

Omaha's Greatest Assemblage Women's Spring Coats

It will be easy to find a stunning coat that suits you here—only you may find it hard to choose between the many charming models. The new coat with the flat back panel, draped on either side, is a favorite. Two Groups, \$10 and \$15—Second Floor.

Brandeis Stores

18-Inch French Ostrich Plumes, \$6.50 quality at \$3.98

Monday you should see these wide plumes of extra quality. They are three-ply heads in all the newest color combinations as well as solid colors with shaded heads. An unusually attractive special.

The House that Outfits the Discriminating Women of Omaha Each Season Now Offers for Your Selection a Fascinating Array of the Smart Things to Wear--In Almost Endless Varieties

Brandeis Stores reputation is based on 30 years of service

We Have Just Received 300 New Midseason Models in Women's Suits of the Most Fashionable Character, Which We Offer in One Lot Monday at \$35

Most of these are so new that they appear like new models for a new season. All new features of the Russian and Bulgarian blouse styles are featured as well as the straight-line suits in which the tailoring is of such marked excellence, the cutaway jackets and the novelty suits with fancy embroidered collars and cuffs. Many are individual samples. Whipcords, diagonals, heavy white rough fabrics, white serges and Bedford cords are favorite materials. The range of materials is as attractive as the range of style innovations.

Some Were Made to Sell at \$40; Others at \$45; Others at \$50.

NEW COLORS—Savoy Blue, Snuff Brown, Nell Rose

NEW COLORS—Cafe au Lait, Wisteria, Chartreuse

\$35

If Plain-Blue or Black is Your Choice, We Have It.

Many of the Clever Shepherd Checks Are Here.



Choose from greater varieties here. Everything dependable

We Show Thirty New Styles—Midseason Models

Fashionseal Suits for Women The Spring Style Aristocrats

Charming as the earlier spring models of "Fashionseals" were, the new midseason arrivals surpass them in beauty.

There is an air about a "Fashionseal" that you never find in any other medium priced suit. Scores of the best dressed women in this community prefer "Fashionseals" even to suits of much higher price.

Among the newer models are those with jacket and skirt of different shade—also the new Bulgarian blouse ideas with semi-draped skirt. Every extreme or conservative new shade to please every whim of the buyer.

These Equal the Best Lines of \$35 and \$40 Suits

\$25

Not to be Compared with Other \$25 Lines in Any Way.

Materials in Fashionseal Suits Woven Expressly for This Factory.

For Years Fashionseal Suits have been the most popular suits of the time price in Omaha.

The Newer Styles in Separate Skirts are Here ---We Show a Remarkably Complete Array at \$5.00

We cannot recall a season in which there were so many smart novelty ideas in skirts as there are this spring. In this moderate priced group we include a score of the most effective new styles.

New Arrivals of Women's Silk Petticoats at \$3.50

The daintiest and best quality of mesallines in the newest of the new shades—all sizes in Nell rose, Nile green, Chartreuse, wisteria and Dorothy blue, as well as whites, blacks, etc. Extremely well finished and carefully sized.

Notable Showing of Silk Waists

All New Spring Creations

Everyone grows enthusiastic about the new waists. They are so different in style and general appearance from former models. The new crepe de chine waists (one pictured here), the new chiffons, mesallines and charmeuse waists and the silk shirts are all in high favor. Remarkable assortments are shown, at...

\$5

SCORES OF THE NEW LINGERIE WAISTS The new colored trimmings give these waists a "different" look. The rolling semi-shawl collars are prettily embroidered, at...

\$2.50

New Crepe de Chine Underwear

This is a distinct and welcome innovation in fine underwear. It is filmy, cool and indescribably dainty. It is made up in skirts, gowns, combination suits and slips, beautifully finished with laces and embroideries. Whites vary with light blue, pink, Nell rose, maize and other dainty shades. They launder beautifully, at—

\$3.98, \$5, \$7.50 and up to \$19



We Are Exclusive Agents in Omaha for the Renowned

Knox Trimmed Hats

Known to well dressed women everywhere for their simple elegance and perfect taste.

At \$16.50 to \$25.

You will be interested in the new Summer Banded Sailors for 1913. Made of fine milan or jumbo braid in black, white, lavender, red, burnt, etc.

The woman who prefers to trim her own hat will find here an endless variety of new trimmings moderately priced and smart untrimmed shapes without number.



Children's

Suitable Models for Children's Dress or School Wear

Spring Coats

The ages are 2 to 16 years. This superb assortment includes coats for children and juniors in Norfolk, cutaways, little belted back models and other juvenile styles in favor. Many have embroidered collars and cuffs. Light and dark shades as well as popular shepherd checks.

Worth \$6—Worth \$7—Worth \$8—\$5



Fashionable Footwear is a Style Essential

We show all the styles that are new—everything correct—everything practical

The styles this season are clever as they can be. Your new spring apparel will be hopelessly incomplete without the proper footwear to greet the new season.

Famous Red Cross Shoes and Oxfords for Women

We are Omaha agents for this celebrated footwear. We show all the season's newest styles in all leathers—suede, dull calfskin, patent leather and dull kidskin. Every pair has the famous flexible Red Cross sole. Beyond a question the most comfortable footwear made. All sizes and widths, at...

\$3.50-\$4-\$4.50

Clever Styles in Women's Shoes, Pumps and Oxfords

Tans and black in patent and dull leathers—broken lines, but every pair an up-to-date style; only a few pairs of a kind—

\$2.25

The New English Pumps for Women at \$4.50

Tan and black calfskin with extreme low heels, flat last—one of the most popular styles out this season. Fit perfectly and are handsomely finished—all sizes and widths.



WOMEN'S HOUSE SLIPPERS at \$1.25 to \$1.98 Soft kidskin with hand turned soles; also strap styles—all sizes.

MEN'S NEW OXFORDS on Sale at \$4.00 the Pair Tan Russia calfskin in the new English last, low heels and blind eyelets—very smart styles.

Your New Corset Should Be Fitted Before You Wear Your New Spring Gowns

We are perfectly equipped to show you the correct corsets for spring and summer. There is a distinct model made for every figure and we have them all.

Each figure is an individual study and the corset must be fitted so as to bring out the characteristic good points and carefully conceal the defective ones, at the same time conforming with the season's current styles.

We are showing corsets for the slender, immature figures with prominent hip bones. Corsets for figures unusually large above the waist line. Corsets for evening gowns, extremely low top and made of soft materials and highly boned.

Corsets for riding, motoring and athletic purposes; also corsets for the tailored gown.

Corsets for juniors' and misses' wear are strongly featured with us, as our experts realize the importance of corseting a growing girls' figure.

Our display includes models especially designed for every age and for each individual type of figure. Models that will meet the style requirements of fashionable women for all occasions.

We conduct the most attractive and much the best equipped corset section in Omaha on our second floor. Services of our expert fitters are at your command.



One of the Newer Models of Corsets now being featured on our Second Floor.

Yard Wide Tissues, Plain and Fancy Printed Lawns, Checked & Striped White Goods, 5c Yd.

Thousands of yards of fancy wash fabrics piled high on bargain squares in the Basement—values up to 15c a yard. Very special bargain for Monday.

FANCY FIGURED AND PERSIAN PATTERN COTTON CHALLIES—HUNDREDS OF BOLTS, yd 3/2c

Buy Your Wall Paper at These Prices

Never before have we shown such a complete line of artistic spring wall papers. Spring's newest patterns and colors.

Bed Room and Kitchen Papers in light and medium colors—worth up to 6c, at per roll 2 1/2c. Good Blank Papers—others ask 1c for the same goods—big selection of colors and patterns, at roll 4 1/2c. The choicest lot of bed room papers in Omaha. New styles in floral, stripes and allover effects—worth as high as 18c, at roll 8c. Largest stock of cut-out borders in Omaha. All borders cut free of charge. We take orders for paper hanging at reasonable prices.

At No Other Store Can You Expect to Find the Qualities, the Values or the Varieties in Allover Laces and Embroideries that You See Here

18-inch shadow and fancy allover laces, 12 and 15-inch shadow lace flouncings, also new trimming lace bands in macrame, Venise and and crochet effects—many reproductions of high cost, imported laces—white, cream and ecru; values to 75c, yd. 39c

45-inch Fine Embroidered Voile Skirtings in New Designs at 49c Yd. Blind relief and Japanese effects, also 27-inch embroidered batiste flouncings—choice designs in English eyelet, floral and new combination effects.

18-inch Embroidered Nainsooks and Cambrics, worth to 35c, 19c Yd. Flouncings, also fine Swiss and batiste embroidered galoons up to 3-in. wide.

French and German Val Laces and Insertions, Also Linen Torchon Lace, at 5c Yd.

Women's Long Silk Gloves—Elbow length, in white and black, at pair 69c

Women's 16-button Length Chamoisette Gloves—White and natural colors, pr. 50c

FIVE SPECIALS IN LINEN DEPARTMENT—MAIN FLOOR—MONDAY

Hemstitched Huck Towels, 19c quality—6 to a customer—at each 12 1/2c

Large size, extra heavy initial Bath Towels—39c quality, at each 23c

10c Initial Turkish Wash Cloths—heavy quality—6 to a customer—each, at 5c

Large size, heavy Crochet Bed Spreads—plain hem—\$1.75 quality, at \$1.25

Hemstitched Mercerized Table Cloths—64x96 sizes—\$1.98 quality, at \$1.19

The Season's Novelties in White Goods

White Crepe Pique, new novelty for dainty white frocks—makes up beautifully and launders to perfection—42 inches wide; at, yard... \$1.39

27-inch White French Pique, in dainty embroidered dot designs, yd. 89c

40-inch Imported White Ratine, light weight fabric, at yard... 75c

52-inch White Corduroy, for separate skirts and suits, at yard... \$1.25

White cotton Voile, in those pretty new cords and satin strips, also the new Flaxon Voiles—40 and 32 inches wide; at, yard... 25c

50c White Russian Cord, in all the newer patterns—very serviceable for suits and children's wear—27 inches wide; at, yard... 35c

Two cases No. 350 Imperial Long Cloth, Pointer brand, chamois finish for underwear—the full 12-yard bolts are specially priced at... \$1.35

46-inch White Opera Batiste—specially priced, at yard... 25c

Summer Wash Goods at Main Counter, Basement

Fine silk and cotton dress fabrics. Everyone wonders how we can sell them so cheaply. This new lot includes 24, 27 and 36-inch silk crepes, silk jacquards, silk stripe marquisette, plain black, etc., in remnants from 2 to 20 yards—worth 15c

Printed Chiffon Crepes—A soft crinkled material that requires no ironing—dainty floral designs, ring and striped patterns—25 inches wide, at the yard... 15c

Egyptian Tissues—All this season's styles—the only tissue that launders without fading—28 inches wide, at the yard... 25c

Beautiful Printed Voiles

Newest colorings in floral, borders, black and white stripes, plain shades, etc.—40 inches wide, at the yard... 25c