

LETTER FROM OUR PARIS OFFICE

J.L. Brandeis & Sons

Rue Ambroise Thomas

Chambre Syndicale

"BRANDEISON" PARIS

The leading Paris dressmakers have started showing their collections, and I have just bought three Worth gowns, which are among the prettiest novelties created by any of the leading designers here. We have shipped you as per memorandum and can assure you that these gowns will reach you in time for the opening of your second floor.

To indicate a decided trend of Paris fashion this season, I may say that the Japanese sleeve is shown by Worth, Paquin and Drouillet. Long gloves in tan and white shades seem to have the run.

At the opening of the Auteuil races last Sunday Natter blue and brown were the shades most in evidence. Pilet and elony lazes seem to be the craze in Paris. At the opera one could notice many beautiful gowns in silk veillings striped in black and white.

It is surprising how quickly the Pony Eton has gained vogue in the tailored suits. It is easily the favorite style to be seen worn by the smartly dressed on the boulevards. Yours truly,

Rhodite

See Brandeis' Ad for Ladies' Fashionable Suits, Page 8

The March Fashion Sheets Are Here.

BRANDEIS "BOSTON STORE" & SONS

Ladies' Fashionable Suits at \$25. See the Ad Page 8

Agents for Standard Patterns.

GREAT MARCH SALE OF NEW SPRING SILKS

Heavy demand for ultra fashionable silks shows this queen fabric high in favor for the stylish coat suits, jumper suits and more dressy gown. Brandeis with their elegantly equipped silk department far eclipse anything ever displayed west of Chicago.

Showing the New SPRING SILKS

The new Rajahs, Shantungs, Mirage Silks, new block checks, satin barred Louisene silks, soft clinging calcium silks, check silks—some with lines and jacquard figures running through the checks, silk voiles in the plain weaves, invisible checks, pekin stripes, etc.

\$2.50 down to 98c

Phoenix Mills Unbreakable Dress Taffetas—For suits, petticoats and dress makers' linings, for drop skirts, etc.—superior finish and excellent quality, at, yard **49c-59c**

Black and White Habutai Taffetas—Spot proof Lyons' dye with a fine lustre—27 inches wide—three qualities at, yard **\$1.85c-75c**

Spot Proof Foulards—Inviting patterns in new browns, navys, tans and pastel shades predominate, at, yard **50c to 98c**

Smart Checks—Not shown elsewhere—15 different sizes—the extreme block checks, new greens, navys, new browns, new marine blues; also a special chamois taffeta—price, yard **59c to 1.25**

WHITE JAP SILK—Our own direct importation and we save you 25 per cent on the regular price.

20-inch wide at 17 ¹ / ₂ c
27-inch wide at 25c
34-inch wide at 32c
36-inch wide at 35c

25 pieces Black Spot Proof Japanese Silks, Lyons dye, positively worth 69c a yard, at, yd. **39c**

Fancy Silks, pretty Foulards, black and colored Taffetas, Taffeta and Louisene checks, figured Habutai Silks, worth \$1, at, yard **49c-38c**

GRAND SALE of the NEWEST DRESS GOODS

Black Dress Goods

46-in. black English Brillantines—a silk finish fabric that is worth 75c a yard, at, yard **49c**

Imported black French Voiles: we carry a big line of this much wanted fabric at, yard **69c-85c-1 up to 250**

Black Panama Suitings, a very popular weave, \$1.25 value, at, yard **85c**

65c Suitings at 39c—Fancy worsteds, over plaids, checks, plaids, mohairs and armure suitings—no such values ever before offered in Omaha, at, yard **39c**

Black Dress Goods

Black imported all wool Taffeta, 48-in. wide—you cannot match it for less than \$1.39, at, yd. **98c**

56-in. black all wool merris Serge, an excellent wearing fabric, worth \$1.75, at, yard **1.25**

French and German high grade black goods, Armures, Melrose and many other fancy weaves, worth \$2.00 a yard, at, yd. **1.50**

Jewelry Novelties For Easter Gifts, Etc.

Sterling silver and plate, 36-inch, tape lines, in shapes of turtles, flasks, fish, seashells, at **20c**

Sterling Silver Salt and Peppers, flower designs and French gray, at, pair **\$1.00**

Sterling Silver Easter Coffee Spoons, handle Easter lilies, with bowl engraved Easter chicken in shell, at, pair **20c**

Only six to a customer.

Easter Book Marks, heart, anchor and cross, in sterling silver, at **25c, 75c and \$1**

Sterling Silver Baby Feed Spoons, with nursery rhymes and figures, gold bowl—no charge for engraving initial, at, each **\$1**

Individual Salt Cellars, filigree stamped sterling silver, six to a customer, at, each **30c**

Margaret Anglin Belt

First showing in Omaha; some of leather and others of silk elastic, in all the newest color tones; about 1 1/2 inches wide, mounted with gilt, gun metal or French gray buckles, in two different styles, at **1.49**

Visit Our New Soda Fountain

It is the finest and most complete fountain in Omaha. All the latest drinks so popular in the east. Splendid service; moderate prices. East Arcade.

Carload of New Wash Goods and Muslins--On Sale Monday

VERY BEST QUALITY YARD WIDE SOFT FINISH PERCALE—at, yard **5c**

10c QUALITY FANCY CORDED AND CHECKED WHITE GOODS—at, yard **3 1/2c**

15c black cotton dress Voile, sold from the bolt, at, per yard, only **6 1/2c**

10 and 20-yard lengths pink and blue Dress Gingham, at, per yard **2c**

35c Mercerized Madras Waisting, in black and colored designs for early spring wear, 100 styles, yard **19c**

Genuine Lonsdale Cambric, on sale in our enlarged Muslin Department, at, yard **10c**

Extra heavy Unbleached Muslin, equal to Indian Head, at, per yard **6c**

Five bales regular 5c Unbleached Muslin, yard **2 1/2c**

Beginning at 1:30 Monday afternoon we will sell a good grade full bleached yard wide muslin—at, yard **3 1/2c**

On Basement Bargain Squares

25c Handkerchiefs, 10c—Ladies' fine India linen and linen handkerchiefs—sample lot and slightly mussed—pretty embroidered and worth up to 25c—at **10c**

Plain and fancy mounted combs, with bands and studded with brilliants, worth up to 50c—at **10c**

BIG SALE OF CORSETS

A good Corset, all American Lady, W. B. and Reno Corsets, \$1 values, at **49c**

Best fitting and wearing Corset ever sold anywhere for the money, Warner's, etc. **98c**

15c Net Shopping Bags, at **5c**

Extra Specials in LINENS

The finest Table Damask ever sold in Omaha for the money. Regular \$1.50 quality, 3 yards wide, full bleached, Monday, yard **98c**

50c quality full bleached Table Damask, Monday, yard **38c**

Pattern Tablecloths, all linen, bleached and silver bleached, \$3, \$4 and \$5 qualities, Monday **19c-25c-29c**

Extra large Huck Towels, 20c values, each **10c**

15c Bleached Turkish Towels, each **10c**

5c Turkish Wash Cloths each 1c

90-inch all linen Sheeting, \$1.25 value, yard **90c**

36-inch Plain Linen, 59c value, yard **38c**

42-inch Plain Linen, 75c value, yard **50c**

Large size fringed crocheted Bed Spreads, with cut corners, \$2 value, each **\$1.25**

NEWEST ARRIVALS IN Ladies' Spring Shoes and Oxfords

In Brandeis' Shoe Section—Old store, Main floor. The highest grade of ladies' footwear, perfectly fitted by experienced shoe salesmen—all the extreme spring novelties.

Spring's Daintiest Creations MILLINERY



Every day brings from New York and abroad the most fetching new millinery models. The styles are varied and extremely becoming this season.

We mention special, at **\$10**

Flower Hats, Dress and Evening Spring Hats—well worth \$10—special at **\$5**

Black Braid Hats—Trimmed with flowers, etc., worth up to \$5, at **25c**

Spring Flowers—Large bunches of the prettiest spring flowers, all varieties, worth up to 75c, at **25c**

Newest Spring Effects LACE CURTAINS

Our Lace Curtain Department is now complete for spring. We import all our fine Lace Curtains direct and can save you at least 33 per cent on high grade curtains.

Hand Made Cluny Curtains, white or Arabian, at, pair **\$2.98**

Hand Made Cluny Curtains, our own importation, at, pair **\$4.50**

Brussels Net Curtains, our own importation, at, per pair **\$3.98**

Brussels Net Curtains, very handsome, at, pair **\$4.50**

Point Maline, in the new two-tone shade, at **\$5.98**

Battenberg Curtains, mounted on French net, at **\$5**

We are also showing Saxony Brussels, Arabian Cluny, Battenberg, Irish Point, in very fine grades and all of this season's newest designs—many of these worth up to \$15—your choice, pair **\$10**

Our Carpet and Rug Department is now located in our new store—main floor—west end. You are invited to inspect the most complete, up-to-date line of spring rugs and carpets in Omaha.



Monday—The Day of the Big EMBROIDERY SALE

Great bargain squares will be piled high with crisp, snowy embroideries Monday, fresh from their import cases. These embroideries are in the newest and daintiest of patterns, many are the new eyelet effects—all are hand loom embroideries and actually worth up to twenty cents a yard—see the window **5c-12 1/2c**

Embroideries in Medium and Wide Widths—Rich new patterns, made on the very finest fabrics—widths up to 18 in. —on bargain square yard .. **15c-25c**

Sale of Laces

New lots of vals and torchons in white, cream and ecru—all desirable widths for all kinds of trimming—many match sets, at, per yard **3 1/2c-5c**

Thousands of Pairs of New LONG KID GLOVES

We have just received from our own Paris office thousands of pairs of real French kid gloves in elbow length. In this assortment are Perrins, Trefousse, Reyniers and other well known brands—all latest shades for spring.

All the 12-button length gloves—worth up to \$3.50 pair, at **1.98**

All the 16-button length gloves, worth up to \$4 a pair, at, pair **2.98**

Ladies' Short Kid Gloves—White and all colors—all sizes, some slightly mussed, worth up to \$1.50 pair, at **59c**

Ladies' and Men's Hosiery—All imported samples of the finest hosiery—worth up to \$1 a pair, at, pair **25c**

Allover Laces and Embroideries—These fine allovers are in the richest, most elaborate patterns—suitable for entire waists, yokes, etc.—some of the finest laces and embroideries ever imported—worth **39c-69c**

IN OUR BOOK AND STATIONERY DEPARTMENT

We've a Very Complete Assortment of **CATHOLIC GOODS** FOR THE LENTEN SEASON

Comprising Rosaries, Prayer Books, Statues, Crucifixes, Scapulars, Candelsticks, Fonts, Medals, Pictures, Lamps, etc., as shown by these few samples.

OUR PRICES ARE VERY LOW

Key of Heaven, French seal binding, red under gold edges, clear type, 666 pages, 2 1/2 x 3 1/2 inches, most complete book of its size published, 35c.

Same padded leather binding, 50c.

Pocket Prayer Book, small, 128 pages, containing all necessary prayers, made to fit men's vest pocket, 2 1/4 x 3 1/4 inches, French seal binding, at 40c.

Statues, in bisque, 9 inches high, 25c.

Others at 50c, 90c and up to \$1.00.

Small White Metal Statues, 12c.

Pocket Statues in revolving cases, 15c.

Crucifixes, in bisque, 15c, 25c, 35c, 90c and up to \$1.00 per pair.

Rosaries, Pearl Beads with white metal chains Pearl Heart and Cross, at 75c, 90c, 35c, 25c and 15c.

Gold Plated Rosaries, each put up in dainty silk lined box, smaller size, \$1.75; large size, \$1.98.

Can be had in smeltzest, garnet, emerald, pearl. Finer qualities at \$2.50 to \$4.75.

Crucifixes, in bisque, 15c, 25c, 35c, 90c and 60c.

Small Nickel Bound Crosses, 12c, 15c and 25c.

Crosses to stand, with round base, black wood, gilt fringe, 30c and 25c.

Brass Crucifixes, 12 inches high, 25c.

Candelsticks, in brass, 40c per pair up.

We Also Carry German Prayer Books

100 Calling Cards for 39c

Printed in a few minutes—any style type. East Arcade.

POWER FOR ELECTRIC AUTOS

Cost of Current Needlessly High in Many Large Cities.

HOW TWO CLERKS MADE EASY MONEY

Lighting Companies Do Not Realize the Possibilities of the Demand for Their Surplus Product to Charge Vehicles.

Without any doubt the greatest stumbling block in the path of the electric vehicle of the present day—both pleasure and business types—is either the cost or the difficulty of obtaining current with which to charge the batteries. Even in localities where there are electric lighting power house handy it is very frequently practically impossible to secure current, generally owing to the reluctance of the officers of such companies to embark in what they term a "side line."

If the ease with which batteries of electric vehicles may be charged were but impressed upon many of the officers of lighting companies all over the country, it would not only result in an increased use of these clean, neat, quiet and serviceable machines, but it would have a tendency to lower the cost of maintenance of those already in operation. This subject was treated very fully by James Macnaughton, a consulting engineer of Buffalo, in a paper read at a recent meeting of the Association of Electric Vehicle Manufacturers in this city. His remarks were in part as follows: "It is no hardship at all to go out and

introduce electric vehicles. It does not take long to prove that they are as much superior to horse-power wagons as the tram-cars to the horse cars, and the electric light to the candle. We can endorse a man in short order without experimenting with the idea that it is a simple piece of mechanism and that he needs it. But the problem which he throws at us is the one which we must grapple with in the question of how and at what expense will his vehicle be maintained.

Battery the Problem.

"As far as the vehicle alone is concerned, it is a comparatively simple matter to enlist first the interest, and then the sympathy of the intended customer by proving the mechanical simplicity and theoretical efficiency of the system, and by comparing it and its working with the working of the same service by horse drawn vehicles. What the practical and inexperienced man wants to know is not that, however, but rather how he is to care for the vehicle once he has got it. His operation and its purely mechanical upkeep is comparatively simple. But the charging problem and the battery maintenance problem are beyond the ken of the average individual of non-technical pursuits. Most of all, the exceedingly high cost of current in many localities and the fact that the producing companies are willing to make no reduction over their regular service rates for the charging current, increase the local cost to totally disproportionate figures, in many cases.

"We may visit city after city of importance and not find an electric garage. We may suggest various schemes of an improvised nature, all of which are expensive, but there is in every city and in every large town an electric light and power company, who have a product for sale, and that product is electricity. Now

at the present time those electric companies have got a high lighting peak, a rising load from the afternoon on, and they are absolutely ignorant—I say absolutely ignorant, the majority of them—as to any market for their night load. They are spending a great deal of money advertising, promoting and disseminating information as to the uses of electric current in the daytime. They are spending thousands of dollars, many of them, promoting the electric heating iron, curling iron, massage iron, so as to sell their current in the daytime, but from midnight until 6 o'clock they have practically a dead line, and the few authorities I have talked with on the subject have been surprised to know there was a sale for it at all.

Vehicles Afford Market.

"Now the reason that electric currents are so high is because they have got to average up on the twenty-four hours, and when I presented to them the idea that they could find a market for the current between midnight and 6 o'clock for the charging of electric vehicles, I received a most agreeable welcome. I succeeded in getting them to name in the places of 12 cents for light and 9 and 10 cents for power, a price reduced to as low as 6, and in some cases as low as 5 and 4, and in one 3 cents, and in getting them to waive their minimum charge rate and make a flat rate of 2 cents for charging electric vehicles during these hours. Now, that enables a salesman to go right out, and he can tell you how to take care of your electric vehicle. If you will charge it between two hours you can get it at 2 cents a kilowatt, and we can sit right down and tell you how much it will cost. The other items we all know.

"It makes the proposition very attractive.

It lifts it from an absolute blank proposition to a definite one. Now, I think this is especially the province of an association of this kind; in fact, I consider that it is one of their greatest opportunities. I think it is a thing which, if the association did not do anything else, would be important enough for them to accomplish—the furnishing of information to the central lighting companies as to what the electric vehicles will be to them as a customer. Just think; it does not come for a small amount of current, but for a large one, a considerable amount of current, and it comes easily as compared with all the electric apparatus that they are trying to sell in a retail way; why it is as a mountain to a mole hill. You can see immediately the advantage to a salesman. I am speaking now as though you were all manufacturers and none of you were on the road. But what an advantage to be able to say to a man: 'Why, yes; we will provide you current at 3 cents a kilowatt. You can get it right in your own factory.'

Advantages Over Gasoline.

"Of course, one of the advantages over gasoline is that they can keep electric vehicles in their factory without affecting insurance, and on that account many new factories and warehouses which are being built have enclosed shipping platforms, and they have plugs under these platforms where the wagons are charged while they are waiting individually. Now, trying to do anything individually, we are at once under suspicion; grinding our axe at the other fellow's expense; but this association can take up the matter as an association and get a hearing from those central electric light companies which will be most gratifying, and I could go a step further and say that a great many of these electric companies have horse stall vehicles. Most of them have, and they can be induced to

exchange those for electric vehicles. They will not require a garage of their own, and I think it will be a step after that to get them to garage vehicles publicly.

"But not to take too much time, and with the possibility in mind of saying something familiar to most of you here, I will just cite the Philadelphia Electric Light Company. They have gone into this thing extensively. They have garages for their own vehicles, of which they have twenty-four, and they are planning to build two more shortly, and they are willing to take vehicles from the public.

"The New York Edison company of New York, who, I understand, have fifty vehicles, and have contracted for about twenty-five more, are very materially going to enlarge their garage. Their policy is generally different from that of the Philadelphia company. They wish to retail their current through jobbers and to encourage the dealers to establish electric garages. In Chicago, I believe, the experiment has been tried both ways and is up now for consideration.

"In Pittsburgh the Allegheny Electric Light Company has gone into the question very thoroughly and the probability is that they will establish a large central garage. St. Louis is alive to the situation and the Union Gas and Electric Light company have built a large garage, going into it very extensively. And so I might cite them all over the country, some large and some small, where this movement is very great.

Era of Electric Vehicles.

"I believe in my heart that there is absolutely nothing to stay the era of electric vehicles and its immediate consummation except a wave of public interest. Now, we go back to the gasoline car of seven years ago, even five years ago, and the salesman would go out and try to sell it, and the man would say: 'I am going to wait and try to

have it perfected. I think perhaps it is a fad, and in a year or two they will all be going out.' It did not take five years to forget all that. Today he is apt to be the greatest enthusiast there is.

"We get the same condition with our electric vehicle. They say: 'I think I will wait until it is perfected. I think I will wait and see whether this is the thing or whether something else is coming. Are you going to close up your business and go home simply because you have not got the hardware you need or the groceries because you have not got the concentrated food you want? What are you going to do? Are you going to apply that to your whole line of business? And immediately the man is brought to his senses, and I believe seven years from now—if this association does what it ought to do, three years from now—if I should go into a merchant's store and ask him to entertain a proposition of horses and wagons and blankets and shoes and veterinaries, and tell him what the horses and wagons will do, dawdling along the street, the man would call an ambulance and send me to Bellevue. That is my opinion.

"Now, where today we can so present the electric vehicle, where we can show a man how to install it and use it, he cannot answer us, and I believe it is up to this association to use its power to create a wave of public sentiment which will draw the community out of its shell and make them realize that we are here."

One Company's Experience.

H. H. Rice of Indianapolis during the discussion that followed Mr. Macnaughton's address, told how one lighting company except a wave of public interest. Now, we go back to the gasoline car of seven years ago, even five years ago, and the salesman would go out and try to sell it, and the man would say: 'I am going to wait and try to