

# SPRING'S FASHIONABLE GOODS AT BRANDEIS'

## Leading Fashions in Dress Goods

Scores of new patterns of our finest Dress Goods are imported direct from abroad and the best output of the home market is always secured for our patrons.

### New Sicilians and Mohairs.

54-inch Sicilians, always sell at 75c yard—at, **59c** Melange and Fancy Mohair Suitings at **49c-69c-85c-\$1-\$1.50**

Many of the very newest ideas in fancy Sicilians, new Plaids, Checks and Tartans.

**VOILES**—In desirable Shepherd Checks, every shade, a rich fabric that usually sells at \$1.50 a yard, at, **\$1**

**Shepherd Check Panamas**—Every desirable new shade, 48 inches wide and regularly selling at \$1.25 yard—to open the season **89c**

**Black and White Shepherd Checks**—very stylish, just arrived—at, **49c-59c-\$1**

### The New Wash Dress Stuffs

Tasty new Voiles and Shepherd Checks, at, **39c** Damask Linens for tub dresses at, **49c**

White Linens for lingerie waists, embroidered batistes, and swisses, at, **39c-49c-59c**

### Extra Specials on Bargain Square

5,000 yards Mohairs and Brilliantines, 3,000 yards of mannish suitings, newest spring effects, 50c **39c** value, at, **39c**

8,000 yds. of mohair, melrose, armures, granites, mohair crepes, all spring goods—regularly worth \$1.25 yd.—at, **69c** Silk summer dress goods—another big lot is here—every color crepes, collenies, etc., that created such a furore—sells everywhere at 75c yard—at, **29c**

White Wash Dress Goods in mill lengths, 3 to 15 yards, 40 inch wide white India Linon, India lawn, 12 1/2 c etc., 25c and 35c values, at, **12 1/2 c**

### BEAUTIFUL MATCH SETS OF

## EMBROIDERIES

Crisp new lot of fine hand-loom Embroideries with Insertings to match—all widths of the finest Nainsook and Swiss—many charming new patterns—on special bargain square for Monday, at, **10c-15c-25c-39c**

### Embroideries in Medium Widths

A variety of desirable widths and many fresh, new patterns—your choice for Monday—at, **2 1/2 c-6 1/2 c-10c**

### SPECIAL SALE OF NEW LACES

Here are some of the prettiest Laces and Insertings—in Vals, Torchons, Clunys, Point de Paris, etc., at, **2 1/2 c-3 1/2 c-5c-10c**

### ALL-OVER LACES AND EMBROIDERIES

The Lace comes in nets and Venice, white cream and ecru; the embroideries in Swiss, Nainsook and cambric—a specially fine lot of these all-overs—at, **59c**

### The New Spring Gloves Are Here

We have just received from Europe our entire import order of high-class Kid Gloves for spring—the very latest spring styles and every fashionable shade—Perrins, Reyniers, Dents, Monarchs, etc.—at, **\$1-\$1.50-\$2**

We are the exclusive agents in Omaha for Perrins famous Kid Gloves.

## SPRING JEWELRY NOVELTIES

**Dainty Shirt Waist Jewelry**—the Newest Ideas for Spring Wear. **25c-49c**

**Sterling Silver Buckles**—Sterling Silver Crescents, three on a card—at, card, **25c-49c**

**Beauty Waist Pins**—The latest and most popular jewelry fad, at, **25c-49c**

We are showing a large line of the latest things in **Jeweled Buckles**—a correct spring novelty—in amethysts, sapphires, turquoises, emeralds and other set—**25c-49c-98c**

**New Mounted Combs**—Gold band filigree side and back combs to match, fifty styles to choose from, in laid with French brilliants **25c to \$5**

## SALE OF SAMPLE TRUNKS

Steamer and Dress Trunks, in men's and women's sizes—the entire sample line of a Newark, N. J., manufacturer. A great assortment and widest variety in style—every sample trunk is made with extreme care and best materials. We offer them at fully one-third under regular price **\$18 down to 2.25**



## Brandeis' MATCHLESS SPRING MILLINERY

A Record of Twenty Years of Millinery Success.

For nearly a quarter of a century Brandeis has been the millinery center of Omaha. We have introduced the newest styles for a score of years and supplied the vast majority of the fashion followers of Omaha and vicinity. For the coming season we will surpass all previous achievements in catering to our patrons.

### More Elegant Paris Pattern Hats Than Any Store West of Chicago

Miss Margaret Daverne—one of New York's foremost designers of artistic hats, is in charge of our millinery designing. Miss Daverne's models are sought by many of New York's most fashionable women. This year her services will be exclusively for Brandeis' patrons. A corps of expert assistants from the east are carrying out Miss Daverne's style conceptions in our work room.

Expert milliners in our salesrooms are ready to assist you with their valuable style suggestions.

### Millinery Specials

Smart street hats for early spring wear—made in the prettiest soft straws—effectively trimmed in the latest mode—a special—**1 98**

Ready-to-wear hats in a score of the new turban shapes, etc.—trimmed with the newest flowers, ribbons and ornaments—lots of style in these new hats—will go **3 98**



Greatest variety new spring models ever assembled

### Brandeis' Millinery at \$5

The most fetchingly trimmed hats of peroxaline braids—also the brand new polo turbans, in all the most becoming spring shades—these hats are faithful copies of leading French models for spring **\$5**

### Stunning New Designs

Extremely artistic conceptions of reigning modes for spring—all the leading style novelties in stunning millinery are represented—many are imported—a number are exclusive Daverne models; variety of prices, with a special, at, **\$10**

## Exclusive Spring Silks at Brandeis

Many absolutely new arrivals are here, giving a broad variety of the most charming new spring silks imaginable. Monday we introduce several of the latest extreme spring novelties that are continued to Brandeis for this city.

Fallie Sauvage—an absolutely new silk, 45 inch wide, in a splendid variety of colorings—at, **2 98** Chiffon Calypso—an exquisite silk of great brilliancy—all the newest and daintiest spring shades, 46 inches wide, yard, **2 25**

Just received, the new Poonah cloth—an extremely stylish pure silk, 27 inches wide, at, **\$1** yard

Pompadour warp prints, in the new green, onion, navy and brown, at, **1 25** Louisee Faconne—in the small check effects, beautiful color combinations—a leader among fashionable silk fabrics, yard, **98c**

The Electra Messaline Silks—this silk is destined to be one of the season's greatest favorites—we show it in all the plain and changeable shades—very special offer, at, **98c**

Paillette de Soie—a silk fabric for making entire gowns, at, **85c** Chameleon Taffetas—in three and four tones, chiffon finish, special for Monday, at, **\$1**

### The Splendid Winslow Taffeta

The merits of this well known taffeta are generally known throughout this section. Brandeis is the Omaha agent for this beautiful 27-inch silk. We show this taffeta in white, cream, black and 100 plain and changeable colors, at, **\$1**

### The Burlingham and Rajah Silks

The Burlingham, **2.00** The Rajah silk, **1.25** at, yard

### Special Lots of Silks on Bargain Squares

Monday we place on special sale a fine new lot of spring silks at the most amazing prices—black and colored taffetas, messalines, poplins, French plaids, foulards and fancy silks for shirt waist suits, at, **49c-69c**

## Newest Ideas in Ladies' Spring Coats and Suits

The new styles in ladies' tailored apparel show a radical alteration in style features from the past few seasons—hundreds of the most becoming novelties are displayed at Brandeis.

**Splendid New Line of Covert Coats**—Ten different styles in the noblest ideas in these perfectly tailored coats, tightly stitched effects, at, **12 50**

**Covert Coat Special at \$7.50**—A twenty-five gored flat box pleat covert jacket, with fancy collar over inlaid broadcloth, well tailored, special, at, **7 50**

**Spring Novelty Tailored Suits at \$12.50**—The new greens and browns are effectively used in the fashioning of these suits—new style features for spring, stylish new fabrics, at **12 50**

**Tailored Suit Special Monday at \$17.50**—A great assortment of the new blouse, Hedingotes, etc.—in the accepted spring fabrics and colors, an extremely pretty array, at, **17 50**

**Samples and Exclusive Styles in Tailored Apparel**—Here are the most beautiful new spring ideas in tailored apparel—every one bearing the ideas of correct fashion **24 50 to \$65**

Many new styles of the very popular shirt waist suits for spring—all correct shapes **14 85**

Silk shirt waist suits—every style and color, many fetching spring novelties, at, **9 98 to \$45**

An entirely new assortment of walking skirts—well pleated effects, every new little feature style **4 98-7 50-9 98 up to \$35**—range of prices.



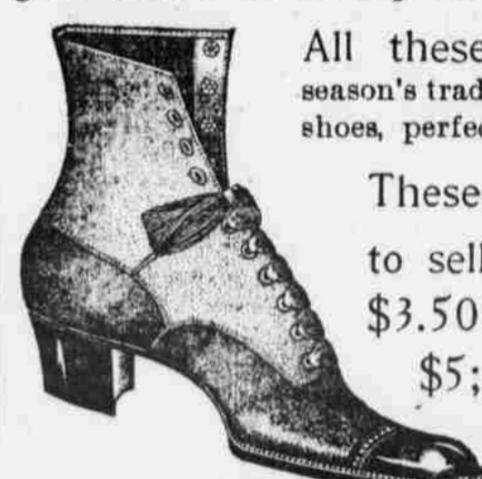
## Ladies' Shoes at \$1.98

Choice of all the Ladies' High Class Shoes from the stock of

### John Ebberts, Buffalo, N. Y.

Just as big a variety as ever to choose from—bargains even bigger than ever—all sizes—all widths—The value of these shoes is so plainly greater than their price that any woman can see the great advantage of buying spring shoes during this sale.

We have Specially Brought Forward for Monday—more French Heel and Louis Heel Shoes—more Fine Button Shoes—more Dongola and Patent Tip Shoes.



All these shoes made for this season's trade—they are extremely stylish shoes, perfect in every way.

These Shoes were all made to sell at **\$3.50** to **\$5**; your choice **1.98** at, pair.

THE SALE THAT IS THE TALK OF ALL OMAHA

## BIG BASEMENT BARGAINS

EXTRA SPECIALS FOR MONDAY

One lot of new corded Zephyr Ging-ham, worth 12 1/2 c, a yard, **5c** New Splash Voiles, the newest fabric for this season, a yd., **10c**

Cotton Voile Suiting, the 10c kind, at, a yard, **5c** Double fold Farmer's Satin and Mercerized Sateens, yd., **15c**

New Spring Lawns, the 10c kind, at, a yard, **3 1/2 c** Heavily mercerized Waistings & Suitings, in mill lengths, a yd., **10c**

Fruit of the Loom and Lonsdale Mus-lins, from 8:30 to 10:30, a yard, **5c** New all-silk printed Mull, the 80c kind, in mill lengths, yd., **10c**

## BIG LINEN SALE

15c extra large sewed fringe linen dollies—at, each, **5c**  
7 1/2c huck towels, slightly imperfect—at, each, **2c**  
25c spachtel pillow shams, 25c squares and dollies, 25c linen dresser scarfs; choice at, each, **10c**  
5c Turkish wash cloths—at, at, **1c**  
72-inch full bleached all linen Belfast satin table damask, worth \$1.50—at, yard, **98c**  
\$3.00 napkins to match this damask—at, doz., **1.98**

## SHEET MUSIC SALE

Just for Fun, Teasing, I Was Only Fooling, Blue Bell, Come Home Soldier Boy, I'm Trying So Hard to Forget You, When I Fell in Love With You, Ruth, Bessie, In a Sleigh With the Girl You Love, By the DEAR OLD DELAWARE, Alexander, Life Aint Worth Living When You're Broke, She Still Believes in You—choice, **13c**  
Mail orders must be accompanied by 1c per copy extra for postage. Otherwise they will not be filled.

## New Season's Lace Curtains and Tapestries Specially Priced

New arrivals are daily reaching us from the east—our spring stock is practically complete and embraces the very best of this spring's novelties and staples.

Heavy Corded Antique Curtain, new Ivory color, **3 98**  
Ten styles of our imported novelty curtains—white and two toned ecru, choice, **2 98, 3 98, 4 50**  
Linen tapestry cloth, newest material for shirt waist boxes, furniture covering and draperies worth up to 50c a yd., **19c**



Artloom Tapestry Couch Covers—famous couch covers that are advertised everywhere—newest effects on the market, your choice, **2.50-3.50-3.98-5.98**  
Oriental Tapestry, 50 in. wide, a yard, **1.25**

WINDOW SHADES—We will be pleased to give you estimates on window shades—we carry a complete line of all widths of oil opaque hand-made shade cloth.

## SPECIAL BARGAIN OFFERS IN OUR CARPET SECTION

Our great day-light Carpet Department, on the Second floor, is stocked with a complete line of the newest and most desirable spring patterns of Carpets and Rugs. Select them now from a complete stock and have them laid when you are ready. Brandeis' goods always at uniformly low prices.  
New Axminster Carpets—Floral and Oriental patterns—for parlor, sitting room, etc., regular \$1.35 yard—at, yard, **1.00**  
Axminster Rugs—6x12, floral and Oriental patterns—all new spring 1905 patterns, regular \$27.50 rug—at, **22.50**

## TALK ABOUT THE WEATHER

Why the Temperature Descends When the Days Begin to Lengthen.  
When the days begin to lengthen the cold begins to strengthen. These lines are quoted, not as poetry, but as a rhyming proverb as old as the hills expressing the popular belief in a somewhat paradoxical fact in regard to winter weather, and for the purpose of stating the not altogether obvious explanation of it.

The fact itself is undisputable. The days begin to lengthen at the winter solstice, on December 22, and anyone who has paid much attention to weather knows that we rarely have much cold weather or any extremely cold weather at all before Christmas. This is the conclusion reached not only by amateur meteorologists, but by the observations of the United States weather bureau as well.  
In the following table the mean temperature for thirty-one years of the last four months and the first four months of the year is given, and the months equidistant in a general way from the solstice are

Table with 2 columns: Month and Temperature. Rows include September, October, November, December, January, February, March, April, May, June, July, August, September.

the entire astronomical situation points to warmer instead of colder weather after the solstice.  
To begin with, the earth at the time of the winter solstice is 3,000,000 miles nearer the sun than it is at the summer solstice on June 21, and this proximity produces a powerful effect on the climate, moderating the cold in the northern hemisphere and intensifying the heat in the southern hemisphere. Not only so, but this effect should be cumulative. That is, the longer the earth remains in that proximity the more heat it should accumulate from this cause and this heat should continue to accumulate for some time after the earth

passes the solstice. In addition to this, the inclination of the north pole directly away from the sun at the time of the winter solstice, which causes the northern hemisphere to receive the sun's rays obliquely and in that way produce the cold of winter, begins to be modified as soon as the solstice is passed. After that time the sun's rays are received more and more directly and exert more and more power. At the same time the days grow longer and that also should increase the heat.  
Notwithstanding all this, no sooner do the days begin to lengthen than the cold begins to strengthen, and there can be

only one explanation of the apparent paradox. The earth is constantly receiving heat from the sun and constantly radiating it into space, but in the summer it receives more than it can radiate and in the winter months before and after the winter solstice the northern hemisphere is rapidly parting with the heat accumulating during the summer and parting with it much more rapidly than it receives it, even after the solstice is passed, because the power of the sun increases with amazing slowness. A simple illustration will make this plain. If in the center of a large room in extremely cold weather there is a hot stove,

a man who stands near it long enough will become quite warm. If now he should move away from the stove fifty feet he will get colder and colder the longer he remains at that distance, and if he should even approach the stove again at the rate of one inch an hour, he would continue to get colder, just as he did before, until he had come within a few feet of the stove again.  
So it is with the earth, when, after the solstice, it continues to pour its accumulated heat at a prodigious rate into infinite space and the days begin to lengthen at the rate of a fraction of a minute each day.—Chicago Chronicle.

