

Correct Easter Apparel

BRANDEIS'



Easter Millinery claims first attention—no topic is so vital to the shopper at this period as the selection of fashionable and becoming hat.

It is at Brandeis' that the tastes of discriminating women are satisfied. The Easter hat that excites the admiration and envy of womankind on Easter is sure to come from Brandeis.

The later models from Paris show even a greater variety of becoming modes than the early spring importations. We show an entirely new array of designs which embody the latest achievements of master milliners. As an Easter style show the display is superb.

The air of chic Parisian style that lends character to the Brandeis hats is not to be found in other models.

Combination of shades and artistic tone blending is a dominant feature of later spring style. Piquet ribbon is extensively used in trimming, while Milan and coque breasts are in high favor. June roses, forget-me-nots, hyacinths and wisteria are extremely modish just now.

One very popular model shows a peroxide double ruch on a high back and short front sailor, backed with wisteria. A green and tuscany combination is effectively brought out with different shades of heliotrope. Peroxaline braid and Tusans are employed to a great extent.

Each Hat Picture Here Is An Original Brandeis Model—Sketched in Our Department.

EASTER SPECIALS

A Stunning Easter Hat at \$7.50—We show Monday—most of them their first appearance—several hundred absolutely new models for Easter wear. The charming late spring innovations in all the newer shapes and combinations of shades. There was never such an exquisite array of fashionable hats priced so moderately—a Brandeis special at **75c**

ORIGINAL AND EXCLUSIVE EASTER MODELS

Here are the freshest models from Paris, just received from the customs house, consigned direct to Brandeis—scarcely a pattern of merit from the great millinery salons of Paris that is not faithfully copied in essential style features—never such a brilliant and bewitching assemblage of millinery art in the West—a range of prices from **\$15 to \$25**

New Millinery Modes at \$10—A specially fetching array of hats—Tommy Atkins turbans, new Plateau hats, short front and high trimmed back models, Polo turbans, tricorns, etc., at **\$10**

TWO NEW SUIT HATS SPECIALLY PRICED

A jaunty little ready-to-wear hat for Saturday's selling—made of the new colored straws, effectively trimmed—many of the prettiest ideas for street wear at **1.50** Up-to-date little street hats in turbans, toques, sailors, etc.—latest style trimming for smart street wear—a wide variety of very becoming modes at **2.50**



EASTER SUITS, GOWNS AND DEMI-COSTUMES at BRANDEIS'

Ladies' Sample Suits, worth up to \$35 and \$40, at \$19—As an Easter special we place on sale 180 fine tailored suits in voiles, mohairs, broadcloths, serges, etc.—new all-round blouse, Redingote, Eton and reefer styles, skirts in the new side and box pleat effects—most of the lot are samples, of which there are no duplicates, at **\$19**

Ladies' Beautiful Silk Suits at \$24.50—Beautiful silk jacket and shirt waist suits—sample suits with new blouse and jacket styles—skirts shirred and pleated—the most popular colors—many suits in the lot worth up to \$45, at **24.50**

Light Weight Silk Coats—High-class silk coats that will be extremely popular this summer—new half and three-quarter length loose effects—shirred and pleated Redingotes, etc.—they are pongees, shantung, rajahs, taffetas, etc.—all the new spring shades, including whites and blacks, prices range from **9.98 up to \$49**

Also a fine line of the new lace coats—one-half and three-fourths lengths, white, cream and black lace, at **14.85 up to \$45**

Stunning Covert Coats—Extremely pretty line of the swell new coat set shape and mannish box coats, from **7.50 up to 22.50**

Dainty White Summer Dresses—A great variety of the newest styles—made of Jap silk—point d'Esprit, Swisses, Persian lawns, etc.—charmingly trimmed with lace and nuns—veiling—price **9.98 up to \$39**

Confirmation Dresses—Pretty dresses special designed for confirmation—white lawn, not and Swiss for little misses from 6 to 14 years, daintiest, girlish styles, at prices from **4.98 up to 14.85**

Original and Late Styles in Ladies' Apparel Always Seen First at BRANDEIS'

Silk Street and Summer Dresses—Creme de Chine taffeta, peau de soie, printed Japs, etc.—light summer shades and white—prices, from **24.50 up to \$75**

Fine Tailored Skirts—An entirely new line of the finest spring tailored walking and golf skirts—white and colored mohairs, sicilians, panamas, voiles, silks, etc.—newest pleated and flounced effects, at **6.98 up to 22.50**

LADIES' EASTER GLOVES

Newest spring shades for fashionable street and dress wear, special odd shades to match Easter costumes—these gloves are the famous Perrins, Reyniers, Monarchs—worth up to \$3.00 a pair, at pair **\$1-1.50-\$2**

CHARMING EASTER NECKWEAR

Many new and charming ideas in the small neckpieces, stocks, turnovers, collar and cuff sets, etc.—many dainty hand embroidered lace effects, etc., at **25c-50c-75c**

VEILS AND VEILING FOR EASTER WEAR

All shades of chiffon crepe and silk chiffon, high quality for Easter, veils and trimmings, at **25c-49c**

SPECIAL SALE OF LACES

A new fresh shipment of cluny and novelty Guipure bands and insertions, white, ecru and two toned effects, also point d' Paris, vals, torchons, etc., at **5c-7 1/2c-10c**

EXTRA WIDE EMBROIDERIES

Crisp new embroideries brought forward for Monday—many insertions—the lot includes bouncings up to 18 inches wide—new patterns on bargain square at **10c-15c-25c-39c**



Sale of Ladies' Fine Shoes on Main Floor

Ladies' Oxford Ties on Sale on Main Floor

The first sale of Oxford ties this season. The entire new spring stock of ladies' white, brown, tan and chocolate Oxford ties, Blucher Oxfords, Gibson ties and Christy ties of a Lynn, Mass., manufacturer of fine shoes, on sale, beginning Monday, at less than actual cost to manufacture.

These are all high grade, low shoes of the very newest and prettiest summer styles, and the sale beginning Monday just as the season starts, gives it an importance that cannot well be over estimated. The prices during this sale will be **1.59, 1.98, 2.50, 3.00**

SHEET MUSIC BARGAINS

Where Rolls the Oregon—Laces and Graces—Rustling Silks—All Aboard for Dreamland—O Listen Ruth—Just a Bunch of Wild Flowers—What's the Matter with the Mail—Heart's Dream Waltzes—Sweet Dora Dell—The Montebank—Always in the Way—Sweet Kitty McCoy—When the Golden Hair has Turned to Silver Grey—Carnival Times, and THE CANNON BALL, positively the best rag ever published, a worthy successor to Maple Leaf, at **15c**

MONDAY IS THE GREAT TABLE CLOTH AND NAPKIN SALE

High-Class Douglas Satin Damask Pattern Table Cloths and Napkins—That were specially made in Ireland for the "Linen Shop," an exclusive Linen Store in the East that became financially involved. The highest grades of pattern table cloths and napkins that are brought to this country, in the newest and most exquisite patterns ever seen. In Philadelphia they are placed with a house of national reputation for carrying only the finest goods. In order that these stores might have no competition it was decided by the owners that this lot would be sold out West, and we bought the entire lot for spot cash for about one-third its real value. Such a buying opportunity may never occur again.

At Less Than Half the Manufacturer's Cost to Retailer.

The Cloths come in the following sizes:
2 yards by 2 yards 2 yards by 2 1/2 yards 2 yards by 3 yards
2 yards by 3 1/2 yards 2 yards by 4 yards 2 1/2 yards by 2 1/2 yards
2 1/2 yards by 3 yards 2 yards by 3 1/2 yards 2 1/2 yards by 4 yards
3 yards by 3 yards

Special Sale of High-Class Bed Spreads
In connection with our sale of pattern table cloths and napkins we will sell five hundred high grade genuine Marseilles and satin Marseilles bed spreads, both fringed and hemmed, that were most advantageously bought by us. In a regular way these bed spreads would sell at up to \$5 each. They will be sold Monday for, each **1.98**

Four Extraordinary Bargains Monday

Muslins at 5c Yard
By agreeing not to advertise the name, we have succeeded in getting control of all the mill lengths from the largest muslin mill in this country. These goods are as well known as Coats' thread; they generally sell for 10c yard. You will know the brand as soon as you see the goods; we are not allowed to advertise the name, but we will sell the goods for **5c**

15c Long Cloth for 5c Per Yd.
One big counter of mill lengths of the very best grades of long cloth—go at, per yard **5c**
Unbleached Muslin—This is the finest and best unbleached muslin made—"Found Sterling" is the name—we will sell it Monday at, per yard **5c**

An Extra Special Event in the Basement.
One table of black and white shepherd check suiting and one lot of new fancy crash suiting—these are very stylish and we offer them tomorrow at the unheard of price of, yd. **8 1/2c**

LACE CURTAIN DEPT.

NOTTINGHAM CURTAINS—60 inches wide, 3 1/2 yds long, at, pair **98c**
SCRIM CURTAINS—Battenburg braid edge worth \$2.50 pair, at, pair **1.50**
FRENCH NET CURTAINS—Ivory and Arabian, Battenburg edge and insertion—a new line displayed for the first time at, pair **2.98**
COUCH COVERS—A big variety—special Monday at, **75c**
TAPESTRY PORTIERS—About 25 fine styles in Oriental, plain centers, stripes and all over patterns—some sold as high as \$4.50 a pair, **3.98**

CARPET DEPT. SPECIALS

Our spring showing of carpets is the most complete in Omaha—the greatest variety of absolutely new patterns for 1905.
FINE VELVET CARPET—New line of parlor, sitting room, hall and stair patterns at **98c**
BEST WILTON and EXTRA AXMINSTER CARPET—A new line of handsome patterns, usually sold at \$1.75 yd., Monday, at, yard **1.25**
ALL WOOL INGRAIN CARPETS—25 rolls of new goods that usually sell at 85c a yd., goes Monday, at, yard **65c**
FINE NEW LINOLEUM—Up to four yards wide, tiling inlaid wood patterns, and other designs, at, yard **49c-59c-65c**
FLOOR OIL CLOTH—All widths, bright new patterns, excellent grades, at, square yard **25c-29c**

Easter Sale of Dress Goods

75c All Wool New Spring Dress Goods, 39c a Yard—One bargain square will contain about 50 pieces Sicilian, shepherd checks, shirt waist suitings, mannish cloths, suitings, dotted brilliantine, black and all colors, albatross and heppietta, cream, light and dark shades, at, yard **39c**

\$1.50 Finest Imported Latest Style Dress Goods, 69c—Front bargain square will have the best from abroad and trustworthy American dress stuffs. Sicilians every color and style. Voiles and Panamas, shirt waist suitings and the best black goods. Tartan voiles, pretty blue and green effects, at, yard **69c**

DRESS GOODS SPECIALS IN REGULAR DEPT.

75c Nuns Veiling—all colors, cream and black, at **49c**
75c Cream Mohair, **49c**
50c Shepherd Checks—Green, brown, navy and black, at **39c**
\$1.00 French Voiles—In color the best known and most trustworthy, at **69c**
\$1.35 Silk Crepe—44 inch. Every imaginable shade, at **\$1**

PANAMAS

Plain and fancy effects, jacquards, checks and plaids, **49c-69c-89c-\$1**

WASH DRESS GOODS—MAIN FLOOR SECTION

60-inch wide Eolienne, crystal, silk voile, check voiles **25c**
59c pure Irish Linen, white, a yard **45c**
WHITE WOOLEN GOODS
\$1.25 Cream, finest French voile **85c**
\$1.25 Cream, silky Sicilian **85c**
\$1.50 Yachting Twill Flannel, 52 inches wide **\$1.00**

SPECIAL SALE of FINE SILKS

A broad variety of charming silks, exclusively our own smart styles for suits. Pretty new silk for dressy waists and entire gowns. The ultra fashionable raw silks for the new coats, the correct fashion mirrored in every pattern.

50 Pieces 27-inch Black Bonnet Taffeta—This silk is guaranteed and has name and guarantee woven on selvage of every yard—actually worth \$1.50. In this sale **98c**

Philos—The new rough Pongee Silk, 27 inches wide, pure silk, and made in all the new spring shades **69c**

New Shirt Waist Silks Just Received—All the new effects so popular, in leading shades—many 27 inches wide—on sale **89c-98c-1.25-1.39-1.50**

The New Chiffon Taffeta French New Foulards—best quality, Plaids, confined to Brandeis in Omaha, now an original, only **1.69** in far spaced pin dot **\$1**

The World's foremost manufacturers seek Brandeis' Store as agent. Brandeis are Omaha agents for the Winslow Taffeta, and show a complete line of shades and combinations, as well as black, 27 inches wide **\$1**

Fresh Lot Fine Rustling Taffetas in all colors, new Louisiana Silks in neat stripes, Shirt Waist Silks in large varieties of styles—on sale at **49c-69c**

