

# the Greatest Store in the West

of goods at from 25 per cent to 50 per cent off. Continued cold weather having brought about unknown in the past twenty years. . . .

America. Manufacturers were caught with large spring stocks, anticipating normal prices were forced lower and lower. Makers were offering every inducement in a state of panic. Our New York buyer, acting under our direction, bought less than it cost them to make the goods. Sale begins Saturday. Such seasonable new merchandise at such prices.



A GIGANTIC PURCHASE AND SALE OF  
**MEN'S CLOTHING**  
Eastern Wholesale Manufacturer's Entire Stock  
**AT 1-3 OFF THE ACTUAL VALUE**

The lapse of winter far into spring forced this manufacturer to sell at our price. The purchase brings bargains in fine clothing that hundreds of Omaha men are hastening to secure. It is your chance Saturday.

**1/3 OFF** On all the Men's Suits that are worth \$12.50 and \$15—  
Your choice Saturday—  
**850**

**1/3 OFF** On all the Men's fine Suits that are worth \$17.50 and \$18.50—choice Saturday,  
at .....  
**1150**

**1/3 OFF** On all Men's High Class Suits from this great purchase—worth \$22.50 to \$25.00—your choice—  
at .....  
**1450**



All the men's good, neat, up-to-date Suits that are worth \$7.50 and \$8.50, **ONE-THIRD OFF—**  
at .....  
**\$5**

<b>MEN'S PANTS—</b> Corduroys and worsteds—actually worth \$2 and \$2.50, at..... <b>98c</b>	<b>MEN'S ODD COATS—</b> Worth \$5 and \$6, Saturday— at..... <b>198</b>	<b>BOYS' 50c KNEE PANTS—</b> Straight or bloomer, at..... <b>19c</b>	<b>BOYS' \$1 WASHABLE SAILOR or RUSSIAN SUITS,</b> at..... <b>49c</b>
<b>BOYS' KNEE PANT SUITS—</b> Regular \$4 and \$5 values, at..... <b>198</b>	<b>BOYS' 25c WAISTS,</b> at..... <b>10c</b>	<b>BOYS' 35c BLUE DENIM OVERALLS,</b> pair, at..... <b>21c</b>	<b>MEN'S OUTFIT PANTS—</b> Fine all wool flannels, \$4 and \$5 values, at..... <b>298</b>
<b>In Basement—BOYS' KNEE PANT SUITS,</b> worth \$2 at..... <b>98c</b>	<b>WORKINGMAN ATTENTION—</b> Saturday night from 8 till 10 in basement we will sell 500 pair Men's Black Overalls with bib, 50c values, at..... <b>29c</b>	<b>In Basement—Young men's \$7.50 and \$10 Suits,</b> sizes 32 to 35, at..... <b>250</b>	

## Wonderful Reductions in Women's Elbow Length Gloves

Women's Net Lisle Gloves in elbow lengths, black and white, worth 75c a pair, Saturday at **39c**

Women's Plain Lisle Gloves, in elbow lengths, black, white and colors very fine new lots, worth \$1.25, at pair .....  
**69c**

Women's Long Silk Gloves, in elbow lengths, pure silk, double finger tips, in black only, very special Saturday at pair .....  
**119**



### Stylish Long Silk Gloves

These are pure silk gloves in 12 and 16 button lengths; they include the famous Kayser silk gloves and some in black, white, tan, brown, navy, green, ponce, Nile, sky and pink, three special prices  
**1.49-1.98-2.50**

## Backward Season Enables Us to Buy at Less Than Cost to Manufacture Immense Lines of JEWELRY and BELTS

Entire Stock of a Well Known Jobber—Hat Pins, Band Rings, Chased Rings, Belt Pins, Brooch Pins, Cuff Pins, Stick Pins, Shirt Studs, Chains, Bracelets, Hair Barettes, some stamped Sterling Silver, made to retail at 25c to 75c each—special at, each.....  
**10c**

**Fashionable Draw String Bags—**For theater and evening use—they come in combination of fancy colors, worth up to \$2.00—  
at .....  
**15c, 39c, 69c**

**Studded Elastic Belts—**Made of finest elastic, with cut steel buckle, blue, red, green, pink, white, black, worth up to \$3.00—one and two inches wide, at.....  
**\$1.00**

**Embroidered Wash Belts—**With fine pearl buckles, gold braided fine leather belts, buckles studded with fancy stones, worth 50c, at.....  
**25c**

**Women's Mounted Combs—**Mounted with brilliants, gold bands and fancy designs, worth up to 50c each—your choice .....  
**15c**

## HOSIERY

Women's and men's imported and domestic hose, plain and fancy lisle, all-over lace and fancy boot effects; also silk finished mercerized, worth as high as 35c pair—  
at, pair.....  
**18c**

## UNDERWEAR

**For Ladies and Children**  
Silk finished mercerized, with long or short sleeves—pink, blue and white, also children's gauze vests and knee pants, all sizes.....  
**15c**

## LADIES' AND MEN'S HANDKERCHIEFS

Ladies' and men's all sheer linen handkerchiefs, all widths of very fine quality—at, each.....  
**12 1/2c**

## SOMETHING SPECIAL

### —IN— "SWEETLAND"

Brandeis'—East Arcade  
1-Qt. Brick Ice Cream at 50c  
Our popular after-dinner cream patties, full assortment of flavors, regular price 25c lb., at per lb. ....  
Sweetland caramels, in vanilla, strawberry, chocolate, vanilla nut, chocolate nut and cream layer, regular price 25c lb., Saturday's special, price per lb. ....  
A new one—Dainty and delicious coconut cream kisses, regular price 30c lb., per lb. ....  
The best ever—Another new one—Crystallized Cream Peanut Balls, lb. ....  
French burnt peanuts, strictly fresh goods, lb. ....  
Waffles, assorted coconut centers, special Saturday price, lb. at .....  
**10c**

## Merchant Tailoring

Second floor, old store, men's clothes correctly made to measure at moderate prices.

## WALL PAPER

Tapestry in luxurious shades, just the thing for dens, halls and dining rooms, roll, 10c and up.

Popular red colorings, in two tones, floral, etc. for parlor, sitting and bed rooms, roll, 35c, 25c, 15c, 10c and 5c.

Rich browns, the effective prevalent "leather" shades, roll, 35c, 25c, 15c, 10c and 5c.

Other bargains at roll, 5c, 4c and 2 1/2c.

Paste, in pkgs., 15c and 25c.

Wall paper cleaners, per can, 15c, 2 for 25c.

We hang wall paper.

## BOOKS

For Graduating Presents  
Our great modern and up-to-date book department on main floor, new store, is filled with appropriate books for gifts at commencement time. Prices 25c and up.

## DRUGGIST SURDRIES

100 dozen 35c tooth brushes, Saturday only 15c.

8-oz. bottle Bay Rum or Florida Water, 10c.

\$1.00 Fountain Syringe, 39c.

\$1.00 Rubber Gloves, 49c.

25c can tooth powder, 5c.

Perfume, in white rose, crab apple, Jockey Club, Ideal and Carnation, per ounce, 16c.

Good whisk broom, 5c.

## Men's and Women's LOW SHOES at Less Than Factory Prices

You can come to Brandeis Saturday with the knowledge that shoe prices here are the lowest they have been in many years. You couldn't buy these shoes elsewhere for anything like these prices.

<b>WOMEN'S</b> \$8 Tan Oxfords, sizes 2 1/2 to 7 ..... \$8 Vici Kid Welt Oxfords ..... \$8 Vici Kid Hand Turned Oxfords ..... \$8.50 Patent Colt and Kid Oxfords	<b>198</b>	
<b>MEN'S</b> \$8.00 Patent Colt Oxfords ..... \$8.50 Gun Metal Oxfords ..... \$8.50 Vici Kid Oxfords ..... W. L. Douglas Sample Oxfords .....	<b>198</b>	

**Four Basement Shoe Specials**  
50c Infants' Shoes, sizes 2 to 5 at.....**29c**  
75c Children's Shoes, sizes 5 1/2 to 8 at.....**39c**  
\$1.25 Boys' Shoes, 9 1/2 to 13 at.....**65c**  
Youths' and Boys' Shoes, 1 to 5 1/2, at.....**95c**

**Saturday Night Special**  
**HOURLY SALE—8 TILL 10 P. M.**  
500 pairs Men's Shoes—all solid satin calf, \$2.00 and \$2.50 values at, pair.....**1.29**

**Women's \$2 Oxfords & Juliets, \$1**  
From our big purchase—on sale in BASEMENT, women's fine vici kid oxfords and Juliets, all sizes at, pair.....**\$1**

## MEN'S UNDERWEAR LESS THAN ONE-HALF PRICE

Big purchase of men's silk lisle, French mercerized lisle and "Otis" silk underwear -- samples and surplus stock of big eastern mills bought at a big sacrifice.

<b>IN FOUR BIG BARGAIN LOTS</b> Otis lisle and mercerized silk Underwear, worth up to \$4, a suit, sold in suits only, at garment..... Odd lots and slightly soiled shirts and drawers, worth up to 50c, at.....	<b>85c</b> <b>15c</b>	Mercerized mesh and French lisle Underwear, worth up to \$1.25 a garment, at, each..... Broken lots of light weight Underwear, worth 75c and \$1.00, at, ea.....	<b>50c</b> <b>25c</b>
Men's \$1.00 and \$1.25 Shirts, at..... <b>50c</b>	Men's \$1.50 Necktie and pleated Shirts, at..... <b>98c</b>	Men's Negligee Shirts, worth up to \$2.50, at..... <b>1.25</b>	Silk mercerized Shirts, golf style, worth to \$4, at \$1.50 to..... <b>\$3</b>

### MEN'S HATS

Mostly samples—worth up to \$2.50—a big bargain  
**98c** at.....

Stetson Hats for men at...**\$3.50**  
Brandeis Special new spring hats, soft or stiff, at.....**\$2.00**  
Boys' and children's Caps—  
at.....**25c, 49c and 98c**

### TRUNKS AND SUIT CASES

In basement of new store:  
Trunks from.....**\$3.25 to \$29.00**  
Suit Cases, 98c, \$1.25, \$2.98 to \$25

## SHEET MUSIC

### MOONBEAMS and DREAMS OF YOU

We cordially invite all lovers of music to call at our "Concert Music Dept." and ask to hear this beautiful classic ballad.  
Entirely different words with a new style melody.  
Tomorrow's introductory price.....  
**16c**

"Awakening of the Birds," the new reverie and companion piece to "Star of Sea"—on sale tomorrow for.....  
**16c**

## DOWN GO THE PRICES IN OUR CHINA DEPARTMENT--WEST ARCADE

Haviland & Co. 100-piece Dinner Sets, dainty decorations of pink and green with gold leaf handles and knobs, regular \$40 set; Saturday.....  
**2485**

Table Tumblers, imported glass, with large fancy cut stars; Saturday—  
at, each.....  
**10c**

Saturday Night From 7 till 9 o'clock—Handsome cut glass tumblers, champagnes and whiskey glasses, patterns to match, choice.....  
**10c**

German China Sets, genuine imperial high grade china, very beautiful, 9.95 and upwards. **4.95-8.95-9.95**  
other sets.....

Trade Mark  
Haviland & Co.  
Limoges, France

Post Cards  
While You Wait.  
Post Cards at 39c.  
Post Card Machine.

# Brandeis