

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.

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

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 pig-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.

It was indeed a fat man who busted the republican party, and that was a complete and artistic job. More than that, Col. Lillian Russell, who, after a long and useless matrimonial career, settled down to a vine and fig tree, chose from a wide and variegated experience, a fat man who closed the series.

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.

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.

Men's 35c and 50c Lisle Web Suspenders, special Saturday, at 19c. Brandeis Stores. Men's Wool Undershirts and drawers, formerly sold at \$1.50 Saturday, 59c garment.

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.

Overcoats with belt backs and convertible or shawl collars, and high grade suits of fancy materials. All formerly worth up to \$12.50. Choice, \$5 \$7.50 \$10

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

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— \$25; to be priced at— \$25; to be priced at—

Adler's 98c Gloves. Worth up to \$1.75. These are positively the greatest glove bargains we have ever offered.

Big Sale of Men's Shirts. 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. \$1.50 & \$2.15 Values... \$1.15 Values... 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.

Sale of SOCKS 12 1/2c. Just received from a large eastern hosiery mill a great lot of men's hose bought at a fraction of their value.

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.

BRANDEIS STORES Economy Emphasized in Saturday's Sales. 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.

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.

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.

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.

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

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.

Underwear Specials For Saturday. Women's union suits, vests and pants, lined, heavy weights, fleece lined. Regularly worth to 69c, special Saturday 39c.

Handkerchiefs at 19c. 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.

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.

Silk Stockings at 59c. Women's pure thread silk hosiery with wide lisle garter tops, double lisle soles, high spliced heels and toes.

Women's 15c Hose. Women's fine mercerized lisle finished hose, high spliced heels and toes. Full fashioned, black, white and tan, at a pair, 15c.

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.

Great Sale of Chinaware Saturday. 2500 pieces high grade porcelain dinnerware at extremely low prices for Saturday shoppers.

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.

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.

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.

Save Money on Boys' Clothes Saturday at Brandeis. Corduroy suits for boys 7 to 17 years of age. All Norfolk medallion, set tan, drab and golden brown.

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

Picture Molding. Over 800 pieces new picture molding, in oak, birch, gum wood, mahogany, solid walnut, Circasian walnut, rosewood.

Wall Papers. 10 pretty patterns for bedrooms and attic rooms. Regular 7c 3/20. Fancy, hall, dining room and store papers, with borders to match.

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.

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.

Picture Molding. Over 800 pieces new picture molding, in oak, birch, gum wood, mahogany, solid walnut, Circasian walnut, rosewood.