

Our 32d Anniversary Sales



In the Anniversary Sales
Choice of any IMPORTED

WRAP, GOWN, SUIT or DRESS

Shown During our Spring
Opening Last Week

ONE - THIRD OFF REGULAR PRICE

- \$ 75 garments for \$ 50.00
- \$100 garments for \$ 66.50
- \$125 garments for \$ 83.00
- \$150 garments for \$ 99.00
- \$185 garments for \$123.00

1882 BRANDEIS 1914

We have planned for the coming week a series of wonderful sales in observance of our successful completion of thirty-two years of business in this city.

These sales, though they afford exceptional opportunities to economize, are planned for a broader purpose than to again emphasize our power to save you money.

- they are to be a convincing demonstration of our unquestionable style leadership.
- they are to give us opportunity to acquaint hundreds more shoppers with our high conception of "service."
- they will show the vast magnitude and splendid variety of our stocks.
- they will reiterate our unvarying policy of selling none but worthy merchandise at any price.

These sales are planned as an evidence of our sincere appreciation of the support, confidence and loyalty ever evinced toward us by the people of this city and state.

You, the Buying Public, have made this store what it is.

In realization of this and, in deep gratitude, on this our Thirty-second anniversary, we say to the people of Omaha and all the west:

All that has gone before will be but a stepping stone to greater accomplishments to come.

We shall unceasingly try to be worthy of the support and confidence of the people of this community; and build, for them, and with them, an institution that shall be an inspiration to a united effort for the development of a greater city and a greater state.

It shall be our daily endeavor to serve you better, to bring you more worthy merchandise, to save you more.

The Perfection Aimed at is Still Before Us

New sales every day this week. Watch the papers.

In the Anniversary Sales

SILK SUITS

\$ 25.00

Regularly worth \$35, \$40 and \$50

Two and Three-Piece Styles.

- Crepe Meteor
- Crepe de Chine
- Charmeuse
- Corded Suitings
- Moire
- Silk Poplins
- Crepe Poplins
- Silk Serges

SILK DRESSES, \$ 15

Worth up to \$30

- Charmeuse
- Crepe Meteor
- Crepe de Chine
- Taffeta
- Silk Poplins
- All Styles
- All Sizes
- All Colors



Sale of SPRING COATS, \$ 10

- Moire
- Taffeta
- Crepe Poplin
- Serges
- Novelty Cloths
- Many Styles
- All Sizes
- All colors

1882 Silks, Dress Goods 1914

- 36-inch serge, etc., new shades, 50c values, on sale at, yard..... 29c
- 36-inch all wool French crepes, fashionable shades, 75c values..... 45c
- 54-inch Pacific mills \$1.25 costume serge, requires only 4 yards for suit..... 79c
- 52 and 54-in. French gabardine \$2.50 quality, street shades..... \$1.50
- 36-inch \$1 silk poplin, all shades; Anniversary price..... 69c
- All wool 50c French challies, dots, stripes and border effects..... 25c
- Spotproof foulards in new spring printings, 85c and \$1 values..... 59c
- 24-in. yarn dyed satin messalines, all shades, usual 69c values..... 39c
- Smart 36-inch French twill suiting silks, in changeable effects..... \$1.29
- 40-in. stunning printed Canton, crepe, \$2 and \$2.25 values, yard..... \$1.59
- Silk and wool poplins and other weaves, \$2.50 quality, at..... \$1.69
- Tub silks, yard wide, 75c value; for blouses, men's shirts, etc..... 49c

A few models described below. There are dozens more as good.



Paris models worth \$35, \$40, \$50 and even more.

All Spring Pattern Hats During the Anniversary Sales at \$22.50

Choice \$22.50

Berby Model—Black Milan turban, Camille Roger model, trimmed around the brain and bow on side front with black moire ribbon, edged with gold. Former price, \$35.00.

Lichtenstein Model—Medium size, brown Milan, trimmed with brown and tan ostrich feathers, one on each side. Former price, \$30.00.

Fappe Model—Charmeuse Milan hemp, trimmed in handsome wreath. Former price, \$25.00.

Lichtenstein Model—Medium size, black fibers braid, trimmed in hair lace ruffles and burnt ostrich fancy. Former price, \$30.00.

Henri Bendel Model—Tete de negre turban of maline and braid, trimmed with high maline bow and tete de negre vulture feathers. Former price, \$35.00.

Maas-Louise Model—Purple and green rough straw turban, with violets and high flower stickup. Former price, \$35.00.

Lichtenstein Model—Large, black dotted net midsummer dress hat, trimmed in black paradisae. Former price, \$42.50.

Topsy Model—Black and white, combination of white violet crown and black moire. High back brim. Former price, \$35.00.

Marie Grosset Model—French blue Milan hemp. Watteau style, trimmed in French blue and gold. One-ply ostrich. Former price, \$50.00.

Berby Model—Paon blue. Soft, flexible straw, trimmed with pink roses and blue shaded silver roses. Former price, \$35.00.

Henri Bendel Model—Midnight blue leghorn sailor, faced with black duchess satin, trimmed with two semi-shell pink plumes. Beautiful dress hat. Former price, \$45.00.

Lichtenstein Model—Pale pink Milan hemp, trimmed in pink roses and blue velvet ribbon. Handsome midsummer hat. Former price, \$40.00.

1882 Women's Garments 1914

- Women's good silk messaline petticoats, \$2.50 and \$3 values..... \$1.69
- Women's princess slips, regularly worth up to \$3, on sale..... \$1.50
- Gowns, petticoats, chemises, etc., worth to \$2, at..... \$1.00
- Women's drawers of good quality crepes, worth 50c, at, pair..... 25c
- Klosfit petticoats of black cotton satines, etc., \$1.50 garments..... \$1.00
- Women's house dresses, gingham, etc.; values up to \$1.50, at..... 87c
- Long kimonos of fine crepes and lawns, worth to \$1.75, choice..... 95c
- A large lot of women's cotton waists, worth up to \$2, special..... \$1.00
- Silk messaline and jersey princess slips, worth \$5, at..... \$1.69

1882 Ribbons, Neckwear 1914

- Fancy warp print ribbons, 4 to 6 inches wide, worth to 29c, yard..... 19c
- Fancy warp print ribbons in new floral effects, 39c values, yard..... 25c
- Women's neckwear, endless variety of styles, worth to \$1.50..... 50c
- All silk mesh weave veiling, black or white, worth 29c, at, yard..... 15c

1882 Household Linens 1914

- Cotton huck towels, size 22x44-in., excellent 12 1/2c quality, each..... 7 1/2c
- Hemstitched towels, all linen or union; regular 29c values..... 19c
- \$1.50 linen breakfast cloths, hemstitched or unfinished, special..... \$1
- Pure linen Scotch crash, bleached or unbleached, 15c quality..... 10c
- \$2 crochet bedspreads, full or 3/4 size, plain hem, \$1.50 value..... \$1
- Silver bleached table damask, all new designs, \$1 quality, yard..... 59c
- 22-inch napkins, bleached linen, worth \$3 dozen; 1/2 dozen..... \$1

1882 Sale of Sheets 1914

- Cohasset sheets, size 72x90-inch; during Anniversary Sale, each..... 58c
- Cohasset sheets, size 63x90-inch, during Anniversary Sale, each..... 53c
- Cohasset hemstitched sheets, size worth 85c, sale price, each..... 69c
- Fruit of the Loom sheets, 81x99 size, worth 95c, sale price..... 75c
- Cohasset hemstitched sheets, size 81x90, worth \$1, sale price..... 75c
- Cohasset hemstitched sheets, size 81x99, worth \$1.10, sale price..... 85c
- Cohasset hemstitched sheets, size 72x90; 95c values, each..... 69c

1882 Sale of Rugs 1914

- 9x12 Axminster rugs, floral and orientals; values to \$25, at..... \$15.25
- 9x12 body Brussels rugs; values to \$30.00, at..... \$17.98
- High grade carpet sweepers, broom action, patent dump, at..... 98c
- Fringed 27x54 Wilton rugs, highest quality Wilton, at..... \$1.19
- 27x60-inch Axminster rugs, new patterns; values to \$3..... \$1.39

1882 Infants' Wear 1914

- Infants' dresses, kimonos, slips, vests, etc., worth to \$1, for..... 38c
- Infants' dresses, kimonos, slips, worth to \$1.25, in this sale at..... 69c

1882 Untrimmed Hats 1914

- Milan hemp untrimmed hats, stylish shapes, \$5 to \$7 values..... \$2.79
- Novelty stickups and ostrich effects for trimming, worth 98c..... 59c

1882 Notions 1914

- Fine steel scissors and shears, worth up to 65c, pair..... 35c
- 500-yard spools best besting thread, limit dozen spools, 5c grade, for..... 2 1/2c
- Merrick's or Chadwick's 6-cord machine thread, limit one dozen spools, each..... 2c
- Nets, large size, worth 5c each, per dozen..... 10c
- San silk, all colors, worth 5c, special, ball..... 3c
- Tailor's mending tissue, 5c grade, for..... 2 1/2c
- Hooks, with invisible eyes, worth 5c, per card..... 1c
- Linen tape, 5c value, roll..... 2c
- Women's sew-on hose supporters, set of four, worth 25c, at..... 10c
- Birby's shoe polish, black or tan, 10c size for..... 5c
- Pearl buttons of good quality, all sizes, worth to 10c dozen..... 2 1/2c

1882 Drugs 1914

- Hind's honey and almond cream, 50c size bottle for..... 27c
- Pearl's unscented soap, the regular 15c cake for..... 9c
- Hublyant's Ideal perfume, per ounce..... \$1.49
- La Blanche face powder, all shades, regular 50c box for..... 28c
- Canthrox shampoo, regular 50c size bottle for..... 27c
- Graves' tooth powder, 50c size for..... 27c
- Scott's Emulsion, the regular \$1 size bottle for..... 53c

1882 Art Goods 1914

- D. M. C. mercerized crochet cotton, white or ecru, Nos. 3 to 70, spool..... 9c
- 50c stamped pillow cases, Atlantic tubing, 42-inch size, pair..... 21c
- American Beauty roses, appropriate home decorations, worth 75c, at..... 45c
- Pure linen centers, 26-inch size, stamped and tinted, 75c value, 45c
- Richardson's silk floss embroidery thread, all colors, 3 skeins..... 5c

1882 Knit Hosiery 1914

- Women's 50c fibre silk hose, run of the mill, black or white, pair..... 18c
- Women's pure thread silk hose, black white and colors, \$1 value..... 50c
- Children's 39c fibre silk hose, tan, white or black, good grade, at..... 18c
- Women's silk boot hose, wide lisle garter tops, special..... 15c
- Women's 59c comfy union suits, umbrella knee, all sizes, suit..... 39c
- Women's 50c Swiss ribbed vests, hand crochet beading tops, each..... 29c
- Women's Venetian silk vests, worth to \$2.50; pink or white..... \$1.39

1882 Sale of Footwear 1914

- "Mary Jane" pumps, strap and flat bow styles, worth \$3..... \$1.98
- Women's button oxfords, suede and calfskin, \$3.50 values..... \$1.98
- Women's pumps, all sizes, but not in all styles, worth to \$3.50..... \$1.98
- Women's shoes, silk brocade tops, Gaby heels, worth \$3.50..... \$2.48
- Women's boudoir slippers, red, brown or black, worth \$1..... 69c

1882 Hand Bags 1914

- German silver mesh bags; regularly worth to \$4, at..... \$1.50
- German silver vanity cases, unusual values, worth to \$2, at..... 50c

1882 Sale of Corsets 1914

- \$3.50 and \$4 corsets, W. B. LaVida and American Lady..... \$1.79
- \$1.00 and \$1.50 brassieres; good fitting, embroidery trimmed, all sizes..... 65c

1882 New Wash Goods 1914

- 18c Shepherd check suitings, all size checks, yard..... 9c
- 15c zephyrs, in fancy checks, stripes, plaids, 32-inch wide, yard..... 7 1/2c
- 25c satines, light grounds, pretty floral and bordered designs, yard..... 12 1/2c
- Batiste and Victoria lawns, 20c grade, 36 and 40-inch wide, at..... 10c
- Dress and shirting prints, standard quality, many desirable styles..... 3 1/2c
- Silk and cotton crepe de chine, 39c quality, 27-inch, at, yard..... 19c
- 27-inch white jacquard tussah silk for blouses, 30c quality, yard..... 15c
- Imported chiffon lisse in stripes, plaids, checks, 25c quality, yard..... 17c
- Silk and cotton crepe de chine, floral designs, 79c values..... 65c
- 50c silk and cotton jacquard crepe, street and evening shades, yard..... 18c
- 27-inch mercerized linen, yarn dyed, plain colors, 25c value, yard..... 19c
- 27-inch cotton crepe, floral and jony designs, 12 1/2c quality, at..... 6 1/2c

1882 Embroidery, Lace 1914

- 18-inch shadow flouncings and camisole laces, 39c values..... 17c
- 24-inch shadow flouncings and allover, worth to \$1.00, at..... 49c
- 18-inch silk flouncing, black and cream, worth to \$1, yard, at..... 49c
- Assorted laces and trimmings, all desirable styles, worth to \$1..... 39c
- All linen cluny laces and bands, new patterns, worth to 25c, yard..... 9c
- 45-inch skirting and allover embroideries, \$1 and \$1.25 values..... 59c
- 45-inch embroidered voile and crepe, worth \$1 and \$1.25, at..... 59c
- 45-inch imported St. Gaul Swisses, embroidered, worth \$1.50..... 85c
- 45-inch Swiss and voile embroidered skirtings, worth to 59c, yard..... 29c

1882 Gloves, Handkerchiefs 1914

- Women's 16-button silk gloves, double tipped, worth 69c, at..... 39c
- Women's \$1.25 kid gloves, black, white and colors, 2-clasp, at..... 85c
- Women's double tipped silk gloves, seconds of \$1 quality, at..... 45c
- Women's all linen embroidered handkerchiefs, worth 35c, at..... 12 1/2c
- Women's 15c linen handkerchiefs, plain or fancy, at, each..... 8 1/2c

1882 Draperies 1914

- Quaker lace curtains, wide range of patterns, \$2.50 values, pair..... \$1.50
- Etamine curtains with featherstitch braid; regular \$1.35 value..... 85c
- Cluny and etamine curtains, regularly worth \$2.25, at..... \$1.75
- Duchess, point Milan and novelty curtains, worth to \$5.98, at..... \$4.98
- Full size lace curtains, worth \$1.50 to \$2.50, special, each..... 49c
- 5,000 yards fine curtain etamine, 25c and 40c values, yard..... 12 1/2c
- Etamine, marquissette, voile and scrim, worth to 50c, at, yard..... 29c

BRANDEIS STORES