



To the hosts of discriminating women in Omaha who recognize Brandeis' as the leading authority on style and first exhibitor of authoritative fashion in this city we take pleasure in announcing for Monday:

Opening Exhibit of Ladies' Spring Apparel



This event will particularly appeal to those women who take a pride in being always properly gowned. This exhibit showing, as it does, gowns suitable for every fashionable function, has an instructive value that every patron will readily appreciate.

Advance showing of elegant Easter costumes, original models for afternoon and evening affairs.

Princess Gowns—Demi Costumes—Man Tailored Spring Suits—Party Wraps—Summer Coats—Costume Shirts—Separate Waists.

We have made extra preparations to show the

Ultra Swell Princess Gowns

The graceful Princess gown ranks so high this season among the extreme novelties of fashion that there is no other style quite to be compared with it. The mode has been cleverly introduced in lingerie, lace, net and silk effects—specially selected ideas, at... **\$19 to \$98**

The beauty of the summer gown this season adapts it to wear at a variety of functions—at receptions, afternoon affairs and evening parties also it is equally appropriate.

Dainty Summer Dresses

And demi costumes are charmingly fashioned of sheer linens, nets, laces and particularly the crepe de chine, Japs, radiums and taffetas—trimmings are of the most elegant character—hand embroidery is favored in the more elegant gowns this summer—specials, at... **\$24 to \$75**

We show some wonderfully chic and dainty new effects in French lingerie and domestic under muslins, suitable for wear with the finest summer and dress costumes.

Brandeis' spring opening exhibit of Easter costumes has for several years been regarded by Omaha women as the most authentic forecast of the new season's styles. This year we more than fulfil the expectations of those who are awaiting this style show.

AN ASSEMBLAGE OF STUNNING MODELS IN NEW TAILORED SUITS

The tailored suit is, after all, the keystone of the style scheme of every season. The jaunty Bolero, the smart new pony and polo suits and the trim dressy Etons enjoy almost equal favor, and each style has distinctive lines that make them individually becoming. We specially mention the new striped and plain white serges, the shadow plaids, the velings, chiffon cloths and suitings among the reigning fabrics for spring.

A Moderate Range of Prices, from **\$24.50 to \$85**

A DELIGHTFUL ASSEMBLAGE OF THE NEW SILK AND LINGERIE WAISTS

White reigns supreme this season in the waist styles. Dainty shades enjoy some favor, but not enough to dispute the leadership of the plain white effects. Lingeries, messalines, taffetas, nets and laces are prominent fabrics. We devote an entire section of our department to a genuinely lavish showing of new waist models.

The Prices Range from **\$5 to \$25**

EXCLUSIVE APPAREL FOR SMALL MISSES AND CHILDREN INCLUDED IN THIS EXHIBIT

Neat little dresses and coats for party wear, for dressy school wear, etc. Many extreme novelties shown this season for the first time. The children's department will be specially interesting Monday.

A special section devoted exclusively to

New Party and Reception Gowns

These gowns were all chosen individually and much care taken to secure a range of style never before possible in Omaha. Eofennes, messalines, radiums, crepes and all over laces are popular. Many gowns specially imported for Brandeis. The range of prices will be up from... **\$35 to \$150**

The advantage a ready-made costume has over the one made to your order is that the former is carefully copied from an expensive French model, the original of which might cost a small fortune. This is an advantage no well informed woman overlooks.

Dressy Summer Coats and Party Wraps

These coats and jackets are shown in silks, laces, serges, mixtures and covers—special designs for golfing, driving and automobilizing—prices will range from... **\$10 to \$49**

Separate and costume skirts in voiles, velings, chiffon panamas, serges, men's tweeds, etc., at \$7.50 up to \$55

The Newest Arrivals in SPRING SILKS

New silks every day. Owing to the popular demand for silk suitings this spring, we have made extra preparation.

For Monday we offer 100 pieces new grays, corals, greens, white and black from the foremost foreign and domestic manufacturers. Many exclusive patterns—taffetas, louisenes, and fancy weaves—values up to \$1.50—special, at, yard... **\$1**

150 pieces Louisene checks, stripes, barred taffetas, face hair line stripes, Jacquard effects, printed warps, chiffon taffetas, etc., worth up to \$1.25—on bargain square... **69c**

Peau de Cupid—100 pieces, 23-inch, all pure silk, specially adapted for shirt waist suitings, waists and linings and made expressly for J. L. Brandeis & Sons. Nothing like it ever offered at less than 60c—main silk aisle at, yard... **39c**

300 pieces of plain and fancy new spring silks at 57c on the dollar. You save about one-half the price—at the Arcade entrance, main floor—yard... **49c**

Black Silks—Our New York buyer expressed us fifty pieces of (yard wide only) fine quality black Peau de Soie and costume taffeta, worth \$1.50, at, yard... **98c**

Notable Millinery Showing

The hundreds of admiring women who visit our brilliant exposition of spring millinery praise the beauty of our styles and the unvarying good taste of our selection of French patterns in a way to leave no doubt as to sincerity. It is a lavish showing that has never known an equal.



We are pleased to call special attention to our variety of original model hats for spring, designed and executed by the most famous style artists in New York. Every correct idea in shape and trimming is carried out in faultless manner. **\$10**

We mention a new assortment of dainty evening and dress hats, designed in our own work rooms after French models imported specially for this purpose. A handsome variety specially priced, at... **75c**

EXCLUSIVE PARISIAN HATS ARE MARVELS OF STUNNING STYLE

These hats are chosen by our own French representative, who is regarded as an eminent millinery authority in Paris. No importation to an American house ever showed a more brilliant congress of accepted Parisian fashions. These models are absolutely original and exclusive and cannot be duplicated.

THE FAMOUS BRANDEIS MODEL at \$5
Stunning hats in the newest sailor, Empire, Warwick styles and hundreds of other beautiful and artistic motifs, the garniture is particularly charming this season; specials... **\$5**

Flowers and Garniture for Trimming
Thousands of dozens of beautiful roses, in all natural and original colorings—roses of every character, daisies, violets and every variety of trimming that is accepted by Fashion in season.



GLOVES FOR EASTER
The newest effects in long dress and party gloves, eight button, twelve button and sixteen button length—black, white and all the newest spring shades, glace and suedes, range of prices—**\$2, 2.50, \$3, 3.50**
NEW STREET GLOVES
Two and three clasp spring gloves in black, white and all the new spring shades, most popular makes, including Perlin, Monarch, Fowles, Reynel, Fanchon and Irene—**\$2, 1.50 and \$1**

Specials in Linen Department
30 extra heavy table damask, at, yard... **15c**
50 full bleached all linen 12-inch damask, yard... **69c**
50 linen disc union linen napkins, dozen... **25c**
50 Turkish wash cloths, at, each... **1c**
50 fringed linen napkins, each... **1c**
50 Renaissance doilies, each... **5c**
50 Renaissance doilies, each... **39c**
50 hemstitched linen square center pieces, etc., each... **49c**

GREAT BUYING EVENTS

Monday in the Basement
Linen finished Chambray, solid colors, stripes and checks—the minute you see them you will agree that they are remnants from 19c Chambrays, at, per yard... **10c**
This season's newest printings, a specially fine quality admities and batistes, small or large designs, for yard... **8c**
Dainty Scotch Lawns in light or medium colors, one case, at, per, yard... **3c**
White Nainsooks, checked and plaid patterns, desirable for children's dresses, sold from the bolt for—yard... **6c**
Plain and fancy Curtain Serim, for windows or fancy work, worth up to 25c yard, and sold from the bolt at, yard... **5c**
A specially fine grade 24-inch Nainsook and Cambric, by desirable lengths for undergarments, worth up to 12c yard, sold from the bolt for, per yard... **6c**
A regular 12 1/2c quality 25-inch Lawn and Sheer in the Lion, one entire bargain square for, yd... **6c**

Fashionable Shoes for Easter
The newest, dressiest styles in ladies high quality shoes for, easter, many of the best known makes, fitted by competent salesmen in our newly equipped Shoe Dept., main floor. Prices are \$3, \$3.50 and \$5.

Special Sale Embroideries

On Monday we will pile one great bargain square with fresh new embroideries which we have just received from the importer. These are medium and wide widths, many corset cover embroideries and furnishings, ribbon beadings, etc.—fine sheer goods, worth as high as 50c yard, at, yard... **12 1/2c-25c**
IMPORTER'S SAMPLE PIECES HIGH CLASS LACES
Appliques, galloons, medallions, many separable effects. Varieties are Venice, Irish crochet and eccurial, on bargain tables, at... **10c-15c-25c**
PRETTY WASH and TRIMMING LACES
Wash and trimming laces in a variety of widths, all kinds of fine vals, net tops, torchons, mechlines, etc., yard—**3c, 5c and 7c**

MONDAY WILL BE A SPECIAL DAY IN DRESS GOODS

Fine Dress Goods of the latest mode selling up to \$2.00.
Silk Eolienne, 46 and 48 inches wide, in all the rich and elegant shades, including black and cream.
Also American made dress goods left on hand from the best Jamstown mill, 50-inch Panamas, Serges, Tailor Cloths, Taffeta Cloth, Granites, etc., \$1.50 values, at, yard... **69c**
150 pieces all wool, mohairs, etc., 80-inch dress goods, 51 grades, chiffon, panamas, canvas, serge, granite, melrose and worsteds, at, yard... **49c**
Silk Eolienne and Poplins, elegant floral prints and designs, 60c and 75c grades, yard... **39c**
Pure white Irish Lingerie Linen, rich and sheer, 60c grade, yard... **39c**
Chiffon Lisse, dainty and washable, 50c grade, yard... **25c**
New Lingerie Waists, ready to be made (Paper Pattern with each) Imported 21 1/2c Lingerie Lawn Gowns, elegant models, each... **1.25**
New grays, old rose, Frodoise, Allow blue or gray for skirts, and our man tailor will make them up for you at a small cost. (Guaranteed.) **8.75**

Buster and Tige Study the Fashions



RESOLVED THAT A NEW HAT LIKE A NEW ROOF COVERS A MULTITUDE OF SINS. WE KNOW WE ARE ATTRACTED TO THE GIRL WITH THE NEW AND SWELL HAT. NOW ISN'T IT TRUE? BUSTER BROWN
THE HAT IS THE MOST IMPORTANT THING A WOMAN WEARS BECAUSE YOU OBSERVE HER HAT THE MOMENT YOU LOOK AT HER FACE. YOUR HAT MUST BE STYLISH AND BECOMING. THAT'S IMPORTANT. BRANDEIS' MILLINERY IS ALWAYS CORRECT IN STYLE AND IT IS BECOMING BECAUSE OUR EXPERT MILLINERS GIVE YOU INTELLIGENT ADVICE IN MAKING YOUR CHOICE.

