

# BRANDEIS



## ARTISTIC EASTER MILLINERY

At Eastertide, fashion's demands for seasonable and modish apparel are imperative—no woman who would be considered rightly dressed can neglect the call. It is now that Brandeis' millinery fulfils its most important mission in supplying the requirements of a city of well dressed women.

Authentic spring style, created in Paris and adapted in New York, finds its correct expression in Brandeis' bewitching modes.

We have just received our special Easter Importation of Paris Pattern Hats, selected by Monsieur D. Roditi, our foreign buyer, who is an authority on Parisian millinery and a style connoisseur of exquisite taste.

Every hat pictured here is an original Brandeis model sketched in our own millinery department

### The Brandeis Easter Hats at \$10

A fashionable character to these hats at \$10 that is rarely found in millinery that sells so moderately. Original Joseph Pattern Hats from N. Y.'s famous designer. Stunning Countess of Warwick styles—cute little Peter Pans, smart sailors, graceful Cromwell shapes—a complete range of authentic style, at.....

# \$10

Gray is a favorite shade in millinery—whites are more popular every day—light and dark blues, corals, resedas, cardinals, browns, natural straw colors and plaids are all favorites.

### Exquisite Pattern Hats for Easter

The richest assemblage of original models from America and abroad, exclusive designs from the famous Rue de la Paix, Paris, compete for favor with elegant concepts from renowned Fifth Avenue, New York, designers. Each bewitching pattern is exclusive and was designed expressly for ultra fashionable Easter wear. Perfect harmony of spring colors and a graceful character throughout. Never such a fascinating expose of style in millinery. An Easter hat selected from this group will lend an air of elegance to the costume.....

# \$25

### Exquisite Dress Millinery

These hats show all the extreme style features of French millinery combined with the unfailing good taste of the American designer; Easter special.....

# \$15

### Evening and Reception Hats

The elaborate character of the pretty hats in this group adapt them for every fashionable function—beautiful and entirely new designs, at.....

# \$750

Hundreds of absolutely new models, expressly created for Easter, await your verdict here.

### The Brandeis Easter Hats at \$5

Brandeis has won renown throughout the country for specializing in dressy hats to sell at this moderate price. These are our own choice designs—faithful copies of expensive French models yet each one with a smart and original note that is all its own—pretty sailors—Empire hats—turbans—Derby crown hats—spring's favorite trimmings—will go on sale at.....

# \$5

Wreathes of small roses are extremely modish in trimming—also large single roses, foliage, quills and bows of ribbon

### Ladies' Easter Gustomes and Wraps

Everything that is presented for Easter wear at Brandeis is correct, whether it be in fabrics, apparel or smaller furnishings. Our position as exhibitors of proper style in ladies' ready-to-wear apparel, is more than ever pronounced this spring.

**Easter Dresses and Demi-Costumes**—These are all individual styles which you cannot find duplicated—exquisitely fashioned taffetas and Jap silks, at..... **14.85 up to \$35**

**Dainty Costumes and Dresses of Nets and Laces**—The elaborate character of these gowns make them serviceable for any fashionable dress function—the styles are extremely attractive..... **\$19 up to \$65**

**The Chic and Stylish Princess Gowns**—The reigning style for 1906—a score of individual and beautiful creations, in lingerie, silks, nets and laces, at..... **17.50 to \$75**

**The Season's Popular New Silk Jacket Suits**—Handsome creations in Eton jackets and the new circular skirts, range of prices..... **14.85 to \$39**

**The New Linen Jacket and Shirt Waist Suits**—Hand embroidered and lace trimmed, summy and dainty..... **9.98 to \$29**



### Ladies' Stunning Tailored Suits and Coats

The Celebrated "Fashioneal" Suits—More of these elegant and highly modish tailored suits just arrived and placed on display Monday. A wonderfully fine assortment of correct and stunning style. We expect Monday's selling will even surpass our first record-breaking sale of fine garments—the "Fashioneal" suits at.....

# \$25

**A LINE OF "FASHIONEAL" SUITS AT \$35**—Shown for the first time, beautiful, exclusive creations—a refinement in style to be found only in the "Fashioneal" suits—

# \$35

**LADIES' TAILORED SUITS AT \$14.85**—Splendid examples of smart, catchy spring styles for 1906—novelty mixtures, the swell new pastel shades—Ponys, Polos and Etons—

# 14.85

**THE NEW COATS AND JACKETS FOR EASTER WEAR**—These are stylish and beautifully made garments, of taffetas, pongees, broadcloths, novelty mixtures—large and small plaids and covets—prices from.....

# 9.98 to \$35

### Dress Fabrics for Spring and Summer

**DAINTY WASH GOODS**—The richest silk dress stuffs, plain and fancy, Alice blue, raspberry, reseda, navy, black and white, 60c grade, at, yard.....

# 39c

**\$1.50 Spring Dress Goods at 69c a Yard**—Fine all wool and silk and wool dress stuffs, also 50 pieces of the most exquisite silk collonnes and volles, yd.....

# 69c

**Prettiest patterns in silk organdies, pongees and printed mulls (in annex), regular 50c grades, at, yd.....**

# 25c

### The Reigning Novelties—Shown in our regular dept.

New arrivals in Lingerie Waist Patterns, hand and machine embroidered, \$1.25, \$1.50, \$1.75, \$2.50 and \$3.50 each.

**Robes, \$3.95, \$4.50, \$6.50, \$8.50** | **\$20 Dress Patterns, \$12.00**

**46-in. Lingerie Lawn, in all colors and white or black, 60c grade, at, yard.....**

# 39c

**Pure Irish Linen—white, 50c grade, a yard.....**

# 39c

**Tamias cloth, old rose, Alice blue, reseda, etc., a yard.....**

# 49c

**46-in. Tropical Panama, White Yachting, Serge and Panama, a yard.....**

# 89c

# 85c

### Children's Dresses

Dainty little creations for juveniles, nets lawns and Swisses for little misses, ages 6 to 14 years, also pretty Novelty cloth suits.

### Our Showing of Elaborate Waists for Easter Wear

Our separate Waist Section on second floor is filled with a noteworthy array of season's smartest dress waists. Beautiful new Opera and Royal Waists—Fine Battistes, lawns and handkerchief linens, lace trimmed, prettily hand embroidered or cluster tucked.....

# 2.98-24.50

# 98c-1.50-1.98

### NEW LOTS OF VERY FINE EMBROIDERIES

Fresh, new shipment of the highest class embroideries and insertings—all new and elaborate patterns—lots include the corset cover embroideries up to 18 inches wide—actually worth as high as 50c a yard—at.....

# 10c-15c-25c

### FINE WASH LACES

100 new styles of Vals, torbons, fine meclins, etc.—on bargain tables Mon- day, at.....

# 3c-5c-7c

**All Over Laces and Embroideries** For making entire Easter waists—laces are Oriental, Irish Crochets and Venise—embroideries are Swiss, Nainsook and Cambrie—up to 21 inches wide—worth as high as \$1.25, at—yard.....

# 69c

### EASTER SALE OF LADIES' OXFORD TIES

# at \$2.50

Tomorrow we place on sale 400 pairs of ladies' Low Shoes—a great cash purchase from a Boston wholesale shoe manufacturer. A great assortment of styles. Exceptional values. Oxford Ties, Court Ties, Christie Ties, Pumps, Welt and hand turn soles, all the fashionable heels—gun metals, demi-glaze, vic kid, patent leather—every pair warranted \$3.50 values at.....

# 2.50

### Special Values in SILKS

Special tables of the newest spring silks, fancy silk suiting, chiffon taffetas, printed warps, checks and stripes, in the latest combination of Alice, Reseda, old rose, grays, etc., plain and fancy shantung (pongee), peau de cygne, black dress silks, heavy 27-inch rustling taffeta and fine grades of Peau de Soie for coats and suits, positively worth up to \$1.50—

# 39c-49c-69c

### Five Solid Cases of White China Silks

Our own importation direct from Japan, at the time when the demand is strong.

59c qualities, full 27 inches wide..... **39c**

75c qualities, full 27 inches wide..... **49c**

\$1.00 qualities, full 36 inches wide..... **59c**

### SALE OF BLACK SILKS

25 pieces full 27-inch black taffeta, in three different finishes, worth \$1.25; special, yard.....

# 69c

25 pieces full yard wide, mellow or skirt finish, a positive \$1.50 article; at, yard.....

# 98c

25 pieces C. J. Bonnet Co. (genuine) finest taffeta in the world, made expressly for us in Lyons, France; Monday, only, yard.....

# 59c

### Latest Novelties Just Received

London grays, French grays, Vieux rose, Alice blues, new blues and a fine collection of self colors, plain weaves, scroll effects, Jacquard novelties and some elaborate 2 and 3-tone effects, 20- to 27 inches wide; prices, yard, from \$1.50 down to.....

# 69c

Black perspiration and spot-proof summer silks (Habuta), 27 inches wide, \$1.00 quality at 69c; yard wide, \$1.25 quality at 75c.

### Easter Gloves

The newest and most fashionable shades for Easter wear—most popular makes—two and three clasp effects—a complete showing in regular glove dept., at, pair.....

# \$1, 1.50 and \$2

**Fashionable Long Gloves** The long 8, 12 and 16-button lengths, in glace and suede, mousquetaire, blacks, white and all the correct shades for evening and dress wear, at, pair.....

# \$2 to 3.50

**Gloves on Bargain Square** All sizes of ladies' kid gloves on bargain square, blacks and colors, worth up to \$1.50 pair, at.....

# 69c, 98c

**Silk and Lisle Gloves**—These gloves will be very popular this spring—black and colors—a pair.....

# 25c, 50c, 75c, \$1

### BRANDEIS MEN'S WEAR

Every Man Should Be Well Dressed on Easter

As the Leading Outfitters for Men in Omaha, Brandeis Offer

### Men's Hand Tailored Suits at \$15

Suits with a refined, well-fitting appearance that marks the highest grade clothing everywhere.

The new shades of gray, the popular blues and mixtures—long sack coats that fit perfectly about collar and shoulder. These suits are the equal of any \$35.00 custom tailored suit, at.....

# \$15

### Boys' Dressy Spring Clothes for Easter

In our separate Boys' Clothing section, on the third floor, we are showing the leading styles in apparel for the little chaps—all the new spring styles—the most popular fabrics and patterns—moderate range of prices.



**RESOLVED!**  
THAT IN THE SPRING, ABOUT EASTER TIME, WE SHOULD ALL COME OUT IN NEW CLOTHES. IT MAKES US LOOK POOR AND FEEL POOR WITH OLD CLOTHES ON. WE ARE OUT OF DATE. BUSTER BROWN

SEE LACE CURTAIN AD ON PAGE 7, EDITORIAL SECTION.