 JBRANDEIS

## Grand Opening Saturday $\frac{\text { of } \mathrm{Fmbeve}}{\text { nulurevi }}$ <br> This Opening is the Most Important Style Event of 1903 <br> $\qquad$



"Brandeis" models are the acknowledged leaders
of fashion for the western millinery world.
The value-giving power of our store will again be demonstrated by a display of figures for the world's choicest millinery merchandise, such as must convince the most skeptical that they are practioally
throwing their money away if they do not buy their millinery wants from us, and in order to signalize this throwing their money away if they do not buy thoir millinery wants from
opening we have prepared a most inviting feast of seasonable bargains.

PATTERN HATS AT $\$ 7.50$ AND $\$ 10$ A gorgeous showing of pattern hats at these prices has been prepared for
your choosing. You cannot realize the grandeur and elegance of these goods until you have personally taken a peep at them. We have cautiously selected the best ideas of the Paris artists and reproduced them
with materials equally as good. And as to style we repeat as on several with materials equally as good. And as to style we repeat as on several



| Tailored Street Hats at $\$ 1.98$ <br> This season we show a handsome assortment and better valnes at thif price than ve heve ever shown before-every hat If the deerign or a leaditk and renownean steor hat maker Gaturday comman |
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## TRIMMED HATS AT $\$ \mathbf{\$ 5 . 0 0}$

or Saturday we offer a collection of trimmed hats at $\$ 5$ which are marvel ously correct copies of the French and English creations. We have in former seasons offered some wonderful values at this price, but we feel
safe in saying that in this assemblage we have far excelled our former efforts. There are flower hats of the popular red poppy and geranium bons and handsome flowers, foliage hats and a host of
chiffon and other effects. Most stores ask $\$ 10$ for hats

| $\$ 1.25$ Untrimmed Chiffon Hats, 84c All the season's bent shades in untrimmedchiffon hats, with fine straw brald crown chiffon hats, with fine straw brald crown tops, in white, black, pink,light blue, carainal, castor ${ }_{\text {and }}^{\text {and malse-a regular }}$ $\qquad$ |
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 $2=5=-59$

## Spring Opening of Ladies' Suits and Costumes

$\$ 15$ SILK COSTUMES $\$ 6.98$
oday we will offer as a special barthe Sinnott stock at a wonderfully low figure. Satin foulard and seeded taffeta suits, black silk costumes, skirts and and smart designsSaturday only-
$6 \underline{98}$

The most beautiful creations of foreign and American masters of style will be shown tomorrow in our ladies' suit department. The env tire department will be given over to a grand display of the hundreds of superb suits and demi costumes that the creative minds of fashion promoters have dictated. The modes that we show are the select creatious of two continents. At no previons season have Omaha women been permitted such a fashion feast

These new modes are fresh from the fashion centers of the world and the great ma- THE NEW SUITS-The height of style elegance is reached in our spring suits. the west. THE NEW SPRING COATS-Here are the swellest effects in light spring coats
for ladies. Some of the daintiest and most fetching designs shown anywhere in the
$\$ 59, \$ 37.50, \$ 29, \$ 24.50$ down to $\$ 17.50$
usual beauty. All the new effects, the stylish stoll collar, postillion back, Persian trimmention special values at- .-.
$\$ 150, \$ 125, \$ 98, \$ 89, \$ 75, \$ 49, \$ 24.50$


