNIA PRUNES, lb.....5c

BENNETT'S CANDIES  
PIT FAT KISSES, pound.....12 1/2c

Butter Direct from Finest Dairies. BENNETT'S CAPITOL CREAMERY—pound.....30c Thursday only.

Kosmeo For Men After Shaving Price 50c.—At All Dealers.

FOR SALE BY THE BENNETT COMPANY AND ALL RETAIL DRUGGISTS. DEPUTY STATE VETERINARIAN. H. L. RAMMACCIOTTI, D. V. S. CITY VETERINARIAN. Office and Infirmary, 28th and Mason Sts. OMAHA, NEB. Telephone 100.

THERE IS NO QUININE IN IT One of the Reasons Why BROMOLAX CONTAINS NO QUININE. Has Become so Popular. It Breaks up Colds and Prevents "Grip"—Quickly, Safely—Leaving no Bad After-Effects like QUININE PREPARATIONS In the Orange Colored Box. All Drug Stores 25 cents. Or by Mail. BROMO CHEMICAL CO., CHICAGO

## Thursday's Bargain Bulletin

All Butterick Patterns Now 10c and 15c

HAYDEN'S THE RELIABLE STORE

Sole Omaha Agents for Hall Brochert Dress Forms

## \$40,000.00 WORTH OF WOMEN'S GARMENTS

### At Less Than Half Price



Thousands of high class winter garments at less than manufacturers' cost price in our great January Clearance. Hundreds, thousands, have profited by these remarkable saving opportunities. Thursday's bargains the equal and, in many instances, greater than ever before. Come early.

\$10.00 COATS AT \$4.95—A handsome line of fancy mixed fabrics, in newest styles, 275 garments to select from, Thursday, at, choice..... **\$4.95**  
\$20.00 and \$25.00 COATS AT \$10.00—Fine kerseys and broadcloths, in loose and tight fitting styles, satin lined throughout, unmatched bargains at..... **\$10.00**  
\$30.00 TAILOR SUITS AT \$14.75—Over 200 garments in the lot to select from. Every garment cut in very latest style, all man-tailored and worth regularly \$30, choice, Thursday..... **\$14.75**  
WOMEN'S SKIRTS—Fine Walking Skirts, in Panamas and chevrons, newest style, worth up to \$10, choice Thursday..... **\$4.98**  
Elegant French Voile Skirts that sold regularly at \$15.00 to \$20.00, Thursday, special, in two lots, at \$12.75 and..... **\$8.90**  
WOMEN'S WAISTS—Over 100 dozen new waists just received, fine nets, silks and all most popular materials, regular \$5.00 values, will be placed on sale Thursday in one lot at, choice..... **\$2.50**

### Unmatched Millinery Clearance Values

Elegant Trimmed Hats that sold regularly at \$8 to \$12.50, choice \$2.50—The greatest bargain opportunity ever offered to secure most artistically designed high grade Millinery at less than one-fourth its actual worth. All new winter styles, trimmed with flowers, foliage, wings and plumes, \$8 to \$12.50 values, at, choice..... **\$2.50**  
STREET AND DRESS HATS that sold at \$5 to \$8, trimmings in many cases worth more than Thursday's price, at, choice..... **\$1.00**  
STREET AND DRESS HATS—In all colors and styles, general clean up of winter stock, worth up to \$5.00, at, choice..... **50c**

### Special Sale Pearl Buttons

Every kind of Pearl Buttons at less than half regular prices in Thursday's special sale.  
Lot 1—A fine lot of clearings at, per dozen..... **1c**  
Lot 2—An immense lot of seconds at, doz..... **1 1/2c**  
Lot 3—Complete line of first grade buttons at, doz..... **2 1/2c**  
Lot 4—The A1 high grade 2 and 4-hole Pearl Buttons at, doz..... **4 1/2c**  
Lot 5—A beautiful line of Fancy Pearl Buttons, regular 25c doz values, at 10c

### In Omaha's Greatest Bargain Room

12 1/2c Muslins at 7 1/2c—Genuine Hope bleached Muslin, the best manufactured, limit of 20 yards to customer, at, yard..... **7 1/2c**  
10c Shirting Percales—36-in. wide, fast colors, special at, yd..... **5c**  
25c Huckaback Towels, all linen, plain or fancy borders, specials..... **15c**  
10c Outing Flannels, extra heavy quality at, each..... **5c**  
12 1/2c English Flannelettes, 5c—Genuine English wool finish Flannelette that sold up to 12 1/2c yard, Thursday at, yard..... **5c**  
\$1.00 Turkey Red Table Cloths—2 1/2 yards long, colors guaranteed..... **65c**  
10c All Linen Absorbent Toweling—18-in. wide, special at..... **5c**  
5c Rub Dry Wash Cloths, special at, each..... **2c**

### Laces and Embroideries

An immense stock of strictly up-to-date Laces and Embroideries, purchased at 50c on the Dollar, from Loeb & Dix, manufacturers of Ladies' and Children's high grade Muslin Underwear—  
DATE OF SALE WILL BE ANNOUNCED LATER—WATCH DAILY PAPERS.

## Haydens', the Greatest Grocery Dept. for the People

Freshest Goods and Lowest Prices Always.  
21 lbs. Best Pure Cane Granulated Sugar for.....\$1.00  
10 bars Best Brands Laundry Soap.....25c  
10-lb. sacks Best Pure Buckwheat Flour for.....25c  
10 lbs. Best White or Yellow Cornmeal.....15c  
Qt. Cans Golden Table Syrup.....30c  
2-lb. pkg. Self-Rising Pancake Flour.....30c  
1-lb. pkg. Best Macaroni.....30c  
The Best Soda or Oyster Crackers, lb.....25c  
Unsalted Biscuits, per pkg.....25c  
Potted Meats, per can.....25c  
Fancy B F Japan Tea, per lb.....25c  
Fancy Tea Bifurcs, per lb.....25c  
2-lb. cans Sac City Sweet Sugar Corn.....50c  
5-lb. cans Solid Packed Tomatoes.....50c  
Fresh Fruit, Vegetables and Nuts.  
Beets, Carrots, Parsnips, Turnips, Rutabagas, red or yellow Onions, pound.....10c  
2 heads fresh Lettuce.....50c  
2 bunches of Radishes.....50c  
Fresh Shalots Turnips, Beets and Carrots, per bunch.....50c  
Black Walnuts, per pound.....50c  
English Walnuts, per pound.....50c  
Mexican Piston nuts, per pound.....12 1/2c  
New Honey, per rack.....12 1/2c  
Fancy Canned Figs, per pound.....12 1/2c  
Fancy Late Red Cranberries, quart.....50c  
Fresh Roasted Peanuts, per quart.....50c  
2 bunches Fresh Parsley.....10c  
Fancy Parsley Dates, per pound.....10c  
Fancy Hallowsen Dates per pound.....12 1/2c

## HAYDEN BROS.

Do you live near 40th and Hamilton Sts.?

EASTMAN PHARMACY 4046 Hamilton Street.

will take your want-ad for The BEE at the same rates as the main office.

Branch Want-ad Office—OMAHA BEE

EVERY PUFF A DELIGHT WITH

MERCANTILE

QUALITY THE BEST—ALWAYS UNIFORM F. R. Rice Mercantile Cigar Co., Manufacturers, St. Louis.

Bee Want Ads Produce Results