

OMAHA WEATHER FORECAST—FRIDAY—Fair:

Friday's Great Sale of Silk Demi-Costumes and Dresses 38⁵⁰ - 28⁵⁰

Values \$75 to \$100, all in by express from New York—Our latest snap purchase

That Great Sale of Silk Suits

BENNETT'S

BARGAIN FRIDAY

That Great Sale of Demi-Costumes



Friday, 8:30 a. m.

SPELLED OUT IN SIMPLE FACTS THIS SALE MEANS THAT OMAHA WOMEN ARE OFFERED THE MOST SENSATIONAL BARGAINS EVER REVEALED AMONG THE MASTERPIECES OF THE DRESS-MAKER'S ART.

YOU'VE SEEN THE BIG DISPLAY IN THOSE HUGE 16TH STREET WINDOWS. PRICES ARE THERE NOW. EACH SUIT IS AN AUTHENTIC, ABSOLUTE VALUE—SOMEWHERE BETWEEN \$75 AND \$100.

SALE BEGINS FRIDAY MORNING, 8:30 SHARP. NO BARGAINING BEFORE THAT HOUR WILL BE ENTERAINED. PRICES—

38⁵⁰ - 28⁵⁰

Petticoat Sale

We will match every dress we sell with an R. & H. Simmon's Silk Petticoat of great beauty, for **4⁹⁵**

A Friday Special

\$4.00 and \$5.00 Lingerie Waists, beautiful dainty lace trimmings, for **2⁴⁸**

The Greatest Bargain-Giving Event of the Season in Silks, Dress Goods and Wash Goods

No Mail Orders Filled From This List

Silks Worth up to \$1.00 and \$1.25 yard Friday, 25c. Greatest collection of fine silks, 19 to 27 in. wide, plain or fancy, washable silks, plain Rajah effects in green, blue or brown, worth \$1.00; colored Taffetas worth up to 85c; Peau de Cygnes worth up to \$1.00; 44-in. Black Grenadines worth \$1.25; 36-in. Fancy Silks for waists or suits worth \$1.25; handsome fancy silks in stripes or plaids, changeable silks, etc. This lot Friday **25c** (buy as many as you like), yard.

Your choice from several thousand yards best wool dress goods offered at 50c and 75c, elegant styles, checks, handsome colorings, just the right weight for Spring suits or skirts, Friday, yard.

Grand assortment Fine Wash Fabrics, some elegant silk mixed wash goods, Voiles, Suitings, Double fold Danish Cloth, mercerized Taffeta checks, French Ginghams, Madras, Batistes, Mulls, etc., nearly every yard worth 20c, some up to 50c, Friday, per yard **7c**

24c

Domestics

Wonderful bargain event in this section Friday only. Large heavy Sheets, all ready for use, Friday, each **28c**. 15c Silklines in all different patterns, yd. **2¹/₂**. 10c Gingham Shirtings, all colors, Friday, yd. **4c**. IMPORTANT—We offer Double Green Trading Stamps on each and every purchase Friday in our large Domestic Department. Everything in good merchandise, at lowest prices.

BOYS' HATS

Friday we place on sale a line of Hats of clear fur stock, silk band and binding and genuine leather sweat, in all the latest popular styles and colors. — Men's hat section Main Floor, at **\$1.00**

MEN'S FURNISHINGS

Special for Friday 50 dozen of the very latest styles in Four-in Hands, newest silks, newest plaids, checks, stripes and effects, positively 75c values—**59c** each.

BENNETT'S BIG GROCERY

Headquarters for Butter. Bennett's Capitol Creamery, lb. brick, full weight, **28c**. New York Full Cream Cheese, per pound, **20c**. And Ten Green Trading Stamps. Royal Luncheon Cheese, Jar, **10c**. And Five Green Trading Stamps.

Five Hundred Pounds Large Santa Clara California Prunes, 40 to 50 sizes, worth 12 1/2 c lb. at **8c**.

Bulk Currants, several hundred pounds cleaned currants, lb. 10c. And Ten Green Trading Stamps.

Patna Rice, lb. **10c**. And twenty green trading stamps.

Snider's Baked Beans, small can **10c**. And Five Green Trading Stamps.

Snider's Baked Beans, medium can **15c**. And Ten Green Trading Stamps.

Snider's Baked Beans, large can **20c**. And twenty green trading stamps.

Fancy Maricao Blend Coffee, lb. **17c**. Fancy Porto Rico Blend Coffee, lb. **18c**. Fancy Arabica Blend Coffee, lb. **20c**. Fancy B. F. or Sun Dried Japan Tea, lb. **25c**. Fancy, Coaling, Gunpowder, English.

Blood of Grape Juice, pint bot. **25c**. And Ten Green Trading Stamps.

Bayle's Cider Vinegar, quart bot. **15c**. And twenty green trading stamps.

\$1.25

BRANDEIS & SONS

Tremendous Bargain Offer Remnant Day

All kinds of new dress goods, accumulations of lots from 3 to 12 yards in length, worth from 59c to \$1.25 a yard—on front bargain square—a big bargain, at, per yard **25c**

44-inch All Wool Suitings—Checks, plaids, etc.—worth \$1.00 a yard, at, per yard **49c**. Cream Sicilian Mohairs—Very lustrous—sixty-nine cent values will go at, **39c**. Imported French Dressing—Novelties—New and desirable—one dollar and fifty cent values—**69c**.

The finest spring dress goods, plaids, checks, etc.—48 to 54 inches wide and worth up to \$1.50 a yard, main department, at, per yard **89c**

\$1.50 Dress Goods at 69c—54 inches wide, latest weaves and summer weights, black Panamas, black wool Taffetas, etc., small broken checks and barred patterns, at, yard **69c**

Friday Bargains in Silk Remnants

New Spring Taffetas, Peau de Cygnes, Pongees, Shantung, checks and stripes, summer silks, etc., twenty-four to thirty-six inches wide and actually worth 75c to 89c a yard, at, per yard **39c**

Odds and Ends Plain and Fancy Silks—Black and colors—worth fifty cents a yard—special at **18c**. Pure Silk Natural Shantung, for jumpers suits and street dresses, will launder—75c value, at, yard **39c**. Lyons Dye, Perspiration Proof Black Habutai Silk—Sells usually at 75c a yard, at **37c**.

White Japanese Silks—Nicely woven silk and perfect in every way, a 39c silk, at, per yard **20c**

Remnants and Sample Pieces of Laces 1 1/2c - 3 1/2c - 5c

Positively Worth up to 15c Yard. These are French and German Vals, English Torchons and Fancy Point de Paris Laces and Insertions—many to match and fine quality.

Sample Strips of Embroideries & Insertions. All widths and very fine qualities of Swiss, Nainsook and Cambries—worth up to 25c a yard—it's a special Friday, at, yard **5c-10c**

Wide Corset Cover Embroideries. These are excellent Cambric Embroideries, with beading edge—many styles and extra wide widths—**15c** at, per yard.

BRANDEIS & SONS

BASEMENT, OLD STORE—ODD LOTS New Wash Goods

36-inch linen finished suiting, thoroughly shrunk, white grounds with dots, checks and plaids—at, yard **10c**

Best quality galatea cloth, lengths for boys' waists and suits, men's shirts, etc., plain blue and stripes, dots and checks—at, yard **10c**

10,000 yards white ground batiste, printed—a very fine 40-inch wide cloth—**12 1/2c** at, yard.

Full standard dress prints, 20-yard lengths, in all desirable styles, yard **5c**

Finest 36-inch white cambrics, long cloth and muslin—a fortunate purchase from a great eastern mill—values up to 15c a yard—in long lengths, **7 1/2c** at, yard.

Long lengths Victoria lawns, 36 and 40 inches wide—**6 1/2c** at, yard.

IN FORENOON Mill remnants printed lawns for waists and dresses, from 8 till 12 in the fore noon, yd. **1c**

BARGAINS IN LINEN REMNANTS

Drummers' sample pieces of fine all linen bleached table damask, suitable for napkins, tray cloths, etc., each **10c-5c**. Extra heavy 40c quality table padding, in mill lengths of 1 1/2 to 5 yds., yd. **19c**

17-inch bleached cotton toweling, 6c **3c**. Quality, yard **3c**. Hemmed huck towels, selvage on both sides, 7 1/2c value, each **3c**. 50c, each **25c**

ADVANCE NOTICE!

Sale of Sample Linens

Beginning Monday, May 6

A Splendid Collection Bought at an Immense Reduction by Our Own Paris Buyer. Finest lot ever shown in Omaha. It includes pattern table cloths, napkins, linen sheets and pillow cases, fine eyelet embroidered doilies from Ireland, Italian Filet cloths and center pieces, Renaissance, Princess and Cluny lace pieces, made in convents of France, Japanese embroidered drawn-work scarfs, squares and center pieces. Next Monday

At Less Than Half Its Regular Price. Now on Display in **BRANDEIS & SONS** In Our Linen Dept. Basement New Store

Pattie and Darrell Stocks Sale

Friday the Second Day **HAYDEN'S** THE RELIABLE STORE Friday the Second Day

Over \$100,000.00 Worth

Of High Grade Silks, Dress Goods, Wash Goods, Dress Trimmings, Laces, Nets, Veilings, Ribbons, Unmade Robes, Corsets, Hosiery, Muslin Underwear, Gloves, etc.

1/3 to 1/2 Actual Value

So great was the stock that only part could be shown to advantage on Thursday. Hundreds of new bargains will be on sale Friday for the first time. Come early and secure first choice.

Delightful Silk Bargains

All the elegant Silks from the stock of Madames Pattie & Darrell, Fifth Avenue, New York; thousands of yards in the very newest weaves and colorings—some pieces would sell regularly up to \$5.00 yard; entire purchase divided into 3 great lots for this sale at, yd. **49c, 60c and 98c**. Plain and Fancy Silks, worth to \$1.00 yard, good assortment of colors, on sale Friday, yard **39c**. White Jap Wash Silks, 20-in. wide, best bargains shown in Omaha, at, yard **17 1/2c**. Chiffon Poplins in complete line of colors, remarkable value, Friday at, yard **33c**. \$1.00 Black Taffetas, 36-in. wide, from regular stock, at, yard **69c**.

Ladies' Muslin Underwear

From the Great New York Purchase, even better bargains than those shown Thursday: Ladies' Chemises and Gowns worth to \$2.00, in three lots Friday at 49c, 75c and **98c**. Ladies' Skirts, worth up to \$5.00, in five lots Friday at \$2.98, \$2.50, \$1.98, \$1.50 and **98c**. From 9 till 10 a. m.—Ladies' Corset Covers, worth to 50c, at, choice **15c**. From 10 till 11 a. m.—Ladies' Gowns, worth up to \$1.00, at, choice **29c**. Ladies' Corset Covers, all new styles, worth up to \$1.00, Friday at, 49c, 39c, 26c and **19c**. Ladies' Drawers, worth to \$1, nicely trimmed, sale price Friday 49c, 39c and **25c**. From 11 a. m. till 12 m.—Ladies' Drawers and Corset Covers, worth to \$1.00, choice **25c**. From 2 till 3 p. m.—Ladies' Chemise, worth to \$2.50, finest materials, at, choice **69c**.

Laces Laces Laces

Laces worth \$2.50 yard, sale price **79c**. Laces worth \$1.50 yard, sale price **59c**. Laces worth \$1.00 yard, sale price **49c**. Laces worth \$3.00 yard, sale price **\$1.39**. Laces worth 85c yard, sale price **\$1.19**. Laces worth \$6.00 yard, sale price **\$1.49**. Laces worth \$1.00 yard, sale price **\$1.39**. Laces worth \$1.50 yard, sale price **39c**. Laces worth \$2.75 yard, sale price **79c**. Laces worth \$2.85 yard, sale price **98c**. Laces worth \$4.50 yard, sale price **\$1.39**. Laces worth \$9.00 yard, sale price **\$2.98**. Laces worth \$3.50 yard, sale price **\$1.00**.

The May Sale of Lace Curtains

Battenberg Ruffled Curtains of good quality, with battenberg lace and insertion, very neatly made, never sell less than \$1.50. We have a very fine assortment for May sale Friday, at **98c**. Ruffled Swiss Curtains, with dainty lace edge and insertion, 3 yards long, worth \$1.25 pair, Friday **75c**. Barnett Lace Curtains, 60-in. wide, 3 yards long, regular \$1.75 pair, at per pair **\$1.25**. Heavy Corded Arabian Curtains, worth \$4.50, to close Friday at, pr. **\$2.98**. Corded Arabian, worth \$2.98, at, per pair **\$1.98**. 10 different patterns in Zion City Barnett Curtains, worth \$4.50, in euro only, at, pair **\$2.98**. 500 pairs Lace Curtains, worth 98c pair, at, each **25c**. Ruffled Swiss Curtains for bed rooms, 50c pair, Friday only, at, pair **25c**. Heavy Rope Portieres for double doors, in all colors, chenille cords, pretty range of patterns, worth at least \$7.50, Friday at **\$4.98**. Ropes worth \$2.98, Friday at, each **\$1.87 1/2**. Single Ropes, worth \$1.75, Friday, each **\$1.75**. 25c Cathedral Madras, imitation stain glass effects, at, yard **15c**. 40-in. Swiss, worth at least 12 1/2c, Friday, yard **8c**. Pillow and Portiere Cords (slightly damaged), worth 25c pair, Friday at, pair **5c**. Tapestry and Velour Border (slightly damaged), worth 50c yard, at, per yard **5c**. Furniture Cord and Silk Fringe (slightly damaged), worth 10c, at, 5 yards for **1c**.

Friday Remnant Bargains

In our great Domestic Room we will place another new shipment of Mill Ends from the Amoskeag, Pacific, Coochaco and other mills. About 20,000 yards of Gingham, Amoskeag, A. F. C. and Tolle du Nord, in good long lengths, sell everywhere for 12 1/2c a yard, Friday at, yard **5c**. American Prints, Simpson Prints, Garner's Prints and all the standard prints in remnants from 5 to 10 yds., regular price 7 1/2c, Friday in two lots at, yard, 3 1/2c and **5c**. Bleached Muslin one yard wide, regular 10c goods, will be on sale at, per yard **6 1/2c**. About 12,000 yards of unbleached Muslin, extra heavy, India Head weight, regular price 8 1/2c, will go at, per yard **5 1/2c**. Closing Out Odds and Ends of Linen. 25c Linen Doilies at, each **10c**. 50c Linen Doilies at, each **15c**. \$1.50 Linen Dresser Scarfs, will go at, each **49c**. Table Damask, bleached, unbleached and silver bleached, in remnants from 2 1/2 to 4 yards, that sold from 75c to \$1.50 per yard, in three lots, at, dozen, 25c, 39c and **49c**. 15c Persian Lawns, at, per yard **7 1/2c**. Remnants of India Linons, Shetlands, Perstan Lawns, and various other goods that sold up to 15c a yard, in short and long lengths, at, yd. **2 1/2c**. 1,000 yards of all kinds of Wash Goods, Gingham, Prints and various other lines of goods, at, yd. **1c**.

Friday Shoe Bargains

Misses' and Children's Black and Tan Vel Kid Strap Sandals, \$1.25 value, at **69c**. Ladies' White Canvas Gibson Shoes, \$2.00 value, at **1 1/2c**. Ladies' Velvet Slippers, carpet soles, **39c**. Men's Good Solid Work Shoes, union made, at **\$2.00**. Combination Tan and Black Shoe Polish, 16c value, at **5c**. Men's Genuine Goodyear Welt, work shoes, at **\$2.50**.

Big 2c, 2 1/2c and 5c Sale

Basement Housefurnishing Dept. New vegetable or sink Brushes, each **2c**. Fancy Extension Curtain Rods, worth 15c, for **10c**. 15c Wire Bread Toasters, each **10c**. 15c Ladies' Hatchets, only **10c**. Handy Rug Beaters, only **10c**. 10c Dish Mops, (12-inch), each **10c**. Hardwood Toothpicks, per box **10c**. Pine and Wood Grain Paper, 4c. Large 60c Tea or Coffee Pots, **39c**. Medium Biscuit Tea Pots, **25c**. Agate Colored Tea Steepers, **25c**. Fancy Granite Chambers, agate, **25c**. 10c Sale Tray Enamelled Ware. Sauce Pans, Dippers, Kettles, Fryng Pans, Wash Basins, etc., each **10c**. 6-quart Galvanized Sprinklers, **19c**. Children's 20c Garden Sets, **10c**. Children's 20c Garden Sets, **10c**. Another sale on Steel Garden Hose and Hoses, each **12 1/2c**.

Grocery Department

Interesting Grocery, Butter, Cheese, Crackers, Fresh Fruit and Vegetable Prices: 2 1/2 lb. Best Pure Cane Granulated Sugar **\$1.09**. 12 lbs. Best Laundry Soap **10c**. 10c Best White or Yellow Cornmeal **10c**. Corn Flakes, per pkg. **10c**. Egg-O-See, per pkg. **10c**. Purina Pancake Flour, per pkg. **10c**. The Best Corn Starch, pkg. **10c**. The Best Cold Water Starch, 1-lb. pkg. **10c**. The Best Soda Crackers, per lb. **10c**. The Best Crisp Ginger Snaps, per lb. **10c**. 2-lb. can Solid Packed Tomatoes **10c**. 1-lb. can Golden Pumpkin Hominy **10c**. Borden's Baked Beans, or Apples, pkg. **10c**. Bronxington Jelly, or Jello, pkg. **10c**. Fancy Rio Coffee, per lb. **10c**. Fancy Santos Coffee, per lb. **10c**. Fancy Maricao Blend Coffee, lb. **10c**. Fancy Porto Rico Blend Coffee, lb. **10c**. Fancy Arabica Blend Coffee, lb. **10c**. Fancy B. F. or Sun Dried Japan Tea, lb. **25c**. Fancy, Coaling, Gunpowder, English. Breakfast or Ceylon Tea, per lb. **50c**. Butter, Eggs and Cheese Prices. Fancy Dairy Butter, per lb. **21c**. Fancy Heavy Butter, per lb. **21c**. Fancy Separator Creamery Butter, lb. **25c**. Fancy Imp. Cream White or Yellow Cheese, per pound, **15c**. Neuhatal Cheese, each **10c**. Rap Nago Cheese, each **10c**. Omaha's Greatest Vegetable and Fruit Market. Fresh Home Grown Spinach, per peck **15c**. 2 heads Fresh Leaf Lettuce **10c**. 2 bunches Fresh Onions **10c**. Fancy Imp. Crown Pars, per lb. **10c**. 2 bunches Fresh Radishes **10c**. Fresh Cucumber, each **10c**. Home Grown Appasquah, per bunch **10c**. New Cabbage, per pound **10c**. Fancy Imp. Crown Pars, per lb. **10c**. Fancy Pars Dates, per lb. **10c**. Special Orange Juice. 96 size Fancy Sweet Highland Navel Oranges that retail for 50c each or 40c dozen, our price for the sale, doz. **92c**.

TRY HAYDEN'S' FIRST