



A Notable Sale MILLINERY

800 Stunning Hats Just Received from Our New York Buyer, placed on Special Sale Saturday.



This is a sale that will mean a saving of practically one-half to you if you buy your spring hat Saturday. The styles are all new. You will not find them anywhere else.

Charming Late Spring Styles TRIMMED HATS at \$10

These hats are in the new mushroom shapes, trimmed artistically with fruits, flowers and ribbons. All are copies of the newest and most expensive Paris models. Scores of exclusive styles—worth up to \$20—**\$10** at



New Arrivals in Fashionable Hats at \$3.98

The biggest bargain in millinery in the city. Every hat is a late style. You would certainly declare them to be \$10 hats—special Saturday **\$3.98**

Flowers for Trimming
All the newest varieties—large bunches, at **25c**

Misses' Dress Hats Worth \$7.50 at \$3.50

New French Bonnets and Corday styles—made of chiffon and straw braid, trimmed in ribbons, bows, rosettes—colors are blue, pink and white—worth up to \$7.50—**\$3.50** at

Untrimmed Hats — The New Melba Sailor
The very newest style all ready to trim, burnt or white Milan braid, also good quality black hair braid, special **\$2.50**

In Our Basement — \$5 Hats at \$2.50
Better than the average \$5.00 hat because they have up-to-date style that always goes with a Brandeis hat, extreme or conservative styles, hundreds in newest features on big tables **\$2.50**

LOW SHOES In Newest Styles

One of the most essential features of your costume this spring is your footwear. Your shoes must be correct or you will not appear well dressed. Brandeis shows the best selected line of shoes in Omaha. Every shoe is correctly fitted. We don't permit anyone to leave our department with an ill-fitting pair of shoes. The most convenient shoe department in Omaha.

Greatest Bargains in LOW SHOES in Omaha
A complete range of styles in women's low shoes, in lace, button, pump or eclipse ties—all widths and sizes—you pay \$3.50 anywhere else—**\$2.50** special, at



We Specialize in Fitting Correctly

CHILDREN'S FINE SHOES

An exclusive Children's Shoe Dept. Here you will find everything that's right for the children from baby's first shoes to the young misses' ankle strap pumps in black, brown and tan.

IN OUR GREAT BASEMENT SHOE DEPT.

Exceptional cash shoe purchase.
500 pairs women's low shoes, black and tan—\$2 and \$2.25 **\$1.39**
Women's high shoes, lace and button, kid and patent colt, worth \$2.50 and \$3, at **\$1.59** **\$1.98**

Men's Shoes in velour and satin calf stock—single or double soles—worth \$2.25, at **\$1.49**
Men's box calf, vici kid and gun metal calf stock—single or double soles—values up to \$3.00, at **\$1.98**
Misses' and Children's Shoes—vici kid, lace, light soles—sizes 8½ to 2—worth \$1.25, **.69c**
Hundreds of pairs of Children's and Misses' Low Shoes, in kid and patent colt; at a saving of 50c or more a pair.

50c PICTURES for 10c
On Sale in the Basement

Thousands of large mounted pictures, excellent copies of famous oil paintings—hundreds of beautiful subjects—finest pictures for dining room, dens, parlors, etc.—all ready for framing; positively worth up to 50c each at **10c**



SATURDAY'S GREAT SPECIAL SALES AT Brandeis Stores

Bought from a Manufacturer at a Big Sacrifice
800 STUNNING NEW SPRING STYLES IN

Silk Dresses AND Gowns

POSITIVELY WORTH UP TO \$35, at \$12.50



Scores of elegant and stylish new messalines, shantung, rajahs and foulards, in the very latest spring and early summer models—each one is a beauty.

All the New Colors, Rose, Reseda, Maize, Wisteria, Champagne, Light Blue, Pink, Black, Etc.

Many made with hand embroidered waists, others with braid and lace trimmings—all sizes and all the cleverest styles.

Actually Worth up to \$35.00

\$12.50

The greatest values in strictly fashionable dresses ever offered in Omaha. If you saw the window display you will remember the great bargains.



Women's Spring Suits

Scores of suits in this lot and every one is a new, clever style, beautifully tailored—you would pay \$25 or \$30 anywhere else—special **\$15**

"Fashionseal" Suits For Women

The style aristocrats. Brandeis is the only western store permitted to sell these superior suits—Saturday **\$25**

Spring Jackets

Coverts, Serges, Worsteds, Rajahs, Silk Braids, Tafetas, etc., jacket lengths, ¾ and full lengths, at **\$4.98**

Linen Tailored Waists

The season's favorites. You will see a half dozen pretty styles at Brandeis, where you see one anywhere else—**\$1.98, \$2.50, \$2.98, \$3.98**

Long Coats

In the smartest serges, coverts, shantung, etc.—special prices—**\$12.50 to \$32.50**

Dutch Neck Waist

The prettiest and newest of all the summer styles—Brandeis shows the daintiest novelties—**\$1.50, \$1.98, \$2.50**

Children's Dresses

All new and pretty juvenile styles, in light and dark colors, for school wear and for dress, too—**98c, \$1.50, \$1.98** at

Children's Coats

All the new styles, colors and sizes, will give lots of service this spring and summer, at **\$3.98 to \$7.50**

Four Big Specials in Basement Cloak Department

Women's \$15.00 Spring Suits, at **\$6.98** | Women's \$5.00 Tailored Skirts, at **\$2.98** | \$1.00 Sateen Petticoats, special, at **.69c** | \$7.50 Raincoats, extra special Saturday, at **\$1.50**

SATURDAY SPECIALS IN SWEETLAND—East Arcade

MAY BASKETS Peppen Chewing Gum, three 5c packages for 5c	Home Made Fudges at 19c Pound With choice fruit and nuts—vanilla, chocolate, pecan, peanut, cocoanut, cherry—all at, lb. 19c	MAY BASKETS Suchard's Genuine Imported Swiss Milk Chocolate, at 3 packages for 5c
	Old Fashioned Chocolates, 25c Pound Our famous Old-Fashioned Chocolates—Large variety of flavors—all flavored with pure fruits and nuts—40c value, Saturday special price, lb. 25c	

The Greatest Song Hit in the World

By purchasing 10,000 copies of this new song and two-step hit from the Victor Kremer Co., the publishers, the largest number of copies of one song ever purchased by a retail dealer, we can afford, we can offer it at the very low price—positively for Saturday only, **19c**

Jungle Moon
Latest Song Hit Now **19c**

Hear the great hit played in our Sheet Music Department. Concert all day.

Jungle Moon
Latest Song Hit Now **19c**

Cut Flower Sale Saturday
Extra fine roses, colors, regularly \$1.00 and \$1.50 a dozen, at, per dozen **49c**
Fancy Carnations—Fresh cut, at, per dozen **39c**
Southside—New Store...



Calling Cards and Wedding Invitations
Printed in a very short time—any style of type you wish—the most moderate prices in Omaha. Card Printing Department. East Arcade.



An Extraordinary Sale JEWELRY

Entire Surplus Stock Frederick Wheel & Sons, Importers, Bought at a Big Sacrifice



This was one of the most fortunate purchases in our history. Thousands have admired this jewelry in the window, but less than half the styles in this great stock could be displayed—they all go on sale Saturday.

Cloisonne Jabot Pins—Worth \$5.00, at **\$1.69**
French Enamelled Jabot Pins—worth \$4.00, at **\$1.50**
1,000 Bracelets 14k Gold-filled and worth to \$10, your choice **\$2.50**
Men's Cuff and Pin Sets—worth to \$1.50, at **25c**
Imported LaVallieres—worth to \$5.00, at **50c**
Imported LaVallieres—worth to \$10.00, at **\$1.49**
1,000 Women's Hat Pins—French and German designs, worth up to \$3.50, your choice **50c**
1,000 Belt Pins and Jabot Pins—The finest imported pins ever shown in Omaha, positively worth to \$3.00, at **50c**
Jet Hat Pins—Very stylish—worth 50c, at **19c**
Whitby Jet Belt Pins—Jeweler's price \$2.00, Saturday **45c**

Solid gold bracelets, ear-rings, rings, brooches, scarf pins, diamond rings, diamond lockets, diamond bracelets, diamond cuff links—the extreme styles at half the jewelers' prices.

All the exclusive styles in jet now so popular at less than half jewelers prices

All the French Combs—in jet mounted and hand carved at half the jewelers prices.

We state positively that we have never offered such extraordinary jewelry bargains in our entire history.



Drugs and Toilet Specials

25c Santol Tooth Wash 7c 25c Dr. Grave's Tooth Powder 14c 25c Rubifoin Cream 12c 25c Dr. Lyon's Tooth Powder 10c 1.50 Oriental Cream 45c 50c Stillman's Freckle Cream 35c 50c Flemming's Facial Cream 35c 75c Pompeian Massage 50c 25c Sackey Skin Cream 15c 50c Danderine 45c 1.00 T. Sutherland Sister's Hair Grower, special 80c 50c Hay's Hair Health, for 45c 50c Java Rice Powder, for 45c 25c Rogers & Gullet Rice Powder 15c 25c Sattinette Rice Powder 14c 50c La Trefle Face Powder 45c 25c Jockey Club Perfume 15c 1.00 Peau D'Espagne, per oz 69c 1.00 Amble Royal, per oz 69c 75c Finaud's Lilas, Du France 59c 1-lb. 30-Mile Train Borax 9c 25c Liazor, special 19c 15c Face Chamols 10c	15c Liqueur Soap, special 5c Ivory Soap, special 4c 3 cakes Colgate's English Toilet Soap 25c 7 cakes Colgate's Toilet Soap 25c 25c Woodbury's Soap, for 15c 25c Roger & Gullet Soap 15c	RUBBER GOODS 1.50 Fountain Syringe, for 80c 25c Fountain Syringe, for 15c 75c Hot Water Bottle, for 45c 25c Marvel Whirling Spray Syringe, for 27c 75c Rubber Gloves, for 39c
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WE CUT PRICES ON PATENT MEDICINE
50c Syrup of Figs, for **45c**
1.00 Duffy's Pure Malt, for **80c**
50c Scott's Emulsion, for **45c**
1.00 Mother's Friend, for **80c**
50c Sol Hepatica, for **45c**
1.00 Lydia Pinkham's Compound **80c**
1.00 Wine of Cardui, for **80c**
1.00 Peruna, for **80c**

CORN, BUNIONS AND CALLOUSES CAN BE CURED
Dr. White, the celebrated Foot Specialist of Washington, D. C., and Brooklyn, N. Y., is with us holding a special demonstration of his Famous Remedy for the feet. They are without doubt the most wonderful cure ever offered the people, and are surely a blessing to those who suffer with Corns, Bunions or Callouses, and Burning, swelling, perspiring feet. They give you immediate relief and contain no mineral acids or poison to make the feet sore. Regular prices of these remedies 25c per package, our special introductory prices 10c, 2 pkgs for 25c

Sale of Paints and Wall Paper

Saturday we place on sale the celebrated Brandeis Paint, made by the Enterprise Paint Co. of Chicago, guaranteed to be the best mixed paint made, regular price \$1.35 a gallon; Saturday, gallon **\$1.10**
THE AMERICAN PAINT—The best second grade paint made, good for barns, fences, floors, etc., etc., regular price \$1.25 gallon; Saturday, gallon, at **85c**

SPECIAL SALE OF WALL PAPER.

1,000 rolls of parlor, kitchen and bedroom papers, worth up to 10c roll, Saturday, roll **2 1/2c**
2,000 rolls of parlor and dining room papers, worth up to 15c a roll, Saturday, roll **5c**
Beautiful gilt papers in all colors and designs, actually worth 20c a roll, Saturday, roll **10c**

Demonstration Kleinert's Dress Shields

A special demonstrator will be here all day to show the women of Omaha the great superiority of the famous J. B. Kleinert Dress Shields. Twenty distinct styles and kinds. Dressmakers and all interested in better fitting and lasting apparel should come to notion counter Saturday.

Hair Goods Second Floor

Natural hair puffs—in all colors—usually \$1.75—Saturday only, set of 8—at **.98c**
22inch natural human hair Switch, fine hair; always sold for \$2.50, very special **\$1.49**
Natural human hair wavy Switches, 20 inches long; would be cheap at \$3.75—Saturday, at **\$1.95**
Sanitary Hair Rolls—24-inch, at **25c**
Sanitary Hair Rolls—24-inch, at **49c**
Two all over Hair Nets, for **25c**
Omaha's finest and most complete beauty parlors. Hairdressing, manicuring, shampooing, etc.

The Latest Books

All the newest arrivals in fiction are seen first at Brandeis. By all means see our great assortment of the latest novels, hundreds of favorites, at **49c**

