





Presenting the Newest and Most Charming Styles for 1908 Women's Fashionable Tailored Apparel

Artistic Millinery-Linen and Lingerie Dresses-Separate Waists

Together With Our First Showing for 1908 Negligees, Muslin Underwear and Infants' Outfittings

We are equipped as no Omaha store has even been before, to show the really smart apparel for women, the clever designs, the chic adaptations from the French. Our superior equipment and our greater demand for apparel of the better sort enables us to show varieties that can't be carried by other stores west of Chicago. We are anxious to number you among our guests Monday and next week while our showing of women's attire suitable for Easter is at its best.

Women's Extremely High Class Sample Tailored Suits for Easter Wear

We bought the entire sample line of high class strictly tailored suits from two New York's leading manufacturers. The stunning suits that we have been displaying in our windows are from the same makers. Through our special purchase we are enabled to offer you these same magnificent suits, exquisite in texture and tailoring at fully one-third their regular figures.

Tailored Suits that are worth \$98, at.....\$65 Tailored Suits that are worth \$75, at\$49

Tailored Suits that are worth \$65, at\$45

Tailored Suits that are worth \$50, at\$35

Tailored Suits that are COC

SUITS FOR WOMEN ^{\$}25

These are the "aristocrats of fashion." No tailored suits are so popular among Omaha's smart gowned women as the "Fashionseals." Every correct style feature is shown and every spring shade and fabric. Suits that cannot be compared with any others at the same price-twenty-five dollars.

THE MERRY WIDOW DRESS This is a wonderfully popular dress in all colors and correct combinations. It is certainly the style suc-cess of the year. Brandels has absolute control of the Merry Widow dress in Omaha. To introduce it, we have priced this stunning dress

New Walking Skirts

The smartest skirts in Omaha-taffetas, Altman voiles, chiffon panamas, French serges, etc. They show a graceful and correct style in every way, all colors at from\$9.98 to \$35.00

Women's Silk and Covert Coats Short Jackets and Auto Coats Short coverts, broadcloths, taffetas, laces and braids

-thoroughly smart and dressy, at\$7.50, \$9.98, \$12.50, \$14.85, \$19 Long silk or cloth automobile or dress coats-loose or tight fitting-rubberized, striped or plain tatfeta, at \$9.98, \$14.85, \$17.50 up to \$39 loose and tight fitting long pongee and cloth coats for general utility wear-tan, colors and black-. \$8,98, \$9,98, \$12,50, \$14,85 up to \$33

The New Negliges

A complete showing-the widest variety in any

western store. House wrappers in lawns and per-

Long silk kimonos, plain and fancy.\$6.98 to \$22.50

The daintiest

Brandeis. The showing is

elaborate in

its variety.

of Linens,

tions are

shown at

smart crea-



Distinctive Types in Easter Millinery

Most artful expressions of spring style from the famous Parisian and New York bargains.

There is an originality about Brandies' hats which, together with the perfect taste that always characterizes our millinery, makes them appeal to women of discrimination. While every hat is perfectly correct in point of style, there is a variation from the ordinary that marks the skillful designing.

Graceful Spring Hats at \$25.00



Smartest of Tailored Waists-Nothing this season so essential to the complete toilette with tailored suit-linens; Scotch madras, French lawns, etc.-Smart stiff laundered collars and cuffswill go at \$2.50, \$2.98, \$3.50 up to \$7.50

Dainty Lingerie Waists-From the simplest tailored lawn waists to the exquisite fine hand made and hand embroidered garments trimmed in real laces, new "Point a la Mousse," Baby Irish and thread lace-fine German or handkerchief linen\$1.50, \$1.98, \$2.50 up to \$35

Lace and Net Waists-Soft cream and ecru French nets-dainty yokes of German Val. inserting and Fillet laces-fluify lace, ruffle sleeves, etc .-- made to sell at \$10, Monday \$4.98

Silk Dresses and Silk Shirt Waist Suits-All the popular new styles for summer-plain and striped silk, messalines, etc. . \$14.85 up to \$49



HOME BUILDING IN SPRING

Heavy Silk Petticoats Same heavy taffetas used in the \$10.00 and \$12.00 petticoats, tailor strap-

ped, shirred, flounced, etc., every color....\$4.98

Poet's Right to Warble is Challenged which is the nourishment as well as the city with a future like Omaha's. This bly small and the results remarkably large mestic life. In this respect they are underby Progress.

REALTY MEN PROMISE BIG YEAR I have found that there are surprisingly

New Features Are Noted in the Plans for Houses, and They Are Really Good Features.

there wasn't any such thing in the world Spring has come. The poet has not the as a panic. At any rate, they have the exclusive right to warble of the arrival money and they know the money will be of the vernal season in Omaha. The perfectly safe in Omaha homes, with the chances about 1,000 to one for the great home builders are singing a morry song increase in the value of the property over of it today. And their song is a good deal more practical than the mere words its cost within a few years from date. "Values of Omaha real estate have not and rhyme of the poet. It is the season when the young man's fancy lightly turns only not decreased as they have in some to thoughts of love. But it is also the castern cities during the last few months, season when the thoughts of the busy particularly in the early winter, but they home builders lightly turn to thoughts and have materially increased. This was beplans for building a home according to cause the level-headed people who build their very own ideals, to the delightful their own homes or buy them ready built. labor of making the plans, raising the know enough to be aware of the fact that money and then watching the house grow in a city like this, where there is such day by day and assume more and more a substantial territory on all sides for the ers and rose bushes. In the absence of "There have been a great many houses Daguerre. All the streams of lead and

home builders, the people who erect the most substantial residences and who belong to that great, strong middle-class backbone of the community.

"I have been investigating among archifuture of the nation is great. Nothing can of the home. ects and contractors," he continued, "and stop it and residence property is bound to

many new homes to be built just as quickly as the weather opens up sufficiently and he workmen can get around to the jobs. It is a well known fact that Omaha was not affected by the panic of last winter and the people are going right on to invest their money just as calmly as though

increase in value." As suggested in these columns several weeks ago, the changes which have been Now is the time for all good men to made in the Conservative Savings and come to the aid of their yards, dilapidated Loan association building on Harney street, and shabby with the ravages and lack of mean that the main offices of Sunderland care during the winter. A local gardener, Bros. will, after May 1, be moved two doors

who was formerly head gardener on a west of the present location. The entire large English estate of a member of the lower floor has undergone a transformanobility, remarks upon the lack of care tion unique as well as serviceable. Undergiven not only by Omahans, but by Ameri- neath the sidewalk, from curb to building line, has been excavated and the space will cans generally, to the grounds surrounding their homes. It is remarkable, he says, be illuminated by means of sidewalk how much a man will spend on a really prisms. Sheet prism glass replaces a stone elegant home and then neglect the yard wall along the front and rear of the buildwhich surrounds it, though the latter ing and windows, which have been cut could be fixed up at a fraction of the cost through the west and north walls, are exof what he puts into the house. Nature pected to furnish sufficient daylight for When the blaze died out the earth below tivation wonderful to contemplate. The is the finest architect and beautifier, the entire space.

Give her half a chance and she will sur-An architect notes a new feature in round the home with a charming verdure of grass, erect a magnificent awning of hource planned for erection this spring and When a flame fiercer than the common the lords and barons of the midd's ages stately trees and tint the whole with the summer which he believes indicates a dis- melted sand into glass there was a prophecy most gorgeous, unpaintable colors of flow- tinctive trend in Omaha home life.

day by day and assume more and more the ideals which have been materializing in their minds. "I believe this year is going to prove a greater year in the building of homes in Omaha this great activity in their minds. "I believe this year is going to prove a greater year," said a

to Omaha shan any other year," said a srowth in the future which nothing short any seed house or nursery. Instructions know of have all three of them. It un- the flory elements and the minerals have cose since 1992.

sertings, Baby Irish and cluny laces-colors and white. We mention special prices at..... \$9.98, \$12.50, \$14.85 up to \$85.00 **Charming New Linen Suits and Jumpers** Delightfully cool appearing frocks. Our showing is complete in

this popular line. We specially mention the 2 and 3-piece wash suits in French and Irish linens, reps and cotton voiles-all the pouular summer colorings, \$12.50, \$14.85, \$19.00, \$25.00 to \$89.00

Those Dainty Lingerie Dresses

This season is destined to be a great lingerie and Princess dress

season. These garments are made of the daintiest of sheer

French lawns and mulls with tucks and pleats, German Val. in-

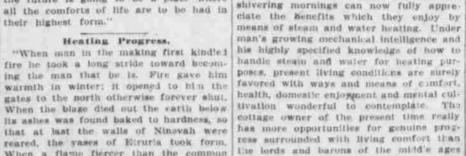
could not be safer in United States bonds vice of experts on all phases of lawn cui- greater lovers of home life, but also greater we find a botter manifestation of this than they are in real estate in a growing ture and tree raising. The cost is remarka- connoisseurs of the real comforts of do- progress as one of the outgrowths of the city's future is as surely great as the as well as being distinctive to the owner going the development which the English, the Germans and the other older European little castiron boiler in the cellar furnishes peoples have undergone long ago. It seems a continuous stream of hot water or flow

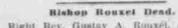
to be a development concomitant with the of steam to castiron radiators, furnishing overcoming of the wildness of nature and genial comfort for every room in the house, the desire for those conveniences and pleas- without any of the old-fashioned annoy ures which are the desire of civilized man ances of littering up the room with fuel after he has secured the necessities of life, dust, ashes, etc. Only those who have The Omaha man and woman_are coming grown out of living conditions charged more and more into this class. The nome of the future is going to be a place where all the comforts of life are to be had in their highest form."

Heating Progress.

fire he took a long stride toward becoming the man that he is. Fire gave him Its ashes was found baked to hardness, so

of a telescope for Galileo and a camera for





We have imported more of the genuine French hats this year than ever before. Our New York models from famous designers are brilliant creations-and Brandeis' own adaptations are equally beautiful. The new hats that are smartly turned up at the side and fall in long graceful lines are style favorites—no such asemblage ever shown \$25

To lovers of millinery of the more elaborate type we present a wealth of exquisite designs from French and American style authors at advanced prices

Brandeis Dress and Evening Hats-The new, large shapes with high crowns, the stunning white and black hats elegantly trimmed-the hats at this price are a special feature at Brandeis-\$15 opens directly from the street into our millinery and ladies' suit departments.

Brandeis Millinery at \$5 and \$10-It is in stylish millinery to sell at a popular price that Brandeis store has won renown all over the west. For Monday, we offer hundreds of the new Merry Widow hats, the smart high crown effects. \$5-\$10 Our patrons, particularly those in the west part of town, will appreciate the convenience of our new 17th St. entrance, which

Our Infants' Wear Section

Dainty new necessities for the baby. Everything for the wee infant to the child of 3 years. Long slips for 50c to \$12.50.

Short dresses from 6 months to 3 years, white yokes at 50c to \$7.50. French dresses (2 and 3 years), 98c to \$6.98.

Russian Guimpe and Jumper dresses in colors, 25c to \$1.98.

Novelties of all descriptions such as cloth hangers-clothes rackspowder boxes-toilet sets-rattles-carriage straps-infant's shoes and bootees-hot water bags, etc., etc.

We invite you to view the beautiful array of French Hand Made Lingeric.

Corset Covers 75c to \$5.00 Drawers.....\$1.25 to \$7.50 Gowns.....\$1.50 to \$19.00 Chemises.... 89c to \$17.50 Matched Sets \$12.50 to \$45

man who is in constant touch with the of a cosmic upheaval could turn aside; they are contained in catalogues and there are mistakably indicates to my mind the fact continued to minister to the necessities and know that their savings and earnings many, books published which give the ad- that our people are becoming not only comforts of all mankind. And where do "first kindled fire" than in the modern methods of central heating by which en

> with the memory of cheerless winter even ings in half-warmed rooms, cold beds and



IRON WIRE Cheaper than wood ANCHOR FENCE MFG. CO. OF BORTH 17TH STREET Phone Red 814.

> HELP ADVERTISE OMAHA Soud The Res to Your Prinada

Gold Silver and Nickle

ATI

Anything and every-thing (metals) re-

Bring in your old fewelry, silverware, or brass beds. We make thom good as

UMAHA PLATING