

31st Anniversary Sale

BRING THE ENTIRE WEEK BEGINNING MONDAY, MARCH 31ST
Every day this week we will bring forward new lots specially priced to make every day a great saving occasion in this Anniversary bargain triumph.

There never has been a time when genuine bargains were more in demand than right now, and there never has been a time when any western store was so well able to supply these bargains as we are this week.
The merchandise we offer this week cannot possibly be bought so cheaply at any other time in the entire season.

Sheets and Pillow Cases

at the Most Amazing Reductions
in Our 31st Anniversary Sale

Ask for Fairhaven Sheets and Pillow Cases Monday. These seamless, well made bleached sheets and pillow cases are made from sheeting that is better than the well known Pepperell brand. Note big savings for Monday:

- Size 63x90 Sheets—59c value, in the Anniversary sale, each.....45c
- Size 63x99 Sheets—65c value, in the Anniversary sale, each.....49c
- Size 72x90 Sheets—65c value, in the Anniversary sale, each.....49c
- Size 72x99 Sheets—75c value, in the Anniversary sale, each.....55c
- Size 81x90 Sheets—75c value, in the Anniversary sale, each.....55c
- Size 81x99 Sheets—80c value, in the Anniversary sale, each.....59c
- Size 90x99 Sheets—85c value, in the Anniversary sale, each.....65c
- Size 42x36 Pillow Cases—16c value, at each.....12 1/2c
- Size 45x36 Pillow Cases—18c value, at each.....12 1/2c

BASEMENT.

42x36 and 45x36 well made Pillow Cases, usually sold at 19c; Anniversary sale price, each.....7 1/2c

35c Imported Shirting Madras, in Basement at a yard. Neat stripes in various colors that are woven into the cloth—A rare bargain Monday in the basement.....15c

As a Special Feature of Our 31st Anniversary We Offer to the Men of Omaha

SPRING SUITS

of a Quality That Never Before Sold Anywhere in America

at Less Than \$12.50, **\$8.88**
Monday, For One Day, at.....

In our 31 years in the retail business we have never known a better bargain in good clothes. Fine blue serges, tweeds and worsteds in two and three-button models—every suit extra well tailored. The colors are brown, blue, tan, grey and neat striped effects. The tailoring is of high quality, the suits will appeal to well dressed men who know style when they see it.



Silk and Cotton Dress Fabrics

Assorted lot of dress fabrics for street and house gowns, suitable also for draperies, linings, foundations, etc. and includes silk jacquard scarves, plain silks, etc., worth up to 36c a yard—27, 32 and 35 inc. wide, yard.....15c

15c WHITE PIQUES, 7 1/2c YD.
Mill remnants in lengths suitable for skirts and suits—15c would be the regular price, but for a 31st Anniversary special we offer it Monday at, yd.....7 1/2c

26-PIECE SILVER CHESTS at \$3.98
Stratford pattern plated silverware, 6 knives, 6 forks, 6 table spoons, 6 tea spoons, 1 butter knife, 1 sugar shell—always sells at \$7—Monday special, at.....\$3.98

31st Anniversary Sale of Millinery

200 \$10 TRIMMED HATS WILL GO AT \$5

These hats which we offer for five dollars Monday are such models as you would ordinarily be glad to pay \$10 for. You can choose from 200 hemp and milan spring hats in the small and medium shapes, trimmed with clever fancy effects, Bulgarian bands, ostrich novelties, plumes, ribbons and wings. Every hat is an authentic, new style and there's not one that isn't worthy of a ten dollar price tag. Monday on second floor.

\$5

\$3.50 Untrimmed Hats Special One Day \$1.50

Twenty different styles in the correct new spring shapes, including the popular new Tams. Many silk velvet faced hemp hats in white, burnt, black, Nell rose, new blue, etc., at.....\$1.50

STRAW BRAIDS—Full bolts of braid in the popular shades—new blues, Nell rose, green, black, white, etc.—worth up to \$1.25—in ten and twelve yard bolts, at.....50c

Beautiful Cluster Silk Poppies with Foliage—Old rose, light blue, geranium, pink, etc.—worth 75c, at a bunch.....39c

Imported American Beauty roses, June roses, clusters of 12 rosebuds and foliage in a bunch, new shades, worth \$1.50, at a bunch.....59c

BASEMENT

The close fitting, small and medium trimmed street hats made of horse-hair braid in black, brown and navy—31st Anniversary sale, special at.....\$1.50 and \$1.98

A large cluster of six medium size roses in all good colors—basement bargain square—75c value, at.....39c

Rare Bargains in Lace Curtains; Drapery Goods

Anniversary sale offers remarkable opportunities to save handsomely on dependable curtains.

1000 Pairs of Lace Curtains of All Kinds—Made to \$1.98 Pr
Sell From \$2.50 to \$3.50 a Pair—Monday on 3d Floor

600 pairs of Etamine Curtains that are worth as high as \$3.00 a pair, will go on the Third floor Monday, at, per yard.....\$1.25

10,000 Yards of Novelty Net, Curtain Net and Allover Lace, Worth as High as \$1.50 Yd.—Monday on 3d Floor 39c Yd

5,000 yards of Serim, Marquisee and Etamine that is worth up to 50c a yard, will go on the Third floor, at, per yard.....10c

Full Size Lace Curtains, Worth Up to \$1 Each, Basement at 25c Ea
Travelers' Samples of Lace Curtains, Worth Up to \$1, Basement 15c Ea

200 Employees Wanted at Once in All Departments—Apply to Supt., Brandeis Stores.

EMBROIDERIES

45 Inches Wide, 29c Yd.

Fine embroidered Voile Skirtings—choice designs in blind relief and heavy Japanese effects—many are worth as high as 50c a yard Anniversary special, yard.....29c

Women's Tailored Suits, at... \$15

Strikingly handsome suits, man tailored in the latest models from the season's smartest fabrics.

An Extraordinary Notion Sale

On Main Floor

John J. Clark and Chadwick Best Six Cord Machine Thread, Monday... 2c

Wash Edging—All colors—pretty patterns—an excellent quality that is regularly worth up to 8 1/2c a yard, at yard.....2c

Shoe Trees, pair.....10c

Hair Nets, dozen.....10c

New Shell Barettes, ea., 25c

Dress Shields, special, pr. 5c

Black Darning Cotton, ball 1c

Skirt Markers.....10c

Safety Pins, card.....1c

Hooks and Eyes, will not rust at.....2 1/2c

Silk Elastic, yard.....15c

Inside Belting, yard.....5c

BOYS' NORFOLK SUITS at \$2.25

A really remarkable offer—smart, snappy Norfolks in grey and brown mixtures—\$3 values—Anniversary special, at.....\$2.25

“Fashionseal” Suits for Women \$25

Scores of new spring models that surpass the ordinary \$35 and \$40 suits sold elsewhere.

These Bargain Specials in Wash Goods Should Bring Thousands of Women to the Basement.

27-inch Silk Stripe Voile, yarn dyed and fast color, made from best selected cotton—25c value, in new spring coloring; at, yard.....15c

36-in. natural colored dress linen—every thread pure linen, made from the finest selected flax and launders perfectly—very special, yard.....15c

An exceptional offer in printed Irish Dimity—beautiful fabric for dainty, cool summer dresses. These 27-inch dimities were bought at a great reduction—they are worth 20c a yard, special, yd.....10c

White Goods That Are in Greatest Demand—Now Offered at Much Less than the Regular Prices.

27-in. fine white dotted Dress Swiss, also lace stripe effects—a fabric that retails at 25c, Monday at, yard.....15c

Extra fine Persian Lawn, pure white and full 32 ins. wide—25c value, at yd. 12 1/2c

40-in. Mercerized Japanese Nainsook, soft, silky fabric for undermuslins—launders splendidly and will not turn yellow—box of 10 yards.....\$2.59

Imperial Long Cloth—Pointer brand—chamols finish—36 inches wide, 12-yard bolts.....89c

25-inch wide White Cotton Crepe, soft finish for undermuslins, house dresses, etc.—requires no ironing 12 1/2c

BATH TOWELS

These are extra large, splendid wearing bath towels, made to sell regularly at 49c. They are offered for Monday at, each.....29c

PEARL BUTTONS

Ocean Pearl Buttons, all kinds in large and small sizes—3, 4 and 8 buttons on card, at card.....6c

TRIMMING BUTTONS

Fancy rhinestone trimming buttons in all colors—Monday at a doz.....5c

Anniversary Wall Paper Sale

New Spring Papers, with borders to match, worth 6c, at.....3c

Parlor, Hall and Library Papers, regularly worth 10c, at, roll.....5c

Beautiful Bed Room Papers, with cut-out borders, worth to 18c, at, roll.....8c

30-in. Plain Oatmeal Papers, worth 45c, at, roll.....25c

Gold Parlor Papers in rich designs, worth up to 30c, at, roll.....12 1/2c

Oatmeal Papers, sun-proof patterns, worth to 60c, at, per roll.....16c to 27c

Varnished Bath Room and Kitchen Papers, worth to 30c, at, roll.....19c

We take orders for paper-hanging. Reasonable prices.

Buy the Rugs You Need for Spring

During this Anniversary Sale—The Savings will be Remarkable

We will show on our third floor Monday an immense quantity of Axminster and Wilton Velvet Rugs in 9x12 size. The patterns are the most attractive new floral, Oriental and geometrical designs. These rugs are worth as high as \$25.00 each—very special at.....\$15.98

36x72 Axminster Rugs at \$2.59

Newest spring patterns, particularly fine line of floral designs are here. Regular \$3, \$3.50 and \$4 values.

Our \$12.50 9x12 Brussels Rugs at \$7.98

These are rugs of excellent grade in all the new spring patterns. They are offered Monday at a rare bargain.

Women's Pure Silk Boot Hosiery

With wide lisle garter tops, lisle double soles, high spliced heels and toes in black, tan and white—50c values, at a pair.....19c

Women's Black Cravenette and White Nubuck Shoes

Also black velvet shoes—new lisle button styles—well made and extra well finished shoes for women—in all sizes; Anniversary special.....\$2.85

Stationery

Box of fine linen finished stationery, containing 48 sheets of paper and 50 envelopes—regular 25c values—Monday, at.....15c

WOMEN'S LEATHER BAGS at \$1 EACH

We offer 500 leather bags in all shapes, sizes and colors. Real seal, pigskin, real morocco and real goat seal—leather and silk lined. None worth less than \$2—many worth more, at.....\$1

SMALL RUGS

A wonderfully attractive line of velvet rugs, 27x54 size, will go Monday at.....\$1.59

CORSETS

Corsets designed for medium and stout figures. Made in fancy broche with medium bust, extremely long over the hips and limbs, 3 sets of heavy web garters attached. Regular \$3 value in sizes 19 to 26, go at.....\$1.69

\$1 Corsets at 69c—Made in coutil, embroidery trimmed, with skirt hook attached, heavy web garters, regular \$1 values, in sizes 18 to 30, at.....69c

Anniversary Week We Offer All Our First Quality Hair Goods

At 1-3 Regular Prices

All our finest Hair Goods, made in every imaginable shade and designed for this season's fashionable coiffures, will go on sale at 1/3 the prices of a few days ago.

Specials in French Convent Hair

Beautiful 22-in. Switch.....\$4.95

24-in. Switches, in all shades except white, for.....\$6.75

Manicuring, Shampooing and Hair Dressing

Men's Hats and Furnishings

at the Most Remarkable Bargains

Men's Sample Soft and Stiff Hats in every dimension of crown and brim—new spring styles worth \$2, \$2.50 and \$3.00, on sale Monday at.....\$1.50

Men's Sample Caps in becoming English Golf and Norfolk styles, made from serviceable materials in new English patterns—\$1.00 values, at.....50c

Boys' Caps in new plain and fancy colors and patterns, including true blue serges—made to give good service—50c values for.....25c

Men's Lisle Hose

Serviceable Hosiery, various weights, in black, tan and mode—spliced heels and toes; values to 25c, per pair.....12 1/2c

Men's Neckwear

Rich Silk Four-in-Hand and Silk Knitted Ties in all the late spring shades; regular 25c values at, each.....12 1/2c

ANNIVERSARY SALE OF BOOKS

Bought at Publishers' Cleanup Sale

We visited the leading book publishers of America and secured their surplus stocks at less than cost of making.

Fresh, new, clean books that are selling everywhere at 50c, 75c, \$1.00, \$1.25, \$1.50 and \$2 are now offered at.....25c

FINE SATIN DAMASK at 69c Yd.

All linen table damask—72 inches wide and selling regularly at \$1.00 a yard. An Anniversary special, Monday, at, yd.....69c