

DIGGING FOR BOTTOM FACTS

Inside Information Sought in Lines of Modern Business.

NO LONGER TOLERATE GUESSING

Good and Shady Sides of Customers Traced on Card Indexes, Available for Instant Use.

This is the day of inside information. The desire for intimate facts about people is no longer confined to politicians and persons of other deep and mysterious callings.

A wholesale concern in Kansas City, whose customers are scattered all over the southwest, has an exhaustive card index of the personal foibles of its patrons.

To take advantage of the store of information thus gathered the sales force is composed of men of many temperaments. Hawkins is a church man, and, having something in common with Smith of Amarillo finds him an easy customer.

Phelps, who writes for the magazines, has learned from experience that one editor is particular to the point of being finicky about the neatness of manuscripts.

The author also knows through a brother writer that the chief reader for a review is bald and extremely sensitive on that subject.

Men's 35c and 50c Lisle Web Suspenders, special Saturday, at 19c

verse, humor, sports and the like-by mail. Experience has taught him the value of observing the personal characteristics of managing editors.

The rule applies not only to sellers, but to buyers. A fur-dealing concern in Cincinnati, through a corps of correspondents, amasses a fund of information each year relative to the catches of fur-bearing animals throughout its contributing territory.

A similar recognition of the value of inside facts prompted a Tennessee school teacher to begin a course of inquiry that revealed much of the environment of each of his pupils.

A common-sense application of pedagogical methods upon the basis provided by his store of information, lifted this teacher from a humble place in a rural school to the superintendency of the county high school.

Not only in the workaday world but in that empire of ne'er-do-wells, tramps, and the value of advance "dope" is fully recognized.

Freeman sells newspaper features—pantry full of viands for the dusty, tired

tered knight of the long road. An equally mysterious mark on a telephone pole in Jaytown will warn the wanderer that the city lockup yawns for him.—New York Sun.

FAT MEN FIND DEFENDER

William Allen White or Wait Mason Svats Unfeeling Scoffers.

Whether Wait Mason, a sensitive, though somewhat obese poet, wrote the article which follows, or it was written by William Allen White, is not important, since the Emporia Gazette stands for it.

Herbert Caveness, of the Chanute Tribune, who is so skinny that his foot don't track without grooving, calls the attention of the editor of the Gazette to the fact that a fat dope got walloped the other night in Kansas City in a wrestling match, and then adds, indignantly: "A fat man makes a splendid pin-cushion, and a fine backstop, but aside from this he doesn't deliver the goods."

That also is a matter of opinion. It may be true that nature abhors a fat man, as the axiom says. And it may be also more or less true that nobody loves a fat man. And yet we should not forget that fat men have their uses.

A fat man can even put up with one of those human devil's-farming-needles, that pride themselves on their attenuated shape. Some of these days when Herbert Caveness loses the flower of his youth and is no longer the gay young Lochinvar of Neosho county, he will get in nights at bedtime, develop a taste for good beefsteak, quit worrying over the wiles of the sex, and take on fat. Then he will have a philosophy of life and be happy.

Pitcher Signs. Henry Robinson, pitcher, traded by the Pittsburgh club to St. Louis of the National league, mailed his signed contract to the St. Louis club last week from Fort Smith, Ark.

California violets, 50 in a bunch, Saturday, 19c. Fresh cut roses, dozen . . . 49c

BRANDEIS STORES

Economy Emphasized in Saturday's Sales

THE Spirit of Spring pervades the store. In every section is an abundance of fresh, new things, and more are coming every day. You will find it refreshing to view the just-arrived selections now ready.

New Suits New Silks New Embroideries New Coats New Dress Goods New Trimmings New Dresses New Laces New Wash Goods



Saturday Sale of Bags

Leather bags of real goat and real morocco, regularly worth up to \$3, on sale Saturday for \$1.

Real seal, real walrus and real morocco leather bags, in the latest shapes, worth to \$5; special Saturday, \$2.98.

German silver mesh bags, with kid lining. 7-inch size, gray finish frame, \$5 value; special, \$2.98.

Striking New Models in Crepe Dresses at

\$12.50 and \$15

An exceptionally fine selection of the new fancy wool crepe dresses for women and misses' early spring wear. They are cut on the most attractive new lines, and have every late style feature.



Women's handkerchiefs with new style long initials, in colors. Six in box, worth 50c. Special, at a box—

Three Waist Bargains

Women's fine lawn, lingerie, voile and crepe waists, in either plain tailored or with fancy lace and embroidery trimmings. Regularly worth \$1.50; special Saturday 69c

Tubby waists of fine messaline, tub silks, chiffons and laces, in light and dark shades. Practical styles, with high collars or low necks. Formerly priced up to \$3.98; Saturday \$1.69

Women's waists in numerous new, desirable styles. Messaline, chiffons, taffetas and laces, in light and dark shades. Including many formerly worth \$6.50; Saturday \$3.79

All Winter Coats

For Women at Final Clearance Prices

We have now cut prices on women's and misses' winter coats so low that you will be unable to resist buying if you have any need for coats. They are this winter styles, in cheviot, boucles, chinchillas, plushes, broadcloths, diagonals and fancy mixtures. Divided into three sensational groups for clearance Saturday:

Women's and Misses' Coats, worth up to \$12.50. Women's and Misses' Coats, worth up to \$17.50. Women's and Misses' Coats, worth up to \$25.00

\$3.98 \$5.00 \$7.50



Juniors' and Children's Coats

Worth to \$6... \$1.79

Several dozen coats for children and junior misses. Meltons and fancy mixtures, in light and dark shades. A variety of good styles, formerly worth to \$6, for . . . \$1.79

Juniors' and Children's Coats Worth to \$12.50

Very attractive styles in children's and junior coats, most of them good for next fall and winter. Cheviots and fancy mixtures, formerly worth to \$12.50, to be closed out at \$3.49

Underwear Specials For Saturday

Women's union suits, vests and pants. Medium and heavy weights. Fleece lined. Regularly worth to 69c. Special Saturday 39c

Women's fleece lined corset covers in regular and extra sizes. Worth 15c up to 25c. Saturday at 15c

Women's lisle thread vests with crocheted tops. Kayser make. All sizes. Worth 50c. Saturday at 35c

Girls', boys' and children's "M" knit waists, with tape buttons. All sizes. Regular 25c quality, at 11c

Handkerchiefs at 19c

Worth up to 35c. Fine sheer linen handkerchiefs, with hand embroidered corners or val, Venise or point lace edges; also fancy eyelet corners. Regularly worth to 50c; Saturday at 19c.

10c Handkerchiefs at 5c

Men's fine cotton handkerchiefs extra good quality. Narrow hem, special at 5c

Women's sheer lineweave handkerchiefs with embroidered corners and corded or colored borders, 10c values at, each 5c

Women's \$3.50 and \$4 Shoes, \$1.98

Large lot of women's shoes, including broken size lines and odd lots of patent leather, dull calf and gray suede. Various good styles. Worth \$3.50 and \$4, on sale Saturday, \$1.98.

Smart Styles Priced \$3.48

Women's patent dress shoes, in unusually graceful styles, with cloth or kid tops. Gaby heels, the new garter pattern. All sizes and widths, specially priced at, pair, \$3.48.

Women's toe rubbers, Pant Leggings for children, regular \$1.75, worth \$1 and \$1.50, Saturday only at 50c, on at the pair, 25c.

New platinum buckles for pumps. Engraved in pretty designs. Big selection of shapes, monograms, etc. They are very popular. Priced in Shoe Dept., main floor, at \$1.00 to \$2.50.



Fine Silk Hosiery 50c Grade at 25c

Fine quality fibre silk hosiery, with wide garter tops. Double lisle soles with high spliced heels and toes. Some are full fashioned. Black, tan and white. Regular 50c quality, but with very slight imperfections. Exceptionally good values, Saturday, 25c.

Silk Stockings at 59c

Women's pure thread silk hosiery with wide lisle garter tops, double lisle soles, high spliced heels and toes. Full fashioned. Black, white and fancy evening shades. Unusually good quality, pair, 59c.

Women's 15c Hose

Women's fine mercerized lisle finished cotton hose, also fleeced and cashmere, ribbed tops. High spliced heels and toes. Black, white and tan, at a pair, 15c.

\$1.50 and \$2 Silk Stockings, at Pair, \$1

Women's first quality pure thread silk hose. Medium and heavy, with double soles, high spliced heels and toes. Full fashioned, regular made. Black, tan and fancy evening shades. Regular \$1.50 and \$2 values, Saturday, \$1.

Jewelry Novelties

Braid pin sets, with full row of rhinestones. Special Saturday at pair, 50c.

Black ebony beads, in coat chain lengths. Very fashionable to wear with suits. Special, 50c.

Medallions and crosses to match, at 50c.

Real cut steel shoe buckles, in new styles, just received, at 50c and \$1.

New Neckwear For Women

Collar and cuff sets in Venise lace effects. White and ecrú color. Scores of new arrivals offered at an extremely low price Saturday. Set, 50c.

Beautiful lace collars and collar and cuff sets, in many new styles and shades. Specially priced Saturday, 25c.

Fichus of dainty net and lace, in the season's most attractive ideas. Very becoming and give an added touch to the dress or waist. Choice lot at, each, 50c.

Sale of Switches

Second Floor and Pompeian Room. These are strictly high grade wavy hair switches and may be adapted to any of the fashionable hair styles.

20-inch natural wavy switches—regular \$2 values, and special, Saturday, at 90c.

24-inch natural wavy switches—regular \$4 values, at \$2.

Hair Dressing and Dyeing, Facial Massage, Manicuring and Scalp Treatment done by experts.

Great Sale of Chinaware Saturday

2500 pieces high grade porcelain dinnerware at extremely low prices for Saturday shoppers. Fine quality ware in the new Niagara shape, handsomely decorated. Divided into two big lots, as follows:

Cups, saucers, plates, vegetable dishes, etc. Regularly worth to 75c. Saturday, each, 10c

Large platters, covered dishes, tureens, etc. Worth to \$2.50, choice, at, each, 25c

Family food choppers. Chops meat, vegetables, etc. Very special values Saturday, at 48c

Star cut glass water pitchers, large size, special at 75c.

Save Money on Boys' Clothes Saturday at Brandeis

Corduroy suits for boys 7 to 17 years of age. All Norfolk medallions, set full and roomy, golden brown. Regular \$5, \$6.50 and \$7.50 suits, Saturday, \$4.50

Overcoats of kersey, chinchilla, fancy diagonals in Norfolk models for ages 2 1/2 to 10 years. Boys' regular \$4 and \$5 overcoats, on 2d floor, old store, at \$2.75

Boys' suits with 2 pairs of pants. Medium weight, suitable for early spring wear. Browns, greys and tans. Extra special values Saturday, at \$3.25

Boys' overcoats, formerly worth \$2.50, \$3.50 and \$4. Excellent selection of styles and fabrics for boys 2 1/2 to 10 years. On sale in basement at \$1.75

Children's Candy Section

Souvenirs will be given each child accompanied by parent.

Assorted full cream caramels, vanilla, vanilla nut, chocolate, chocolate nut, coconut and marshmallows, low, special, lb. 25c

Our old fashioned black walnut taffy, lb. 25c

Assorted cream coconut kisses, vanilla, strawberry and chocolate, lb. 15c

Fruit and nut opera creams, special, lb. 19c

Our delicious maple confections. Fresh every Saturday, special, lb. 20c

Chocolate bumper chocolate wafers and Swiss style milk chocolates, at, lb. 29c

Art Needlework

All Just Received. Stamped bath towels in new designs. Large size. The 35c quality, at, 19c.

New cross stitch dresser scarfs and soft pillows, in delph blue and floral designs, each, 25c.

Pillow cases, stamped in pretty designs on Atlantic tubing. Size 42x36 inches. 50c quality, 35c.

Stamped underwear. Night gowns, skirts, Princess slips and combinations—all made up and finished with lace and embroidery. \$1.25 values, at 50c.

Picture Molding

Over 800 pieces new picture molding, in oak, birch, gum wood, mahogany, solid walnut, Circasian walnut, rosewood, in various tones of golds and grays. Including about 2,000 beautifully hand carved frames. The entire lot will be placed on sale for three days, beginning Saturday, at

One-Fourth Reduction

This offer is to acquaint you with the infinite variety of superior "Art Craft Guild" frames and moldings that we now carry. There is not a store or art department in Omaha carrying one-half the variety or quality that our line now embraces. Bring your pictures with you. No extra charge for glass or fitting during this sale.

Wall Papers

10 pretty patterns for bedrooms and attic rooms. Regular 7c 3 1/2c

Parlor, hall, dining room and store papers, with borders to match. Light and dark colors. Wall papers that will sell later for 15c, priced 6 1/2c Saturday, at, roll 6 1/2c

Beautiful new bed room papers in the newest 1914 styles. Wall papers includes quantities up to 25c, specially priced Saturday, 9c and 18c

Beautiful living room, library and reception hall papers. Most up-to-date line in the city. Wall papers worth up to 30c, at, 12 1/2c

New shades of plain imported oatmeal papers. All 20 imported oatmeal. Worth 40c, Saturday, roll, 21c

Two-tone oatmeal papers in a wide variety of styles, some worth up to 60c. In 2 lots, 16c and 30c

Drug and Toilet Goods Specials

"Dakroil's" Original Locust Blossom Perfume. One ounce of locust blossom perfume and spray atomizer, just as illustrated, both in Drug Dept. Saturday for 31c

Only one to customer. Legatine Pills, 100 in bottle 25c

Chocoyate, 50c size box, 29c

Hildreth's Balm, 50c size bottle, 29c

Scott's Emulsion, 50c size bottle, 29c

Scott's Emulsion, 50c size bottle, 19c

Korolik's Malted Milk, \$2.65

Calveley's Egg of Fresh, 50c size, 29c

Genuine English Imported Glycerine Ideal Hair Brush. Double bristle, rubber cushioned hair brush, in dark mahogany finish. Perfect in every way. In Drug Dept., at 55c

Hayer's Hair Health, 50c size, 29c

Diamond Dyes, all colors, 6c

J. & J. Absorbent Cotton, 1-lb. package, 33c

Peroxide of Hydrogen, 1-lb. bottle, 9c

Kyros's Tooth Powder, 50c size, 14c

Felicio Tooth Paste, 50c size, 28c

Castro's Shampoo, 50c size, 28c

Palm Olive Soap, 5c

Brandeis Stores

Saturday in the Men's Store

We Continue the Great Sale of

Suits and O'coats at

\$5, \$7.50 and \$10

Giving you choice of hundreds of high grade garments at half price or less

Men who come Saturday may choose from practically our entire stock of fall and winter coats and suits at these three low prices. These coats and suits have all been priced at twice Saturday's prices, and many at even more. Every man can be stylishly clothed when prices like these are offered.

Overcoats with belt backs and convertible or shawl collars, and other styles. Suits in many of the best winter styles. All worth up to \$12.50. Choice, \$5

Handsome overcoats of plain and fancy mixture materials, and high grade suits of fancy materials. All formerly worth up to \$17.50; on sale at— \$7.50

Suits of wool tweeds, worsteds and blue serges in best models, also overcoats of chinchilla and kersey. Formerly priced up to \$25, to be priced at— \$10

Big Sale of Men's Shirts

\$1.50 & \$2 \$1.15 \$1.25 & \$1.50 85c Values . . . 1 Values . . . 85c

220 dozen high grade shirts which we purchased at a great discount. Included are various well known brands, in desirable materials. Attractive stripes and patterns. Stiff or soft roll cuffs, plain or pleated fronts.

Shirts, worth \$1.50 and \$2.00, for \$1.15

Shirts, worth \$1.25 and \$1.50, for .85c

\$2, \$2.50 and \$3 Hats at \$1

Odd lots of men's soft and stiff hats, in good styles, that have sold at \$2, \$2.50 and \$3, on sale Saturday for \$1

Boys Hats, 25c

Odd lots of boys' and children's hats, regularly worth \$1 and \$1.25, to be cleared out Saturday for only 25c.

Boys' and children's hats, formerly worth up to 50c, slightly soiled, choice, at 10c

Men's \$5 and \$6 Shoes, \$2.50

Men's high grade, late style shoes at half and less than half their regular value Saturday. Black or tan leathers, in winter weights, with full double soles. New English lasts. Excellent materials and perfect workmanship.

About 75 pairs, comprising broken lines of our regular \$5 and \$6 shoes. All sizes. Saturday, main floor, pair, \$2.50.

