The Latest and Most Authentic Expressions of Styles in

### New Spring Goods at Brandeis'

Every department in this vast store is ready for the demands of spring. No store in the west was ever so completely prepared to satisfy every requirement of the devotees of fashion. The season's newest Dress Goods, the stunning Silks for 1907, the reigning spring Wash Fabrics, the finest showing of settled styles in ladies' Tailored Wear, the new French Gloves and Furnishings, Spring Shoes, the daintiest Laces and Embroideries, the first glimpse of Spring Millineryin fact, a complete expose of the newest things for spring wear.

# 

of the new

## March Fashion Sheets

Standard Patterms are the



A Complete Early Showing of the

THE LARGEST ASSORTMENT TO SELECT FROM IN OMAHA

Brandeis from our own Paris office. They represent the cleverest

The New All Wool Taffetas, 44 In. wide, every desirable shade, \$1.19 value, 75c Yd.

Grey Fancy Sultings, 52 inches wide, \$1.50 value, spring weights, \$1.00 Yard.

Lupin's Celebrated Imported Voiles, Brandeis carries an a full line, yd. \$1 and \$1.50

Imported Silk and Wool Novelties - exquisite novelties, \$2.00 to \$5.00 Yard.

SPECIAL SALE OF BLACK DRESS GOODS

75c black | 44-inch imported | Imported black | "Lupin's" all | Imported black

85c

75c Dress Goods

at 49c. Mixed

suitings, tartan

plaids voiles,

Panamas and

fancy suitings,

cated for less cellent wearing regular \$1.25 very neat designs

Monday at, yd., day, at, yd.,

new weaves for spring. The variety is almost unlimited.

65c Dress Goods

at 39c yard. Fan-

cy mohairs, hen-

riettas, over

plaids, broken

checks, brillian-

tines and gray

suitings, 39c

dress goods, black voile, that all wool pop-

mines, voiles and serges— than \$1 yard— \$1.25 quality—

In Our New

Gingham Section

Monday at

cannot be dupli- line, an

These elegant new dress fabrics were imported expressly for

Line of

# Ladies' Spring Oxfords

are here. The largest and finest showing in Omaha.

Brandels' Complete Showing of the

#### Long Kid Gloves for Spring Perrins' Long Gloves-In black, white, russet and

every correct shade, 8, 12 and 16-button length; also the Tanne Kid, with gusseted sleeve, 12 and 16-Mocha Gloves-12-button length, in brown, red, gray

and mode; newest spring ideas. Cape Gloves-12 and 16-button length, in black and

Chamois Gloves-16-buttn length, white and natural, in mousquetaire and Barritz. Elbow length White Kid Gloves, also white and tan Trefousse Kid Gloves, black, 16-button ...... \$2.98 Reynler's 16-button length Gloves, white only, \$2.98

Ladies' Short Kid Gloves, white, black and colors, at,

# Advance Display of Exclusive Styles Imported Direct from Paris and Lyons

Chiffon Marquise Borders, Printed Marquise Silks, Pekin Check and Embroidered Shantungs, Nouveaute en Rajah, Voile Broche Imprime, Double Width Silk Calciums, high, brilliant luster, soft, clinging texture; desirable mostly in 45-inch wide, at, yard 100 to 395

Newest Spring Domestic Silks-Over 25 distinct styles, checks, cadrille, barred Silks, Faconne Taffetas, Rough Shantungs, in every wanted shade, including the new browns, champagnes, 

Satin and Twill Foulards

In vogue this spring-mostly 24 and 27-inchforeign and domestic Foulards, spotproof polks. dot, every combination and color represented; Broche Foulards, etc., many exclusive and our yard ..... 69e to 100

Colored Dress Taffetas

36 and 27-inch Colored Dress Taffetas, very lustrous, all the desirable spring shades-a remarkable purchase enables us to offer them at about one-half regular value.

The 27-in. Dress Taffetas at 59c | The 36-in. Dress Taffetas at 89c Second Section --- Main Silk Department.

BLACK SILK SPECIALS

27-inch Silk Warp Poplins, yard..... 89c 36-inch Peau de Messaline, yard......98c 27-inch black spotproof Summer Silk, per 45-inch Black Crepe de Chine, yard .\$1.00 36-inch Brandeis' Special Black Dress Taf-

On Bargain Squares

Silk Specials Five bargain squares loaded with the newest Silks at less than one-third regular prices-Monday's specials, worth

SPRING'S FAVORITE MODELS IN

#### LADIES' TAILORED SILK JUMPER SUITS, SKIRTS, WAISTS, COATS

Each new shipment of spring apparel seems to show prettier, daintier and more serviceable style than the previous arrivals. Our displa complete and varied in its style character that no woman in Omaha can feel well informed on the decided fashions for 1907 until she has viewed these



The New Suits show the favorite new broad-shouldered ideas. the French Pony Etons, the Prince Chaps, the Ponys, etc., in all the new fabrics.

Skirts for Spring are in the reigning fabrics. The new plaited models predominate. Skirts seem dressier than ever.

The New Silk Jumper Suits are bound to be the prime favorites. One model is shown in illustra-

The Smartest Styles of Spring Coats are shown in a fine va-

Lawn, Lingerie and Silk Waists in our Waist Section.

FINAL RIDDANCE OF WINTER FUR COATS AND SCARFS Monday we price our highest quality Fur Coats and the favorite models in Fur Scarfs at a reduction of one-third to one-half from former price. These fur garments and pieces were all selected for their reliability.

the wholesalers would be most concerned the successful conduct of the coffee busi- millions of dollars worth of goods and a about getting absolutely pure products. That is not the case, for the very simple

reason, they say, that the mere passage of the law has brought that about.

terious matter shall be put into foods, and tions. also that the foods shall not be misbranded. It is with the misbranding fea-

Pure Food is Here, They Say, but They Can't Always Find Out How to Lubel It-Costs Money to Obey the Law. Every product has to be considered on its a demand that the goods shall be labelled own merits and the dealers are now pussling over the meanings of words and phrases and there is a mightly lot of edit-

"Java" Coffee an Example.

trade traditions will reveal what that Every house has pasted its old labels in means. For fifty years or more, for exfacturers and sold in wholesale and retail ample, one of the highest grades of coffee the margins, twisting the wording this has been sold to the public as Java coffee, way and that until the right description With this question comes another as to A certain grade of coffee was classified has been secured.

frinks have been driven out of business or grown in Java and that it was called every one has been anxious to comply with made to change their methods. To such Java because of that fact. The truth is both the letter and the spirit of the law so

A large part of it, indeed most of it, came from Sumatra, an adjoining island. sange, in fact, almost none, as to the Java is not particularly suited for coffee structer of the goods sold. The whole- growing. It does produce some high grade coffee, and in the early years the best cof. erly.

But Sumatra soon produced a better article and kept on producing it in immense wholesale houses in this town has nearly purchased there may still be some doubt surprising amount of activity in this quantities. The fine quality, however, had \$100,000 worth of labels which are useless as to whether he can sell his goods. Benrespect is going on all over the country. always been called Java coffee by the of themselves under the new law and a soate of soda is regarded as harmless.

This activity at present commed itself altrade and the Sumaira product was put great problem has been how to save the Must the catsup maker arrange to put up most exclusively to the proper labelling of out as Java coffee, and the trade came to money which has been spent for them. regard this little deception not only as The law allows the old labels to be used must be have two sets of labels, one say-

WHITE SILK SPECIALS 20-inch White Jap Silk, yard . . . . 171/2 c

27-inch Extra Heavy Jap Silk, yd. . 48c 36-inch Extra Heavy Jap Silk, yd. . 69c 24-inch Crepe de Chine, yard .... 48c 27-inch Drap de Soie, yard ..... 39c 21-inch Imported Messaline, yard . 69c

fully one-third more, at, yard.....25c-39c-49c-69e-75c

BASEMENT BARGAINS

In forenoon only we will offer for sale 1,000 pieces offclothworth 18c yard, yard-

10c One large counter of soft finish English long

cloth, in mill lengths, worth 10c yd., yd.-6½c Plain and corded

percales, worth

8 1/2 c yd., yd.-

31/2C Persian pattern cotton challis. worth 6c yard, yard-

31/2C One counter of regular 9c

Unbleached Muslin, just like Indian Head qual-

ity, per yard.....

Under the new law all this must be

How Deception Grew.

the labels should indicate that the goods

were of the best kind rather than that

they should be literally accurate. With

so that there can be no deception of any

kind as to the contents of packages many

delicate questions as to wording have

products who has not been struggling for

50c dress goods

at 29c Yd-Such

as 44 inch mo-

hairs, plaids,

checks, cash-

meres and novel-

ty sultings, at, 29c

Tamise cloth,

mines, voiles

Monday at

Ginghams. These come in plain and corded effects—very fine soft cloth, usual price is 25c yd.—at, yd.... 15c Imperial Chambray, 30 inches wide—this chambray is too well known to need any advertising, suffice to say we have the complete line in plain shades and fancy checks—at,

Mercerized silk finished linghams in large and small black and white checks and in all the corded checks. This is the cloth which was so exceedingly popular last season and the manufacturer tells us it will be more popular this year—price, per yard....

We have a full and complete line of Everett Classic Bookfold Ging-ham. For good and substantial wear this gingham has no equal.

We have a full and complete line of Amoskeag apron checks, each piece branded Amoskeag gingham—price, 62c 62C galatea cloth, just the thing for boys' suits and ladles' shirt waist and jumper suits.
We have a complete line of styles, yard ......

New Basement WASH GOODS

Department

We are showing immense line of high class summer fabrics -many are our own importatation, bought by our own buyer in Europe—large range of plaid voiles, in black and white ef-fects, yard ..... 50c Handsome line of silk foulards,

dot and plain colors, 50c yard...... Boxed dimity checks-a very and very sheer— 59c

Beautiful line of French serge -plaid, check and stripe-in two qualities 35e-25c Handsome line of real Irish dimity stripes and dimity checks-at,

Silk organdies, beautiful range of floral designs and equal to any 50c cloth shown in Omaha—our price......25c Beautiful line of chiffon cloth,

Our range of White Goods, in foreign and domestic makes, in sheer and heavy weights is equal to any line shown west of Chicago. Specialty in this department is a handsome range of double fold.

quality-Mon- -a large assortment-at, yard,

\$1.00 dress goods

at yd. 69c. Gray

54-inch checks,

covert cloths, im-

ported worsteds

and Pan-69c

wool black armures and mel-

ex- taffeta, our rose suitings, in

fancy suitings.

BASEMENT

yard— 31/2C

A fresh lot of those pin dot fine that caused such a sensation Friday, worth 50c

15c

One big counter of mercerized poplins and soslette, in white and all colors, yd

this year, mostly a regular 25c grade, at, yard, Finest lot of India Linon mill lengths we have had







# Thousands and Thousands Yards in Newest Designs Monday will be a rare bargain day in the embroidery section. Large

bargain square piled high with embroideries to sell at bargain prices.



New, fresh and crisp embroideries and insertings just out of the import cases to go in this sale. All are fine hand loom embroideries, made on high quality of nainsooks, Swiss and cambrics-in two lots-Monday at, yard-

18-in. and 27-in. Embroideries

The finest Skirtings and Flouncings ever shown in Omaha at special sale, beautifully hemstitched and scallopedfinest sheer fabric, worth up to 75c yd., at, yd.....

Double Edge Embroidery Beadings 

An Extra Special Sale of Laces

Almost 100 styles of fine Laces in this special sale-German Vals., 

Allover Laces and Nets

18 to 36 inches wide, in white, cream and ecru-many are worth up to Big lots of the finest ribbons, worth | Ladies' fine turn over collars, up to 40c a yard, 5c-10c-15c worth up to 25c each, at, yard ...... 5c-

**7 EXTRA SPECIALS** 

In Linen Department Monday

suits and shirt waists—
a regular 50c
quality, Monday, yard.

Pattern table cloths, all
linen, 3 yds. long, the
best wearing goods on
earth, regular 13.98
quality,
Monday,

One big table mill lengths all grades

and cambric,

yard, yard-

10c

One table of regular 5c unbleached muslin - at, yard-

21/2C

great as ever.

suits and shirt waists— regular \$2.50 monday.

**Curtains for Spring** 

Snowflake Curtains, in all colors, pair, 98c.

Rope Portiers, for single doors, pair, \$1.25.

fle, 3 yards long, pair, 69c.

Swiss Curtains, hemstitched ruf-

a roll for Mica and Silver 4c Corded Arabian Curtains, pair, \$2.25. Cable Net Curtains, in white and ecru, pair, \$1.98. a roll for Dining Room and Hall Paper. Fish Net, in white and ecru, yd. 10c. a roll for two-tone 15c Fine imported Swiss, worth 30c, Papers.

BIG SALE OF THE

Unmatchable prices on high

a roll for White Blank

Papers in full combination.

NEW WALL PAPER

inches wide, regular price price \$1.00, Monday.

ARLY comers to the great sale of Men's and Young Men's Suits find the greatest bargains ever known in Omaha. Late visitors find the stock so large that there is always a splendid variety to select from. Monday's bargains as

grade novelties.

In this lot from Babbitt & Co., Albany, N. Y., high grade retail clothicrs, are

\$20 and \$25 Young Men's Suits at \$5 Including Hart. Schaffner & Marx, B. Kuppen-heimer & Co., of Chicago, and other well known \$

Also all Men's \$12.50, \$15 and \$20 Spring Suits in all Street

## PURE FOOD LAW PUZZLES

Questions of Labels that Bother Dealers in Packed Goods.

TANGLES THAT WORRY WHOLESALERS

The pure food law has been in operation since January 1. What has been accomplished? The public is not so much conperned with the machinery of the law and the details of its operation as with the results. The question that is being put to wholesale grocers and dealers in meats and

quora is: "Are the food products and the meats and drinks that are made by the manuthether any of the manufacturers who in the trade in that way. ut up impure or adulterated food and ne answer, and that is one which at first Java.

es some surprise. It is that there has been very little lers are concerned almost entirely with the details as to the enforcement of the fee did come from that island.

The average person might suppose that trifling, but as absolutely necessary to until Outober 1, next. This house puts out ing that benzoate of sods is in the compo-

The pure food law requires that no dele-

ture of the law that the dealers are now Labels must be put on packages that shall declare truthfully what is in them. This upsets a whole lot of trade traditions. The law is not entirely clear and the Agricultural department itself is not specific as to how articles in details shall be labelled.

ing going on so that the requirements of the law shall be fulfilled.

A simple illustration of the upsetting of weeks and months with this problem.

Most folks have thought the coffee was

No manufacturer wants to tell any more astions the wholesale men have only that very little Java coffee ever came from as to avoid trouble with the government It would be a serious matter, for example to make up half a million dollars worth of goods and then find that they could not be sold because they were not labelled prop-

The cost of labels is enormous. One of the

nice calculation is going on as to the extent use may be made of the labels on changed. No coffee must be labelled Java hand. The problem is being solved mathecoffee unless it comes actually from Java. matically, along the lines of average sales, That means an upheaval of trade tradi- and the firm is confident of winning out. Scores of other firms are in a similar position and all are at work in getting rid

in full pieces, but 15C

There are many products of food that of old labels. have grown up to be labeled as something. There are hundreds of kinds of goods different from what they really are, not that are not of the quick sale variety, and because of any intent to deceive, but be- thei has brought about another problem as cause the public, in response to these trade to labels. It has required the use of what traditions, has practically demanded that are known as supplementary labels.

These are new labels which must be pasted on goods already on shelves and which are not likely to be sold out entirely before October 1. The new labels comply with the law and they can be pasted on goods already put up because the food products themselves are already pure. according to the definition of the law. Getting rid of old labels and sending around supplementary labels to wholesale and retail dealers is a small problem compared to some that must be met where there has, as yet, been no definite interpretation of the meaning of the law in specific cases by the Agricultural department. Take the man who puts up about \$500,-000 worth of catsup every summer and

That product contains a preservation called bengoate of sods. It is not known yet whether the use of that product will that is another story. The power of the

Problem for Catsup Makers.

The catsup maker must prepare at once for his campaign. He must drder bottles, boxes and labels. After he gets all his preparations made and his packing goods his goods without it? And if he does,

sition, and the other making no reference to it? Suppose the manufacturer goes wrong, what shall he do with his goods? Many

inquiries have been made of the Agricultural department as to its probable course if the manufacturer should go wrong. Replies have been received saying that a tolerant spirit will be manifested, and it is altogether probable that where the manufacturer has had to go ahead and has acted in good faith the government will not be harsh and some amicable working rule will be adopted.

At present the department cannot commit itself on specific matters, and it is for this reason that the manufacturers are worried. The indications that reason will govern the action of the department have given them more confidence.

At present the national law on pure food is purely self-working. The federal government put the law on the statute books and that of itself was sufficient to bring about many of the desired reforms. The dread of incurring the wrath of the general government is just as strong among commercial men as it is among those who fear to violate its established criminal statutes.

Wholesalers Get Busy.

Many men will take chances on violating local and state laws, but when it comes to "bucking up against the government federal government is felt more by commercial interests than any other. No inpectors have been appointed yet to see that the national law is enforced, and it is probable that none will be until it is seen that they are necessary.

The minute the law was passed the wholesalers got busy. One of the largest houses questions which it mailed to something like 2,000 manufacturers from whom at various times it purchased goods. Here are the questions:

1. Do the goods of your manufacture or | tically each case must be suled upon sep- tunnel cut under the snow to the well.

2. Does the reading on your present prin-cipal label fully meet the decisions of the department in regard to the application of the law to your products?

3. If not, do you intend to correct the nisleading statements by the use of a supplementary label, and are you prepared o send us a quantity of these labels at once to be attached to the packages now in the contract of the second to the packages are stocked.

ur stock?
4. How soon do you expect to issue your productions with the principal label reading in proper form?

5. Have you filed a guarantee with the Department of Agriculture that your manufactures or products will henceforth conform in all respects to the requirements of the law, and what serial number has been allotted to the same?

The questions asked by this house have been copied generally by the trade and there is not a manufacturer who has not been catechised by wholesale and jobbers. The latter are liable to heavy penalties for selling impure goods and it is up to them to jack up the manufacturers.

Confusion Still Exists.

They have already done it and the result has been that if there was any incluation to try to beat the new law stiff warnings have come from the trade and to such an extent that few, if any, manufacturers have decided to adopt a shifty course. The house which first sent out the ques tions already quoted says that less than per cent of the manufacutrers sent back unsatisfactory replies about the supplementary labels. Further corespondence was entered into with them and practically all of them have agreed to print exactly the kind of labels that the wholesalers de-

mand. The enforcement of the law, therefore, is largely a technical matter. Every one falling, and more are feared. The place is agrees that the public need not worry out off for the winter, and cattle perish in about getting pure food products; the great | their stalls. The inhabitants are, of course, in New York at once prepared a set of puzzle is how to comply with technical re- virtually prisoners in their own houses quirements.

tions at rest. The trouble is that prac- their upper windows, and they have a

production conform in every respect to the arately and the department is not yet sure requirements of the law?

Blend of Whisky. Take the matter of blended whiskies. One dealer has two brands of pure whisky. Neither of them contains any neutral spirits and neither of them is blended in the general acceptation of the term. He has been in the habit of mixing these

two brands to produce another grade According to the law the label must set this forth and it is held that the label of the mixed brand must declare that it is a blended product when really it is not. The department will have to make a ruling on that separate case and until it does the maker of the whiskles is in a quandary as to what to do about his labels.

Then there is another question that is presented about the size of the labels, the height and breadth of the printed letters and the exact position on the goods sold in which the labels shall be pasted. Every package put up presents its own little prob-

lem in this respect. Of course, the national pure food law has to do with only such goods as are concerned with interstate commerce. The old style of goods may be sold safely in states where they are made in some cases, but it is a mistake to suppose that that will be allowed generally.

Hardship Inflicted by Snow. One of the most remarkable instances of hardship inflicted by snow on a whole population comes from the Perpigran region of France. Round about the mountain village of Hospitalet, in the Ariege department, and in the village itself, snow lies to a depth of more than eighteen feet, says the London Globe. Avalanches are which they only leave under the imperious One may wonder why the agricultural necessity of getting water. To reach the department does not set some of the ques- village well they have to get out through