

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 has ever so completely prepared to satisfy every requirement of the devotees of fashion.

SHOWING THE NEW SPRING GOODS

BRANDEIS BOSTON STORE & SONS OMAHA. A Complete Early Showing of the Newest Spring Dress Goods.

Brandeis' Complete Showing of the Long Kid Gloves for Spring

Ferris' 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-button.

Advance Display of Exclusive Styles Imported Direct from Paris and Lyons SPRING SILKS for 1907

Chiffon Marquise Borders, Printed Marquise Silks, Pekin Check and Embroidered Shantung, Nouveaute on Rajah, Volle Broche Imprime, Double Width Silk Calciums, high, brilliant luster, soft, clinging texture; desirable for evening and street wear, at yard 100 to 395

Satin and Twill Foulards In vogue this spring—mostly 24 and 27-inch—foreign and domestic Foulards, spotproof polka dot, every combination and color represented; Broche Foulards, etc., many exclusive and our own direct importation, at 69c 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 Poppins, yard... 89c 36-inch Peau de Messaline, yard... 98c 27-inch black spotproof Summer Silk, per yard... 75c

WHITE SILK SPECIALS 20-inch White Jap Silk, yard... 17 3/4c 27-inch Extra Heavy Jap Silk, yd... 48c 36-inch Extra Heavy Jap Silk, yd... 69c

Silk Specials On Bargain Squares Five bargain squares loaded with the newest Silks at less than one-third regular prices—Monday's special, worth fully one-third more, at, yard... 25c-39c-49c-69c-75c

LADIES' TAILORED SUITS Each new shipment of spring apparel seems to show prettier, daintier and more serviceable style than the previous arrivals. Our display is now so 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 new arrivals.

A Complete Early Showing of the Newest Spring Dress Goods

THE LARGEST ASSORTMENT TO SELECT FROM IN OMAHA These elegant new dress fabrics were imported expressly for Brandeis from our own Paris office. They represent the cleverest new weaves for spring. The variety is almost unlimited.

The New All Wool Taffetas, 44 in. wide, every desirable shade, \$1.19 value, 75c Yd. Gray Fancy Suitings, 52 inches wide, \$1.50 value, spring weights, \$1.00 Yd. Lupin's Celebrated Imported Voiles, Brandeis carries on a full line, yd. \$1 and \$1.50

SPECIAL SALE OF BLACK DRESS GOODS 75c black dress goods, 44-inch imported black voile, cannot be duplicated for less than \$1 yard, Monday at 49c

In Our New Gingham Section One large section devoted exclusively to the importation of Scotch Zephyr Ginghams, in plain colors, small checks and stripes and corded plaids. We have a full and complete line of this ever popular fabric—at, yard... 25c

New Basement WASH GOODS Department We are showing immense line of high class summer fabrics—many are our own importation, bought by our own buyer in Europe—large range of plaids voiles, in black and white effects, yard... 50c

BASEMENT BARGAINS One big table mill lengths all grades bleached muslin and cambric, yard... 3 1/2c

BASEMENT BARGAINS One big counter of mercerized poplins and sateens, yard... 15c

BASEMENT BARGAINS One table of regular 9c Unbleached Muslin, just like Indian Head quality, per yard... 6c

Thousands and Thousands Yards in Newest Designs Embroidery Sale

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 scalloped—finest sheer fabric, worth up to 75c yd., at, yd... 25c-39c

Double Edge Embroidery Beadings In all beautiful new patterns—the daintiest effects from Switzerland—easily worth 25c a yard, at, yard... 12 1/2c

An Extra Special Sale of Laces Almost 100 styles of fine Laces in this special sale—German Vals, French Vals, Torchons, Plat Val, many in match sets, worth up to 15c yard, at, yard... 3 1/2c-5c

Allover Laces and Nets 18 to 36 inches wide, in white, cream and ecru—many are worth up to \$1 a yard—the most elegant new patterns shown in years, at, yard... 39c-69c

7 EXTRA SPECIALS In the Linen Department Monday 26 inch very fine round Dinner Napkins, all thread white linen for linen, size 20 and 22-in., regular \$2.40 quality, Monday, \$1.25

Curtains for Spring Swiss Curtains, hemstitched ruffle, 3 yards long, pair, 89c. Snowflake Curtains, in all colors, pair, \$1.25. Rope Portiers, for single doors, pair, \$1.25.

BIG SALE OF THE NEW WALL PAPER Unmatchable prices on high grade novelties. 2c a roll for White Blank Papers in full combination. 4c a roll for Mica and Silver Papers.

ARLY comes 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.

\$20 and \$25 Young Men's Suits at \$5

Also all Men's \$12.50, \$15 and \$20 Spring Suits in all sizes at...

PURE FOOD LAW PUZZLES

Questions of Labels that Bother Dealers in Packed Goods. The pure food law requires that no deleterious matter shall be put into foods, and also that the foods shall not be misbranded. It is with the misbranding feature of the law that the dealers are now most concerned.

the wholesalers would be most concerned 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.

TANGLES THAT WORRY WHOLESALE

The pure food law has been in operation since January 1. What has been accomplished? The public is not so much concerned with the machinery of the law and the details of its operation as with the results. The question that is being put to wholesalers and dealers in meats and liquors is: "Are the food products and the meats and drinks that are made by the manufacturers and sold in wholesale and retail shops any purer than they were before?"

There is not a manufacturer of food products who has not been struggling for weeks and months with this problem. Every house has pasted its old labels in books and then has made corrections on the margins, twisting the wording this way and that until the right description has been secured.

the successful conduct of the coffee business. Under the new law all this must be changed. No coffee must be labeled Java coffee unless it comes actually from Java.

There are many products of food that have grown up to be labeled as something different from what they really are. Not because of any intent to deceive, but because the public, in response to these trade traditions, has practically demanded that the labels should indicate that the goods were of the best kind rather than that they should be literally accurate.

millions of dollars worth of goods and a nice calculation is going on as to the extent to which may be made of the labels on hand. The problem is being solved rather mechanically, along the lines of average sales, and the firm is confident of winning out.

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.

Wholesalers Get Busy. Many men will take chances on violating local and state laws, but when it comes to "hooking up against the government" that is another story. The power of the federal government is felt more by commercial interests than any other.

Problem for Cateup Makers. The cateup maker must prepare at once for his campaign. He must dealer bottles, boxes and labels. After he gets all his preparations made and his packing goods purchased there may still be some doubt as to whether he can sell his goods.

production conform in every respect to the requirements of the law? Does the reading of your present principal label fully meet the application of the law to your products? Have you sufficient authority to correct the misleading statements by the use of a supplementary label, and are you prepared to send us a quantity of three labels at once to be attached to the packages now in our stock?

They have already done it and the result has been that if there was any inclination 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.

Blend of Whiskey. Take the matter of blended whiskey. One dealer has two brands of pure whiskey. Neither of them contains any neutral spirits and neither of them is blended in the general acceptance of the term.

One of the most remarkable instances of hardship inflicted by, now on a whole population, comes from the Perigord region of France. Round about the mountain village of Hospitalet, in the Ariège department, and in the village itself, snow lies to a depth of more than eighteen feet, says the London Globe.