

New Spring Coats

All the novelty ideas that will be popular this season—scores of new models at— \$15-\$19-\$25 A special group of new spring coats for women, misses and juniors, at \$10

BRANDEIS STORES

Extra Special

Your choice of 388 of the celebrated "King Tailored Waists" for women—lincs and flannels—odd and broken lines that we offer Saturday at— Just One-Half Price

The Most Notable Garment Sale of the New Season

Women's Spring Suits at \$15

This fortunate early purchase from an Eastern maker enables hundreds of Omaha women to save from \$7.00 to \$12.50 on their new Spring Suits Saturday

This maker produced suits of high grades. Every model is thoroughly tailored and absolutely trustworthy in every way.

All New Styles Women who demand the latest style ideas in their suits will find a wide range of models to choose from. Scores of the 1913 favorite Bulgarian Blouses, clever Balkan blouses, Norfolk effects, cut-a-ways and severely tailored models. The tailoring in every garment is of the best character. Trimmings are inlays of satin, the Bulgarian Embroidery now in such vogue everywhere. Many new tapestry and corded silk trimmings. Coats lined with mesaline. Skirts show the new draped and side pleated ideas.

\$15

All New Colors This maker featured the widest possible range of spring shades in his suits. The conservative shades are here as well as the season's popular novelties. Dorothy blue, shepherd check, Nell rose, tans, leathers, Cafe au lait, golden brown, Bulgarian blue, blacks, etc. In this wide range of models are to be found all women's and misses' sizes. The materials include such desirable new fabrics as Bedford cords, poplins, woolen serges, mannish novelties and the new eponges.

Not a Suit Worth Less Than \$22—Many Are Worth \$25—Some Worth up to \$27.50



The New Spring Waists and Blouses are Stunning

Scores of those popular, new Voile and Lingerie Waists are priced at \$1. New arrivals of Embroidered Voile Waists are shown at \$1.50 and \$1.98. White Crepe de Chine Waists—low collar and large turn back cuffs at \$2.98. New Silk, Chiffon and Lace Waists, Meteor, Charmeuse and Lace Waists at \$5 at \$10 to \$15

240 Women's Handsome Crepe Meteor \$15 \$19 \$25 and Charmeuse Dresses—New Spring Models

Style, the most essential element in a woman's afternoon frock, is represented in every one of these dainty new creations. In these groups are models with several new and distinctive features. Frocks with new shadow lace yokes and collars. Some have the new skirts, draped in front. Others show the new shoulder sleeves and scores are examples of new Balkan blouse ideas with wide crushed sash belts. Blacks, Navies, Copenhagen, Taupes, Wisterias, Tans, Nell Rose and other favorite shades.

New Tailored Suits for Easter Wear at \$25, \$35 and \$49

Every model that is fashionably correct. Every color that is popular. Every fabric that is in demand this spring. Scores of clever new style ideas shown for the first time.

Saturday Specials—Second Floor

New Serpentine Crepe Night Gowns, will go on special sale at \$1.00 New Lace and Embroidery Trimmed Bralettes, on sale at \$25c New Lace and Embroidered Princess Slips will go on sale at \$1.50 New Combination Undergarments will go on special sale at \$1.00 Children's Gingham and Percale Dresses will go on sale at \$1.00 Children's New White Lingerie Dresses will go on sale at \$1.98 New Long Crepe Kimonos, dainty colors, will go on sale at \$1.00

Special Sale of Women's Untrimmed Hats and Ostrich Feathers

Women's Real Hemp Untrimmed Hats—Velvet facings—large, medium and small shapes—all new colors, at \$3.50 The New Spring Tams—Hemp brim, satin crown—black, white and plain black—main floor Saturday, at \$1.50

French Ostrich Plumes

Genuine French plumes—3-ply feathers, 21 inches long and 10 to 12 inches wide—plain colors and shaded—\$10 values, at \$5.98 18-inch French head ostrich plumes, 10 inches wide, \$6 values, Saturday on main floor, at \$3.98 18-inch ostrich quills, novelty form—2 in bunch, with shaded ends, worth \$5, at \$2.50 36-inch shaded ostrich bands, in new spring colors—\$5 values, at \$2.98 Two-ply ostrich plumes—large clusters, shaded or plain—\$5 values, at \$2.98 Ostrich stick-up novelties—5 small shaded tips—\$3 values, at \$1.50 Question mark shaded ostrich effects, 10 to 12 inches long, \$2.50 values, at \$1.25

CORONET Hats at \$10



All the correct styles and all the fine workmanship that characterizes a \$15 or \$18 hat is found in our Coronet hats at \$10 Juniors' and Children's Hemp and Milan Hats—Trimmed with ribbons and flowers at \$2.50-\$5

NEW SPRING HATS IN BASEMENT

Five hundred to choose from—all new spring styles—would be excellent values at \$5—our price \$2.50

BIG PURCHASE OF SHOWROOM AND SALESMEN'S

Samples of Men's Rain Coats

Bought at a big reduction, on sale Saturday About 1/2 Price

Men's raincoats and slip-ons, worth up to \$5, \$2.50 will go at \$1.50

Men's raincoats in Raglan and box styles, at \$4.50 worth to \$10, at \$2.50

Men's finest raincoats up to 52 inches long, \$6.50 worth to \$15, at \$3.50



Cut Flowers, 3 Specials

Beautiful Car-long stems Sweet California nations, 25c per doz. Roses, 49c per doz. Violets, 20c bunch

Men's Furnishing Goods Sale

Very Fortunate Purchases By Our Buyers in New York—Bargains are Extraordinary—All on Sale, Old Store, Main Floor

Several hundred men's negligee and golf shirts—pleated or plain bosom—worth up to \$2.50 each, go at \$1.15 Men's new negligee shirts—smart patterns—worth up to \$2, at 98c Men's spring and summer shirts—new patterns, worth up to \$1.50, at 75c Hundreds of men's new negligee shirts, worth up to \$1, at each 50c Men's \$2.50 and \$3 spring shirts at \$1.50 Men's 75c shirts in our basement at 39c Men's Pyjamas—worth up to \$2.50, at 75c and 98c



Men's Silk Knit and Silk Four-in-hand Neckwear—newest designs and smartest shades—worth up to 50c at 19c Men's 60c and 75c silk neckwear—all new spring patterns, at each 25c Men's silk neckwear, regularly worth 25c, spring patterns, 12 1/2c Men's hosiery—tans and blacks—made to sell up to 35c a pair, at 15c Men's 20c hosiery, special at, per pair 9c Men's 50c silk hosiery, special at, per pair 25c Men's \$1.50 medium weight union suits at 98c

\$15 You May Choose Saturday from Exactly 312 MEN'S SAMPLE SPRING SUITS For \$15 Made to Sell at \$20-\$2250-\$25-\$2750

A week later and you will be asked five or ten dollars more for suits of this same grade, no matter where you go. Better select yours Saturday. Suits are medium spring weights for men and young men, 2 and 3 button styles, Norfolks, blue serges, fancy tweeds, etc. at Fifteen Dollars

Men's Spring Suits Men, if you want a suit to give steady business service at a very moderate price, you can buy here. You'll be satisfied \$10-\$1250

Men's Odd Pants Plain and striped worsteds and mixtures in half peg tops, medium weight and patterns that are right for all sea-sons \$1.98-\$2.98-\$3.98

IN BASEMENT SALESROOM—MEN'S SUITS—AT \$5 & \$750 No "cheap suits" here—good suits, for less than elsewhere.

EVERY NEW STYLE THAT IS CORRECT FINDS REPRESENTATION IN THIS SPLENDID STOCK. WOMEN'S NEW SPRING FOOTWEAR

No separate feature of woman's dress is more important than the shoes. Shoe style is an essential that no well-dressed woman can overlook. It is because we specialize in shoes of high quality to sell at a medium price that Brandeis Stores appeal strongly to Omaha women. The greater varieties of new styles makes selection easy here, and the absolutely dependable character of Brandeis shoes means complete satisfaction. In the months to come you will admire the new Gypsy last. A famous Ebberts make, in black buckskin and mat kid. Also the new English Walking Boots and Pumps.

\$3.50 and \$4.00 WOMEN'S SHOES \$2.45 Dressy, serviceable shoes in tan or gun metal calfskin with silk striped cheviot tops—smart, new lasts with broad toes and high heels, that have been selling for \$3.50 and \$4; at pair \$2.45 The New English Walking Boots—Tan and black calf-skin—low flange heel and blank eyelets, for \$4.50



A Wonderful Sale of Books

50,000 VOLUMES, ABSOLUTELY NEW, FRESH AND CLEAN STOCK, FROM THE PUBLISHERS' ANNUAL "CLEAN-UP" OF SURPLUS STOCK. Every year the same thing happens—publishers make too many books in their effort to satisfy the demand for something new, and must seek an outlet for them. Brandeis Stores' tremendous following of book buyers offered this outlet—that's the reason for this sale. BOOKS THAT WERE SELLING AT 50c, 75c, \$1.00, \$1.25, \$1.35, \$1.50 AND EVEN AS HIGH AS \$2.00 NOW OFFERED AT Philadelphia, are represented. NOW OFFERED AT 25c

F. H. Revell Co. John Lane. Hurst & Co. Houghton, Mifflin & Co. G. H. Doran Co. W. A. Stokes Co. Rickey & Co. Harper & Bros. Bobbs-Merrill Co. John C. Winston Co. Dodd, Mead & Co. D. Appleton & Co. Henry Holt & Co. Macmillan Co. Cupples & Leon Co. T. Y. Crowell Co. A. C. McClurg & Co. Doubleday, Page & Co. Century Co. E. C. Page & Co. Little, Brown & Co. Charles Scribner's Sons. G. F. Putnam's Sons. Rand, McNally & Co.

Correct Spring Hats FOR MEN

CHOOSE YOURS SATURDAY Every new shape that is correct is seen first at Brandeis Stores. Varieties are greater and qualities are better than you will find elsewhere at the price.

STETSON HATS AT \$3.50 Alert, virile, new spring models in every height of crown and width of brim, at \$3.50 Brandeis \$2 Hats, in new soft or stiff styles, in the correct shades, at \$2 Men's Soft and Stiff Hats in the popular styles, on special sale at \$1 English Golf Caps for men and young men, in new spring styles and colors, 50c Boys' and Children's New Spring Hats, values up to \$1.25, on sale at 50c Boys' and Children's Sample Hats and Caps, worth up to 50c, on sale at 25c

Trunks and Traveling Bags

Well-Made Trunks, in every desirable size, at \$5, \$6, \$7, \$10 up to \$30 Men's and Women's Suit Cases, at \$1.50, \$2, \$2.50, \$3 up to \$5 Men's and Women's Traveling Bags, in serviceable leathers, at \$1.50, \$3.50, \$5 to \$25 Those Famous Innovation Wardrobe Trunks are here at \$25, \$45 and \$65

Specials in Drug Dept.

5 cakes Ivory Soap 19c 5 cakes Wool Soap 19c 25c Dr. Graves' Tooth Powder for 19c 3 cakes Colgate's Shaving Soap, for 10c 25c Toilet Peroxide, at 6c 1-lb. 20 Mule Team Borax, for 8c 50c Hinds Honey and Almond Cream 90c 25c Java Rice Powder 90c 25c Sanitol Tooth Paste. Powder or Face Cream 14c 11 Mm. Yales' Fruitcare, for 80c 50c Almond Blossom Cream, for 40c 25c Brogiere's Talcum, 7c 11-50 Thermos bottle, pint, for 90c \$2.50 Thermos bottle, pint, for \$1.50 \$2.50 Thermos bottle, pint, for \$2.49 \$5 Kosmos bottle, quart, for \$2.50 \$5.98 Thermos bottle, quart, for \$3.29 RUBBER GOODS 75c Rubber Gloves 29c \$1 Rubber Gloves 39c 75c Fountain Syringe 40c 75c Hot Water bottle 40c \$1.50 Fountain Syringe 90c \$2.50 Combination Syringe and Hot Water bottle, for \$1.89 \$3 Victor Ducho... \$2.25 PHOTO DEPT. 9 tubes M. Q. Developer 25c \$15 Seneca Roll Film Cameras, 2x11 1/2, at \$2.98 \$11 Seneca Film Camera 2 1/2x3 1/2, at \$2.98 \$14 Post Card Seneca Camera 2x11 1/2, at \$4.98 \$2 Scout Film Camera \$1.49 75c Post Card Album 40c Photo Albums at about Half Price.