

Anniversary Sales 1915

ation of Our Thirty-third Birthday; The Week, Will Be a Memorable One

Growth has been steady during the thirty-three years since these stores were founded. Every year more and more has been added until it seems that we now are very near the pinnacle. The effort to always have just what the public demands at the price they want to pay has met with merited success. The ambition always to give the greatest possible value at the smallest possible price always has prevailed and the outcome is well known to thousands who know these stores and whose patronage has made them what they were. The years to come will see no let-up in our aims. We hope to grow, to progress, to give more and more, and we have every reason to have the greatest confidence in doing so.

for Easter appareling comes with these y complete. The whole store is beckoning

Suits Supported By Their n Wonderfully Attractive Sale Price \$35

isses, all in the newest materials and ty plain tailored models or in the everely plain, while others are very ly effective.

set aside \$35 Special at \$35

Anniversary Special
ge dresses, in plain or fancy
most desirable shades for
All sizes for misses and women
values to \$10.00 for.....

\$5



Silk Petticoats

Fine Jersey silk and messaline petticoats, with deep tucked and pleated flounces; all of the handsome new shades for spring. Petticoats that are worth up to \$4. Anniversary Sale price....

\$1.98

y trimmed with dainty laces, veral styles are included in values up to \$1.25. Anni- the lot, for only 69c

Fine lingerie gowns and slip- overs, trimmed with dainty laces, embroidery and ribbons. Made extra full and worth up to \$1.50. Anniversary Sale price, choice for....

89c

Anniversary Sale of Domestics

27-inch Beautiful Printed Pongee and Foulards—Silk finished. Choice assortment of new neat printings—floral and other designs—light and dark grounds. Regular price 25c. Anniversary Sale Price.....

15c

10,000 Yards of Beautiful Genuine Silk Batine Suiting—36 inches wide. The price we paid for this merchandise is so ridiculous that we are offering it at a price that will insure quick clearance. They come in all the leading shades and black and white; bookfold. Regular 25c and 30c. Anniversary Sale Price, a yard.....

9c

Beautiful Spring and Summer Wash ices—very desirable 40-inch ed lace cloths, volles and seed in all the newest printings— colors. Sheer and dainty. Val- 25c. Anniversary Sale Price, a yard.....

12 1/2 c

ch Fancy Printed Dress Batiste er Weight Organdie—All the d spring and summer designs. Regular price 15c. Anniversary Sale Price, a yard.....

9c

ne English Shirting Madras— 2 inches wide. Beautiful shirring g, stripes, etc. Regular price 19c. Sale Price, yard.....

12 1/2 c

36-inch Dress Poreale—Light and dark grounds. Full standard (64x64) cloth. All the wanted colorings and designs. Regu- lar price 10c. Anniversary Sale Price, a yard.....

7 1/2 c

7-in. Tissue Dress Gingham—Long mill lengths to 15 yards. Beautiful assortment of all the choice color- ing—plaids, checks and stripes. Regular price 15c. Anniver- sary Sale Price, a yard.....

7 1/2 c

7-in. Genuine Galatea Suiting—The old reliable dress and romper cloth. Full range of colorings, designs, etc. Regular price 15c. Anniver- sary Sale Price, a yard.....

9c

Full standard Apron gingham—Indigo dye. All the wanted checks and broken effects. Regular price 6c. Anniversary Sale Price, a yard.....

3 1/2 c

28-in. American and Simpson's Prints—Full standard grade. All pieces, choicest designs. Regu- lar price 6c. Anniversary Sale Price, a yard.....

4c

Gingham Petticoats

These petticoats are made in several different styles, with deep tucked flounces. They are in stripes, checks and plain colors, and would usually sell up to 69c. Anniversary Sale special, for.....

37c

Undergarments

Fine crepe de chine undergar- ments for women, comprising gowns, combinations, petti- coats and envelope chemise. Beautifully trimmed with rib- bons and laces. Samples and odd lots from our regular stocks. Included are gar- ments worth to \$5. An- niversary Sale special.....

\$2.98

SILK SPECIALS

36-inch Colored Messaline— Regular price 98c. A yard.....

39c

36-inch Black Taffeta—For dresses, suits and coats. Regular price \$1.25. A yard.....

79c

40-inch Canton Crinkled Crepe— Regular price 85c. A yard.....

35c

24-inch Fancy Poplins, Novelty Silks, Crepe de Chine, Fancy Dot Peau de Crene and Roman Stripes—Regularly worth to 79c. A yard.....

29c

Jacquard Crepes, Tokio Crepes, Fancy Crepe de Paris, Printed Crepes, Brocades—40 inches wide. Worth to \$1.50. A yard.....

85c

54-inch Black Crepe de Chine— Very heavy quality. Regular price \$3.50. A yard.....

\$1.79

Fancy Marquette, Fancy Chiffon Cloth Printed All-Silk Voiles and Fancy Georgette Crepes—40 inches wide. Worth \$1.00 and \$1.50. A yard.....

59c

Dress Goods Specials

Palm Beach Suiting, Checks, Black and White Clothings, Gabardines, Poelins and Chudlun Cloth— 54 inches wide. Worth \$2.50. A yard.....

\$1.39

44-inch All-Wool French Serges—A large color assortment. Regular price \$1.00. A yard.....

69c

36-inch Pacific Mill Serges—All colors and black. Regular price 50c. A yard.....

29c

Black and White Shepherd Checks—Two sizes; very popular. Regular price 50c. yard.....

35c

Art Needlework

Brainerd & Armstrong's or Richard- son's best wash embroidery silk, always 3 for 30c—Special, 3 for.....

9c

Stamped Pillow Cases—Neat conventional designs on good quality tubing. Values to 50c. A pair.....

19c

Stamped Turkish Towels—Neat designs, with blue and white. Guest size, Regular price 25c. Each.....

10c

Stamped Sofa Pillows and Scarves—New, neat designs. Regular price 25c. Each.....

10c

Celluloid Tatting Shuttles—Black or white. All sizes. Regu- lar price 10c. Each.....

5c

Mercedized Cordoned Crochet Cotton—White and ecru. A yard.....

7c

Stamped and Tinted Sofa Pillows—With back, floral and conventional designs. Regular price 25c. Each.....

10c

Artificial Flowers

25c Sweet Peas.....

15c

25c LaFrance Roses.....

2 for 25c

25c Beauties.....

2 for 25c

50c Butter Cups.....

25c

50c Marigolds.....

25c

A Good Assortment at Reduced Prices.

Sheets, Slips and Muslin Specials

Genuine Pepper Sheet—This standard make has been known for over 60 years. Light enough for easy washing and strong enough to stand the wear. It is in all the wanted widths—

8-4 Width 9-4 Width 10-4 Width

Yard, 20c Yard, 22c Yard, 24c

81x99-inch "Oneida" Bleached Sheets—Made from genuine Utica sheeting. "Classed as "Seconds" because of slight imperfections in weave and mill stains that are not noticeable. Full size and weight, count the same as Utica. Regular price 90c. Anniversary Sale Price, while they last, each.....

65c

72x90-inch Bleached Sheets—Made from good bleached muslin. Extra soft finish. 31-inch hem. Regular price 40c. Anniversary Sale Price, each.....

29c

42x26 and 45x35 Genuine "Hill" Bleached Pillow Slips—"Semper Idem Brand" Soft finish. 3-inch hem. Anniversary Sale Price, Each.....

12 1/2 c

42-inch Genuine Bleached Wamsutta Pillow Tubing—This standard sheeting is positively one of the best wearing and washing fabrics made. Regular price 20c. Anniversary Sale Price, a yard.....

15c

Anniversary Sale of Wall Paper

Now is the time to brighten up the homes for spring. We will furnish hangers on short notice and at reasonable prices. All work is, of course, guaranteed.

Parlor, Dining Room, Hall and Store Papers—All colors and designs; 8 and 18-in. borders to match. Regular 10c values. Special, a roll.....

6c

Living Gold Papers—Suitable for living rooms, reception halls and library, with borders to match. Regular 25c grade. A roll.....

12 1/2 c

10 Patterns of Regular 5c Papers—Light and medium colors. A roll.....

3c

Imported and Domestic Oriental Papers—Plain and figured. Worth to 40c. In two lots, a roll, 12 1/2 c and.....

22 1/2 c

Borders are always here at moderate prices.

Rug Specials

Axminster Rugs—All the new spring patterns. Beautiful designs and colorings. Size 9x12, worth to \$27.50. Anniversary Sale Price..... \$20.00
Seamless Wilton Rugs—Highest quality. Pure worsted yarns. Size 9x12, regular price \$50. Anniversary Sale Price, \$35.75. Price \$50. Anniversary Sale Price..... \$35.75

Anniversary Sale of Boys' Clothing

In the new and greatly enlarged boys' department, now on third floor, main building, parents will find in this sale wonderful opportunity to buy school clothes. Vacation time is just the time to have the boys fitted out.

Boys' Two-Pair-Pant Suits—Made of all-wool fabrics, in the best spring colors—fancy and plain mixtures. The pants are full lined, made to give the best wear possible. These suits are made in the latest spring models, and are worth \$5.00 and \$6.00. Anniversary Sale Price..... \$3.65

Boys Wash Suits—Plain and light striped madras, percales, Galatea and repps. All new models, such as Oliver Twist, Middy, Balkan and Vestee. Values to \$2.00. Anniversary Sale Price..... 95c

Boys' All-Wool Blue Serge Knickerbockers—With belt loop. Strong lining; seams reinforced and taped. Ages 4 to 12 years. Regular \$1.50 values. Sale Price..... 89c

Boys' Shirts—With collar attached or detached. Light or dark striped madras and percales. All new spring patterns. Regular 75c. Sale Price, each..... 49c

Basement Specials in Boys' Wear

Boys' Waists—Light and dark patterns, in madras, chambrays and percales; also black sateen. Anniversary Sale Price..... 21c

Boys' Durable Suits—With extra pair of pants. New shades of brown and blue mixtures. Reg. price \$3.50. Sale price..... \$2.25

Young and Old Men Will Welcome These Three Anniversary Specials in Suits and Spring Overcoats

\$975, \$1175, \$1475

Young men will be especially interested in the suits in new English models—and we have several good ones—Patch pockets or plain, with roll collars or no collars on vests. The materials are Glenurquarts, soft-toned plaids, tartans in plaids and stripes, shepherd checks and club checks, regattas and pencil stripes in tweeds, chevrons, worsteds.

A Great Spring Suit \$16.50 Biltmore Special at

The man who wants the best obtainable need look no further; for at the price there is no better suit made than the BILT-MORE. The fabrics include serges, worsteds, cassimeres and chevrons in correct spring weights, and a fine variety of patterns, among which are the new tartan checks, chalk-line stripes, handsome mixtures and all the rest. Woolens are the finest cold water shrunk.

Men's \$2 Balmacaan Hats for 98c

About 60 dozen of these hats, made of silk and cloth materials, stitched crown and brim. All latest spring and summer styles, and all are \$2.00 values. Anniversary Sale Special, choice, 98c.

Boys' Hat and Cap Special at 19c

About 100 dozen hats and caps for boys and children. They are sample lines in spring and summer styles. Values up to 50c. Anniversary Sale Special, your choice, for, only 19c.

Men's Furnishings--Very Low Prices

65 Dozen Men's Lisle Web Suspenders—Cut full length. Extra good leather ends; plated buckle. Regular price 25c. Anniversary Sale price, a pair..... 17 1/2 c

125 Dozen Men's New Spring Shirts—Negligee or golf styles. All neat patterns. Sizes 14 to 18 1/2. Not a shirt worth less than \$1.00. Each..... 69c

50 Dozen New Spring Silk Four-in-Hand Ties—All the very latest patterns. Regularly sold to 50c. Anniversary Sale price, each..... 21c

80 Dozen Men's Fine Mercedized Lisle Hose—Tan, white, black and navy. Worth to 25c. Anniversary Sale price, a pair..... 12 1/2 c

Jewelry Specials

Umbrellas—With steel rods and paragon frames. Regular price 75c. Anniversary Sale Price, Each..... 39c

Casque Combs—Studded solidly with white stones. Regular price \$1.00. Anniversary Sale Price, Each..... 69c

Children's Bags—All real leather. Large size. Regular 25c. Anniversary Sale Price, Each..... 10c

Large Size Stone Set Tangle Pins. Regular price 50c. Anniversary Sale Price, Each..... 15c

Manicure Pieces, Shoe Horns and Odd Pieces—Regular price 25c. Sale Price, Each..... 14c

Alarm Clocks—Regular price 60c. Guaranteed. Anniversary Sale Price, Each..... 39c

Soap—Monday

Diamond "7" Soap—Anniver- sary Sale price, 10 bars for..... 22c

Pale Naphtha Soap—Anniver- sary Sale price, 15 bars for..... 38c

Pearl White Soap—Anniver- sary Sale Price, 10 bars for..... 28c

Toilet Articles

Trailing Arabesque Perfume—Regular price \$1.00. Anniversary Sale price, the entire..... 59c

Tallow's Talcum Powder—Anniver- sary Sale Price, 2 1/2 size can..... 9c

Melrose Face Powder—All Shades Anniversary Sale price, a box..... 33c

Madam's Face Powder—All shades Anniversary Sale price, a box..... 33c

Ashy Water Vanishing Cream—Anniversary Sale price, a box..... 29c

Rose & Glycerin Skin Frolics—All shades Anniversary Sale price, a package..... 17c

Will Play at Brandeis Piano Opening



Jean P. Duffield



Alice Virginia Davis



Cecil Berryman

NEW PIANO STORE TO OPEN

Three Complete Musical Programs Each Afternoon at the Brandeis New Piano Department.

200 MUSICIANS TAKE PART

Brandeis new piano department will celebrate its opening this week by a series of concerts lasting all week, in which more than 200 of the Omaha musicians will take part. Manager Robinson has taken this means of presenting to the Omaha public one of the most complete music stores in the entire west.

This department is located in the west end of the third floor of the Brandeis stores, the offices of the firm having been moved to the eastern section of the building. No money has been spared in making this new section one of the most complete of the big store, the partitions being all finished in mahogany.

In addition to the pianos, a complete piano player department has been installed and this includes a splendid library of piano player music.

It is announced that pianos of the highest possible standard only will be sold and this means nationally known makes that have behind them years of unquestioned supremacy combined with honesty in workmanship, and the highest skill in production will go to make up the stock of this new department.

Manager Robinson says he hopes to make the Brandeis piano department the headquarters for music lovers of Omaha and to this end he has tried to make the store so attractive that they will come often and make themselves at home.

Three Programs Each Day

That the musicians of Omaha will take to the new store is shown by the ready response Manager Robinson has had to his call for talent for the programs of the week. Three complete musical programs will be given each afternoon this week as follows:

Monday afternoon, 3:30, recital by the pupils of the Omaha Conservatory of Music and Art; 5:30, recital by Jean P. Duffield, 120 pupils of Miss Cora Swartz.

Tuesday afternoon, 1:45, recital by pupils of Miss Bella Robinson assisted by Master Richard Munchhoff, violin; 3:30, recital by Edith L. Wagoner, pianist, and Miss Luella Anderson, violinist; 4:30, recital by pupils of Sigmund Lansberg.

Wednesday afternoon, 3:30, recital by pupils of Millie Ryan; 4:30, piano recital by pupils of Miss Luella Anderson. Thursday afternoon, 2:30, violin quartet from the Omaha School of Orchestral Instruments, Miss Hazel Wilcox, Miss Julia Stenicka, Will Hetherington, Claude H. Coyle and Charles Thiem, accompanist; 3:30, joint recital by Cecil Berryman, pianist, and Miss Alice Davis, pianist; 4:30, recital by pupils of Alice Virginia Davis and Cecil Berryman.

Friday afternoon, 3:30, recital by pupils

Dr. Foote Finds Diplomas Lost in the 1913 Tornado

Dr. J. S. Foote, professor of histology and pathology at the Creighton Medical college, has just recovered four diplomas which have probably been lost over two years. The return of the diplomas to Dr. Foote comes as a reminder of the tornado of two years ago and has incidentally given the doctor a problem the solution of which is difficult.

Some time ago Dr. Foote was notified that some papers which might interest him had been found by workmen who were tearing down an old house at Twentieth and Maple streets. On investigation last Wednesday Dr. Foote found that the papers were four diplomas which are valuable in themselves. They are a diploma from the arts department of Yale university granting the degree of A. B. in 1877; one from the medical department of Columbia university, known as the College of Physicians and Surgeons, New York City; a third certifying a year's internship at the Workhouse and Almshouse hospital, Blackwell's island, New York; and a diploma from the State Medical board of Illinois, dated May 13, 1881.

Dr. Foote stated that he had not even missed the diplomas, but believes that they had probably been in a trunk which he had left at the home of Dr. D. C. Bryant, who resided at Sixteenth and Banney streets when the tornado occurred. Dr. Foote does not know what was in the trunk, but it has not been seen since the storm. He is puzzled to know just how the papers happened to be found, bearing no identification tag or usage in a house, which, although in the path of the cyclone, was several blocks south and west of the trunk, while the storm was traveling in a northeasterly direction.

The house in which the diplomas were found was unroofed at the time of the tornado and has not been occupied since. No notice of a stray trunk has been received.

Dry Workers Raise \$400 at Bellevue

Two representatives of the International Temperance association, C. Benjamin Franklin, Washburn, Kan. traveling secretary, and William McIntyre, Tarkenton, Mo., visited Bellevue last week and raised \$400 for their cause. Their plan is to get 50 pledges, payable yearly for five years; that is, the time set for the establishment of prohibition in the United States. Between 25 and 26 colleges are included in this plan, among whom the 50 pledges are to be apportioned. Sixteen pledges were taken at Bellevue, making the total amount for the five years \$400.

CREIGHTON MEN WRITE ESSAYS FOR BIG CONTEST

The annual intercollegiate English contest between the Jesuit universities of the Missouri province, was held last week. Each college student in the different universities wrote an essay on a subject assigned. One of the Creighton men participated, William Flaherty, senior at Creighton last year, and a resident of St. Louis, won last year's contest. The papers are sent to St. Louis, Mo., for grading, and more than 1,000 students participated. The arts departments of St. Louis, Marygrove, Loyola, St. Mary's, St. John's, Detroit, Creighton and St. Xavier's being represented.

Few Folks Have Gray Hair Now

Well-known local druggist says everybody is using old-time recipe of Sage Tea and sulphur.

Hair that loses its color and luster, or when it fades, turns gray, dull and lifeless, is caused by a lack of sulphur in the hair. Our grandmother made up a mixture of Sage Tea and Sulphur to keep her locks dark and beautiful and thousands of women and men who value that even color, that beautiful dark shade of hair which is so attractive, use only this old-time recipe.

Nowadays we get this famous mixture by asking at any drug store for a 50-cent bottle of "Wyntha Sage and Sulphur Compound," which carries the hair as naturally, so evenly, that nobody can possibly tell it has been applied. Besides, it takes off d