

THE BRANDEIS STORE

Monday for Your Approval

SPRING EXHIBIT OF NEW FASHIONS

Smart Apparel for the New Season, Things of Beauty and Utility --- All Possessing the Originality, Freshness and Sparkle That Is Traditional of Brandeis Store

LIKE homing birds, the styles for spring arrive at the Brandeis Store and this formal announcement is your cordial invitation to come and view the hundreds of charming, new spring fashions that are blooming everywhere through the store, creating one of the most beautiful presentations of springtime apparel we have ever held.

AS in other years, the various exhibits have been assembled with skill and understanding. Interpreted in terms of smartness, each new mode meets perfectly the demands of the new season, and this formal opening, recognized as authoritative, determines for thousands of women the choice of their spring wardrobe.

*All the World Contributes
to This Spring Display*

All over the store there is a comprehensive exhibit of dependable merchandise gathered together for this annual event from every corner of the globe. It is a showing that demonstrates the resources of this institution and its commanding position in the markets of the world.

In Co-Operation With Other Omaha Merchants,
Brandeis Store's

*Beautiful Windows
With Living Models*

Will Be Opened at 7 P. M. Monday

So that all your family may enjoy their beauty together. Our windows will be curtained all day Monday and formally opened at 7 p. m.



Fashions Newest in Apparel and Accessories

The Coats—

So lovely are the coats this season they play an important part in the spring wardrobe. The styles are smartly tailored and one marvels at the many attractive colors and delicious softness of the many fabrics—jewel-tone, juina, fawnskin, charmeen, twillbloom, etc., in such becoming shades as rougette, golden-oak, gingersnap, carnelian, tiger-eye, nectarine, etc. Many of them are banded with fur.

The Dresses—

Frocks from the houses of Millgrim, Hickson, Irene Castle, Nemsler, Claire, etc., have short skirts, circular panels or inverted pleats that add a flare to the straight silhouette—and, when used at all, a low waistline. Printed crepes are a favorite and so are satins, chiffons, linens, broadcloths, voiles, etc., in every imaginable color and pattern, including awning stripes in silks.

The Ensemble—

The ensemble suit is the fashion of the hour. Delightfully new in texture and coloring, graceful of line and fabric, the ensemble breathes an air of aristocracy and charm that is appealing to everyone. Becoming modes of rich satin, kasha, poiret-sheen, charmeen, etc., are shown in cocoa, biscuit, rouge, navy, black and other good shades. Stout figures find an ensemble quite slenderizing.

The Hats—

Bruck-Weiss, Rawak, Kurzman, De Marinis, Meadowbrook, Delart, Croft and others have sent us a wealth of charming effects and so varied are the shapes, the trimmings and materials you are assured a hat of distinctiveness and individuality. High crowns are quite the thing, but felts are a dominating material. There is variety aplenty, and, best of all, an assurance of style correctness.



*Smartly Styled Footwear
Figure Building Corsets
Latest Ideas in Silk Hosiery
Charming Apparel for Babies*

*Silks in Hundreds of Shades
All the Dress Goods in Vogue
New Laces and Embroideries
Lovable Dress Trimmings*

*Gloves Favored for Spring
Exquisite Ideas in Veilings
Latest Conceits in Neckwear
Choice Selections in Lingerie*