

Welcome to Auto Show Visitors

Irish Linen Glass Toweling

We have just imported 1,200 yards of this pure Irish linen glass toweling; comes in blue and pink check; positively does not lint. Regular 39c quality; special at, per yard, **21c**

Main Floor—West

THE BRANDEIS STORE

Bleached Seamless Sheets

Size 81x90; made of extra heavy linen finished sheeting; genuine eastern make; free from dressing; limit of six to a customer; special at, each, **1.25**

Basement—North

Announcing that the New Spring Styles Are Swagger

Never was femininity more feminine than in the manish simplicity of tailored suit or dress—so desirable for Spring—unless, perhaps, in those lightly graceful new frocks that share the style honors with the tailored mode.



The Tailored Suit Possesses Boyish "Chic"

Heather sport mixtures and tweeds in belted, straight line and link-front models, exceptionally well tailored. In brown, tan and Oxford gray.

29.75

Link-button, single and double-breasted suits in fine twills, hair line or cross bar stripes and manish worsteds. Navy, black, brown and tan.

55.00

Other Tailored Suits, including the Boyish cut and the popular O'Rossen model, the Paris interpretation, in twills and hairlines.

45.00, 59.75 to 175.00

The Spring Frock Is Slim and Straight

Sport Frocks, street and afternoon dresses in fine crepes, heavy ripple-weave crepes and embroidered Georgette, straight-line models in infinite variety.

29.75

Light colored tricotines and tailored striped suitings, satin, beaded French crepe and sport crepe de Chine, in styles varied, fresh, novel and smart, very smart!

45.00

Other Spring Dresses in a wealth of charming styles, each more modish than the last, in all the leading fabrics of the new season.

49.75 to 150.00

Second Floor



Monday--
A Complete
Collection of

Clever New Spring Hats

Arranged In Three Groups

5.00 7.50 10.00

In these groups we are displaying a variety of styles, including cloches, mushrooms, turn-back models and turbans. Milans, timbos and combinations of straw and silk are used to make up these very smart hats. All of them are cleverly trimmed. Colors range from all the newest Spring shades to the ever-popular black.

Second Floor

Beginning Monday An Important Special Sale of 10,000 Yards of SPORTS SILKS

(wool-filled; 39 inches wide)

in an assortment of over thirty color combinations

at the astonishingly low price of
\$1.68 per yard

This is a phenomenal value

Also

5,000 Yards of 36-Inch SILK KNIT CREPE

In a full array of colors. A soft, crepey effect; suitable for one-piece gowns and blouses; a regular 2.00 per yard value.

\$1.25 per yard

Silk Department—Main Floor—Center

Monday, Special Prices on New Spring Dress Goods and Coatings

A Limited Quantity of 54-Inch Veldyne

54 inches wide; made of fine cashmere yarn; fully sponged and shrunk; tan, brown, blue, gray and black. This cloth is the genuine Veldyne and is sold everywhere at 7.50 per yard.

3.95 per yard

Dress Flannel

In all the newest color combinations of checks, plaids, stripes and plain colors; especially suitable for the new Spring sport dress that is so much in vogue—

1.98 2.95 3.95 4.95

Main Floor—Center

1,500 Yards of Mill Remnants of Fine Twills

These are mill remnants from the famous Atlantic Mills; in all wanted colors, including navy and black. Regularly priced on the bolt at from 3.50 to 6.00 per yard.

1.69 per yard

New Coatings

Embracing the season's newest ideas in smart color combinations; stripe and plaid effects and plain colors.

2.95 3.95 4.95

Main Floor—Center

The Season's Newest Styles of Plain and Fancy Laces

In Venice, St. Galls Venice, Applique, Chantilly, Limerick, Batiste

These come in ecru, cream and white in all the most beautiful styles and patterns; laces, bands and insertions. Many of these styles are shown by us for the first time in Omaha. Hundreds of patterns to select from.

Priced 98c, 1.98, 2.98, 3.98 yard

Main Floor—Center

Rhinestone Ornaments, Clasps

For all the new Spring dresses and frocks; included in this lot are beaded, spangled and embroidered medallions in beautiful shapes and designs.

Many Beautiful Shapes 98c to 1.98 Each

Main Floor—Center

Monday Specials in New Domestics and Wash Goods

To aid you in replenishing your supplies of bedding, aprons and other garments, we offer these value-giving specials in standard domestics and new and attractive spring wash goods.

Pequot Bleached Sheeting

This celebrated brand is famous for its wonderful wearing qualities and beautiful finish; priced at less than present mill cost; limit of 10 yards to a customer. Special, per yard, **62½c**

Genuine Amoskeag Apron Gingham

In all the wanted checks and broken patterns; warranted indigo dyes; special at, per yard, **19c**

Black Sateen

36 inches wide; highly mercerized; a beautiful, lustrous finish and soft fabric; can be used for bloomers, linings and children's clothes; special at, per yard, **35c**

Plain Fast Color Suitings

In the season's most wanted shades; also 36-inch wide fast color Indian Head; guaranteed fast to sun and laundering. Special at, per yard, **48c**

Well-Known Aurora Brand Bleached Sheetting

9-4 bleached sheetting. Well made of selected cotton yarn. Will wash and wear well. This popular, well-known brand specially priced for Monday, per yard, **52½c**

Bleached Seamless Sheets

40 dozen of the famous Dwight Anchor and West Farnam seamless bleached sheets; size 81x90 inches; slightly soiled from handling; regular price 2.15; special, while the lot lasts, each, **1.59**

Shirting Cheviot

In assorted colors and patterns; the popular material for men's shirts and boys' blouses; special at, per yard, **19c**

Genuine Serpentine Crepe

An assortment of beautiful new designs and colorings; name stamped on selvage; special at, per yard, **34c**

Mercerized Cotton Foulard

32 inches wide; in a range of pretty printed patterns; lustrous, silky finish. Special at, per yard, **29c**

Amoskeag A. F. C. and Utility Dress Gingham

5,000 yards, in pretty plaids, checks and plain colors; warranted fast dye; all long, useful mill lengths, suitable for children's frocks, summer dresses, aprons, etc.; special at, per yard, **19c**

1,000 Pieces of 36-Inch Percale

Consisting of light and dark colors; in the newest spring patterns; suitable for house dresses, aprons, wrappers and children's dresses.

Our very best 80x80 quality; special at, per yard, **28c**

Our standard Merit Quality, special, per yard, **21½c**

Outing Flannel

36 inches wide; in plain white or fancy patterns; extra heavy quality; regularly priced at 29c; special at, per yard, **21½c**

Bleached Muslin

A fine soft finished quality and full spring water bleach; special at, per yard, **14½c**

Flock Voile

38 inches wide; in a big range of colors and designs, including the popular dot effects; slightly imperfect; special, per yard, **39c**

Shirting Madras

Imported and domestic madras; comprising Tootals English madras, fiber silk mixed shirtings, with corded and jacquard styles; all 32 inches wide; values from 75c to 1.00 per yard; all grouped in one lot at, per yard, **49c**

Embroidered Voile

40-inch width; the season's newest and most wanted Spring fabric; in a wonderful collection of designs and color combinations. An exceptional value at, per yard, **89c**

Basement—North

Monday Specials in Fine Household Linens

Fine table and fancy linens are specially priced for Monday selling.

Silver Bleach Linen Table Damask

70-inch all linen; soft mellow finish; the kind that does not wear out; in assorted designs. Special, per yard, **1.98**

Embroidered Linen Towels

Very fine quality with hemstitched borders and embroidered ends; size 17x34. Special, each for Monday at, **98c**

All Linen Silver Bleached Table Cloths

Size 63x89; the right size for the new shaped tables; has a soft mellow finish. Special, at each, **7.50**

Attractive All-Linen Luncheon Sets

Of all linen, with neatly hemstitched colored borders and embroidered ends; size 17x34. Special, each set at, **8.50**

3,000 Bleached Turkish Towels

In assorted sizes, styles and qualities; priced from—

18c 25c 29c 35c 49c 59c

Madeira Linens

Save 33½% to 50% by buying these hand-embroidered madeira linens; slightly soiled and wrinkled; one of a kind; these are priced so low that not one should be left at the end of the day.

Crochet Bedspreads

A heavy quality; practical for the home and hotel; comes in two sizes.

**72x84, 2.59
76x88, 2.79**

Main Floor—South