

# BRANDEIS STORES

Place on Sale Tuesday for the First Time

## ALL THE LINOLEUMS

From Our Purchase of a Retailer's Entire Stock

Thousands of yards of these high class linoleums bought for much less than their real value. We have held big linoleum sales before but these bargains are bigger than ever.

**These Linoleums Are All in Full Pieces—Not Remnants.**  
**They Are All Perfect Goods of the Highest Class.**

The quality of these linoleums and the splendid, up to date patterns in which they come make the goods all the more desirable. You have never before had a chance to buy such high class, new perfect floor coverings so cheaply.

**Nearly Our Entire Third Floor and Our Annex Devoted to This Sale—85 Clerks to Wait on You.**

All the Two Yard Wide    All the High Grade    All the 4 Yard Wide

**Linoleum**

That sells regularly up to 75c a square yard will go at, square yard

**39c**

**Linoleum**

Two yards wide, that sells regularly up to 85c a sq. yd., at per sq. yd.

**49c**

**Linoleum**

That sells regularly up to \$1.00 a square yard will go at, square yard

**59c**

**BE SURE TO BRING THE MEASUREMENTS OF YOUR ROOMS**

**BARGAINS AS BIG OR BIGGER THAN EVER IN OUR**

## Great Sale of the Retail Stock of Rugs

Monday's crowd bought hundreds of these rugs and they were enthusiastic about the wonderful bargains. This retail stock was so enormous that it will take many days to sell it all. Tuesday's rug bargains will be more remarkable than ever. Scores of rugs brought forward for this day's selling.

**\$32.50 Hartford Axminster Rugs at \$15.98**

These famous rugs were never before sold at such a price. They are all 9x12 sizes and they are in the richest, newest, most beautiful patterns we have ever shown in Axminster rugs at anything like this price. There is an immense variety to select from.

- |   |  |
|---|--|
| <b>\$25 AXMINSTER RUGS AT \$12.98</b>   | <b>\$20 AXMINSTER RUGS AT \$9.98</b>                                 |
| These are 9x12 Axminsters of excellent grade, borders all around, at <b>\$12.98</b> | Big group 9x12 Axminster Rugs, new spring patterns, at <b>\$9.98</b> |
| 36x72 Axminster Rugs, worth up to \$5.00, at <b>\$2.59</b>                          | Granite Art Squares, 9x12, worth up to \$5, at <b>\$2.98</b>         |

### 8 SPECIAL NOTION BARGAINS ON MAIN FLOOR

- |  |   |   |   |
|--|---|---|---|
| Skirt Markers—Necessary to every woman in getting the correct skirt lengths; 25c / kind, at <b>15c</b> | Black Dustless Mops for oil floors—Reg. 39c / 50c mops at <b>39c</b>      | 25c and 50c Barrettes—Many styles, at each <b>15c</b>                         | Skirt Hangers, at 2, for <b>5c</b>                              |
| Mail Boxes—Large size, black metal box, made for padlock, at <b>10c</b>                                | Dexter's Mercerized Knitting Cotton, white and colors, at spool <b>3c</b> | Chadwick's Best Six Cord Machine Thread, all numbers, 3 spools for <b>10c</b> | Dress Shields—Fine Nainsook covered, at, per pair <b>7 1/2c</b> |

# BRANDEIS STORES

**This announcement is of more real importance to every man in Omaha than any other one item in this paper**

The stock of men's clothes and hats from Bourke's Clothes Shop, 318 So. 15th St., Omaha, was bought outright by Brandeis Stores. Technical matters have been disposed of and we are at liberty to place it on sale.

Here is an offer no store, east or west, ever made before. If you come to Brandeis Stores Saturday you can buy the genuine Alfred Benjamin & Co. clothes for men, known everywhere for their tailoring perfection, in mostly new 1912 spring models and patterns, and selling universally at \$25 and \$30 for \$11.50.

Brouke's Clothes Shop specialized in strictly high class clothes for men such as Alfred Benjamin & Co., Schloss Bros. and Ivan Frank's clothes. The clothes in this sale are largely new spring models and patterns which had been ordered for this season and had never been unpacked. The hats are nearly all new spring blocks and styles, and they will sell at \$1.45 each.

There never has been a sale of men's high class apparel like this and there probably never will be one again.

It is an event of serious interest to every man in Omaha.

The sale begins Saturday morning.

All the men's suits in this Bourke stock, worth from \$15 to \$30 will go on sale in two lots at \$7.50 and \$11.50, and Brandeis reputation stands behind every suit of clothes that leaves this store.

**J. L. BRANDEIS & SONS.**

# BENNETT'S

You can secure many beautiful things for your home, without cost, if you save S. & H. Green Trading Stamps.

**Visitors to the Automobile Show are Invited to Make This Store Their Headquarters**

while the show is in progress and at all other times they may be in Omaha. Use our rest rooms, our telephone systems, our checking stands; meet your friends at this store; avail yourself of every convenience and opportunity this great store affords. All are FREE and you are more than WELCOME.

**Some New Spring Dresses are Specially Priced for Tuesday's Selling**

One is a strictly new model consisting of a serge skirt with a good quality silk top—a combination that is going to be quite popular this season.

May be had in white, tan, navy and black with white stripes. An actual \$10.00 value for only \$7.50.

All sizes from 15 to 35.

A large showing of beautiful fashions dresses will also command your attention. Black and white, navy, brown and Copenhagen colors for your choosing, in a variety of new and very choice models. Excellent values at \$15.00.

**Those Wonderful Rug and Linoleum Bargains**

As we stated before, all of these bargains are from our own, good regular stock—not purchased especially for the occasion, but offered at reduced prices because this is our annual time for reducing stocks throughout the store and balancing up every line that needs it.

At each price you will find large varieties and, when you consider the quality, they are values that cannot be duplicated in the length and breadth of the city.

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|---|---------|
| \$32.50, 9x12 Hartford Axminster rug, sale price.....   | \$15.98 |
| \$12 Smith Axminster rug, worth \$25.00, sale price.....  | \$14.75 |
| \$20-6 Sloan Axminster rug that sold at \$25.50, sale price.....  | \$12.50 |
| \$25 Smith Colonial Wilton velvet rug in size 9x12 only, sale price \$13.50                                   |         |
| Heavy quality, 9x12 Brussels rug, worth \$15, sale price.....   | \$9.98  |
| 60c quality, six-foot linoleums, sale price, per square yard.....   | 39c     |
| 70c quality, six-foot linoleums, sale price, per square yard.....   | 49c     |
| 80c, heavy quality printed linoleums, full 12 feet wide, extra special for Tuesday only, per square yard..... | 59c     |

### TUESDAY GROCERY BARGAINS

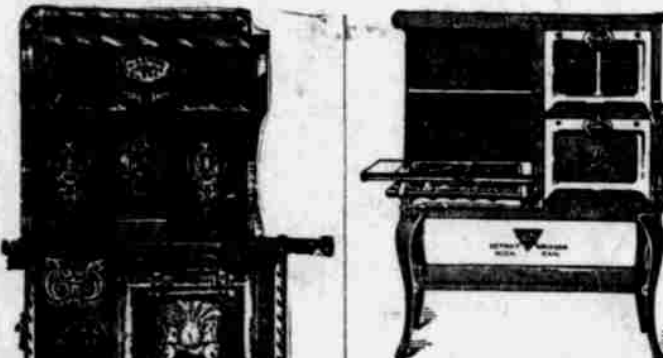
- |   |  |   |
|---|--|---|
| Imperial skinless preserved figs, 20c can 15c                     | Bennett's Capitol Extract and 20 stamps, bottle..... | 6 bars Electric Spark soap and 10 stamps, 25c           |
| Bennett's Excelsior Flour, per sack, \$1.50                       | 3 large cans Columbian milk and 10 stamps, 25c       | <b>Vegetable and Flower Seeds, 2 pkgs. for, 25c</b>     |
| 17 lb. granulated sugar for \$1.00                                | Snider's chili sauce and 10 stamps, bottle, 25c      | Full cream cheese and 10 stamps, lb., 25c               |
| Bennett's Capitol Coffee and 20 stamps, lb., 30c                  | Gaillard's olive oil and 20 stamps, bottle, 45c      | Walker's hot tamales, 6 10 stamps, can, 15c             |
| Assorted teas and 50 stamps, lb., 1.50                            | Best of all kinds, per pkg., 25c                     | Snider's salad dressing and 10 stamps, bot., 25c        |
| Tea fittings and 10 stamps, lb., 1.50                             | Medium sour pickles and 10 stamps, quart, 15c        | 4 lb. pkg. Derry Cleaner or Compound and 20 stamps..... |
| 1/2 lb. can Bennett's Capitol baking powder and 15 stamps.....    | Hot oats or pancake flour, and 10 stamps, 10c        |   |
| 2 cans early June peas and 10 stamps.....                         |  |   |
| 2 cans Evergreen corn and 10 stamps.....                          |  |   |
| 15-lb. box of soda or oyster crackers, \$1.25                     |  |   |
| 1-lb. pkg. Shepp's coconut and 10 stamps, 25c                     |  |   |
| Ondon salt and 10 stamps, bottle, 15c                             |  |   |
| Horton's French capers—spiced, per bottle, 50c and 10 stamps..... |  |   |
| Large jar raspberry or strawberry jam and 10 stamps.....          |  |   |

### MEAT BARGAINS for Tuesday Only

- |                            |     |                             |        |
|----------------------------|-----|-----------------------------|--------|
| Pork Chops.....            | 10c | Lamb Stew.....              | 4 1/2c |
| Lamp Chops, 3 lbs. for 25c |     | Country Sausage, 2 lbs. 15c |        |

### Our New 1912 Stoves Are In

Better and later improved than ever. Read below what people who are using them say about them. We have cook stoves, ranges and gas stoves in all sizes and at all prices. Every forenoon at 10 o'clock we bake on the Samson Steel Range and Detroit Ideal Gas Stove to show people what beautiful bakers they are, and how little fuel they take. We sell stoves at a cut price for cash or on small payments.



Mrs. Cross, 620 South 30th says about the Detroit Ideal: "When I bought the stove I thought your claim was exaggerated. But comparing it with other gas stoves I have used it surpasses your claim."

## STOETZEL STOVE CO.

714 South Sixteenth

### Free Land Information

The Twentieth Century Farmer, to meet the demand of its readers for land information, has gathered and compiled data on soils, climate and farming conditions in all parts of the country. It is willing to give out this information free if postage is sent with inquiry.

### Do You Want to Know

About government land laws, location of land offices, etc. How to get irrigation lands, location of projects, laws governing same, etc.

Best sections for fruit growing, general farming, stock raising or dairying.

Your questions will get prompt attention. State plainly and specifically what you want to know. Write.

**Land Information Bureau**  
**The Twentieth Century Farmer**  
 Omaha, Nebraska.

## One More Day Tuesday

of the Greatest Bargain Sale

# RUGS AND LINOLEUMS

New Lots Added **HAYDEN'S** Values of Monday Duplicated

So great was the stock that we still have almost complete assortments in nearly every lot. Seldom if ever before has such a grand bargain opportunity been offered space.

Depleted lines have been renewed from our regular stock. All the rugs offered are guaranteed perfect and newest 1912 patterns

**Special Showing of Linoleum Tuesday**

Linoleums—4 yards wide, all perfect goods, from the roll, worth up to \$1.00 per square yard, at **55c**

Linoleums—2 yards wide, all perfect goods, from the roll, worth up to 75c per sq. yd., at **45c and 35c**

### Tremendous Bargain Offerings Tuesday

In Women's Ready-to-Wear Outer Garments

Broken lots and odd garments sacrificed in order to effect a quick clearance. Cloaks and Suits, at greatest bargain prices ever offered.

- |   |            |   |
|---|------------|---|
| \$20.00 and \$25.00 Coats—Including Plushes, Caraculs and fancy mixtures, all sizes, values to \$25.00, choice.....   | <b>\$5</b> | \$15.00 and \$20.00 Suits—One big lot of Tailored Suits in nobby styles, good colors, well made, that sold to \$20.00, on sale Tues. in Dom. Room Dept. |
| On 2d Floor.  |            |   |
| 45c Tuesday for Children's \$1.00 Gingham Rompers. New Tailored Suits—A big shipment of the very newest style ideas just received. Would be pleased to show you these beauties. |            |   |

### Wash Goods Sale

- Ginghams and Tissues—Egyptian Tissues, Toilet Etamine, Violet Tissues, Aberdeen Zephyrs, etc. \$40 Gramworth Ginghams, Scotch, at..... 15c
- Voiles—plain, hair line double fold and sample fold, 10c, 25c
- Foulards in all the new silk patterns, for..... 15c
- Poplins, in all shades..... 50c
- Poplins, in all shades..... 50c
- Benaline, silk finished..... 39c
- Pimitties, fine printing..... 15c
- Organdies, French production, 15c other new spring weaves now on sale.

### New Spring White Goods Specials Tuesday

- Wide waives Bedford cord Suitings, worth 75c yard..... **39c**
- Fine sheer Lima Lawns, worth 19c, yard..... **10c**
- Soft finished Lingerie cloth, worth 20c yard..... **12 1/2c**
- Sheer, pure linen white Waistings, worth 50c yard..... **25c**
- Chamois finished Imperial English Long Cloth, worth 25c yard..... **12 1/2c**
- 40-inch sheer Victoria Lawns, worth 19c yard..... **10c**

### Great Embroidery Sale Continues

\$2.00 Embroideries 98c a yard—\$2.00 yard, 45-in. Embroidered Voiles and Marquise, the very latest novelties for summer and evening gowns, sale price Tuesday only, yard..... **98c**

\$7.00 St. Gaul Embroidered Flouncings \$3.75—This is a line of the finest Irish Crochet and Swiss Embroidered Flouncings made. The most up-to-date novelty on the market. See this line Tuesday. Regular price \$5.00 to \$7.00 yard, sale price, yard..... **\$2.75, \$3.75**

\$1.00 Flouncings 49c yard—We will place on sale a complete line of O. K. 18-in. and 27-in. Skirt Flouncings, worth \$1 to \$1.50, at the special prices of, yard.... **49c and 79c**

18-in. Corset Cover and Skirting Embroidery 15c yard—This is a new line of good quality cambrie flouncing and corset cover embroidery. Regular price 25c yard. Sale price Monday, yard..... **15c**

A big line of Mill Ends at, yard **3 1/2c, 7 1/2c, 9c, 12 1/2c**

### Domestic Room Specialties

- At 8:30 A. M.—1 case of Hope muslin, 36-in. bleached, regular price 10c yard, 10 to 12 yard limit, at yard **6 1/2c**
- At 9 A. M.—1 case of 12 1/2c towels..... **8 1/2c**
- At 10 A. M.—1 case of Amoskeag apron checks, genuine article, 10 yards limit, at, yard..... **5c**
- At 1:30 P. M.—1 case of 10c bordered organdies, fine patterns, 10 yard limit, at, yard..... **6 1/2c**
- At 2:30 P. M.—1 case of 36-in. percales, regular price 12 1/2c, 10 yards limit, at, yard..... **5c**
- At 4 P. M.—1 case of Simpson's bordered prints, regular price 6 1/2c yard, 10 yards limit, at, yard..... **3 1/2c**

### Take Advantage of Hayden's Grocery

Special and Save 25% to 50% on Living Expenses

- |  |               |   |                    |
|--|---------------|---|--------------------|
| Strictly Fresh Eggs—All you want, per dozen.....   | <b>25c</b>    | Buy Butterine and Fight the Butter Trust.....   | 25c                |
| 17 lb. best granulated sugar.....  | <b>\$1.00</b> | 2 lbs. good Butterine.....  | 25c                |
| 45-lb. sacks best High Grade Diamond If Family Flour, nothing like it for the money, sack..... | <b>\$2.50</b> | 2 lbs. good table Butterine.....  | 30c                |
| 19 bars Best Elm All or Diamond C soap.....  | 25c           | 2 lbs. fancy table Butterine.....   | 40c                |
| Gallon cans Golden Pumpkin.....  | 25c           | 2 lbs. better than lots of creamy butter.....   | 45c                |
| Gallon cans Apples.....  | 25c           | <b>The Greatest Vegetable Market in the West—You Save From 10 to 100 Per Cent.</b>  |                    |
| Gallon cans Peaches or Wax Beans.....  | 30c           | 2 bunches fresh Carrots, Beets, Turnips or Radishes for.....  | 10c                |
| 2-lb. cans apples.....   | 61c           | 2 heads fresh Leaf Lettuce.....   | 5c                 |
| 5-lb. cans Gooseberries for pies 71c   |               | 2 bunches of Parsley.....   | 5c                 |
| Gallon cans Golden Table Syrup 35c   |               | Large Head Lettuce, each.....   | 10c                |
| 8 lbs. best white or yellow cornmeal, at.....  | 15c           | Fancy California Cauliflower, at lb.....  | 71c                |
| 9 lbs. best Rolled Breakfast Oatmeal, at.....  | 25c           | Fancy Brussels Sprouts, lb.....   | 15c                |
| 24-ounce pkg. Old Style Breakfast Oatmeal.....   | 85c           | Large Green Peppers, 3 for.....   | 10c                |
| Peter's Cocoa, 10 balls, per lb.....   | 15c           | Fancy Pie Plant, bunch.....   | 71c                |
| McLaren's Peanut Butter, per lb.....   | 10c           | Large Cucumbers.....  | 5c, 71c, 10c       |
| The best Domestic Macaroni, pkg., at.....  | 85c           | Fancy Celery.....   | 5c, 81-3c          |
| 1-lb. cans assorted Soups.....   | 71c           | quart.....  | 13 1/2c            |
| Cleaned Currants, per lb.....  | 10c           | 1-lb. boxes fancy hot-house Mushrooms.....  | 40c                |
| California Mammoth Raisins, lb.....  | 10c           | Fresh Cabbage, lb.....  | 5c                 |
| California Nut Peaches, lb.....  | 12 1/2c       | Old Beets, Turnips, Carrots or Parsnips, lb.....  | 51c                |
| California Seedless Raisins, lb.....   | 10c           | <b>Special Highland Naval Orange Sale</b>   |                    |
| California Cooking Figs, lb.....   | 85c           | and will sell you a silver plated Orange Spoon for 10c. You don't have to save wrappers or pay any postage, and contains 215 grams more silver than the trust spoon, per dozen..... | 15c, 20c, 25c, 30c |

## TRY HAYDEN'S FIRST

**Best Sport News in The Bee**