

31st Anniversary Sale

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	12½c
Size 45x36 Pillow Cases—18c value, at each	12½c

BASEMENT.

42x36 and 45x36 well made Pillow Cases, usually sold at 19½c; Anniversary sale price, each **7½c**

42x36 and 45x36 well made Pillow Cases, usually sold at 19½c; Anniversary sale price, each **7½c**

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 30c a yard—27, 32 and 35 inc. wide, yard..... **15c**

15c WHITE PIQUES, 7¼c 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..... **7½c**

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**

YARD WIDE BLACK DRESS SILKS
Messalines, indestructible black and colored dress and lining taffetas, peau de reine, black satin Duchesse, etc. This is regular \$1.25 a yd. quality, at yd.... **69c**

16-INCH SHADED OSTRICH PLUMES
The season's best colors, such as new blue to taupe, cerise to taupe, gold to brown, and white to black. This is regular \$4.00 value, special sale, at..... **\$2.50**

VEILS and SCARFS
All Silk Marquisette Veils and Scarfs with satin striped borders—black and colors—2½ yards long and regular 65c and 75c values—Monday, at each... **39c**

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**

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**

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**

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**

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 **1-Pr**

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, Marquisette 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

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. **12½c**

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—chamois finish—36 inches wide, 12-yard bolts..... **89c**

25-inch wide White Cotton Crepe, soft finish for undermuslins, house dresses, etc.—requires no ironing **12½c**

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

An Extraordinary Notion Sale

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 8½c a yard, at yd.... **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..... **2½c**

Silk Elastic, yard..... **15c**

Inside Belting, yard..... **5c**

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.

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..... **12½c**

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.

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 ½ the prices of a few days ago.

Specials in French Convent Hair
Beautiful 22-in. Switch—24-in. Switches, in all shades, only... **\$4.95**
shades except white, for... **\$6.75**
Manicuring, Shampooing and Hair Dressing

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**
Basement, Clothing Dept.

"Fashionseal" Suits for Women \$25

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

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**

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..... **12½c**

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**

Men's Neckwear

Rich Silk Four-in-Hand and Silk Knitted Ties in all the late spring shades; regular 25c values at, each..... **12½c**

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**
Main Floor, Old Store.

Men's Negligee Shirts at 55c

Detached soft collars to match. Mostly samples and seconds of fine shirts that would sell regularly up to \$1.25—all sizes, at..... **55c**

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**