

Special Sales of Women's Spring Apparel

Women's Silk Dresses, \$8.98

Actually worth up to \$17.50 each, at...



A Great Special Purchase of Practical and Stunning New Silk Frocks at a Remarkable Reduction.

Scores of clever new foulard dresses, plain and fancy striped messalines—made in the very latest new styles and the favorite spring colors. Just 300 of these popular dresses, all sizes, including misses'. **\$8.98** Actually worth up to \$17.50, at.

BRANDEIS STORES

HERE IN AN EXTRA SPECIAL EVENT—A GREAT NEW LOT OF

"Fashionseal" Suits FOR WOMEN

Known to well dressed women everywhere as the spring style aristocrats in ready-to-wear apparel.

Among the hundreds of stunning new arrivals are the popular gray worsteds—the new tan and navy serges—the plain and fancy-trimmed effects.

See the suits with large sailor collars and long roll fronts. See the new white serges—Every correct 1911 feature is here. The Fashionseal suits, for which Brandeis has the exclusive sale, are always... **\$25**



SPECIAL LOT OF WOMEN'S SUITS, AT \$15.00

Do you require a smart ready-to-wear suit that is exceptionally well tailored and will give you splendid service at every moderate cost? You will find just what you want in this group. They come in plain and fancy styles—braid and satin trimmed—large sailor collars—all colors, all sizes and all styles. Best values we have ever offered at... **\$15**

WOMEN'S COLORED WASH DRESSES

An entirely new lot of up-to-date Wash Dresses, in all the clever summery features—specially priced at... **\$15.00**

Special Offer New Spring Coats

Saturday your choice of 400 of the smartest Long Spring Coats ever offered in Omaha at such a low price as \$10. These coats are all new effects in white serges, gray worsteds, white fabrics with black stripes, the up-to-date black satins, taffetas, etc. Bought at a great reduction and specially priced at—

\$10

Special Lot Women's SKIRTS

Worth \$8 at \$5

For Saturday only we offer your choice of 300 women's dress and walking skirts, cleverly made of voiles, silks, white serges, Panamas, worsteds, etc. Every new style feature.

Included in this sale are many sample skirts that were made to sell for much more than this special sale price of... **\$5**



Cleverest New Frocks for Girls' Easter Wear and for Confirmations

In no other previous season have we ever shown such an assortment of these dainty frocks. The assortment is complete in every way, white lawns, white nets, white Swisses, white mulls, with beautiful laces and embroideries, dainty low necks, kimono sleeves. Prices range from

\$3.98 \$5.00 \$7.50 UP TO \$25.00

A BIG LOT OF CHILDREN'S COLORED DRESSES—In plain chambrays and plaid gingham. Dainty wash school dresses, special, at, each... **98c**

Easter Footwear



This is the season of the year when people are looking forward to buying their Spring Footwear. Easter is but a short time away and as the selling is always unusually heavy the last day or two, it will pay you to make your selection now. In this tremendous stock of fine shoes, we offer a selection exceeded by few stores in the country. We haven't the space to enumerate all the styles. We will, however, quote a few short items giving you an idea of the many possibilities in buying your shoes here—

Women's \$5.00 and \$6.00 tan calf and tan buckskin shoes, 7 inch tops, 14 button styles, bench made, in all sizes, at, pair... **\$3.95**

Women's Pumps, two strap styles, light extension edge soles, extreme short vamp with silk or velvet bows in black velvet, patent kid, black suede and gun metal calf. Sold regularly at \$3.00, marked for... **\$2.45**

Soft Kid House Slippers—Strap styles, common sense and opera toes, hand turned soles, at, only... **\$1.25**

We are sole agents for the Red Cross Shoes in Omaha. This popular brand of shoes, as many people can testify, is the most comfortable shoe on the market today. We have them in all styles, high tops, Oxfords and pumps, in all the different styles. We wish to say to the lovers of these shoes that Saturday our stock will be more complete than at any other time this season. The price in all leathers is... **\$4.00**

Boys' Shoes—sizes up to 13 1/2. In gun metal calf, box calf, vici kid, made with genuine oak soles. Goodyear welt sewed little men's shoes that will give excellent service, at, pair... **\$1.75**

SPECIAL—Whitmore's Suede cleaner. Regular 25c bottle, only... **15c**

Brandeis Matchless Spring Hats

We bring forward Saturday for the first time scores of the newest, cleverest and most fetching models that any store in America ever offered at a moderate price. You will be pleased with those graceful new roll rim snailbirs, trimmed in mercury wings, quills, pom poms and velvet bows and ears. See those clever new Tagal hoods trimmed with flowers, wings, quills, etc. Scores and scores of clever models, at... **\$5.00**



NEW IMPORTED FRENCH HATS Brandeis higher class hats cannot be equalled in smart style by any western milliner at any price. They are a class quite by themselves. New Georgette Sailors, Helmet Hats, and clever new Sailors, trimmed with flowers, aigrettes and novelty quills, are bewitching, at, each... **\$25 to \$35**

IN OUR UNTRIMMED HAT SECTION The New Milan Hoods with corded edges, ready to trim, \$5.00 values, at... **\$1.50**



MAIN FLOOR NEAR ARCADE Flowers of every kind for trimming. Sample dozens made of fine muslin and silk in all the new colors, worth 50c and 75c, at... **25c**

Brandeis Millinery is known to all well dressed women for its beauty, its harmony in color, its becoming character and chiefly for its smart French style, not to be found in the models shown by any other milliner. No woman is ever sure she is faultlessly attired, unless a Brandeis Hat crowns her costume.

MISSES' AND CHILDREN'S SECTION—2d Floor Little French Dress Hats—Trimmed in velvet bows, straw ornaments and tapestry effects with ribbon bows and fine flowers, at... **\$3.98 and \$5.00**
New Panama Hats, trimmed with velvet bows and quills, at... **\$5**

SPECIALS IN OUR BASEMENT DEPT. Up-to-date Trimmed Untrimmed Hoods of Black and white Spring Hats at \$2.50 Jap Hat, velvet braid, by the bolt, at edge, 12 values, 98c special prices.

BRANDEIS STORES

CUT FLOWER SALE
CUT ROSES—Per dozen... **59c**
POTTED HYACINTHS, each **19c**
Don't miss the big sale of Easter Lilies next week.

Women's Beautiful Lingerie Dresses

We have just received a big lot of pretty, dainty white Lingerie Dresses in soft lawns with allover and embroidery edging, lace and embroidery inserting, high and low necks and with new kimono sleeves. Everyone is a clever new style, adapted for dress occasions in any season, particularly for late spring and summer affairs. **\$6.98**
\$10.00 and \$12.50 values, at

SPECIAL SALE IN HAIR GOODS SECOND FLOOR AND POMPEIAN ROOM

The wonderful success and continued increase in sales in our Beauty Salons we attribute to our reliable merchandise. The wonderful bargains which we offer Saturday and next week at unmatchable prices.

CHALLENGE SALE for Saturday 18 and 20 inch Natural Wavy Switches \$2 values, one to a customer, sale price, each... **25c**
Cluster Puffs—Special \$2 values, **98c**
Cluster Puffs—Special \$5.00 values, at... **\$1.98**

24 Inch Long 2 Ounce Natural Wavy Switches—Special \$5 values, at... **\$1.98**
Transformations—Made of natural wavy hair, \$5 values, at, each... **\$2.98**
Real Hair Nets—Extra large size, 25c values, at... **12c**
Manicuring, Shampooing, Hairdressing. Appointments made by phone.



Washable Hair Roll—75c values, at, each... **35c**
The Carmen Net—Saturday, only, at... **5c**
Two Extra Large Nets—For... **5c**

SPECIALS IN BRANDEIS DRUG DEPARTMENT
50c Dr. Grave's Tooth Powder for... **29c**
25c Lillac Toilet Soap... **6c**
75c Pompadour Massing Cream for... **59c**
50c Dr. Charles' Flesh Food, for... **37c**
50c Malvina Cream... **34c**
25c Santal Face Cream... **14c**
25c Arnica Tooth Soap... **17c**
25c Rubifacem... **19c**
25c Santal Tooth Paste, for... **14c**
ROGER & Gallet Powder, for... **22c**
50c Java Rice Powder, for... **28c**
Pipers La Trefle Powder for... **7c**
50c La Jeune Powder... **35c**
50c White Rose or Locust Blossom Extract, per ounce... **25c**
15c Chamolis for... **9c**
3 cakes Cucumber or Castile Soap... **10c**
25c Hydrogen Peroxide, for... **9c**
1 lb. 20-Mule Team Borax, for... **9c**
10c Shiloh for... **7c**
3 cakes Harmony Rose Glycerine for... **25c**
Tooth Balls, package, at... **5c 10c 15c 25c**
25c Red Cedar Flakes, for... **12c**
7 Cakes Coconut Oil Soap, for... **25c**
REXALL
Orderlies 10c, 25c 50c
\$1 Kidney Remedy 80c
Obesity Treatment \$1
Reaxal Hair Tonic, guaranteed, 50c, \$1
MME. VALES' GOODS
\$1 Fruitaura... **89c**
\$1 Blood Tonic... **89c**
50c Complexion Tablets for... **45c**
50c Almond Blossom Cream, for... **45c**

IRELAND IS HELPING ITSELF

Splendid Results of Organization Founded by Horace Plunkett.

CURE FOR ECONOMIC ILLS

Systematic Co-operation and Educational Revolutionizes Farm Activities and Recreates Lost Markets.

An interesting study of the results of systematic education and co-operation in reclaiming agriculture in Ireland from impoverishment to comparative affluence is presented by the Dublin correspondent of the New York Evening Post. The facts are taken from the last annual report of the Irish Agricultural Organization society, the progenitor and central body, whose auxiliaries ramify the island and dominate its activities. Sir Horace Plunkett, an Irish capitalist, well known in Omaha and the west, is the founder of the organization and is at present its executive. A little over twenty years ago Mr. Plunkett became convinced that politics were not the chief source of Ireland's ills. There were economic diseases which political gainance could not cure. To give effect to that idea the Irish Agricultural Organization society was formed, following the methods which had proven successful in Germany, Holland and Denmark. Many discouraging obstacles were encountered, the principal one being local indifference and skepticism. The British market, in which Ireland should be a factor, was all but closed to Irish farm products, because of the superior quality of the necessities sent from the continent. The new society attacked the problem rigorously, by means of pamphlets, books, local meetings of farmers and newspaper publicity. The fruits of that work are abundantly shown

in the report just published, of which the writer says, in part:

First Dairying. Dairying was the first industry attacked here. A careful study of the conditions which had built up a great co-operative business in Denmark and Germany was made and the same system was applied here. This has been adopted gradually pretty well all over Ireland, and is the largest single branch of organized effort. The report for the current year shows a grand total of 31 societies in twenty-three counties, with a membership of 44,213 farmers, or cowkeepers, a total of capital of \$1,245,500, with a turnover for the fiscal year of \$9,200,500. Here is a slap at foreign competition that cannot be denied. The net gain in cash business over the preceding year was nearly \$200,000, and the gain in membership nearly 2,000. And this magnificent output is the result of the self effort of the Irish Agricultural Organization society during a period of a little more than fifteen years. Almost contemporary with the beginning of the creamery system, and as a necessary adjunct to the successful working of any co-operative plan among the agricultural classes, an auxiliary banking or credit system was introduced. This was based upon the principles of co-operative credit adopted by the Raiffeisen bank system of Germany, specially adapted to local needs, particular attention being paid at first to those of the peasant farmers of the south and west. **Farmers' Banks.** The system as applied here consists of the formation of an association of persons of about the same relative financial status engaged in the calling of agriculture, who are in need of capital at a low rate for business purposes, but who are unable to procure it in their individual capacity. By accepting unlimited liability on the "joint and several" system these poor farmers are able to obtain loans either from the state, or what is preferable, from a joint stock bank on the overdraft plan. The capital raised in this way is supplemented—and this is one of the most valuable features of the Raiffeisen system—by local deposits made by other farmers who wish a safe investment for their savings, and prefer loaning to their neighbors to lodging it in a bank where it is usually invested in securities of which they have no definite knowledge. Thus the savings of a group of farmers in a given parish are lent to their neighboring farmers, who use the money for economic purposes only. These little banks have given hundreds of small Irish farmers an insight into, and an education in, real business methods, for the first time in their lives. For instance, every applicant for a loan must be known, and his general credit-worthiness, his business capacity as a farmer, his general habits, and particularly his character are all carefully looked into as the basis of a guarantee that he will treat a loan properly and return it in due season. The number of these credit societies is now 24, with a membership of 18,422, who, during the last year have received aid to the amount of \$300,000. With these two societies as the basis of its working plans, the Irish Agricultural Organization society has gradually introduced other forms of co-operation, none of which has been a failure. Its labors have thus been extended to flax cultivation, to support the great linen industry of the north, to bacon-curing, beekeeping, and the poultry industry. There are now 136 agricultural societies for the promotion of the raising of cereals, whose total production and cash sales the last year amounted to \$561,110. The eighteen poultry societies under its care last year marketed a total product of \$21,770. The sixteen bacon-curing and beekeeping societies together produced during the same period \$244,435. The flax societies, which are the latest to be organized and are confined to a strictly limited area, number nine, with a turnover for the current year of \$14,930. The work from the beginning has been

in the hands of trained "organizers," men of executive ability, who receive a regular salary and who are carefully trained at the headquarters of the I. A. O. S. in Dublin. These men go from district to district, explaining the methods and aims of the movement, enrolling members among the farmers, and gradually forming them into local societies. An auxiliary movement for work among women solely is now being formed, to be known as the United Irishwomen. This, while independent of the parent organization, will work side by side with it, and will be devoted to the development of lacemaking among the farmers' daughters in the home, and to other vocations peculiar to women, such as the making of embroidery, crochet, and rugs. A general auxiliary to the whole scheme of a most valuable type is a society for the joint purchase of seeds, fertilizers and agricultural machinery, consisting of a large number of local societies. These are federated into a central buying organization, called the Irish Agricultural Wholesale society, which, during the current year, has furnished the farmers, at cost, with \$21,850 of first class supplies, bought at the lowest market prices. As a summary of its really beneficent labors, the Irish Agricultural Organization society has up to date expended over \$500,000, which is undoubtedly the best money ever expended in Ireland. In the co-operative creameries alone it has been shown that the additional annual gain to the farmers through the organization is now upwards of \$1,000,000 a year—a very large gain, indeed, in so small and so impoverished a country. The total trade of the movement since it began has amounted to over \$90,000,000. Yet the Irish Agricultural society has by no means completed its program of work, and, indeed, regards itself as only firmly seated in the saddle ready for the fray on behalf of the Irish farmer against foreign markets and falling prices. The agricultural band or credit society

has fairly solved the question of helping the Irish farmer in a directly financial way. He is able to borrow money from these at the insignificant rate of one penny per pound per month, and there are now over 200 of them organized by the I. A. O. S. All their provisions are most liberal. Interest is not deducted beforehand from the loan, and the length of time for which money is advanced is determined by the purpose of the loan. So is the method of repayment. For example, a man borrowing money to buy a milk cow gets his check monthly for her produce from the creamery, and so can repay in installments. Another farmer buying young pigs or fertilizers who may have to wait six months for his returns is accommodated accordingly. The peculiar needs of farmers are met in every way. The banks serve a very useful purpose in the country districts in keeping the surplus money of the well-to-do at home, where it is always producing more, and the farmer learns that the true use of credit is to borrow money to make more money with and not merely to fill up some gap by throwing good money after money that is gone. It need hardly be stated that the influence of the society's methods has benefited the whole rural population of Ireland. As a concrete example in the poultry industry, which is almost as important as dairying, its influence has extended beyond its own sphere of operation, and has led to the general adoption of its methods of packing, grading, and buying by weight. The improvements in packing, cleanliness, and quality have placed the eggs of the poultry societies organized by the I. A. O. S. and under its care, in the front of the market, and largely destroyed competition with continental production. Like wheels within a wheel, unions of societies for various purposes have been promoted. These federations undertake the marketing of butter for the creamery. That this great movement is for the first time in the history of the country meeting

the situation of the larger part of the dependent masses in a practical way, is readily demonstrated when we consider that in Ireland there are 4,500 holdings that do not exceed one acre, 61,720 holdings that do not exceed three acres, 133,299 holdings not exceeding thirty acres—these figures covering two-thirds of the rural population. The work that the state has failed to do, that the state, for excellent reasons, cannot do, is being successfully wrought out by Sir Horace Plunkett and his associates.

HOT CHASE FOR SMALL BILL
Uncle Sam Goes Hot Foot After a Railroad Overcharge.
It is going to cost somebody hundreds of dollars because Uncle Sam has been overcharged \$13 on the railroad fares of four employes between New York, Brooklyn and Philadelphia and points in Tennessee. One was charged \$1.30 more than he should, one 65 cents and two others 60 cents each. The Department of Justice has instituted proceedings before the Interstate Commerce Commission to recover

the \$3.15, although the time of the attorney who drew up the complaint and the clerk who transcribed it is estimated to have already cost Uncle Sam \$20. After that the labors of the commission, the time of counsel for the railroads and the correspondence incidental to the proceeding are expected to run the cost up to some hundreds of dollars, "but in the end," says the Washington Dispatch, "Uncle Sam will get his \$3.15." "Happy Uncle Sam!" But suppose the persons overcharged had been ordinary citizens not enjoying the privilege of having their transportation paid by the government or its protection, would there have been the same assurance of their getting their \$3.15? True, there was the recent case of a stockholder in a railroad who sued to recover his fare because on a short trip he was not accommodated with a seat. In that instance the railroad wisely concluded that it would be economy to refund him his money; since he seemed bent on carrying the case through every court possible. But in the case of the average individual, however, he might resent being overcharged, he usually concludes that he has neither the time nor the money to engage in such a battle for justice—Pittsburg Dispatch.

Knox Hats
Constitute the genius of latest affects in head-dress.
For sale at our agencies everywhere.