



# Brandeis Stores

Place on Sale Thursday in the Basement  
ENTIRE STOCK  
**Elite Cloak Co.**  
1517 Farnam St., Omaha.  
and 5th Av. Tailors, New York

## Women's Spring Suits

We bought these two immense stocks and place them on sale at extraordinary reductions. Women's high class Spring Tailored Suits—in new styles, colors and fabrics—many are beautifully trimmed while others are in those smart plain tailored effects. They have been greatly admired in the windows—worth up to \$35.00, at.....  
**\$15**  
Women's Tailored Suits, worth up to \$20.00—All new styles, cloths and colors—choice suits from the Elite and Fifth Avenue stocks—  
**\$10**

**BUY A MEMBERSHIP IN THE Y. W. C. A.—\$1 a Year**  
Thursday is Membership Day. Register at the Y. W. C. A. Booth Near Our South Door—Main Floor.

**Women's French Kid Gloves at \$1.50 Pair**  
Two-clasp Perrin's La Mure—all the newest shades of gray, green, brown, mode, blue, champagne, also white and black—all sizes. Fitted to the hand, at Main Glove counter—  
**\$1.50**  
Two-clasp French Lambkin Gloves—black, white, gray, champagne and tan—all sizes. Fitted if desired—  
**\$1.00**

**\$1.50 Kid Gloves on Bargain Square, at 59c Pair**  
Black, white and colors, some are slightly imperfect; all sizes, in kid, cape and mocha. Women's, children's and some men's gloves are included in this sale, worth up to \$1.50, at, pair.....  
**59c**  
Women's fine Neckwear; lace jabots, in baby Irish, crochet and fancy lace effects, embroidered and crocheted lace tabs, Dutch collars in Baby Irish, crochet and cluny lace effects, tailored stocks, embroidered and lace bows, etc., latest creations, many worth  
**25c-50c**  
up to \$1, at, each.....  
Women's fine Imported Hosiery; Hile thread, plain and embroidered and all over lace boot patterns, many worth 50c, pr.....  
**29c**  
18 and 27-inch embroidered flouncings, skirtings and corset cover and wide galloon bands, many worth 75c, at, yd.....  
**39c**

## THURSDAY IS CHOCOLATE DAY

In "SWEETLAND"

Italian Bitter Sweets; all pure crushed fruit flavors and chopped nut centers; regular 40c quality, at, lb.....  
**25c**

### SPECIAL ADVANCE NOTICE

Friday We Will Sell All the Women's Wash Waists From the Elite Cloak Co. Stock and the 5th Ave. Tailors. Watch Thursday Evening Papers.

See the Windows. **BRANDEIS & SONS** See the Windows.

## Illinois Central



**Freight and Ticket Office**  
Now Located in  
Temporary Quarters at  
**1507 Farnam**

**WANTED FOR SWEET CHARITY**  
"WILLING WORKERS"  
—FOR THE—  
WISE MEMORIAL HOSPITAL  
FAIR AND BAZAR  
KRUG THEATER, MAY 1 TO 14  
Subscribe In Person Or By Mail  
222 N. D. 1422  
OFFICES 4-5-6 Krug Theater Bldg.

### GOAL AT OUT PRICES

Large White Cement, war are prepared for it by having on hand a large supply of all kinds of coal, which we can deliver promptly, save you from \$50 to \$1.50 on each ton and guarantee quality.

**SENBLATT'S CUT PRICE COAL CO.**  
223 Nicholas St.  
Phone 412. Ed. B-1412

**CENTURY FARMER**  
Special Farm Paper.  
Dollar a Year.

## CUTS

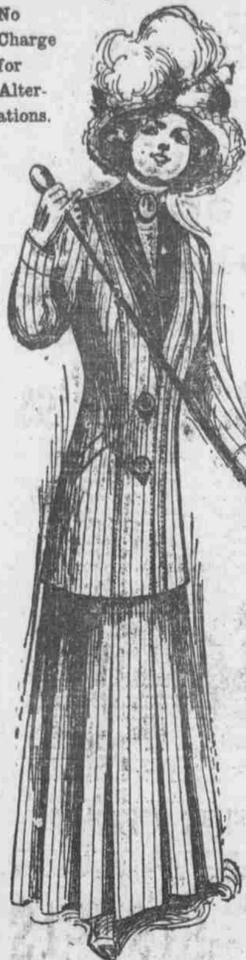
The Value of a cut is not what it costs But what you get out of it. We guarantee the quality.  
**BAKER BROS ENGRAVING CO**  
—OMAHA—

We have so much of "germs" each day of the week, that "Wascors" now should sit up and speak. Stop fretting, don't worry, and keep well fed. Having three times daily the best of bread. Made of course from Prize of Omaha flour. Try it and you will feel better every hour. Eat! Eat! you will soon say to the old "Wascors". I'm not scared, Updike's flour of germs is void.  
**MRS. M. T. DYERMAN**  
614 S. 24th St.

# BENNETT'S

HIG FRAME SALE NEXT SATURDAY  
More Big Bargains on the Way.

**A New York Suit Manufacturer Over Sanguine as to His Spring Business Got Caught With Too Large a Stock. No Charge for Alterations. Is Forced to Sell at a Loss.**



"You'll take off your hat" to this event tomorrow. All Omaha must bow to a sale that offers new 1910 suits at a third off. Optimism is to be commended but in this instance, it played havoc and loss for the manufacturer. A large woman's suit house heavily overbought and waiting for orders that didn't materialize was forced to sell at a give-away price.

Our Buyer Now in New York, Scores a Ten-Strike, Buys 500 Fashionable New Spring Models at 62½ Cents on the Dollar.

Right in the height of the season, mind you. You buy New Suits of unmistakable correctness a third under price. An aggregation of suit finery beautiful in the extreme depicting every type of the ultra fashionable for the season.

There will be suits for Misses and suits for women (small, regular and larger sizes). Newest fabrics and all colors. Values \$25, \$35, \$45, on sale Thursday, at—

**\$15, \$19<sup>50</sup>, \$25, \$29<sup>50</sup>**

ALTERATIONS, IF NECESSARY will be MADE FREE.

## Splendidly Satisfying Spring Hats



The millinery section is the Mecca for throngs of shoppers. Bennett Millinery has again established itself in the forefront of the Omaha procession. Everybody is speaking of the beautiful hats shown here. It is conceded that Bennett styles are new, different and distinctive. They show the artistic touch to a higher degree than was ever shown in town before. Our designers have scored notable success in large Eastern establishments in previous seasons. The hats they have conceived and as now on view mark a repetition of former triumphs. Bennett hats are unmistakably the richest most practical and certainly most reasonably priced.

**\$5, \$7.50, \$10, \$15, \$25**

By far the best and widest range of styles at these popular prices is displayed now.

## Corsets—Designed in Accordance With the Spring Styles

**95c** Genuine \$1.50 value. On Special sale Thursday at 95 cents. Choice of several models that represent the very best styles for Spring. Corsets that bring out just the right figure effect as featured in the spring fashion. They come in a superb grade of French Batiste, embroidery trimmed; are well boned with nonrustable steel. Garters attached; front and sides. All sizes 18 to 30.

They're cut medium low bust effect, long over the hips, and are tailored and finished in a way that will surely please you. It's just the corset you want now.

## Art Needlework Spring Lines

in new patterns and designs, with a special showing stamped infants' wear to be embroidered.

Pillow Tops stamped and tinted, worth 50c, for **25c**

Hand Embroidered Pillow Tops and Center Pieces, at **HALF**

## Y. W. C. A. MEMBERSHIPS

Received at Booth on Main Floor, March 31st, Membership Day

Ask about it. Help boost this great institution. Full information and leaflets on the Main Floor at Bennett's **THURSDAY.**

## Superb Showing of New Spring Suits and Dresses

The Manufacturer's Stock Sale

All this week **HAYDEN'S** All this week  
THE RELIABLE STORE

Offers the greatest saving opportunity for ready-to-wear garment buyers ever known in Omaha or the west.

Right at the beginning of the season, just when you want them most we offer you beautiful new spring and summer wearing apparel at About Half It's Present Retail Worth.

## 1,500 Elegant New Tailor Suits THURSDAY IN TWO IMMENSE LOTS

Tailor Suits, worth up to \$35.00 — Diagonals, serges, panamas, worsteds, plain colors, in checks, stripes and fancies; very newest styles for spring and summer 1910; all colors; sizes from 14 years to 48-in. bust measure, at, choice.....  
**\$13<sup>75</sup>**  
Tailor Suits, worth up to \$25.00—All the best of the new fabrics, in most wanted colors and styles—coats are silk and satin lined, all sizes in the lot; the greatest bargain ever, at.....  
**\$8<sup>90</sup>**

### NEW SPRING WAISTS LESS THAN HALF

Thousands of them here for your selection, nothing to equal the values ever before shown in Omaha. Scores of Other Delightful Bargains Thursday.

Lingerie and Tailored Waists—worth to \$2.50 — Lace insertion and embroidery—trimmed—sale price.....  
**95c**  
Lingerie and Linen Waists—worth to \$3.00; 10 different styles, beautifully trimmed—sale on sale.....  
**\$1.45**  
Silk and Net Waists—worth to \$7.50 — All newest designs, beautiful assortment—on sale, at.....  
**\$2.95**  
Wash Underskirts; regular all colors, best ever, \$1.00 in values to \$1.00, choice 50¢

SCORES OF OTHER DELIGHTFUL BARGAINS THURSDAY  
Don't Forget—TRY HAYDEN'S FIRST—H Pays FRIDAY we will offer all the Coats and Silk Underskirts from the big manufacturer's stock purchase. SATURDAY—All the Silk Dresses, Gowns, Waist and Fine Tailored Suits will be on sale.

There's not a disappointment for you in this entire sale. You cannot afford to miss seeing the matchless bargains.

## The Young Lady's Foot

Every young lady takes pride in her footwear. It hurts her feelings (as well as her feet) when she is compelled to wear clumsy, ill-fitting shoes.

Our young ladies' shoes are built on special lasts, shaped to fit the growing foot of any miss.

They are made to give growing girls comfort and make their feet look attractive and neat.

These shoes are made of patent kid, patent calf, gun-metal calf and vic kid. Low and half military heels. Button style the most popular.

Young Ladies' sizes, 2½ to 6, price **\$2.50 and \$3.00**

## Onimod Shoes

—glisteners; stunners. —"half shoes" for the sunny season—the kinds that button, or the kinds that lace—plainly planned or fanciful fads—for men who want the MOST for their



**\$2.50 and \$3.50**

Regent Shoe Co. 205 S. 15th Street

## Drexel Shoe Co.

1419 Farnam St.



## Our Fire-Proof Storage Mouse-Proof Rooms

Under Padlock, of which you carry the key.

Call and see this place. You should know how and where your goods are cared for.

**804-12 S. 16th St.**

## Reliable Dentistry

Taff's Dental Rooms

## "What can I get out of the Omaha Ad Club?"

To the business or professional man who asks this question, we answer:

"Just as much as you put into it, plus a portion of what others put in."

The member who feels that he has done his whole duty when he has paid his dues will probably not consider the investment extraordinarily good. But the member who takes an active interest in club affairs, attends meetings, takes part in discussions, makes suggestions, and so on, will gain experience, knowledge and inspiration that will surely lead to greater success in his business.

This has been demonstrated beyond question and there is no room for argument. It is a fact that you can get out of the Ad club whatever you put into it.

You can profit by the experience, the successes and failures of others—and so they, too, can profit by your experience. The Ad club furnishes a direct and inexpensive medium for the dissemination of this knowledge-information.

The few dollars' investment required will pay big returns if you do your part. Come join us and we'll help make it pay.

### HENRY GERING

Chairman Membership Committee, Omaha Ad Club.  
Herewith is my check for \$5.00 in payment for initiation fee (\$2.50) and 6 months dues.  
Name.....  
With.....  
Business Address.....

**SELLING OUT**  
FINE ARTISTIC  
**WALL PAPER**  
—AT—  
**LESS THAN COST**  
2008 FARNAM ST.

**Artesian Water Free**  
The present agitation regarding the city's drinking water, prompts me to inform the public that the Pure Artesian Water of  
**HOTEL ROSE**  
is free to all who care to use it in their homes.  
**HOME MILLER.**

Read The Bee for All the Sporting News