



Brandeis imported on a lavish scale to bring a wealth of exclusive spring apparel from Paris for our opening a few weeks ago. Our own Paris buyer selected these exquisite garments and each one was an artistic gem and a perfect model of French style. Monday at the very height of the season, we reduce the prices on these wonderfully beautiful Paris garments and offer them to the women of Omaha for less than their value.



Great Price Reductions on Our Imported Costumes

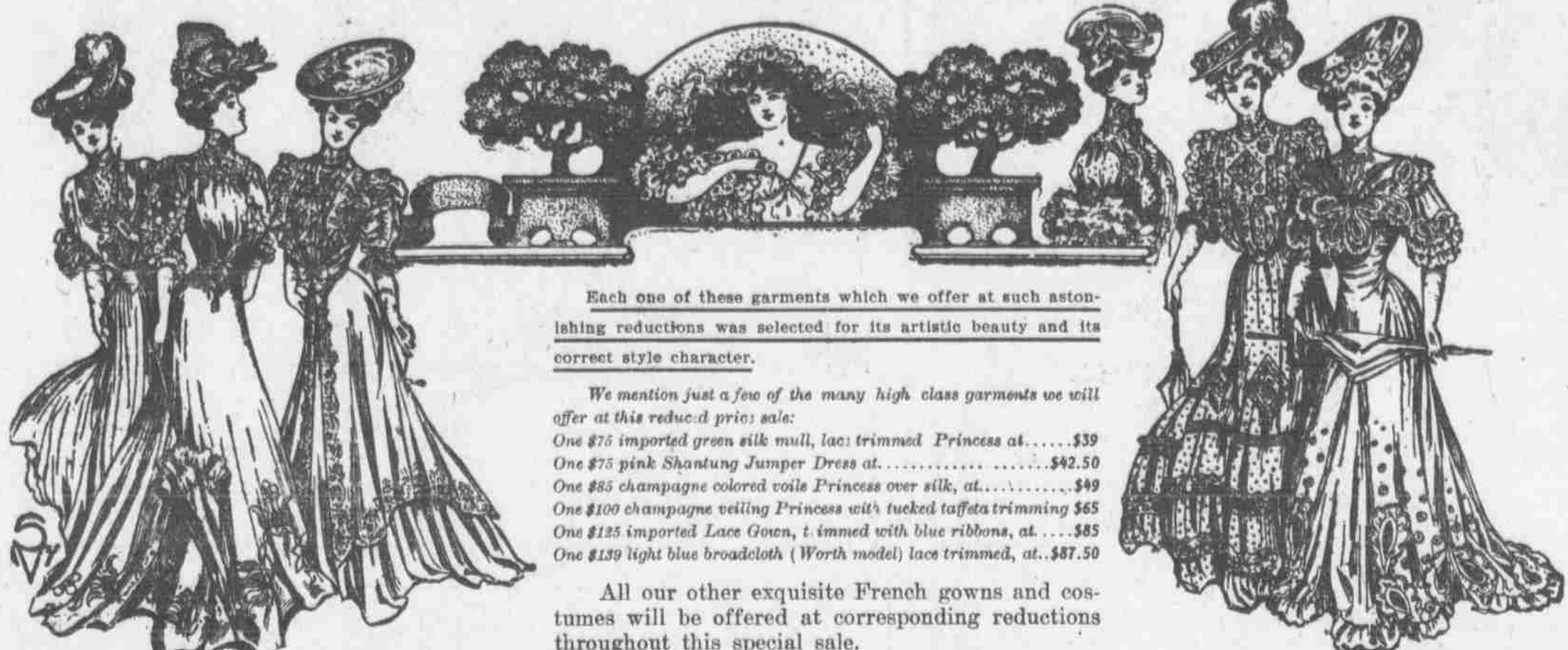
Demi-Costumes, Imported Dresses, Fancy French Jacket Suits, Etc.

Thirty Fancy Silk and Net French Dresses

These are the daintiest and most summery effects—every style is individual and charming. All the new shades are shown, the trimmings are very dainty and each dress has that smart Parisian effect that is so much sought after by fashion's devotees. The dresses are easily worth as high as \$65, at—

\$25.00

Women's smart Sample Walking Skirts, new models at... **6.50**
Women's handsome Sample Skirts, new checks and plaids, etc., at... **8.50**



Each one of these garments which we offer at such astonishing reductions was selected for its artistic beauty and its correct style character.

We mention just a few of the many high class garments we will offer at this reduced price sale:

- One \$75 imported green silk mull, lace trimmed Princess at...\$39
- One \$75 pink Shantung Jumper Dress at...\$42.50
- One \$85 champagne colored voile Princess over silk, at...\$49
- One \$100 champagne veiling Princess with tucked taffeta trimming \$65
- One \$125 imported Lace Gown, trimmed with blue ribbons, at...\$85
- One \$139 light blue broadcloth (Worth model) lace trimmed, at...\$87.50

All our other exquisite French gowns and costumes will be offered at corresponding reductions throughout this special sale.

One Hundred High Class French Tailored Suits

This is a wonderfully attractive assemblage of the chic spring suits that have been so extravagantly admired. The widest possible range of style—all the colors that are in highest favor. These suits represent the height of perfection in tailored apparel. They are worth readily from \$35 to \$50, at—

\$25.00

Women's Tailored Suits—in new materials, new styles and new trimmings—an extra special **\$15** Monday, at...

M. Roditi, Brandeis' Own Paris Buyer, Has Just Sent Us a Shipment of The Newest Creations in Paris Hats

Expressly Designed for Fashionable Late Spring and Summer Wear



Each one of these hats was selected personally by M. Roditi from the smartest new designs that are now in favor on the Paris boulevards. There are so many of these models and their beauty is so unusual that we cannot begin to give you an idea of this assemblage that is here at Brandeis. Many extreme novelties are shown that cannot be found in another millinery store west of New York.

You would declare them to be \$40 or \$50 hats, but we save so materially through direct importation that we offer them at **\$25**

The trimmings and garniture that are used on the smart Brandeis Hats are all imported expressly for this house. Every flower, every plume or tip, every ribbon or ornament, every bit of maline is bought in Paris through our own foreign office and sent direct to Brandeis. This is how Brandeis' Hats (even at moderate prices) far surpass others in style character and artistic beauty.

WE MENTION NEW MODELS BROUGHT FORWARD FOR THE FIRST TIME: These hats are all made from carefully selected imported materials and copied from expensive French models. There are hats here suitable for every fashionable occasion—all the new shades and correct color schemes **\$15 and \$10**

GREAT SALE—IMPORTED Sample Linens at Less Than 1/2 Price

Our Paris office bought for cash five great lines of sample linens in the newest and most up-to-date novelties, besides hundreds of fine Pattern Tablecloths and Napkins, Linen Sheets and Pillow Cases, etc.

Bought at a fraction of their value—go on sale Monday at less than half price

Among these lines are Princess, Renaissance and Cluny Laces, pieces made in the convents of France—beautiful hand made Irish and Japanese Embroidered and Hand Drawwork Pieces, Eyelet Scarfs, Squares and Dollies, Canton Linen Embroidered Center Pieces, Italian Fillet and all the leading linen novelties of the old world.

These linens have been on display in our windows and admired by thousands. Impossible to mention all the prices, but below are a few:

- \$5 Sample Pattern Tablecloths, each...\$1.98
- \$7 Sample Pattern Tablecloths, each...\$2.98
- \$10 Sample Pattern Tablecloths, each...\$4.98
- \$4 Sample Napkins, doz...\$1.98
- \$6 Sample Napkins, doz...\$2.98
- \$10 Sample Linen Sheets, per pair...\$4.75
- \$2 Sample Linen Pillow Cases, pair...\$.98
- 50c Sample Eyelet Embroidered Tumbler Dollies...19c
- 75c Sample Eyelet Embroidered Plate Dollies, each...25c
- \$3 Sample Eyelet Embroidered Scarfs and Squares, each...\$1.49
- \$10 Sample Cluny and Princess Lace Pieces, each...\$3.98
- 200 dozen regular 10c Jap Dollies, each...5c
- 500 dozen 6-wheel Tenerife Dollies, each...2c

Remember that the low cash price Brandeis paid for these samples enables us to offer them at less than half value Monday in Linen Department, Basement.

SALE OF EMBROIDERIES AND LACES

One new lot of very fine nainsook and cambric embroideries, medium and wide edges, up to 9 inches, also the finest and daintiest of insertions and beadings—all the designs are new and worth regularly up to 20c yard—on bargain squares, at... **5c-10c**

EMBROIDERIES IN 18 TO 27 INCH WIDTHS—Made of extra fine quality of nainsook and Swiss. These are flouncings, skirtings and corset cover embroideries—all are new designs in English eyelet, open work and beading edge effects—3 prices at, yd... **15c-25c-39c**

ALL OVER EMBROIDERIES

You'll declare these new effects in fine batiste, Swiss and nainsook are the prettiest you've ever seen—blind effects, English eyelet and neat open patterns as well as combination baby Irish designs, at, a yard... **69c**

LACES Worth up to 1 1/2c, 3 1/2c, 5c

These are all new patterns in French and German Vals, torchons, etc., etc.—all desirable widths and splendid quality. We show these pretty wash and trimming laces on bargain squares.

Elbow Length Silk Gloves

In black, white and colors. Including Kayser's double finger tip silk gloves—at, per pair... **1-1.50-1.98**

New Styles Women's Neckw'r

Embroidered stocks and tailor made effects, lace collars, linen embroidered collars, also collar and cuff sets... **15c-25c-49c**

Special Sale of Rugs

Our new department is not only the largest, the lightest and finest carpet room in Omaha, but it is also filled with the most complete stock of High Grade Carpets and Rugs in the west. Beautiful new patterns for 1907. Every rug is priced at less than you can buy the same quality elsewhere.

- New designs in handsome Tapestry Brussels Rugs, in the 9x12 size, at... **13.98**
- Very fine Body Brussels Rugs, best 5-frame, 9x12 size, special Monday at... **27.50**
- Arminster Carpet, regular \$1.35 quality, special Monday at—yard... **\$1.10**
- Arminster Rugs, Sanford's best quality, they usually sell at \$30. Monday at... **\$25**
- The richest and most elegant of Room Size Rugs, the Royal Wiltons, 9x12 size, always sells at \$50, special Monday at... **42.50**

Lace Curtain Specials

You will find a great assortment of the highest grade new spring Lace Curtains, Portieres and yard goods here, very specially priced.

- 25 styles of fine Cable Net, Novelty and Nottingham Curtains, worth up to \$3.50, at \$1.98 a pair.
- Irish Point, Arabian and Cluny Curtains, worth up to \$5, at \$2.98 worth up to \$2 pair, at 39c each.
- Summer Portieres, worth \$3.50, at \$1.98 pair.
- Irish Point Door Panels, worth 50c each, at 29c each.
- Full size Swiss Curtains, worth \$1.00, at 39c a pair.
- Madras cloth worth 25c yard, at, yd, 15c.
- Window Shades made to order, any size.

Special Sales of Dress Goods and Silks

4 Extra Specials Monday
At one-half the regular price. We sell the new Brown Dress Goods so much in vogue, special styles in gray French Suitings. Pekin stripes, neat invisible check and barred suitings, 42 to 56 inches, worth \$1 to \$1.50 yard, at, yd... **69c-\$1**

36-inch new check and stripe Wool Suitings, worth 50c yard, in our new Bargain Dress Goods Department, main aisle, rear... **25c**

Elegant dress materials, 44-inch Serges, Panamas, Sicilians, 44-inch Wool Taffetas and Poplins, etc., worth up to \$1 yard... **39c-49c**

Finest imported 44-inch Worsted Dress Goods, broken checks, 48 and 54-inch Black and Colored Panamas, 48-inch Melanges and Vigoureux, worth \$1.25 yard, at, yd... **69c**

Black Dress Goods, strictly all wool, 50 to 56-inch Black Dress Goods, Herringbones, Serges and summer weight suitings, worth \$1.75 and \$2 yard, at, yd... **89c**

In bargain Dress Goods Dept., 44-inch Silk Finished Mohair, cream only, worth 75c per yard—at... **29c**

69c embroidered cream grounds with colored dots and figures, at, yd... **25c**

We bought at a great reduction 1,000 pieces of the newest Spring Silks from a Paterson, N. J., manufacturer. Silks are advancing in price all over, yet Brandeis offers these highest quality Spring Silks at about one-half price.

- Satin and Twill Foulards, 24 inches wide, dots, spots, floral effects, rings and geometrical effects, worth 69c and 75c yard, at, yd... **29c**
- Burmah Silks (like Rajah), new browns, onion browns, leather colors, new navys and black, \$1 values, yard... **45c**
- Peau de Crepe, in dots and small figures, new browns, navys, reds, black and white, \$1 values, yard... **49c**
- New Louisens and Taffeta checks, in 15 different size checks and every known combination, \$1 values, at, yd... **55c**
- Pure yarn dyed 20-inch Peau de Gant, all the newest spring and summer shades, a \$1 value, yard... **48c**
- In Black Silk Section, genuine Buckskin Brand Unbreakable Black Taffeta, every yard guaranteed—20-inch, yard... **39c**
- 27-inch, yard... **59c**
- 26-inch, yard... **85c**

Worth One-Third More.

Extraordinary Sale of Women's High Grade SHIRT WAISTS

Every woman in Omaha owes it to herself to attend this sale. The daintiest and newest of 1907 Shirt Waists can be bought at about one-half regular prices. It is beyond all question the biggest waist bargain event Omaha has ever known.

- Women's \$2 and \$2.50 Shirt Waists, very stylish, at... **98c**
- Women's \$3 and \$3.50 Waists, in lingerie effects, at... **1.39**
- Women's \$4 Lingerie and Silk Waists of highest quality, at... **1.98**
- Women's \$1 Shirt Waists, slightly mussed, basement, at... **50c**
- Women's \$1.50 Shirt Waists, fine quality, slightly mussed, basement **69c**



GARDEN AND HOUSEHOLD NECESSITIES

In Our New... **Housefurnishing Department** Basement Old Store

- Two Burner Gasoline Stove, steel frame, every one warranted... **1.98**
- Brandeis' House and Floor Paint—no better made—30 colors—gallon... **1.30**
- AMERICAN HOUSE PAINT—Prepared ready for use, 16 colors... **98c**
- Wall Varnishes and Kalsomine Brushes, each, at 3c to... **4.25**
- China Salt Boxes—Meined and decoration, hardwood, hinged cover at... **19c**
- Tack Hammers—Up-hoisterers' pattern... **9c**
- Household Hand Saws—Cast steel blade, 16-in. size... **25c**
- 2-qt. Handled Sauce Pan—White enameled inside, blue outside... **10c**
- Garden Hoe—riveted shank... **15c**
- Poultry Netting—2-inch mesh galvanized after woven, per 100 square feet, by the roll... **60c**
- Garden Rake—10-tooth, long handle... **15c**
- Camphor Balls—Best quality, per pound... **5c**
- Camphorated Flake—A sure moth destroyer, package... **14c**
- Clothes Pins—hardwood, good quality, per dozen... **1c**
- Universal Food Chopper—Cuts all kinds of meats, vegetables, etc., at... **85c**
- Rice Root Scrub Brushes—solid back... **8c**
- Galvanized Water Sprinklers—8-quart... **39c**
- Carpet Stretchers—long handle, steel head... **18c**
- Carpet Broom—best quality, broom corn, steel head... **15c**

TEN BIG SPECIAL BARGAINS MONDAY IN NEW BASEMENT

- 25c quality silk spot batiste, in handsome plaid designs, per yard... **9c**
- Mercedized Poplin, all plain shades, blues, browns, etc., 19c quality, at, per yard... **5c**
- Genuine Amoskeag 40 ran 8 in g h m s brown, green, pink, etc., large and small checks, per yard, at... **5c**
- 19c quality, 32 inch wide soft finished percales, per yard, only... **6 1/2c**
- 15c quality 38 inch wide soft finished percales, per yard, at... **6 1/2c**
- Navy blue and black white dotted dress ducks, 1 1/2c grade, at, per yard, only... **7 1/2c**
- 48 inches wide white lawns, various qualities, worth up to 20c per yd, at, per yard only... **3 1/2c**
- Mercedized black satinet light, medium and heavy weights, worth up to 40c per yard, at per yard... **15c**
- Fancy printed lawns and dimities, usual price 10c per yard, at per yard... **2 1/2c**
- and perline lawns. These are factory remnants, worth up to 35c, at per yard... **10c**

