

The New Easter Fashions Are Here

Here You Can Pay Your Telephone and Light Bills

Just another convenience that we offer—at our Bank you may cash your checks and here you may pay your electric and telephone bills.

The Bank—Main Floor—West

THE BRANDEIS STORE

Arrange Now for Your Lanolil Permanent Wave
Special Price for a Short Period, 15.00

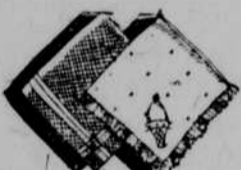
And by the time the summer months come—when straight hair is an unmanageable, your hair will have a lovely, soft, natural-looking wave. Summer sports, swimming and diving, and your whole vacation will be a complete joy.
Third Floor—West

Fancies of the Mode



Fashion Favors Flowers

Lovely they are and add the perfect touch of color and daintiness to your outfit. Gardenias—white, yellow or red—are ever popular; roses, too; smart is an orchid with a spray or two of valley lilies. Millinery, 50c to 1.50



The Final Touch

A colorful hankie to peek from your pocket, or practical ones for service—we have lovely ones! Just yesterday there arrived some fine, soft linens, spoke hemstitched and hand-embroidered, in snowy white—50c and 1.00



Under the Chin

Fashion wraps this band of fur and fastens it with a rose. And as the sun warms, this very new fur piece may be snapped about the wrist—22.50 to 37.50



Frisilly and Feminine

Such a lovely collar and cuff set will convert even the severest frock into one very soft and charming. Some of net, some of fine lace—and in so many styles—50c to 3.50



A Rain of Flowers

Look ahead of you on the street. Bright scarfs touch every costume with some brilliant color. Filmy chiffons and georgettes, crepe, printed silks—some with contrasting borders. The price range is delightful too—up from \$1.98



Correct Grooming—

(and especially if milady be ultra-smart) demands the new dove shade in softest suede gloves. They're in the popular flare cuff style, spear point embroidered in self color 3.95

You Can Depend Upon Us Being Style Right

Depend upon us for your fashion news and for authentic information regarding questions of the mode for Easter.

Ask us about materials, about colors, about styles, about skirt lengths and silhouettes, even hair cuts.

Ask us about what Paris has created and what Dame Fashion has sanctioned in smart spring apparel and accessories to your costume.

—Ask us anything you wish regarding Easter styles and we will answer your questions with the merchandise itself.

—And watch our windows daily for a delightful and interesting fashion story is being unfolded for you.

—This desire to be "style right" is additional evidence of the service the Brandeis Store is endeavoring to render the community.

for BABY

May we assist you in planning the baby's layette? Whether or not he'll be a chubby, healthy little roly-poly, depends greatly upon his physical comforts. We are anxious to assist you.

Vanta Baby Garments
are ideal, and carry the recommendation of nurses and doctors. They completely do away with pinning and buttoning; fit perfectly, and give baby every protection. A complete line of bands, binders, vests, Gertrudes, gowns and hose.

Mothers' Reference Library
Right in our own infants' department you may secure books that will give you many valuable hints on the care and feeding of your baby. Borrowing limit of two weeks.

The Brandeis Store
Third Floor

Monday Brings Some Special Prices on Tub Fabrics and Beddings

Tub fabrics and beddings, two items that thrifty housewives wait to buy at special prices. Monday we are offering the best possible values in practical tub fabrics and standard sheetings and tubings.

Bleached Sheeting 39c

81-inch bleached sheeting in heavy linen finish. Limit of 10 yards to a customer. Yard, 39c

'Wamsutta' Percale Sheets

The genuine "Wamsutta" percale sheets, one of the finest quality cotton sheetings made. 81x90 inches, with hemstitched or plain hemmed edges. A limited quantity of the regular 4.00 to 4.50 value, 2.75

Printed Suitings 25c

Guaranteed fast color printed suitings in a wide range of beautiful patterns. 32 and 36 inches wide. Yard, 25c

Heavy Percale

Standard quality 36-inch percale in light and dark colors. Cut 15c off the bolt, yard.

Quilted Cotton Batting

White fawn quilted batting, 72x90 inches—each batt large enough to make a full size comfort. 1.00 value, each, 85c

Dress Gingham

"Amoskeag" dress gingham, 32 inches wide, in checks and plain colors. A real value, 16 1/2c yard.

Roll Cotton Batting

"Nemo" batting, hand rolled and wrapped. Good, clear, white cotton. A regular 25c value, Monday, 16 1/2c each.

Mattress Slip Cover

For full or twin size beds. Made of fine quality unbleached sheeting. Your choice, ea., 1.59

Seamless Sheets

81x90-inch bleached seamless sheets of extra heavy quality. Limit of six to a customer. Each, 1.10

Everfast Suiting

Genuine Everfast suiting in a range of popular plain shades. 36 inches wide. Very special, 48c yard.

"Fruit of the Loom" Sheeting

Genuine "Fruit of the Loom" bleached sheeting, 54 inches wide, suitable for single or double bed sheets. Yard, 29c

Cheese Cloth

36-inch, pure white, absorbent quality cheese cloth. No mail or phone orders. Regular 10c value. 5c yard.

Basement—North

Stamped on fastcolor linene House Dresses

Smart little porch dresses stamped and ready to cut out of fine, fast color linen. There are four different patterns, all simply worked in lazy daisy, French knot and outline stitches. 1.00

You may choose either rose, blue, gold or brown.

Art Department—Third Floor



Monday We Offer Striking Values on Junior Lamps



Black Blue Rose Red

Taupe Mulberry

Group 1—14.50
20.00 Value

Group 2—19.98
25.00 Value

Gold and black polychrome bases, weighted and complete with two light clusters, silk cord and tassel pulls. Shades of silk georgette, semi-pleated over sateen lining.

Lamps with lovely soft-toned silk georgette, pin pleated shades and finished with gold braid and ruching. The bases are weighted and finished with metal leaf gold on seasoned wood. Adjustable sockets, fancy tops and pull cord and tassels.

Third Floor—West

New Wall Papers

Specially Priced for Monday



New Tapestries 39c

Scenic, bird and verdure tapestries, newest colorings for paneled walls; for the living room, dining room and sun room; values to 75c.

Attractive Bedroom Papers 28c

Reproductions of the beautiful colonial papers in colorful and subdued patterns; the largest showing in the city.

Special Papers 5 1/2 and 11c

Of choice designs and colorings; suitable for bedrooms, dining rooms, parlors and kitchens; sold with borders; two special lots.

Fifth Floor—West

To Carry Garments as Well as Hats The Hold-All Hat Box



5.45

A convenient luggage piece, for you to carry hats safely, is only one of its duties. Pockets for night garments, dresses and toiletries.

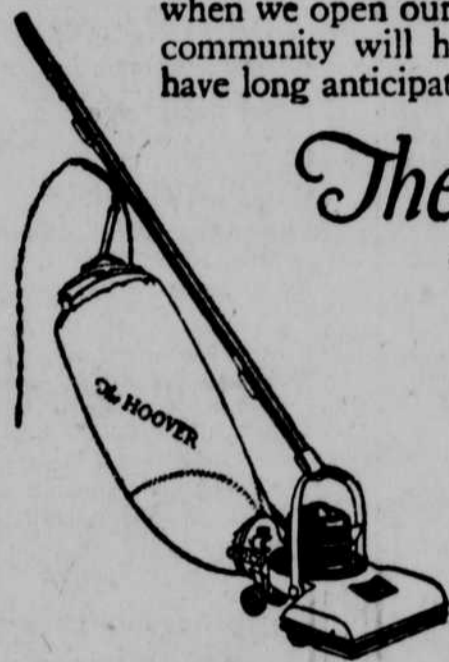
Other boxes from 3.95 to 14.95
Fourth Floor.

Next Monday Morning

when we open our doors the women of this community will have an opportunity they have long anticipated to buy

The HOOVER on the Special Terms of only

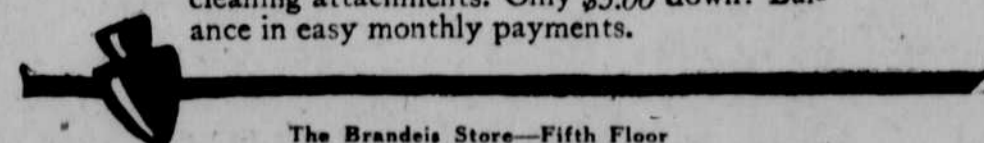
\$5.00 down



This is the electric cleaner that Beats... as it Sweeps, as it Cleans—the one that has been chosen by more than 1,500,000 housewives.

It is the cleaner you have always wanted, for it performs most efficiently the task of keeping your home ever-clean, saving you time, labor and money.

We'll take orders now, for delivery any time after Monday. Make sure of your Hoover by ordering it Now! Complete with newly designed air-cleaning attachments. Only \$5.00 down! Balance in easy monthly payments.



The Brandeis Store—Fifth Floor

A Boyish Figure A Slender Figure

are easy to attain through proper corseting

Monday in our Corset Section

an Expert Corsetiere

From New York City

will give you assistance and advice on the fitting and wearing of corsets.



Miss Helen Thaxter, a special Treco representative from New York, will be in our corset department Monday to meet Omaha women, and to give them worth-while suggestions and advice regarding the wearing and correct fitting of corsets. Meet Miss Thaxter.

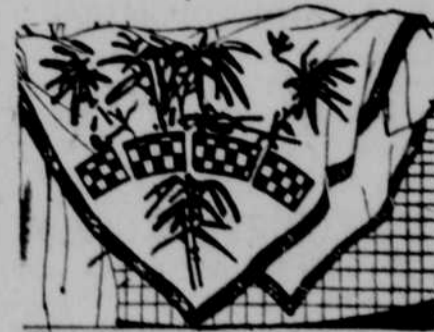
Demonstrating Treco Corsets and Girdles

Semi and all-elastic girdles as well as a comprehensive showing of newest models in surgical elastic.

3.50 to 19.50

Third Floor—North.

Monday 1000 Japanese Lunch Cloths



Light and dark colored blue Japanese printed cloths—an economical cloth for everyday use. Special for one day.

45-inch size, 69c
54-inch size, 89c
60-inch size, 99c
72-inch size, 1.39

14-inch napkins to match, doz. 60c
Main Floor—West