

Eyes Scientifically Examined

and glasses carefully fitted by our optometrist. Any lens duplicated quickly in our Optical Department.

Main Floor—North

THE BRANDEIS STORE

The Mode Individual in Springtime Apparel



Remember that individual fashions from the world's markets are to be found in our unusual Second Floor collection. Those wonderful one-of-a-kind models are always awaiting your selection.

Winsome Dresses 39.50 to 295.00

Exquisite blending of appealing color favoring Kordette Crepe, Crepe Roma, Flat Crepe and Crepe Elizabeth, each endowed with subtle touches of artistry proclaiming individuality for every occasion, be it evening, afternoon or street wear.

Capes and Coats 39.50 to 295.00

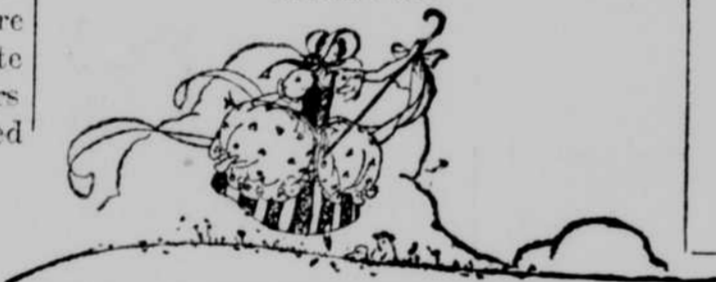
A decided necessity for now and for many weeks to come. Styles of gerona, tarquina, marvella and other favored fabrics of both silk and wool. They are copies and authentic adaptations of late Parisian models. Trimmed with furs and in smart braid and embroidered treatments.

Second Floor—West.

Costume Suits 39.50 to 250.00

The separate blouse is lavishly embellished with Oriental embroidery or in printed silk. The jaunty short or knee length Mandarin jacket is offset with a tie sash that is most becoming.

Second Floor



Second Floor

By Special Arrangement We Are Privileged to Offer

Duplicates of Irene Castle's Original Models



Irene Castle is the recognized leader of style in this country. Her good taste and discrimination in dress have won for her the title of "America's best dressed woman."

Irene Castle is the recognized leader of style in this country. Her good taste and discrimination in dress have won for her the title of "America's best dressed woman." It is now possible for you to secure frocks and wraps which are exact duplicates of foreign creations from the personal wardrobe of the "best dressed woman in America." Each model made of famous Corticelli Silks.

We have made a special arrangement whereby we are able to offer you the new "Irene Castle Original Models."

In each model is sewn the label "Irene Castle Model Made of Corticelli Silks." It insures your getting an authentic replica of one of Irene Castle's own creations. It also guarantees the garment itself. Coats and wraps bearing this label are guaranteed to be lined only with Corticelli Silk.

These charming frocks and fashionable wraps are now on view in our store. We have a limited number of these exclusive costumes. They are the only ones on exhibition in this city. Come in early and let us show them to you.



Second Floor

"The Men Who Never Sleep"

Our greatest blessings are the simple ones—the things that come so freely and are so common that we accept them as a matter of fact and seldom take the time for a thought of gratitude. Think of some of these things: Pure water, without which men would perish; wholesome air, requisite to life and health; the sun, with its warmth, its invigorating rays and its cheerful beams that often lend the touch of beauty to an ash barrel; the rain, giving assurance of a bounteous harvest; the rainbow, once referred to as "the autograph of God," arching the sky and bidding "Peace" to the storm. These common things are, indeed, too numerous to mention, but it is just as well for everyone to give a few moments occasionally to thoughts of gratitude for the blessings with which Americans, in particular, are ever surrounded. Right here in Omaha let us be especially grateful for the devotion to duty and the big capacity for intelligent effort shown by "the men who never sleep." We refer to the brave firemen of this city who distinguished themselves in the Armour fire—perhaps the greatest conflagration in the history of this section. Surely it may be said of them on this occasion, as on every other occasion: "They fought like brave men, long and well." In the name of all who love courage and devotion to duty, and in our own name, we thank the officers and the members of the Omaha Fire Department, and we congratulate the city upon having the services of such true and faithful men.

J. L. BRANDEIS & SONS.



An Unusual Sock Event

Monday buy good, dependable socks at prices that are less than your fondest hopes could anticipate.

Your favorite brand of socks, mill runs it is true, but good, dependable mill runs that will measure up to the best in wear or appearance in two big lots.



4200 Pairs of Silk Lisle Socks Per Pair 20c

All sizes in a good assortment of colors. Regulars of this quality sell daily at 40c a pair.



4200 Pairs of Fiber Silk Socks Per Pr. 25c

A good assortment of colors in all sizes. Regulars of this quality sell at 50c a pair.

Main Floor—South

Domestics and Wash Goods

Our stocks of new spring wash materials are ready for the inspection of housewives and dressmakers.



Wash materials are prettier than they have ever been before and the diversity of patterns is almost endless. Prices are most reasonable.

Fancy Printed Dress Voile—In a variety of new spring patterns and colorings. 40 inches wide. Per yd., **48c**

Fancy Printed Silk and Cotton Mixed Crepes—In a beautiful assortment of new designs, including the favored Oriental printings. 36 inches wide. Per yard, **98c**

Petalbloom Suiting—36 inches wide. A cotton fabric of special construction, in crepe effect. In a rainbow of new plain shades. Per yard, **59c**

Peter Pan Gingham—In assorted checks and colors. 32 inches wide. Warranted tub and sun-proof. Per yard, **75c**

Toil-Du-Nord Dress Gingham—In plaids, checks and plain shades. 3 to 12-yard lengths. Per yard, **22½c**

Swiss Organdy—45 inches wide. Guaranteed Clander permanent finish. In the wanted plain shades and white. Per yard, **1.00**

5,000 yards of Assorted Remnants—Including flannels, muslins, percales, ticking and similar cotton fabrics accumulated from weeks of selling. Per yard, **10c**

Bleached Muslin and Cambric—36 inches wide. A splendid quality for sheets and pillow cases. Long mill lengths. Per yard, **12½c**

Basement—North

Household Linens

Japanese Blue Print Cloth

54 Inches Square With 6 Napkins for **1.49**



The special price on this combination offer will be in effect for three days. Take advantage of this opportunity to buy blue print cloths and save your better linens. They are easily laundered and fast colors.

Huck Towels—Large sized cotton huck towels with neat borders. A good absorbent quality and a splendid value. **10½c** at Not over a dozen to a customer.

Pure Linen Crash Toweling—Extra heavy quality suitable for roller towels or dish towels. Natural color with narrow blue border. Specially priced. Per yard, **16c**

Fancy Scarfs—Lace-trimmed scarfs with cutwork and embroidered centers.

18x36-inch scarfs, **75c**
18x45-inch scarfs, **85c**
18x54-inch scarfs, **1.00**

Japanese Blue Prints—Pretty designs in a 60-inch cloth, each, **1.98**

Crochet Bed Spreads—Snowy white spreads with hemmed ends, 78x88-inch size. A good value, each, **2.69**

Bleached Irish Linen Toweling—An absorbent quality that leaves no lint. All linen bleached toweling with narrow red border. Per yard, **25c**

Double Thread Turkish Towels—A heavy, all white Turkish towel with hemmed ends. Each, **25c**

Turkish Wash Cloths—These are seconds of our 20c quality and very good looking wash cloths in different colored stripes. Each, **5c**

3.65, 5.98, 7.50, 8.50

Main Floor—West

Imported Beaded and Spangled Robes and Tunics

Reduced for Clearance to **795**



Beautiful patterns in beaded or spangled designs from simple, dainty effects to handsome elaborate ones, on fine firm net or georgette. They are cut on the approved lines for evening wear and require but a few yards of material for a slip and very little work transforms them into gorgeous evening gown.

The colors include black, white, orange, rose, blue, jade. Some of these robes are slightly imperfect from handling, but these defects can be easily adjusted and it is well worth the trouble at their reduced price.

Main Floor—Center

Something New! "Cut Lace Embroidery"

A fascinating kind of needlework done with an ordinary embroidery needle.

FREE LESSONS Will Be Given Daily From 10 A. M. to 4 P. M. by Prof. H. Vance Shaw of the New York Academy.

Our exhibit of finished pieces of cut lace embroidery includes Bed Spreads, Pillow Runners, Pillow Cases, Sheet Shams, Table Cloths, Centerpieces, Sofa Pillows, Dresser Covers, Napkins, Towels, Women's Underwear, Baby Carriage Robes, Carriage Pillows, Pin Cushions.

Cut lace embroidery is a revival of the old stitches and designs dating from the seventeenth century and introduced into this country by Professor Shaw. These must be seen to be appreciated and you are cordially invited to inspect this new and wonderful work.



Third Floor—West

Decorations For Washington's Birthday Parties

If you intend having a party on or before Washington's birthday, use some of these paper novelties for an effective setting. Party Caps in patriotic colors, priced **5c 10c and 15c**. Snapping Mottos, dozen, **75c and \$1.00**. Nut Cups, each—**5c 10c and 15c**. Red, White and Blue Horns, each, **5c and 10c**. Also a full line of Candy and Salted Nuts to be used at the party. If you ask in our Favor Department, we shall be only too pleased to give suggestions for party plans and decorations.

Main Floor—West

Hair Goods at Reduced Price Triangular Front Pieces

Made on weft foundation of first quality natural wavy hair for women with scanty hair. 20.00 value, special at **18.00**

Human Hair Switches

Extra fine grade switches made of natural wavy hair in three stems in one or three single strands. 6.00 value, special at **4.98**

Real First Quality Natural Wavy Switches—Made in triple strands. 18 inches long. 10.00 value. Specially priced Saturday, **8.00**

Visit Our Beauty Parlors Have your work done at reasonable prices.

Third Floor—West