

# BRANDEIS STORES

## 30th Anniversary Sale

The public interest in Brandeis Stores 30th Anniversary Sale increases every day! The bargains grow more powerful! The crowds are more enthusiastic! Omaha has never witnessed such a celebration and no store in America ever conducted such a sale. Every day's special bargains are fresh evidences of the power of Brandeis perfected buying organization. Here are Wednesday's events:

### 75c All Wool Challies at 29c a Yard

We have just received a shipment of 575 yards of All Wool French Challies especially for Anniversary Week. It is an excellent quality and comes in the newest patterns and colors for spring. Included are the new bordered effects, Persians, Bulgarian, Chinese and Egyptian patterns, all over designs, dots, stripes, rings and pretty border designs very desirable for Dress Kimonos, Children's Dresses, etc.

Regularly worth 75c, on Bargain Square while they last, at per yard..... **29c**

### Women's Fine Embd. Unmade Robes \$1.98 Ea.

Made of beautiful Swiss, Batiste, Voile and Linen fabrics in the newest patterns and combinations for spring—some all over embroidered, others with deep embroidered flouncings, in white, blue, linen, etc.—worth up to \$5.00, Anniversary sale price, each **\$1.98**

### 25c Galey & Lord Woven Madras at 7 1/2c a Yard

Here are woven Madras Cloths that are made into shirts and waists that retail at \$2.00, \$3.00 and \$4.00 each. The large range of patterns in light, medium and dark colorings are a pleasure to select from. Here is a bargain that will be remembered. Wednesday from the original Galey & Lord bolts—Anniversary Sale price, per yard..... **7 1/2c**

### SPECIAL SALE OF SOLID GOLD JEWELRY

- \$3.00 Solid Gold Cuff Links with filled posts. These are a good, heavy link and come in fancy designs and plain designs for monogram. Anniversary Sale price, a pair..... **\$1.49**
- \$2.50 Solid Gold Tie Clasp—all styles—30th Anniversary Sale price..... **\$1.19**
- \$5.00 Solid Gold Cuff Links, very heavy design for engraving. Anniversary Sale price, pair..... **\$2.79**
- \$6.00 Solid Gold Lapel Chains—new spring styles in fancy links and ropes—fancy and plain buttons for engraving—Anniversary Sale price..... **\$3.49**
- \$5.00 Solid Gold Cigar Cutters, a large heavy cutter in beautiful designs—Anniversary Sale price, each..... **\$3.29**
- Any solid gold Baby Ring in stock; worth up to \$1.50; special at..... **69c**
- \$2.50 Solid Gold Cigar Cutters—Anniversary Sale price..... **\$2.19**
- \$6.00 and \$8.00 Solid Gold Pobs with silk ribbon in buckle effects, also with charms—wonderful values at this Anniversary Sale price of..... **\$3.49**
- \$10.00 and \$12.00 Solid Gold Pobs with large, heavy locks or charms—exceptional bargains for the Anniversary Sale, at..... **\$4.08**
- \$3.00 Solid Gold Links, set with chip diamonds, special at..... **\$1.98**
- Brooches, Lockets, Stick Pins, etc., at about **One-half Off.**

### DIAMOND JEWELRY

- \$12.50 Diamond and real Pearl Sunbursts—Anniversary Sale price..... **\$7.50**
  - \$10.00 Diamond and real Pearl Sunbursts—Anniversary Sale price..... **\$6.98**
  - \$15.00 Diamond Brooches, special at..... **\$9.98**
- There are different styles in this lot—large diamond and real pearl sunbursts, fancy heads set with genuine diamond and real stones.
- \$10.00 Solid Gold Lockets, set with genuine Diamonds at..... **\$6.98**
  - \$15.00 Solid Gold Lockets, set with genuine diamonds at..... **\$8.98**

See Brandeis Stores Big Special Ad on Page 4.

# BRANDEIS STORES

### Lace Dyeing

No matter how fine a piece of lace you may have you can safely trust it to us.

We dye laces and trimmings to match your goods. If you cannot buy the shade of trimmings you want for your dress, buy white or cream color, and we will dye it the shade you desire and guarantee a perfect match.

It Will Cost You from \$1.00 to \$1.50.

We have been doing good Dyeing and Cleaning in Omaha for the past fifteen years, and today we have the largest plant and do the highest business of any Cleaning establishment in Nebraska or Iowa.

Out of town business receives prompt attention.

**Pantorium**  
GOOD CLEANERS AND DYERS  
1515-17 JONES ST.  
PHONE DOUGLAS 963 IND. A-3168  
GUY LIGGETT PRES.

### We announce with pleasure that Mr. Lucius Pryor

has again taken charge of our sheet music department. The service that made a recent change of management necessary will now be a thing of the past.

### No More Long Waits for Music

Prompt, intelligent service like you used to receive when this department was under Mr. Pryor's former management.

Mr. Pryor will enjoy seeing all his professional and amateur musical friends again at this department.

We will make a specialty of procuring unusual and imported editions which remain a "sealed chapter" to amateur and inexperienced musical managers.

Largest Sheet Music Department in the West. Recent heavy buying has placed it on a par with any metropolitan music house.

## A. HOSPE CO.

1513-1515 Douglas St.

In these days it is not hard to find a desirable Boarding House, because all that is necessary is to turn to the Want Ad Pages of The Bee, and there will be found a list of many of Omaha's best Boarding Houses. See TODAY'S Want Ads.

# BEANETS

S. & H. Green Trading Stamps Given With All Purchases at This Store.

### Our Spring Fashion Review

WEEK OF MARCH EIGHTEENTH, 1912.

The past two days you have been enjoying the new goods we have presented for your inspection from the various departments; reveling in their beauty, realizing more fully the position this store holds in Omaha and the entire Middle West as an authoritative style center.

For Wednesday we wish to direct your attention more particularly to the women's ready-to-wear store in which you will find:

Suits at \$19.50 to \$59.50.

Coats at \$12.50 to \$35.

Dresses at \$7.50 to \$50.

Lingerie and Tailored

Waists at \$1 to \$15.

Silk, Net and Chiffon

Waists at \$3.95 to \$25.

—each price representing

the maximum of value-

giving and thorough

good style.

All exaggerated features have

been entirely eliminated in our

adaptations, while the simplicity

and graceful outlines to which

the styles, rightly interpreted,

lend themselves so charmingly

have been emphasized; making

our spring exhibition of spring and

summer apparel one every woman will find a

personal interest in.

**Dress Accessories**

You will also find the very best and

choicest furnishings for women in styles

and colorings to match any costume or

dress scheme madame may have in mind—

neckwear, hosiery, gloves, veils, shoes, etc.,

all as fairly priced as the quality

warrants.

**And There Are Yard Goods, Too**

Representing the best afforded from the

most reputable looms of the country. Dainty

weaves, delicate silks, sturdy wool goods,

each with its own peculiar mission to perform.

You will enjoy every minute spent in examining

these beautiful new fabrics.



### It's Time You Were Thinking Seriously of a New Corset

Every woman knows that it is necessary to have a new and correctly shaped and fitted corset before purchasing a new gown—else the garment may require unnecessary alterations and its beautiful lines be spoiled. But it is more necessary this season than ever before for the new models accentuate the natural figure lines and in order to properly preserve them you must have a corset designed for the season and fitted by an expert corsetier.

Various lines at this store, priced up to \$25.

**A Corset Special for Wednesday**

FOUR DISTINCT MODELS, that regularly sell at \$1.25, Wednesday only, **79c**. Made of batiste and coutil in the medium bust styles that will be most in demand. Have hip confiners, extra long skirt, hose supporters and non-rustable boning.

Wednesday only, \$1.25 value, **79c**.

### 25 Peerless Vacuum Cleaners to be Disposed of Wednesday at

### Less Than the Wholesale Prices

The Peerless vacuum cleaners have long borne the reputation of being one of the best of the kind on the market and the reduced prices are only because we wish to reduce the stock to sample lines at once. We will demonstrate them for you and show you how to operate and care for them. In addition to doing the work better, they will save you many hours of hard back-breaking labor. Investigate.

- \$15 Peerless Vacuum Cleaners, \$7.50.
- \$25 Vacuum Cleaners of the Regina Type, \$12.50.
- \$85 Portable Electric Cleaners, for Hotel or Rooming House Use, \$49.95.
- \$60 House Size Portable Electric Cleaner, \$35.
- \$45 Portable Electric Cleaner, Slightly Shop Worn, Wednesday \$14.95.

#### Notion Bargains for Wednesday Only

- 5c bolts black macerated skirt braids, five yards to the bolt, Wednesday, 2 bolts for..... **5c**
- Black or white darning cotton, 2 spools for..... **5c**
- 5c small jet pins..... **10c**
- 5c nickel plated safety pins, all sizes, 2 cards for..... **5c**
- Women's and children's 15c pin-on hose supporters in all colors, pair for..... **10c**
- 15c pag. linen tape in five different widths..... **10c**
- Chinese ironing wax..... **10c**

#### Enamelled Ware Sale

One lot of four-coated ivory ware of an extra heavy quality, consisting of 24-quart lipped sauce pans, 2 and 4-quart pudding pans; large size wash basins, 10-inch extra deep pie pans, long and handledippers, quart cups, etc.—Wednesday only

**Up to 35c Values... 15c**

### Quality Groceries at Less

- And S. & H. Stamps Extra Wednesday
- A COMBINATION FOR WEDNESDAY ONLY
- 10 lbs. granulated sugar..... **15c**
  - 1 can Evergreen corn..... **10c**
  - 1 can Early June peas..... **10c**
  - 1-lb. can B. C. baking powder..... **10c**
  - Bottle B. C. extract..... **10c**
  - Pint can Galliard's olive oil..... **10c**
  - 2-lb. can Bennett's Breakfast coffee and 40 stamps for..... **50c**
  - Assorted tea..... **40c**
  - Stamps, lb..... **40c**
  - Tea siftings and 10 stamps, lb..... **15c**
  - 1-lb. can pure pepper and 5 stamps, lb..... **10c**
  - 6 cans Cottage milk and 10 stamps for..... **25c**
  - Large can Snider's pork and beans and 20 stamps for..... **50c**

### FRUITS AND VEGETABLES

#### Another Car of Redlands Oranges Ready for You Wednesday

Always fresh and good—firm, yet tender; richest flavor; juiciest and best oranges grown. You will agree with us that they are the best oranges you have ever bought at 15c, 20c, 25c, 30c and 35c the dozen, according to the size and grading.

- Fresh rhubarb, 2 lbs. for..... **25c**
- Fresh Spanish onions, 2 lbs. for..... **15c**
- Black Walnuts, peck..... **25c**
- Fancy dates, 2 lbs. for..... **25c**

#### Meat Bargains for Wednesday Only

- Choice Pot Roast..... **8 1/2c**
- Country Sausage..... **10c**
- Lamb Stew, 6 lbs. for..... **25c**
- Lamb Chops..... **10c**

# SPRING MILLINERY



### Wednesday and Thursday Informal Opening

A Display of Imported and Domestic Designs in Spring Millinery That Will Surpass Any Ever Attempted in Omaha.

Bewitching creations from the workrooms of the best makers in the world.

Designs from our own workrooms that we're proud to show with the best.

Right Styles and Right Prices. Your Money Back If You Can Duplicate Value

We do not claim to know everything, but we do know that you'll find big assortments and lowest prices in Omaha right here.

## HAYDEN BROS.

- Boys' Blouse Waists—\$1 value in black satena, madras, percale, etc., all colors, all perfect, on sale at..... **49c**
- Children's Wash Suits—\$1 value, plain colors, figures and stripes, all sizes 2 to 10 years, on sale at..... **49c**
- Children's Wash Suits "Hygrade" brand, stripes and plain colors, new spring styles, on sale Wednesday..... **99c**

### \$3.00 Nemo Corsets for Slender Figures—All sizes 18 to 24—while they last in Wednesday's sale at, **\$2**

- \$1.50 Corsets—All standard sizes 18 to 20, new models but broken lines, at **99c** and **75c**
- New Long Hip Corsets with draw tapes, extra skirt hook and 4 to 6 garters; \$1.00 value, Wednesday..... **49c**

### Domestic Room Specials

- 100 Bed Spreads \$1.25 value..... **99c**
- Yard wide fine half bleached Muslin, 12 1/2c value..... **99c**
- Lonsdale Cambric, regular 15c grade..... **10c**
- Amalgamite 72x90 Sheets, regular 85c value..... **80c**
- Belvedere 81x90 Sheets, regular 85c value..... **80c**
- sterling, regular 12 1/2c Pillow Slips 42x24..... **10c**
- Blackstone, the best unbleached Muslin made, 12 1/2c value..... **10c**
- Blackstone Turkish Towels, value 15c..... **10c**
- No. 100 Brown Linen Crash, regular 10c value..... **7 1/2c**
- Red Seal Gingham and Tulle du Nord Dress Gingham, regular 12 1/2c value, on sale at..... **7 1/2c**
- Silk mixed remnant, 25c value..... **15c**
- White goods that sold at 15c, 18c and 20c, yard..... **10c**

### High Grade Wash Goods Sale

- 15c French Eatables, fine colors, at..... **9 1/2c**
- 18c Peumatus, fine line of colors..... **12 1/2c**
- 15c and 18c Dimities on sale..... **12 1/2c**
- French Organadies, 25c value at..... **19 1/2c**
- 49-in. French side band Batiste at..... **7 1/2c**
- 50 different lines of fine spring wash novelties now opened up, at 12 1/2c, 15c, 18c, 20c, 25c..... **10c**
- At 9 A. M.—1 case of 12 1/2c printed Batiste, 10 yards limit, at, yard..... **6c**

### Wednesday's Specials in Our White Goods Dept.

- Sheer Victoria Lawns, full 40 inches wide, worth 25c per yard, at..... **15c**
- Full bleached pure Linen Waistings, worth 25 a yd., at..... **18c**
- Wide Wales Bedford Cords and Piques, worth 75c per yard, at..... **39c**
- Dotted Swisses and Madras—checked and striped, worth 50c a yard, at..... **25c**

### Grand Opera in Victrola Parlors

Free concert every day 12 M. to 1:30 P. M.

### Extra in Our Hardware Dept.

Wednesday we are going to put on another one of our famous broom sales. We have just 200 dozen left out of our car. We are going to sell these same 50c brooms, 25c for Wednesday only. You had better get these while they last as it will be your last chance to get such a bargain. Watch our ad for Saturday's bargains.

### KEEP DOWN THE HIGH COST OF LIVING

- Trade at Hayden's and Help Fight the High Cost of Living
- 15 lbs. best granulated Sugar \$1.00..... **80c**
  - 10 bars Loxox, Best 12m All of Diamond C soap..... **25c**
  - Kellogg's Toasted Rice Flakes, 7c..... **5c**
  - 16-oz. can Condensed Milk..... **5c**
  - 1-lb. cans Park and House on sale..... **5c**
  - 2-c. Corn Flakes, 7c..... **5c**
  - Grape Nuts, 7c..... **5c**
  - 14-oz. 1/2c best domestic Macaroni..... **10c**
  - 48-lb. sack best high grade Diamond If Family Flour, nothing like it, per sack..... **11.25**
  - 1-lb. cans Assorted soups..... **7 1/2c**
  - Gallon cans Golden Table Syrup..... **25c**
  - 2-lb. cans fancy Table Apples, Peaches and sliced Peaches, in heavy syrup per can..... **15c**
  - Oil or Mustard Sardines, can..... **10c**
  - 100-lb. sacks Gyster Shells, for chickens..... **85c**
  - 10 lbs. best mixed Chick Feed..... **85c**
  - The best Tea Siftings, 15c..... **10c**
  - The best Santos Coffee, lb..... **5c**
  - Special Sale Soda Crackers. These are packed in boxes containing..... **25c**
  - 2 1/2 lbs. best selected Soda Crackers, highest grade, special price, per box..... **40c**
  - Butter, Eggs and Butter Specials..... **25c**
  - The best creamery Butter, carton of, lb..... **25c**
  - The best country creamery Butter, lb..... **25c**
  - The best dairy Butter, lb..... **25c**
  - 2 lbs. good Butter..... **25c**
  - 2 lbs. Table Butter..... **25c**
  - The best fresh eggs, per dozen..... **30c**
  - The Fruit and Vegetable Market of Omaha..... **25c**
  - 2 heads fresh leaf lettuce..... **5c**
  - 2 bunches fresh hot-house radishes..... **5c**
  - 2 green peppers..... **5c**
  - California eggplant, lb..... **5c**
  - Fancy cauliflower, lb..... **5c**
  - New potatoes..... **7 1/2c**
  - California asparagus, lb..... **10c**
  - Fancy ripe tomatoes, lb..... **10c**
  - Long stalks celery..... **10c**
  - 2 large soup bunches..... **10c**
  - Fresh beets, carrots or turnips, bunch..... **10c**
  - Fresh spinach, peck..... **10c**
  - Fresh wax or green beans, lb..... **10c**
  - Large head lettuce, head..... **7 1/2c**
  - 2 bunches fresh parsley..... **7 1/2c**
  - Highland Navel oranges, dozen, 15c..... **25c**

## Try HAYDEN'S First

### OMAHA ITALIANS FORM SOCIAL ORGANIZATION

Omaha Italian Social club, with seventy-five charter members, was formed at a meeting in Curtis hall, Eleventh and Harney streets, Sunday afternoon, and permanent officers as follows were elected: S. Salerno, president; Joseph St. Lucia, vice president; Storti Ferrara, secretary; Tony Costanzo, treasurer.

The club's object is to make Omaha Italians better acquainted with each other by fraternal meetings and other social entertainments. Any Italian of good standing in the community may secure membership in the club, provided he is a citizen of the United States, those who simply sojourn here and still owe allegiance to Italy cannot belong.

Regular meetings will be held every Sunday afternoon at 2 o'clock in Curtis hall.

For Kansas—Fair Sunday; Monday fair and somewhat colder.