

BRANDEIS STORES

This Store is Omaha's Established Center for **EASTER GLOVES**

For fashionable Easter wear there are no gloves that are the equal of the "Perrin" French gloves that are made of finest selected kid in all newest shades and lengths—pearl, mode, bisque, tan, blue, grey, white and black—Heavy embroidered backs or Paris point stitching, fitted to the hand—

\$1.75, \$2.00 up to \$3.75 Pair

We are the exclusive selling agents for these celebrated gloves.

Women's Two-Clasp French Lambskin Gloves

In correct tones of mode, grey, bisque, white and black—single row of embroidery—fitted if desired, at, pr. **\$1.25**

Long Silk Gloves—Kaysers' double tipped, 2 clasp fasteners in 16-button length, white, black, grey, pongee, blue, pink and tan, pair **\$1**

Elbow Length Silk Gloves—Heavy Milanese Silk, 2 clasp fasteners, double finger tips, worth \$1 pair, **69c**

Kid Glove Special—Women's good quality tan, grey, black and white gloves, worth \$1—on bargain square, at, pair **69c**

Chamoisette Gloves—2 clasp white, natural and grey, pique attached, at, pair **50c**

Women's Fine Easter Neckwear

Here are the new ribbon novelties in floral designs, sweet peas, roses, etc.—hand crocheted Dutch collars—hand embroidered Dutch collars with hand crocheted medallions—white Swiss jabots with dainty colored embroidery and lace edge—fancy lace, real crocheted and real cluny jabots—also stocks, etc.—worth up to \$1.00 each, at—

25c and 50c each

New Auto and Evening Scarfs

Newest creations in Canton Crepe, Jap Silk, Marquisette, Messaline, Ombre shaded, Striped and Persian effects, **98c - \$1.98 - \$2.50 up to \$10 ea**

All Silk Satin and Taffeta Ribbons at 15c

Plain silk taffetas, satin messalines and fancy Dresdens, up to 6 inches wide, in black, white and all colors—worth up to 35c a yard; at, yard, **15c**

Rich All Silk Novelty Ribbons

Woven designs, in feather and floral combinations, fancy plaid and Persian striped effects, floral centers with satin stripe edges, Japanese effects—black and white and blue and white stripes—for millinery purposes, sashes, hair bows, etc.—worth up to 75c a yard; at, yard, **39c**

Women's Pure Thread Silk Hosiery For Easter Wear

Heavy, medium and sheer gauze, all silk and silk with lisle garter tops, lisle soles, heels and toes—black, white and light evening shades; black silk embroidered boot patterns, at, pair, **98c**

Women's Imported French Lisle Hosiery

Mercerized lisle and fine cotton, fancy silk embroidered boot patterns and silk clocks, allover lace and lace boots, fancy stripes, etc.—extra spliced soles, heels and toes—at, pair, **25c**

Women's Pure Thread Silk Hose at 69c Pair

All silk with wide hem tops and silk with garter tops, lisle soles, double heels and toes; at, pair, **69c**

Women's Cotton and Mercerized Lisle Hosiery

Full fashioned and seamless, wide and ribbed tops, black with split soles, double heels and toes—regular and out sizes—at, pair, **15c**

Men's Pure Thread Silk Hosiery

Full fashioned, double soles, heels and toes—black, tan and fancy colors; per pair, **29c**

Men's Shawknit Hosiery

Fine cotton and mercerized silk lisle, fancy embroidered and plain colors, black, tan and many other shades, **15c**

Women's Easter Novelty Handkerchiefs

Irish hand embroidered corners, sheer linen hemstitched borders, Madeira effects, dainty printed and embroidered combinations, Swiss embroidered scalloped borders, fancy lace borders, etc.—worth up to 50c each, at, **15c-25c**

The Newest Spring Patterns Shown in Our GREAT RUG DEPT. On our Third Floor

The most complete showing of rugs of desirable quality that can be found anywhere in Omaha. All the patterns are new and we are able to save you something on every rug you buy here.

Sanford Axminster Rugs

Very popular rugs in those rich Oriental colorings, including exact copies of expensive Orientals. All sizes as well as hall and stair runners.

2x12 size, regular value \$32.50—our price **\$25.00**
 3x10 size, regular value \$20.00—our price **\$15.00**
 4x8 size, regular value \$12.50—our price **\$10.00**

4-5x7 size, regular value \$12.50—our price **\$10.00**
 5x8 size, regular value \$16.00—our price **\$12.00**
 5x10 size, regular value \$22.00—our price **\$18.00**
 6x9 size, regular value \$22.50—our price **\$18.50**

BRANDEIS STORES

GUARANTEE CLOTHING CO.

Men's Clothes for Easter

Easter is the day that marks the change from Winter to SPRING CLOTHES. "GUARANTEE CLOTHING" insures you correct styles and serviceable quality as well as perfect fit. Every correct style and fabric at MODERATE PRICES.

\$7.50, \$10, \$12.50, \$15, \$17.50, \$20, \$22.50, \$25

Men's All Wool Suits

For Saturday we offer you all Wool Suits in the new colors, including Blue Serges. \$5.00 saved buying one of these Suits— at only **\$10.00**

Classy Clothes FOR Young Fellows 14 to 20 Years at \$7.50 - \$10 - \$12.50

HATS for EASTER

Every correct style and color in soft or stiff shapes of the "BETTER KIND" is shown in our Hat Department.

John B. Steason's, up from **\$3.50**

Young Bros' Celebrated New York Hats at **\$3.00**

"THE GUARANTEE SPECIAL" will appeal to men who value the saving of 50c. These hats have all the style and quality and **\$1.90** are the Hatter's \$2.50 kind, at.

Men's Shirts with New Military collars, \$1.50 values, Saturday, at **95c**

Men's Leather End Suspenders, regular 25c value, Saturday, at **12c**

Men's Shirts with and without the collar, light and dark colors, \$1 values, at only **48c**

Courtney's

Omaha's Pure Food Center

Saturday Specials

- Swedish Wafers, per pkg. **25c**
- Stuffed Olives, per jar, 10c, 15c, 25c
- Large Tins Ripe Olives, each **15c**
- Franco-American Food Company's Bottled Beef, per tin **10c**
- Qt. bottles "Lotus" Table Vinegar **15c**
- Our best 15c Imported Sardines, per tin **9c**
- Shredded Wheat Hearts or Post Toasties, per pkg. **10c**
- White or Yellow Cornmeal, sack, 10c
- 5-lb. box Crystal Table Salt **5c**
- 2 pkgs. Sealed Raisins (large) **25c**
- Nabob Preserves (assorted) in jar, each 20c; per dozen **\$2.25**
- BUTTER, EGGS, CHEESE DEPT.**
- Hard Boiled Easter Eggs (colored), per dozen **25c**
- Guaranteed Strictly Fresh Eggs, (all white) per dozen **25c**
- "Lotus" Creamery Butter (in carton) per pound **25c**
- Our best Country Butter (in sanitary jars) per pound **24c**
- 1,000 lbs. best (imported) Roquefort Cheese, per pound **40c**
- New York Cream Cheese (mild or strong) per pound **20c**
- Fancy Cream Potatoes (large) each **\$1.10**
- Fancy Cheese, per pkg. **15c**
- Cottage Cheese, per qt. **10c**
- German Sour Kraut, per qt. **10c**
- Dill Pickles, per dozen **15c**
- FRESH FRUIT AND VEGETABLE DEPARTMENT**
- New Beets, Carrots, Turnips, per bunch **5c**
- Spinach, per peck **20c**
- Domestic Dates, per pkg. **15c**
- Lemons, per dozen **30c**
- Fancy Tomatoes, per large baskets, for **50c**
- Oranges, per dozen **15c**
- Strawberries, pineapples, imported endives, cauliflower, new potatoes, celery, head lettuce, mint, fancy apples, grape fruit, asparagus, wax and string beans, fresh peas.
- COFFEE DEPARTMENT.**
- Courtney's Coffee—Gas roasted and fresh roasted daily in our coffee department on main floor. There is only one "Lotus-Angola" coffee. That is Courtney's. We claim that "Lotus-Angola" is the best 25c per pound coffee in Omaha. Try a pound and be convinced.
- "Lotus" Peanut Butter, made daily, per jar **10c**, 15c, 25c, 45c
- Bulk, per pound **20c**
- "Lotus" Japan Tea (guaranteed to be absolutely free from all coloring), per 4-pound package **25c**
- Per 1-pound package **5c**
- CANDY DEPARTMENT.**
- This week we will have an expert ornament in our display window, ornamenting Easter Novelties. No charge for names on eggs. A large assortment of Easter Novelties and Baskets can be obtained at this department. The place to buy your Easter Candies.
- LIQUOR SPECIALS FOR SATURDAY**
- Diamond Wine Co's Champagne, large bottles **\$1.00**
- Diamond Wine Co's Champagne, small bottles **50c**
- White Label Champagne, per small bottles **75c**
- Old Muschel, per gallon **\$1.75**
- Sweet Catawba, per gallon **\$1.75**
- Old Cal. Redwing, per gallon **\$1.75**
- Old Cal. Port, per gallon **\$1.00**
- Old Cal. Charet, per gallon **\$1.00**
- Old Cal. Sherry, per gallon **\$1.00**

No Change of Cars

Through daily sleeping car service is maintained via Rock Island Lines between Omaha and Oklahoma Points

operating by the way of Lincoln, Belleville, McFarland, Wichita, Caldwell and El Reno.

Limited service is also provided to Texas points. Direct to your destination without change of trains.

Low Round Trip Fares to Oklahoma and Texas Points On April 18th

For tickets, reservations, information, etc., address

Rock Island

J. S. McNally, Div. Pass. Agt., 1322 Farnam, Omaha, Neb.

THE SUNDAY BEE

Is anxiously awaited by those who are specially interested in lands, the sort that buy and sell and encourage others to

The Boston Lunch

1013 Farnam, 1408 Farnam, 1408 Douglas.



"Everybody LOVES A Tomcat"?

Every Man Likes Our **TOMCAT LOW SHOE**

(Without a question or a protest) on account of the roomy, comfortable fit and the exclusive style.

Easter Oxfords AT \$3.50, \$4, \$4.50

You can round out your ideas on shoe styles by visiting our store.



Tomcat Bench Show and Shoe Show, Next Door to P. B. Bourke's, "Don't Kill the Kat."

SHOE THE BOY FOR EASTER

Most all boys want new shoes for Easter, and they should have them. A new shoe that is properly fitted adds greatly to the boy's appearance—and our one great hobby is Boys' Shoes Properly Fitted. They look better, of course, they feel better, and best of all they wear longer.

Don't make the mistake to think that any old shoe will do for the boys and you can't be too particular in the selection of a boy's shoes, and quality is also an essential factor—

OUR STEEL SHOD SHOES Have stood the test for years, and we have never been able to find anything else that is better or even as good for boys' wear. The Factory and a Drexel guarantee back of every pair—

Youths' sizes, 1 to 2 **\$2.25**
 Boys' sizes, 2 to 5 1/2 **\$2.50**
 Little Gent's sizes, 10 to 13 1/2 at **\$2.00**

DREXEL

SHOE COMPANY 1419 Farnam Street



SPECIAL HOMESEKERS' RATES

SOUTHWEST TO MISSOURI, ARKANSAS, OKLAHOMA, LOUISIANA, TEXAS, KANSAS.

Tickets on sale first and third Tuesday in each month.

Stopovers allowed on both the going and return journeys.

THOS. F. GODFREY Pass. and Ticket Agent, 1423 Farnam Street, or Union Station Omaha.

The thrifty household—the intelligent family—not the vicious nor the stupid—has money to spend with advertisers. The Bee, read by the intelligent and thrifty, therefore a most powerful and business getter.

Reliable Dentistry

Taft's Dental Rooms

WHAT YOU BUY FROM US—MUST BE RIGHT

(Or Your Money Right Back.)

CLEAN GOODS—CLEAN BUSINESS METHODS

Special Offering for Easter Buying Saturday

Men's Silk Neckties—All the new shapes and colors—at **25c and 50c**

Best Shirt Values in Omaha—At **\$1.00 and \$1.50**

1911 Styles in Hats—At **\$2.00, \$2.50 and \$3.00**

New Spring Models in Suits for Men and Young Men—Extra good values, at **\$12, \$15, \$18 and \$22.50**

We appreciate your patronage and promise you our best efforts and the best merchandise for your money in Omaha.

WE AIM TO SATISFY

JOHNSON & FLODMAN OUTFITTERS TO MEN AND BOYS 218 North 16th Street. (THE LITTLE STORE WITH BIG VALUES)

Easter Meats

... AT ...

HAYDEN'S MEAT DEPT.

Never before in the history of Omaha have you seen such a display of choice meats, as we show for Easter. Choice cornfed lambs, Diamond "C" hams and choice pork roasts. Besides the fattest and plumpiest chickens, ducks and geese.

Hindquarters Lambs 8c
Forequarters Lambs 5 1/2c
Lamb Chops, Rib or Loin 12 1/2c-10c
Lamb Stew, 7 lbs., 25c
Pork Roast, per lb., 7 1/2c
Cudahy's Diamond "C" Hams 15c.

Chickens, Ducks and Geese

Choice fat Chickens, per lb. **13 1/2c**
 Choice fat Ducks, per lb. **15c**
 Choice fat Geese, per lb. **15c**

Hayden Bros'. Meat Dept.

MARTIN REUM

Be Well Dressed Easter

It is the day—of all days—that marks the well attired man.

Smith will equip you with character apparel for Easter.

Soft and Stiff Hats, latest styles **\$2.00**
 Emery Quality Shirts, fancy models **\$1.50 to \$2.50**
 Neckwear, patterns direct from east **50c** and more

SMITH HATTER SHIRTER

205 North Sixteenth Street. Sixth and Capitol Avenue. Loyal Hotel.

Tailor made and dress hats **\$2.50 to \$5.00**, just 1/2 down town prices.

Crosstown Millinery

2420 Cuming St.