

BRANDEIS STORES

New York Manufacturers' and Importers' Samples of Women's

Neckwear

New Dutch, Sailor and Byron collars, in dainty embroidery, crochet and cluny lace; some are trimmed with real crochet lace, some with crochet medallions; new net and Swiss Fichus trimmed with fine lace and embroidery; jabots, side frills, cascades, etc. Many trimmed with real crochet lace, others with fine French Vals.; fancy lace, embroidery and tailored stocks—wonderful bargains. Many worth 75c and even \$1—at..... **25c**

Sale of Women's Pure Thread

SILK HOSIERY

Plain all silk with silk soles, heels and toes, wide hem tops; also fancy silk embroidered boot patterns with wide lisle garter tops, lisle soles, heels and toes; regular and out sizes; black, white, tans, navy and light shades, worth up to **69c**

18 and 22-inch Swiss and nainsook embroidered flouncings, corset coverings, wide insertions and galloons—big bargain square—at, yard..... **25c**

BRANDEIS STORES

Women's Low Shoes

Practical Mid-Summer Styles that Brandeis Sells at Popular Prices

We carry the largest and most complete line of clean, fine shoes, made in the best factories, specially adapted for city trade. Not only do we show the best shoes in Omaha that sell up to \$8.00 and \$6.00 a pair, but we also specialize on certain popular prices.

Many of these shoes, that we sell at popular prices, you will see priced in exclusive stores at considerably more.

Women's Black or Brown Velvet Corduroy Pumps—tailored bows, hand turned soles.

Women's Black Suede, two-strap Pumps.

Instep Strap, one eyelet Ties, in patent kid, run metal calf; wing tips, extension edge soles.

Two strap, patent kid turned Pumps.

Black Velozee Pumps, with or without straps, covered buckles.

Tan Russia Calf Skin Pumps, with or without straps, covered leather buckles.

White Canvas, 3-pearl button styles.

Also many other styles in staple lines.

All the above, in all sizes and widths, at **\$2.98**.

See our Douglas street window displays.

Greatest Sale of Pictures Ever Held at Brandeis

Entire stock of a New Jersey Art Store, bought at a remarkable sacrifice—on sale in basement next Saturday.

Next Saturday is the Great Special Sale

Women's and Children's Summer Millinery

100 Model Hats for women, from Folgerman Bros. & Hirsch of New York, worth up to \$8.50—will go at..... **\$2.50**

All Our Misses' and Children's Hats in four lots, 98c, \$1.50, \$2.50, \$3.50

BRANDEIS STORES

Graduating Days

Are almost here. Our store is full of articles suitable for graduating gifts—Watches, Brooches, Cuff Buttons, Rings, Bracelets, Tie Clips, Spoons, Stick Pins, Fountain Pens, Etc. Look for the name.

S. W. LINDSAY, Jeweler

1516 Douglas Street

Special Announcement

Last year we ran a series of advertisements on DRY CLEANING in the daily papers with the result that many people now have a pretty good knowledge of Dry Cleaning.

And while the results from Dry Cleaning are marvelous in many cases, it alone is not a "Cure All" for clothes troubles.

We say this because we feel that other important departments of the Cleaning business have been more or less neglected, at least by the Advertising department.

Beginning next week we will publish a series of articles, which we will call **PANTORIUM BULLETINS**, dealing with the various phases and methods of the Cleaning and Dyeing business in an endeavor to more fully instruct the public as to the different methods used, and why they are used, in a first class Cleaning and Dyeing establishment.

While the campaign will be beneficial to all Cleaners we will try to impress upon your mind that in view of our four-teen years' experience and investigation under the same management, the Pantorium is entitled to First Consideration when you have clothes to be cared for.

You are safe in dealing with us because WE KNOW HOW.

The Pantorium
"Good Cleaners and Dyers"
1513-15-17 Jones Street
Omaha Phones:
Douglas 963; Ind. A-3109.

Young Men's Oxfords have long been a specialty with us. We have always catered to Young Men. But in our

\$3⁵⁰ Oxfords

this year we are making a special effort to please the Young Man.

These Oxfords combine the latest last and style in low shoes with perfect fitting qualities. They are so constructed that they will hold their shape and style until entirely worn out. We have them in Gun Metal, Russet Calf and Patent Leathers.

See Our Windows

DREXEL

SHOE COMPANY
1419 Farnam Street.

Cowman's

OMAHA'S PURE FOOD CENTRE

Thursday's Specials

"Specials" in Our Fresh Fruit and Vegetable Department.

2 Bunches New Beets..... **5c**
Large Cucumbers..... **5c**
Wax and String Beans—Peas, per quart..... **10c**
3 Bunches Asparagus..... **10c**
Fancy Home Grown Strawberries, per box..... **15c**
25c Cake Imported Castle Soap..... **15c**
4 Cakes Magic Washer Soap, for..... **15c**
10 Cakes Beat 'Em All or Diamond "C" Soap..... **25c**
2 Bottles Mrs. Stewart's Bluing..... **15c**
Shredded Wheat, per pkg..... **10c**
Eggs (From the Brandeis Model Farm) per doz..... **25c**
Fancy Country Butter (in Sanitary Jars) per lb..... **25c**

Canadian Pacific Excursions EAST

to Toronto, Montreal, the Muskoka Lakes, New England and the Fishing and Hunting Resorts of Eastern Canada.

(Two through trains daily from Chicago)

WEST

The one real scenic route to Seattle, Tacoma, Portland, Spokane, Vancouver, Bellingham, Victoria.

Splendid through trains from St. Paul via Banff and the Rockies.

Descriptive Matter and information on application to any railroad agent.

A. B. Calder, Gen. Agt. C.E.E. Usher
224 So. Clark St. Pass. Traff. Mgr.
Chicago Montreal, Can.
ED MERCHANT, T. P. A.
441 Sheldahl Bldg. Kansas City

You'll Feel Better—

do more work and do it well, if you'll use Judgment at meal-time—not only in hot weather—but in any weather.

The busy brain needs unimpeded circulation. If the stomach "works" all day—the brain is at half mast. The light lunch—a chicken or hot roast beef sandwich—a cup of coffee, or glass of milk—and a light dessert—all appetizingly and quickly served—is far the best. Try it.

The Boston Lunch
1408 Farnam
1612 Farnam
1406 Douglas

When You Take Your Vacation

Leave your silverware and other valuables in our burglar and fire-proof storage vault.

The charge is nominal—cheaper than insurance and then, some things can't be replaced with insurance money.

Phone for rates. Douglas 235.

Omaha Safe Deposit & Trust Co.
Omaha National Bank Building.
Street Entrance, 1614 Farnam.

Reliable Dentistry
AT
Taft's Dental Rooms

BENNETTS

WE GIVE S. & H. GREEN TRADING STAMPS—EVERY TIME.

Every Ladies' Spring Suit in the House Included in This Final Price Reduction Sale

Hand Tailored Suits, worth to \$50.00, now..... **\$19.50**
Every Spring Suit, worth to \$25.00, now..... **\$15.00**

Many Omaha women are buying these suits now because their weight is right for summer and early fall wear—and the styles will not change to make these suits appear odd. Of course such an advantage—in "Broker's slang"—would be rightly called a "Safe Investment" at below par, and buyers would floor the market.

These suits come in tan, navy, gray, cream and all other shades popular for this year—hand tailored manish styles in imported serges, mannish worsteds and novelty weaves—some showing the pencil striped patterns. The sizes also offer a wonderful variety, being complete for all sized women to extras at 51s.

Remember, these reductions have been watched for by hundreds of Omaha women. We advise an early visit as such garments at these prices never will last but a few days.

Here's a Boys' Clothing Snap

Any boys' suit in the house containing two pairs of trousers, in sizes from 8 to 17 years, worth regularly **\$5.00** from \$6.00 to \$7.50; Thursday go on sale at.....

This includes all wool chevots, cassimeres and fancy mixture suits that are hand tailored with the very newest styles, built according to our own specifications, demanding perfect finish and extra fine linings.

For mothers who wish to clothe their boys in the very finest garments at a little cost, this is a bargain well worth calling for.

Odds and ends of our \$4.00 Boys' Clothing for..... **\$1.85**

500 pairs of Boys' Knickerbocker Pants, worth up to \$1.50; choice, at..... **48c and 89c**

These are in all shades and fabrics, including fine serges.

Thursday, Big Clean Up Shoe Sale

Broken Lines, Etc., at Less Than Cost

On the bargain squares 400 pairs of Ladies' Pumps and Oxfords in all styles, leathers and sizes. These are mostly broken lines of our \$3.00 and \$3.50 grades; Thursday they are exceptional values (fitted)—at, pair..... **\$1.98**

One group of Ladies' Oxfords—come only in small sizes—2 1/2 to 4—showing pretty styles in black, Russia calf and patent colt; Thursday, your choice, while they last, at..... **69c**

Here's a group of Ladies' White Canvas Oxfords—two and three eyelet ties—sizes from 2 1/2 to 4, and widths D and E—\$3.00 values; Thursday, your choice, at..... **98c**

YOST stores furs

INSURED against fire—moths—burglary.

Corner 20th and Farnam. Telephone Doug. 3040.

What did you do in the Evening the last time you Visited Chicago or New York Mr. Business Man?

Whether you spent the evenings in hard work or wholesome amusement, there is one thing that you did not overlook.

That was to walk down the principal retail streets and view the window displays.

You formed your impression of the individual merchants and their stock by what you saw.

You dismissed the few windows not electrically lighted as belonging to back numbers, you didn't even take the trouble to notice the name of the firm.

When you returned home did you properly illuminate your own show windows?

It is never too late to get busy. Telephone our Contract Department today—No. Douglas 1062, Indep. A-1278.

Omaha Electric Light & Power Company

GRAY HAIRS QUICKLY BANISHED; DANDRUFF, FALLING HAIR STOPPED

Remedy Made from Garden Sage and Sulphur Restores Color to Gray Hair.

A feeling of sadness accompanies the discovery of the first gray hairs, which, unfortunately, are looked upon as heralds of advancing age. Gray hairs, however, are not always an indication of advancing age, for many people have gray hairs quite early in life. Of course, it is unnatural, and indicates that there is something wrong with the individual, and that Nature needs assistance in correcting the trouble. The same is true of hair that is constantly falling out.

The ideal assistant to Nature in restoring and preserving the hair is Wyeth's Sage and Sulphur Hair Remedy, a clean and wholesome dressing for daily use. It not only removes dandruff, but strengthens weak, thin and falling hair and promotes its growth. A few applications will restore faded or gray hair to its natural color.

This preparation is offered to the public at fifty cents a bottle, and is sold by all druggists.

Sherman & McConnell Drug Co., and Owl Drug Co.

Remedy Made from Garden Sage and Sulphur Restores Color to Gray Hair.

Better Bargains in Our June Clearance

Watch Our Windows and Ads. **HAYDEN'S** THE RELIABLE STORE. Mail Orders Filled From Daily Ads.

Exceptional Garment Bargains Thursday

200 Spring Tailored Suits—Values up to \$20.00; panamas, serges, tweeds and fancies; all newest styles and colors—on sale at, each..... **\$6.95**

300 Fine Tailored Suits—That sold up to \$35.00—a splendid lot of elegant designs, at..... **\$12.50**

Beautiful Summer Dresses, worth up to \$10.00, at \$4.95—Lawns, lingersies, allovers, embroideries, etc., in white and French Voile, Panama and Serge Dress Skirts, in all colors; very newest styles, values to \$10.00; on sale at..... **\$4.95**

Silk Rubber Rain and Auto Coats—\$12 values, **\$6.50**

Gingham Underskirts—Values to \$1.50, at..... **69c**

\$7.50 Silk Underskirts—All colors; on sale at..... **\$3.95**

House Dresses—\$1.50 values, at..... **98c**

Tailored Waists—In pure linen and Union linen, values to \$5.00, slightly soiled, at..... **\$1.95**

Grand Spring Clearance Embroideries

A big line of Bands, Edges, Galloons, Allovers, Flouncings and Insertings from 2 1/2c to \$1.29 per yard.

Headings and Insertings—Worth 5c to 10c per yard, at, per yard..... **2 1/2c 3 1/2c 4 1/2c**

Flouncings—Worth regularly 50 cents to 75 cents a yard, go at, yard..... **25c to 39c**

Edges and Bands—Worth 15c to 30c a yard, at..... **7 1/2c to 19c**

Flouncings and Allovers—Worth \$2 to \$3, yard, at..... **\$1.29**

Don't Miss This Great General Embroidery Clearance.

Ladies' Underwear and Hosiery

At a Saving of About One Half in Our Spring Clearance:

Union Suits—Fine Swiss Ribbed, 75c values, at **35c** or 3 for..... **\$1.00**

Union Suits—Fine Jersey Ribbed, 50 cent values, in regular and extra sizes, **25c**

Union Suits—\$1.00 values in good quality lisle, all styles and sizes, at..... **49c**

\$2.00 Silk Lisle Union Suits—In all sizes, at..... **98c**

25c Lace Stockings—In all good colors, on sale, at, pair..... **12 1/2c**

50c Mercurized Gause Hose—All colors and sizes, on sale, at..... **25c**

\$1.00 Pure Silk Gause Hose—In all colors; embroidered or plain, on sale at..... **49c**

\$2.00 Pure Silk Stockings—Guaranteed—greatest snap ever; choice..... **89c**

50c Silk Lisle Vests—Crocheted yokes, lace trimmed, on sale, at..... **25c**

Gause Vests—In lisle or cotton, values to 25c, at..... **7 1/2c 9c and 12 1/2c**

Italian Silk Vests—\$3 to \$4 values, hand embroidered, in white, pink and blue, at, each..... **\$1.98**

\$1.00 Silk Gause Vests—At, each **49c**

JUNE THE MONTH OF BRIDES THE MONTH OF GRADUATES

Thursday, June 1st, Our Big Special Sale Day on all that goes to make up the costumes for the Graduates and Brides. See these Embroideries, Flouncings, Irish Crochet, Swiss, Voile, and Marquessette Bridal Veilings, Chantilly, Brussels, and Dutchess Laces, etc., etc., all at deeply cut special prices Thursday.

MILLINERY

An Immense Line of the NEW WHITE MILLINERY. The most extensive display we have ever attempted; the most moderately priced line in Omaha for your selection.

Our stock of Millinery is complete in every detail. New Hats and New Trimmings coming in every day.

TO CLOSE QUICKLY THURSDAY—200 trimmed hats that are well worth \$7, in one group; at, choice..... **\$1.98**

AT \$3.50—An unusually nice assortment of Trimmed Hats, worth double the price.

OUR "DISTINGUISHED" HATS AT \$5.00 Have no equals at the price, nobby, small shapes, or wide, graceful designs, everyone having an individuality that can't help but please the woman who knows. 100 new ones for your selection, at..... **\$5.00**

YOUR STRAW HAT IS HERE

Just the shape you want most, at just the price you want to pay from the low priced Soft Straw or Sailor, to the more expensive Milans and Panamas, from the snappy, extreme shapes for the young fellow to the conservative blacks for the elderly men, all shapes and weaves, at..... **25c to \$7.50**

CHILDREN'S STRAW HATS, at..... 25c up to \$1.50

A great selection from the play hat to dress styles.

BIG JUNE GROCERY OPENING SALE THURSDAY

Canned Goods, Butter, Cereals, Farnations Goods, Crackers, Cheese, Vegetables and Fruits:

Start the month right, try Hayden's:

10 lb. best White or Yellow Cornmeal for..... **15c**
10 lb. best Breakfast Oatmeal for..... **15c**
10 lbs Diamond C or Beat 'Em All Soap for..... **25c**
6 lbs. Good Japan Rice for..... **25c**
4 lbs. fancy Japan Rice, 12 1/2c quality for..... **25c**
Hromangelon, Jellycon on Jello, at, per package..... **6c**
Grape-Nuts, package..... **10c**
Oil or Mustard Sardines, per can..... **1c**
Yeast Foam, packages..... **3c**
7 lbs. best Bulk Laundry Starch..... **25c**
The best Soda Crackers, pound..... **4c**

PUT UP YOUR PINEAPPLES NOW

Medium Size, each..... **7 1/2c**
Per dozen..... **89c**
Medium large size, each..... **8 1/2c**
Per dozen..... **96c**

25 large size, each..... **10c**
30 size, each..... **11c**
Per dozen..... **12c**
24 size, each..... **13c**
Per dozen..... **15c**
Per crate, any size..... **13 1/2c**
20 lbs. Best Granulated Sugar..... **\$1.00**

THE GREATEST FRUIT AND VEGETABLE MARKET IN OMAHA

60 Per Cent to 100 Per Cent Saved by Trading at Hayden's

8 bunches Fresh Radishes..... **5c**
8 bunches Fresh Spinach, per peck..... **5c**
8 bunches Fresh Onions..... **5c**
8 bunches Fresh Asparagus..... **5c**
8 bunches Fresh Leaf Lettuce..... **5c**
New Beets or Carrots, 2 bunches..... **10c**
2 bunches Fresh Turnips for..... **5c**
Fresh Peas, per quart..... **5c**
Large Cucumbers, 2 for..... **10c**
Fresh Wax or Green Beans, 1 lb. 7c
Fresh Parsley, 2 bunches for..... **5c**

DON'T FORGET Try HAYDEN'S First IT PAYS