



# BRANDEIS

BOSTON STORE



## 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 worth \$40, at ..... \$29

### "FASHIONSEALS" 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 success of the year. Brandeis has absolute control of the Merry Widow dress in Omaha. To introduce it, we have priced this stunning dress at ..... \$19

#### 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 taffeta, 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—at ..... \$8.98, \$9.98, \$12.50, \$14.85 up to \$35

#### The New Negliges

A complete showing—the widest variety in any western store. House wrappers in lawn and percales ..... 98c and 1.50 House dresses, 1 and 2-piece effects, ..... 98c to \$2.25 Long crepe kimono, ..... \$1.25 and \$2.25 Long kimono, new empires, at ..... 98c to \$2.25 Dressing sacques, with and without belts—shirred and plain, at ..... 80c to 75c Long silk kimono, plain and fancy, \$6.98 to \$22.50

The daintiest of Linens, smart creations are shown at Brandeis. The showing is elaborate in its variety.

#### 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. insertings, 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 popular summer colorings, \$12.50, \$14.85, \$19.00, \$25.00 to \$89.00



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 at .....*  
*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 etc. at .....*  
 Our patrons, particularly those in the west part of town, will appreciate the convenience of our new 17th St. entrance, which opens directly from the street into our millinery and ladies' suit departments.

### Distinctive Types in Easter Millinery

Most artful expressions of spring style from the famous Parisian and New York bargains. There is an originality about Brandeis' 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

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 assemblage ever shown before at ..... \$25.

#### 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 racks—powder boxes—toilet sets—rattles—carriage straps—infant's shoes and booties—hot water bags, etc., etc. We invite you to view the beautiful array of French Hand Made Lingerie.  
 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

**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 cuffs—will 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—fluffy lace, ruffle stevens, 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

**Heavy Silk Petticoats**  
 Same heavy taffetas used in the \$10.00 and \$12.00 petticoats, tailor strapped, shirred, flounced, etc., every color ..... \$4.98

## BRANDEIS

### HOME BUILDING IN SPRING

Poet's Right to Warble is Challenged by Progress.

#### REALTY MEN PROMISE BIG YEAR

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

Spring has come. The poet has not the exclusive right to warble of the arrival of the vernal season in Omaha. The home builders are singing a merry song of it today. And their song is a good deal more practical than the mere words and rhyme of the poet. It is the season when the young man's fancy lightly turns to thoughts of love. But it is also the season when the thoughts of the busy home builders lightly turn to thoughts and plans for building a home according to their very own ideals, to the delightful labor of making the plans, raising the money and then watching the house grow 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 than any other year," said a

man who is in constant touch with the home builders, the people who erect the most substantial residences and who belong to that great, strong, middle-class which is the nourishment as well as the backbone of the community.

"I have been investigating among architects and contractors," he continued, "and I have found that there are surprisingly many new homes to be built just as quickly as the weather opens up sufficiently and the 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 there wasn't any such thing in the world as a panic. At any rate, they have the money and they know the money will be perfectly safe in Omaha homes, with the chances about 1,000 to one for the great increase in the value of the property over its cost within a few years from date.

"Values of Omaha real estate have not only not decreased as they have in some eastern cities during the last few months, particularly in the early winter, but they have materially increased. This was because the level-headed people who build their own homes or buy them ready built know enough to be aware of the fact that in a city like this, where there is such a substantial territory on all sides for the support of the large and growing jobbing houses, where there is great activity in several industries of national and world-wide importance, and where every sign-board points toward prosperity and growth in the future which nothing short

of a cosmic upheaval could turn aside, they know that their savings and earnings could not be safer in United States bonds than they are in real estate in a growing city with a future like Omaha's. This city's future is as surely great as the future of the nation is great. Nothing can stop it and residence property is bound to increase in value."

Now is the time for all good men to come to the aid of their yards, dilapidated and shabby with the ravages and lack of care during the winter. A local gardener, who was formerly head gardener on a large English estate of a member of the nobility, remarks upon the lack of care given not only by Omahans, but by Americans generally, to the grounds surrounding their homes. It is remarkable, he says, how much a man will spend on a really elegant home and then neglect the yard which surrounds it, though the latter could be fixed up at a fraction of the cost of what he puts into the house. Nature is the finest architect and beautifier. Give her half a chance and she will surround the home with a charming verdure of grass, erect a magnificent awning of stately trees and tint the whole with the most gorgeous, unspatable colors of flowers and rose bushes. In the absence of any bureau as has been established in some cities, home builders who want to have beautiful and attractive yards, as well as elegant houses, can learn all about how to go about the work by applying to almost any seed house or nursery. Instructions

are contained in catalogues and there are many books published which give the advice of experts on all phases of lawn culture and tree raising. The cost is remarkably small and the results remarkably large as well as being distinctive to the owner of the home.

As suggested in these columns several weeks ago, the changes which have been made in the Conservative Savings and Loan association building on Harney street, mean that the main offices of Sunderland Bros. will, after May 1, be moved two doors west of the present location. The entire lower floor has undergone a transformation unique as well as serviceable. Underneath the sidewalk, from curb to building line, has been excavated and the space will be illuminated by means of sidewalk prisms. Sheet prism glass replaces a stone wall along the front and rear of the building and windows, which have been cut through the west and north walls, are expected to furnish sufficient daylight for the entire space.

An architect notes a new feature in house plans for erection this spring and summer which he believes indicates a distinctive trend in Omaha home life.

"There have been a great many houses planned for erection in Omaha this season which contain either a den, a billiard room or a swimming pool," he says. "Some of the houses have two of these novel and comfortable features and more than one I know of have all three of them. It un-

mistakably indicates in my mind the fact that our people are becoming not only greater lovers of home life, but also greater connoisseurs of the real comforts of domestic life. In this respect they are undergoing the development which the English, the Germans and the other older European peoples have undergone long ago. It seems to be a development concomitant with the overcoming of the wildness of nature and the desire for those conveniences and pleasures which are the desire of civilized man after he has secured the necessities of life. The Omaha man and woman are coming more and more into this class. The home 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.**  
 "When man in the making first kindled fire he took a long stride toward becoming the man that he is. Fire gave him warmth in winter; it opened to him the gates to the north otherwise forever shut. When the blaze died out the earth below its ashes was found baked to hardness, so that at last the walls of Ninavah were reared, the sages of Kururia took form. When a flame burner than the common melted sand into glass there was a prophecy of a telescope for Galileo and a camera for Daguerre. All the streams of lead and iron, copper and zinc ever melted from the ores took their rise from that tiny blaze as it flickered under its creator's hand. It writes a modern scientist.

So down through the ages a union of the fiery elements and the minerals have

continued to minister to the necessities and comforts of all mankind. And where do we find a better manifestation of this progress as one of the outgrowths of the "first kindled fire" than in the modern methods of central heating by which one little castiron boiler in the cellar furnishes a continuous stream of hot water or flow of steam to castiron radiators, furnishing genial comfort for every room in the house, without any of the old-fashioned annoyances of littering up the room with fuel stoves, ashes, etc. Only those who have grown out of living conditions charged with the memory of cheerless winter evenings in half-warmed rooms, cold beds and shivering mornings can now fully appreciate the benefits which they enjoy by means of steam and water heating. Under man's growing mechanical intelligence and his highly specified knowledge of how to blend steam and water for heating purposes, present living conditions are surely favored with ways and means of comfort, health, domestic enjoyment and mental cultivation wonderful to contemplate. The cottage owner of the present time really has more opportunities for genuine progress surrounded with living comfort than the lords and barons of the middle ages possessed.

**Bishop Rouxel Dead.**  
 Right Rev. Gustav A. Rouxel, auxiliary bishop of the archdiocese of New Orleans died in New Orleans after an illness of several days. Bishop Rouxel was born in Reims in 1823. He had been rector of the Catholic Church of the Annunciation since 1885 and auxiliary bishop of the archdiocese since 1899.

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