

GROCERYMEN ARE PLEASED

Exhibit Committee Satisfied with Outlook for Low Cost Show.

MANY ARE NOW SIGNED UP

List of Exhibitors is Growing Daily and All Will Show How to Reduce the Expense of Living.

When the exhibit committee, E. E. Wise, chairman, F. H. Hanson and R. G. Mohr, met with Manager Louis W. Buckley, to receive the report on the exhibit features of the forthcoming Low Cost of Living show, which will be held from Thursday, April 8, to April 26, in the Auditorium, it was greatly delighted over the entire situation.

Among the special features reported were the Luther Burbank exhibit, the old-fashioned grocery store, the model grocery store, the Omaha Woman's club efficiency bureau, the modern gas expense reduction booth, the electrical utilities booth, the "booth of a thousand candles," and "style show," the Woman's suffragette booth, and the thorough infants' wear booth, in connection with the baby health contest. The report showed that these special free features or attractions, would cost the Grocers' association over \$1,000 to put on.

There are to be two cracker and fancy biscuit exhibits made by the Loose-Wiles company and the Iren Biscuit company; and two electrical exhibits showing appliances for cooking, laundry work, lighting, and a host of other household utilities. The proper use of coal and coke will be demonstrated by the Big Ben Mining company and the Carbon Coal and Supply company. The Union Pacific Railway company will illustrate the saving in modern traveling methods and also their "safety first" appliances. The

Washing Machine company of Birmingham, N. Y., and Omaha, will have a splendid display of electric-operated washing machine conservation, and up-to-date clothing will be represented by the Nebraska Clothing company. An old elder mill will show the modern method of making elder from Nebraska, grown apples. Domestic utilities will be practically demonstrated by the Helmer Vacuum Cleaner company, the Frans Premier Vacuum Cleaning company, the United States Sales company and others. Baking powder will be exhibited and demonstrated by the Rumford company.

Some Other Exhibitors. The display of cereals and breakfast foods will be one of the best ever shown in Omaha. It will embrace the Shredded Wheat company, W. K. Kellogg company, Postum Cereal company, Uncle Sam Breakfast Food company, the Skinner Manufacturing company and the National Oats company.

The three leading baking establishments of Omaha—Union Pacific Baking company, New England Baking company and J. Burns Baking company—will have displays. Thomas J. Lipton, German-American Coffee company and F. D. Turner company will supply the people with samples of tea and coffee. The Omaha Gas company will have demonstration of up-to-date lighting. The Omaha Furniture Manufacturing company of Ralston and the Kom-Pack company of Grand Rapids will show up-to-date furniture.

The bungalow of the Bankers Realty company of Omaha will illustrate how to save and invest money and thus reduce the high cost of living. Trimble Bros. will show fruits. The Opdike Milling company, Maney Milling company and several other flour mills will have displays and demonstrate.

All Have Taken Space. Other exhibitors who have taken space and will put on exhibits will be the Bureka Egg Carrier company of Omaha, Western Grocers' Mills, Marshalltown, Ia.; Worcester Salt company, Hooper Cold Storage company of Council Bluffs, Kerr-Glass Manufacturing company of Chicago, Fred Brodegaard Jewelry company, James Carr Electric company, Old Monk Olive Oil company of Chicago, Toledo Scale company, Aberdeen Mined Clay company of Aberdeen, Wash.; Eggers company of Buffalo, T. L. Combs & Co., Hydraulic Pressed Brick company of Omaha, Campbell & West of Omaha, Southern Cotton Oil company of Chicago, Puritan Food Products company of Fredonia, N. Y.; Iglehart Bros. of Terre Haute, Ind.; Smith Sign company of Omaha. Booth's Crescent Sardine com-

WIZARD OF CALIFORNIA TO EXHIBIT AT LOW COST SHOW.



Luther Burbank

pany of Monterey, Cal.; D. Ghiradelli Chocolate company of San Francisco, Woman's Feather Shop of Omaha, Gordon Van and Storage company of Omaha, Carlton & Jeffrey of Omaha, Victor Gas Stove company, Morgan & Shaller, florists, Omaha; Diamond Match company, Runkel Bros., Nebraska Coal company, Harman Bros. company.

Russia Opens War for Temperance by Educational Plan

ST. PETERSBURG, April 4.—The educational campaign against intemperance has started with a vim in Russia. At the instance of the minister of ways and communications a large railway car has been fitted out with exhibits showing the results of excessive indulgence in alcohol. It will be taken all over the railways of northern Russia by a lecturer, and several attendants. The car will be sidetracked at the principal stations and lectures on the evils of drink will be given to the railway employees. The lectures will be illustrated by magic lantern slides.

It is increasingly apparent that the recent changes in the cabinet, were due solely to the desire of Emperor Nicholas to strengthen his campaign against alcoholism. He is determined to do away with "the national vice" and he has instructed his new ministers to attack the drink evil vigorously.

BRANDEIS STORES



"Psalm XXIII" The most popular Easter picture we have ever offered. A beautiful remembrance. Rich, soft, sepia tones with Etruscan brown-gold frame to harmonize. Size 11x16 inches. A very special value at 80c. Order by mail if out of town. We pay parcel post charges.

Beginning Tomorrow—A DEMONSTRATION OF THE CELEBRATED BIEN JOLIE GRECIAN-TRECO CORSETS

During the next two weeks we will have in our Corset Department, **MRS. A. S. JONES**, a widely-known corsetiere, who will give you much information upon correct corseting, demonstrating at the same time the many superior features of the "Bien Jolie" Corsets.

We Invite Your Attendance

The GRECIAN-TRECO Corset, of soft, knitted fabric, controls the form, giving graceful, classic lines. It combines to a superior degree the elements of style, figure molding, comfort and healthfulness. Ask our fitters to show you the model especially adapted for your figure.

Brandeis Stores



Easter Neckwear
Collar and cuff sets for dresses and suits. Pretty Venice lace effects, swiss, organdy and net embroidered, at 50c, 75c and 98c.
We show the new blouse guimps and camisole guimps. Very practical and unusual values, at 50c.
A special lot of collars and collar and cuff sets, in lace and swiss embroidered, suitable for children's wear, at, each, 25c.

Easter Footwear
Fine Colonial Pumps, with long-pointed toes and French or Spanish heels. The most perfect-fitting pumps made. Patent, dull calf or kid leathers, \$4.95 and \$5.95.
Two-Strap Pumps, of dull kid and patent leather, light welted soles and Cuban heels. One of the popular spring styles, at \$3.95.
Pump Buckles, of silver, cut steel or rhinestone set. A great variety of new shapes and sizes, at \$1 to \$15 pair.

Gloves of Quality
The carefully dressed woman who appreciates the importance of the gloves, will make a selection from our stocks to complete her Easter costume.
Perrin's Kid Gloves—known the world over for superior excellence of quality, are to be had in Omaha only at Brandeis.
Perrin's long kid gloves, \$2.85, \$3.50, \$3.75, \$4.50
Perrin's short kid gloves, \$1.50, \$1.75, \$2 and \$2.25
Kayser's Silk Gloves—recognized as the best to be had. Here in complete lines of colors and sizes.
Kayser's long gloves, \$1.25 to \$2.25
Kayser's short gloves, 50c to \$1.25
Monarch Gloves have now been reduced to \$2.

Skirts in Every Style
The separate skirt is again one of the most important items of feminine apparel, and the fashion designers have produced some very attractive styles. These are of silk moire, poplin, taffeta, wool crepe, crepe poplin, serges and checks. The spring wardrobe is not complete without skirts such as these. Prices, \$5, \$6.98, \$8.98, \$10 and \$12.50.

Fascinating Styles in Blouses and Waists
The daintiest, most artistic conceptions ever shown can be found in our waist section this spring. Shadow laces over flesh and maise chiffons, crepes de chine and Georgette crepes are the newest materials. Prices, \$6.98, \$8.98, \$10 to \$35.

Dainty Voile Waists, \$2.50
About 20 different styles to be shown at this price featuring all the season's new ideas; the big Gladstone collars, open ruffled fronts, raglan sleeves, etc.

Proud is the Woman Whose Easter Apparel is from Brandeis

The thousands of women who select their Easter suits, dresses and wraps from our magnificent stocks do so in perfect confidence that that they are securing all that the most exacting could demand—correct and aristocratic style, originality and exclusiveness, together with the utmost in quality of material and tailoring.

We urge you to make your choice as soon as possible, while stocks are at their best.

The Suit of Widest Appeal is the "Fashionseal", at \$25

Women of discriminating taste admire "Fashionseal" suits for their dignified and graceful lines, for their distinguished style and the elegance of their fabrics and tailoring. They have the beauty that characterizes suits of much higher price. They are the supreme suit at \$25. About thirty styles to choose from, assuring you just the model, the fabric and shade most to your liking.



Twenty Styles in Suits at \$35

Every late idea in jackets is in this line—the new variations of hooded collars, the short front, boxy models. Skirts with double and triple pannier tunics. Made of moires, silk poplins, taffetas, crepe poplins, worsteds and serges. They cannot be duplicated at the price, \$35.

Paris Model Suits Priced \$45.00

Exact copies of the chic spring models from Paris, illustrating the exceptional advantages of the "tailor made." Smart 3-piece suits, with the afternoon dress and short coat to match are among the most desirable of the seasons new creations. Crepes, moires, poplins, shepherd checks, all best shades.

Coats and Wraps of Distinguished Beauty for Dress, Motor or Travel

Separate coats are more necessary than in years past because of the great vogue of dresses, and waists and skirts. There are many styles—the jaunty sport coat, the new raglan or Balmacaan model, the dressy, loose flounce effects for "occasions." Popular materials are silk moire, silk poplin, taffetas, golfines, Scotch mixtures, boucle and chinchilla. Prices range \$15, \$19, \$25, \$35 and \$49.

Picturesque Spring Frocks Special in Tub Dresses at \$6.98

Frocks for the "daisant," full of life and color, frocks that are youthful, dainty and becoming, in the delightfully soft, summery materials, such as shadow laces, chiffons, printed crepes, crepes meteor, taffetas, etc. \$19, \$25, \$35 and \$49.



The Last Word in Millinery

Not a day passes without seeing the arrival of new things in millinery. The constant watchfulness of our eastern buying organization enables us to present the daily developments of fashion in New York and Paris within a very few hours after they are "brought out." These are facts of direct interest to women who demand the very newest and best in millinery.

Easter Week Arrivals in "Coronet" Hats

A large shipment timed to reach us for Monday's display promises to be of more than usual interest because of the many radically novel ideas it includes. All are \$10.

New Models of Unusual Interest, \$16.50 to \$25.00

Tomorrow we also bring forward for the first time a new showing of Watteau hats in lisse and Milan hemp braids, also bandeau sailor effects, in all black, with just a touch of color in their flower trimmings. \$16.50, \$18 and \$25.

A Gratifying Selection of Millinery at \$5

An unrivaled selection of smart, up-to-date styles in trimmed hats that show unusual richness and beauty, at \$5.

Fine Quality Silk Hose

The well groomed woman demands silk hosiery of superior quality to complete her Easter costume. The styles shown here meet her needs exactly. Made of pure silk, firm, smooth, elastic texture, perfectly fashioned, and in all colors, at \$1, \$1.50 and \$2 pair. Silk boot hose, 50c.

Crepe de Chine Lingerie

Skirts, gowns, chemises and combination suits of fine crepe de chine, with dainty lace or hand embroidered trimming. The new flesh and maize colors, also pink and light blue. These are essential to the Easter wardrobe of the fashionable woman, yet not expensive. Prices range, \$2.99, \$5, \$6.99, \$9.99, up to \$17.50.

BRANDEIS STORES