

See Our Big Ad on Page 3. Big Sale of Women's Imported Costumes and Dresses at Half Price.



### Beautiful, But Moderate Priced Millinery for Easter

Brandeis hats are always smart and correct in style no matter how moderate the price may be. For the thousands of women who want fashionable and becoming hats for Easter wear at a price that is moderate, Brandeis Stores is the natural and satisfactory place to buy.

We specialize in high grade spring hats to sell at \$5.00 and we put more smart style in them than any other milliners can get into their \$10 hats.

Hundreds of the newest Easter shapes, trimmed in the latest ideas; on special tables, at—

# \$5.00

We show great varieties of the cleverest styles for spring wear, especially suitable for Easter, trimmed in the latest 1910 ideas, for—

Brandeis Exquisite Spring Millinery in ultra fashionable models for Easter, at—

18 and 22-inch Fine Embroidered Flouncings, Skirtings and Corset Cover Embroideries, at, yd. 25c

English Eyelet, crochet and floral effects; Swiss, nainsook and cambric, worth up to 50c a yard.

22 and 27-inch Fine Embroidered Flouncings, Elegant Irish crochet effects, etc.; worth to \$1.00, at 59c

Anglo-Irish and floral spray designs; also neat, dainty designs with handstitched borders for children's dresses.

Fine Embroidery Edgings and Insertions—effective designs—worth up to 10c a yard, at 5c

Fine Wash Laces and Insertions, Linen Torchons, Flat Vals, etc.—worth up to 7/8c a yard, at 3/4c

IN OUR ART NEEDLEWORK DEPT.—Main Floor Hand Embroidered Center Pieces and Pillow Tops—All Hand Made But Slightly Soiled—Worth to \$4.00

Center Pieces, 36-36, on tan linen, embroidered in floral designs and edged with lace, white embroidered pillows, finished with back and ruffle, dark linen pillows, embroidered back, lunch cloths in white 36-36; also table runners 18-54, worth \$1 to \$4—now at 48c

WEDNESDAY SPECIALS IN BASEMENT Elastic Belts, with fancy buckles, worth up to 25c, at 5c

Easter Novelties—in Sweetland

Easter Rabbits, each 5c 10c and up to \$1.00

Cotton Rabbits, each 5c 10c Baskets, trimmed with rabbits and chicks, each 5c

Jelly Bird Eggs, lb. 10c Best quality Jelly Bird Eggs—all sizes, lb. 15c

Panorama Eggs, each 5c 10c and up to \$3.50

Natural Ducks and Chicks, 10c Have your name put on Chocolate Easter Eggs each 5c 10c

Special Wednesday—Home Made Cream Caramels; regular 40c quality, at, lb. 19c

ATTRACTIVE EASTER CARDS, in Stationery Dept. Hundreds of the clever new designs for Easter greetings to your friends. An immense showing of new Easter Post Cards at, each, 1c and up.

## Brandeis Stores



### Easter Footwear FOR MEN

If you want to wear them for Easter you must get them this week. If you want the smartest Spring Styles, the correct and fashionable shoe, you will find them at this store.

### Shoes and Oxford Ties

In every correct style, every proper shape, every fashionable leather. \$3.50. \$4.00. \$5.00

FRY SHOE CO. THE SHOERS 16th and Douglas Streets.

### CANDY SPECIAL FOR WEDNESDAY

Today we will sell Peanut Brittle at 15c per pound—Fresh Home Made CANDY all the time at popular prices. Have you tried our candy? If not, today will be the day to do so.

Myers-Dillon Drug Co. 10th and Farnam St.

### Dry Cleaning Talk Number 10 The Cost

TWELVE years ago we set the price in Omaha for Dry Cleaning a suit of clothes at \$1.50; up to that time every man who had a suit dry or steam cleaned paid \$2.50.

When we set the price it was based on the cost of doing the work, since then both labor and material have advanced from 50 per cent to 100 per cent, but owing to labor saving machinery and improved methods we have not been compelled to raise our prices, and at the same time we are able to turn out a much higher grade of work.

All our prices are based on the cost of production—when we charge 75 cents to clean and press a plain skirt, and \$1 for a pleated one, it means that there is a difference in the cost doing two skirts of 25 cents.

Take it one day with another year after year, and we think you will get a little better prices and a little better work at Omaha's Biggest and Best Cleaners.

The Pantorium "Good Cleaners and Dyers" 1213 Jones St. Both Floors

### SELLING OUT FINE ARTISTIC WALL PAPER

—AT— LESS THAN COST

2005 FARNAM ST.

**NOTIONS**  
Women's Hose Supporters, 10c  
Finishing Braces, all colors, per pair, 10c  
Machine Silk, black and white, two spools, at 5c  
Reel Shears and Scissors, 10c  
Dress Shields, at per pair, 10c

**BECKETT'S**  
Sun Bonnets are in. You'll be wanting one for work in the garden and lawn... 25c

**Pictures**  
Pearl Oil Pictures, hand painted on glass; scenic subjects; 16x20-inch and 18x22-inch wide, gold frames; \$5.00 values... \$2.89

## Bennett's Easter Week Exhibition of Suits is Unmistakably Supreme

**Glove Special**  
\$1 Kid Gloves, Best Colors, 69c

A timely Easter offering—A large quantity of fine imported gloves, in shades to match spring suits. They are soft, pliable goods, and correctly cut to fit neatly—All sizes in the line.

Prime Lambskin Gloves ..... \$1.25  
French Kid, very highest grade, all shades, at ..... \$1.50 and \$2.00  
Silk Gloves, Kayser and Fowne's make, all colors ..... 50c, 75c and \$1

Winsome Easter Suits—over 2,000 of them—each portraying fashion's mandate to a remarkable degree, giving to the wearer a self-satisfied feeling that comes only from a knowledge that one is faultlessly attired.

Bennett's Style Innovations and Bennett's Low Prices Have Certainly Captured the Town

Never in any season has the tide of Omaha suit selling turned Bennettward with greater persistence. Every day shows wonderful gains. Meet the gladsome Easter tide arrayed in a Bennett suit, which characterizes every element of refinement and individuality well informed women so universally seek.

There is a distinctiveness about Bennett's suits—a certain tailored-to-order atmosphere hovering about them that wins the admiration of all eyes and lifts one quite above the common place in dress.

These are the prices that establish a new precedent for good value in women's suits.

Charming Easter Models in Silk Dresses  
New foulard dress with overdrapes in one-piece effects, new sunburst dresses of changeable taffetas and greatest assortment of other new 1910 models—  
\$18.50 \$25.00 and \$35.00  
Spring Jackets, \$5.95, \$6.95, \$8.50, \$10 and \$12.00.



### BOYS' EASTER CLOTHING

Up in our second floor boys' section are the neatest, daintiest little suits one has seen in a long time. It's a real pleasure to see so many likeable styles. It's boys' clothing that is honest all through—looks good, is made well and is as good as it looks. Prices were surely never more reasonable.

Russian Suits—Single and double breasted, in grey, red and blue; also fancy materials; many have separate revers to match. Prices of suits ..... \$2.50, \$3.00 and \$4.00  
Knickerbocker Suits—Single and double breasted Norfolk styles, in best shades ..... \$3.94, \$5 to \$10  
Easter Special—Tan coat, strictly all wool, double breasted; 2 to 10 years, at ..... \$10.00

## It's the Corset That Makes the Gown

Next Sunday is Easter, the one time of the year when all womankind wants to look her best, when she insists that her gown pass the minutest inspection. Why is it that some always look trim and attractive? It's not so much a matter of figure as you would expect—it's the corset, the right corset that moulds the figure to just the lines that will make the Easter gown a mantle of perfection.

We are splendidly ready with the best corsets the season affords—figure builders in a wide range of style effects for every figure—the tall, the medium and the short; the stout figure and the slender. No matter what your form—we have the model that will produce just the figure effect your gown demands.

With us corseting is an art, a study; and not only that, we have arranged every convenience for right corset fitting—commodious fitting rooms and expert corsetiers—advantages and service which are yours without extra cost. America's most noted revision of the famous French models.

**Madam Grace Corsets**  
Hand tailored, their construction and finish is simply beautiful—their fit perfect—  
Price range ..... \$5 to \$25

**American Beauty Corsets**  
America's best popular priced brand. We are showing these renowned corsets in numbers new spring style effects adapted to every figure—  
Prices range ..... \$1 to \$8  
THE BEST IN OTHER STANDARD BRANDS AS WELL.



## Wednesday's Attractive Offerings in Stylish Easter Footwear

Women's patent colt ankle strap pumps, with light turn soles and Cuban heels. One of the neatest of the present season fashions in women's foot wear; also smart, one eyelet ties, with ankle strap, in dull leathers and patent colt; all sizes and all widths—shoes that are clearly \$3.00 values— \$2.50 featured Monday, at

- WOMEN'S OXFORDS**  
Here's a "plum" for women who can wear small sizes. We have 150 pairs of odds and ends in Oxford to clean up. They are all perfect \$2.50 and \$3.00 quality, but owing to lack of best selling sizes, we offer them, at \$1.00
- WOMEN'S OXFORDS**  
Also Oxfords; a great line of the most stylish effects ever shown at Bennett's—Ankle strap styles in patent colt, tan, Russian calf, dull leathers, etc., at \$1.25 to \$2.50
- Easter Shoes for Boys**—High shoes and oxfords; most any kind you like best is here, in all leathers; trusty kinds; all solid leather and up-to-date styles—  
Boys' Shoes ..... \$1.50 to \$3  
Youths' Shoes ..... \$1.25 to \$2.50
- BENNETT'S BIG GROCERY**  
Wednesday and Thursday's List.  
And 20 Stamps.  
Crackers, large assortment, per pkg. .... 10c  
And 10 Stamps.  
Cheese, full cream, lb. 20c  
And 10 Stamps.  
Virginia Swiss Cheese, at per lb. .... 25c  
And 10 Stamps.  
Imported Hand Cheese, 7 for ..... 50c  
Snider's Catsup, bottle, 25c  
And 10 Stamps.  
Snyder's Chili Salad Dressing, Cocktail Sauce ..... 50c  
And 10 Stamps.
- Martley's Imported Pure Fruit and Sugar Jams, assorted, jar 50c**
- Onion Sets, per qt. .... 10c  
Seeds, flower and vegetable, per pkg. .... 12c  
Squash, Sauer Kraut, or Baked Beans, at ..... 7c  
Popcorn, lb. .... 5c  
Yankee Route Toilet Soap, 4 cakes, for ..... 25c  
Diamond S. Chili Sauce, at per bottle ..... 10c  
And 10 Stamps.  
Res. Lye, per can ..... 50c  
Store Scrubbing Lye, per can ..... 40c  
2-lb. can Table Peaches ..... 25c  
1-lb. can Table Peaches, Apricot, Plums or Peas, at ..... 12c  
16c cans Van Camp's Milk ..... 8c  
Tall cans Alaska Salmon ..... 10c  
The Best Condensed Mince Meat, at per 9 1/2 oz. ..... 7c
- FRUIT SALS—California**  
2 1/2 lb. jar ..... 15c  
Fruit, 30c to 35c to lb., our 17 1/2c quality, at, per lb. .... 12c

**Dorothy Dodd**  
SMART EASTER MODELS  
"Dorothy Dodd"—the guide-post of Women's shoe fashion—the unfailing sign of footwear satisfaction. Many new models for spring in which refinement and originality are happily blended.

If you judge shoes by their selling prices, you'll be agreeably surprised in "Dorothy Dodds." No genius can produce better shoes—nothing less than genius, shoes as good.

**BENNETT'S**

**HAYDEN'S** **Wednesday** **HAYDEN'S**  
THE RELIABLE STORE THE RELIABLE STORE  
Beautiful Silk Dresses and Evening Gowns

An immense purchase of elegant imported and domestic creations, secured by our buyer who has just returned from New York, secured at a fraction of their actual worth—the most delightful values ever offered in Omaha.

Elegant Imported Evening Costumes that would sell regularly at prices from \$50 to \$250; Income—  
parable values ..... \$20 to \$95  
SEE WINDOW DISPLAY

875 Stylish Silk Dresses—Newest designs and colorings, in Messalines, Taffetas and Fancies, trimmed with laces, insertions and appliques, made to sell to \$25—Marvelous values, at ..... \$12.50

50c Easter Ribbons For 25c  
Newest spring shades, plain silk and satin taffetas, plaids and fancy shaded, to 6-inch widths, now at ..... 25c

EMBROIDERY STRIPES—Big, new shipment of 7c to 15c a yard values in edges or insertings—Wednesday in three big lots ..... 3 1/2c 5c 7 1/2c

Monday All Day in Our High Grade Wash Goods Department.

**Gingham Sale**  
Toile du Nord, Afc and Red Seal—regular price 12 1/2c and 15c—will go, at ..... 7 1/2c  
Genuine Barnaby Gingham; regular price 15c to 18c, on sale now at ..... 11 1/2c  
Abberfoyle 25c Gingham, 16 1/2c  
Galy and Lord's 25c Gingham—now at ..... 12 1/2c  
Anderson's Genuine Scotch Gingham, at ..... 18c  
Amoskeag Apron Checks ..... 6c

**Wool Dress Goods Sale**  
From 9 to 12 A. M.—25 bolts of 52-inch, all wool navy blue Panama; regular price is \$1.25 a yard; one pattern to customer, at, yard ..... 67c  
From 2 to 4 P. M.—1 case of 52-inch black Mohair; regular price \$1 a yard; one pattern to a customer, at, yard ..... 56c  
Other Specials for All Day

**Queen Quality SHOE**  
For Discriminating Women

**"SHORT VAMP MODEL"**  
A favorite in all leathers. Especially desirable for afternoon wear. Introduced by "Custom" makers at \$6 and \$7—"Queen Quality" immediately offers improvement at a moderate price.

From 9 to 9:30 A. M.—1 case of product Muslin; regular price 10c a yard; 10 yards limit, at, yd. .... 5c  
From 10 to 10:30 A. M.—1 case of 15c Black Satin; 10 yards limit, at, yd. .... 9 1/2c  
From 2 to 2:30 P. M.—1 case of 15c India Linon; 10 yards limit, at, yd. .... 8 1/2c  
From 3 to 3:30 P. M.—1 case of 8 1/2c Sheets; regular price 85c; 6 sheets limit, now at, each ..... 43c  
From 4 to 4:30 P. M.—1 case of 25c Turkish Towels; 6 towels limit, at, each ..... 11c  
From 5 to 5:30 P. M.—1 case of Apron Check Gingham; regular price 7c; 6 yards limit—at, yd. .... 4 1/2c  
Six Other Sales Not Advertised

**Extra Specials for Wednesday in Our Famous Domestic Room.**

From 9 to 9:30 A. M.—1 case of product Muslin; regular price 10c a yard; 10 yards limit, at, yd. .... 5c  
From 10 to 10:30 A. M.—1 case of 15c Black Satin; 10 yards limit, at, yd. .... 9 1/2c  
From 2 to 2:30 P. M.—1 case of 15c India Linon; 10 yards limit, at, yd. .... 8 1/2c  
From 3 to 3:30 P. M.—1 case of 8 1/2c Sheets; regular price 85c; 6 sheets limit, now at, each ..... 43c  
From 4 to 4:30 P. M.—1 case of 25c Turkish Towels; 6 towels limit, at, each ..... 11c  
From 5 to 5:30 P. M.—1 case of Apron Check Gingham; regular price 7c; 6 yards limit—at, yd. .... 4 1/2c  
Six Other Sales Not Advertised

**Easter Lillies Easter Lillies Easter Lillies**  
We have bought from one of the largest nurseries in the country 5,000 Beautiful Blooming Easter Lillies, of the famous St. Joseph variety. This variety is retailed at nearly every nursery for 25c a bloom; our price—for this special sale (No limit, all you want as long as they last)—  
Basement, Crockery Department—  
12 1/2c

**Read the Big Special Grocery and Canned Goods Sale for Wednesday**

Hayden's saves you 25 per cent to 50 per cent on your grocery bill.  
48-lb. sack Best High Patent Flour, now at ..... \$1.25  
18-lb. sack Granulated Sugar, \$1.00  
1-lb. cans Solid Packed Tomatoes, now at ..... 7c  
Squash, Sauer Kraut, or Baked Beans, at ..... 7c  
1-lb. cans Golden Pumpkin, Hominy, Squash, Sauer Kraut, or Baked Beans, at ..... 7c  
1-lb. cans Apples ..... 7c  
2-lb. cans Wax String Green or Lima Beans, at ..... 6c  
Quart cans Table Syrup ..... 7c  
1-lb. can Baked Beans ..... 4c  
Res. Lye, per can ..... 50c  
Store Scrubbing Lye, per can ..... 40c  
2-lb. can Table Peaches ..... 25c  
1-lb. can Table Peaches, Apricot, Plums or Peas, at ..... 12c  
16c cans Van Camp's Milk ..... 8c  
Tall cans Alaska Salmon ..... 10c  
The Best Condensed Mince Meat, at per 9 1/2 oz. ..... 7c

**See Our Table of Flower and Vegetable Seeds.**

**Don't Forget Try Hayden's First**

**There's happiness, health, love, comfort and wealth in Luxans**

Are You Going To Paint This Spring?  
We are better equipped and located than any other paint concern in Omaha to furnish you with paint merchandise. Call or write for color card. Visit our Paint Department at 1416 Harney St. We have experienced men, and you cannot go wrong if you take their advice regarding anything in the paint line.

**MYERS-DILLON DRUG CO.**  
Retail Paints, 16th & Farnam Sts. Wholesale and Retail Paints, 1416 Harney St.

**K-A-W-F SPELLS COUGH**  
The Best Remedy for Cough, Cold, Throat and Hoarse Voice  
**HOWELL'S ANTI-KAWF**  
Get a bottle today, 25c and 50c, at your druggist or Howell Drug Co., 307-309 N. 16th St., Omaha.

"GIVE MY ADVICE TO LADIES"  
A Book of Rare Value to the Private Toilet equipment of every woman. Free to stamp for free copy.  
THE DUPLEX, INDIANAPOLIS, IND.

**There's happiness, health, love, comfort and wealth in Luxans**

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Consumers' Distributor  
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