



Fine Hand Loom Embroidered

Waist Frontings

A new shipment French batiste waist frontings—choice designs, in Madeira, hexagon, crochet and Grecian effects—white and delicate colors; on great bargain square Monday—worth up to \$2.00 a yard; at, yard..... **98c**

18-in., 22-in., 27-in. Wide

EMBROIDERIES

Fine Swiss and nainsook embroidered flouncings, skirtings—choice new designs—Madeira, crochet and Japanese effects; also dainty baby patterns—worth up to 75c a yard, at..... **39c**

25c Flouncings at 10c and 15c

18-inch fine embroidered flouncings, skirtings and corset cover widths, also insertions, headings, galleons and medium and wide edgings, worth up to 25c a yard, at, yard..... **10c-15c**

10c Val. Laces 5c Yard

Fine French and German Val. laces and insertions, also French torchon and cluny laces—many to match—worth up to 10c a yard, at, yard..... **5c**

KID GLOVES

Two radium clasps. Correct shades for Easter—bluet, mustard, apricot, green, blue, grey, catawba, tan, brown, also black and white—finest selected grenoble kid. Fitted to the hand—per pair— **\$1.50 and \$2** at.....

Short Kid Gloves, two clasp, all colors, also English tans, worth \$1, on bargain square, pair..... **69c**
Long Silk Gloves, double tipped, Milanese and tricot weave, tan, grey, white and black, all sizes, \$1.25 values, pair..... **69c**

Throughout This Entire Week

Special Demonstration and Sale



A special representation and expert corsetiere from the Gossard Co., will be in attendance. There are so many points of superiority about this front lace corset that every woman who takes any pride in keeping her figure should know about them. Stout women can attain the correct new figure easily and comfortably by choosing the right Gossard.

THERE IS A GOSSARD MODEL FOR EVERY FIGURE

Every woman will find that this superior corset induces and fixes permanently the shapely habit back. The hips disappear and the figure takes on graceful lines.

Women, who a few years ago were contented with some one dollar corset and a poor figure, have learned that the best corset is none too good to bring out the best lines in every figure.

Novelties in Jewelry

Scores of the most attractive new arrivals from our Paris office—the jewelry that will be most popular this summer. Buy the fads now while they are genuinely new. The prices are quite moderate.

Drug Specials

- 10c Liquezome Soap.....5c
- Ivory Soap, per cake.....4c
- 10c Jap Rose, special.....7c
- 25c Lavender Camphor.....12c
- at.....12c
- 35c Dusters, special.....19c
- 10c Shinola.....5c
- 25c Santol Tooth Powder.....11c
- 25c Dr. Graves' Tooth Powder.....12c
- 25c Williams' Talcum Powder.....12c
- Eagle Castle, 7 cakes for.....25c
- 50c Milkweed Cream.....37c
- 25c Bonner's Shampoo.....19c

Free at the drug dept. from 10 a. m. to 9 p. m. Monday, trial bottle of Abbott Bros' Rheumatic Remedy. Prove to yourself the wonderful Curative Powers of this invaluable discovery for kidney trouble, neuralgia, gout, lumbago, sciatica and all other forms of rheumatism. It is perfectly harmless—has cured thousands—why not you? That none but rheumatic sufferers shall obtain a free bottle, a deposit of 10c will be required. The full amount, 10c, will be returned by the manufacturers when the free bottle is empty, and you write them regarding results obtained. We sell the big \$1.00 Bottle of Abbott Bros' Rheumatic Remedy for..... **89c**



An Early Showing of the Correct Styles in

Women's Suits and Skirts--Dresses and Coats

There never was a showing of the delightful frocks for summer that was so complete and so beautiful as this. Brandeis is always first to show the new styles.



THE NEW COLORED WASH DRESSES—In pretty cambrics, lawns, mulls, percales, chambrays and French ginghams and madras cloths. \$3.98, \$5, \$7.50, \$10, \$12.50, \$15

LINGERIE DRESSES—Beautiful sheer mull with lace and embroidery insertings and trimmings, in white or colors..... \$5, \$6.98, \$10, \$15, \$25 and up to \$85

THE Dainty NEW LINEN DRESSES—In white or colored French or German linens, embroidery, braid and lace trimmings, at \$12.50, \$15, \$19, \$25 and up to \$49

SMART LINEN SUITS FOR 1909—Two and three-piece linen suits in white and colors, plain tailored and braid trimmed, some with lace and embroidery insertings— at..... \$10, \$15.00, \$19, \$25 and up to \$75

White Serge Suits
New pretty tailored white serge suits, with all the pretty models of the season, at \$25, \$29, \$32.50, \$35, \$39

White Serge Skirts
Them promise to be the more popular skirts for the coming season, all new features, at \$5, \$6.98, \$8.98, \$10, \$12.50 and \$15.

Irish Crochet and Real Lace Waists
These come in all the good real laces, such as Irish, Princess, French-Irish, etc., at \$10, \$12.50, \$15, \$19, \$25, and up to \$49.

The Famous King Tailored Waists
Every discriminating woman in Omaha will appreciate these, at \$1.98, \$2.50, \$2.98, \$3.50, \$3.98 and \$5.00.



Later Arrivals **"Fashionseal" Suits for Women**
The new styles in these matchless ready-to-wear suits are even more attractive than those earlier in the season. The light weight fabrics are prominent. Chic style features that are new..... **\$25**

The New Styles in Later Spring Millinery

The late spring styles are different. Hats are more graceful, more artistic and vastly more becoming.
During the few days preceding Easter, the demand for Easter Millinery was so tremendous that we sold practically every hat in stock. The millinery we bring forward tomorrow is all shown for the first time.

Charming Trimmed Hats
Every woman in Omaha knows that Brandeis is the only store where \$5 hats are strictly up-to-date and made with high class imported trimmings. Brandeis \$5 hats compare favorably with other hats at \$12.50 and \$15.00. The styles we show Monday are all fresh and new. **\$5** Never such a variety, at.....



New Showing of Misses' Hats
This is a separate section with us and is equipped perfectly to supply the demand for better and more appropriate hats for juveniles. Many styles that are exclusive with Brandeis— at..... **\$1.50 to \$7.50**

Very Smart Street Hats
The practical hats are in every correct shade of straw, simply, but very effectively trimmed with fruits, flowers, aigrettes, etc., specials at— **\$10, \$12.50 and \$15**

Imported Millinery
Strictly new styles, including the larger and more graceful roll rim sailors and the new medium and large hats with slight mushroom effect, the favorite trimmings are novelty aigrettes, French flowers \$20-\$25 and foliage, many elaborate.....
Ready to trim hats, in all the shapes that are strictly new and suitable for late spring and early summer, at..... **\$1.50**

Monday's Great Bargains in Our Basement

Wash fabrics that are up to Brandeis higher standard of quality. Prices are considerably lower than elsewhere.

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| Everyone expects to buy the beautiful striped and checked Egyptian tissues at 25c yard. You will find every pattern here at yd. | Yard wide dress percale, good lengths for house dresses, regular 10c values, at yard— | 2 yard wide unbleached sheeting at the muslin counter Monday, at, yard— | NEW BATISTES and FINE CORDED LAWNS Daintiest designs in clear, beautiful color printings, rosebuds, sprays, dots, figures, spots, stripes; good value for 15c a yard, off the bolt Monday on bargain square, hundreds of patterns, at yard..... | 42 and 45 inch wide bleached pillow casing—good value at 12 1/2c yard, at, yard— | Monday 36 inch wide bleached muslin in long lengths equal to Fruit of the Loom or Lonsdale, at yard— | Full standard dress prints, all the new bordered patterns, Monday in dress lengths, at, yard— |
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15c | **3 1/2c** | **9 1/2c** | **10c** | **8 1/2c** | **5c** | **3 1/2c**

New Arrivals in Drapery Goods and Lace Curtains for Spring

Scrim Curtains—trimmed with filet or cluny lace—very new, per pair..... **\$2.98 to \$4.50**

Cluny Curtains—We are showing a large assortment at a pair, from..... **\$2.98 up to \$7.50**

Brussels Net Curtains—Double net, plain and figured centers—special for Monday at, pair..... **\$2.98 and \$3.98**

Mission and Colonial Net Curtains
These are the latest for living rooms, at, pair, \$1.98 to \$4.50.

Snowflake Curtains—Most complete assortment in Omaha, at, pair, 98c up to \$3.50.

Filet Net—in Arab color, 50 in. wide—over 25 patterns—worth 75c yard, for Monday, yard, 59c.

Madras—We import our madras direct and our stock is now complete, yard, 39c up to 84c.

Wool Rug Fringe—All colors, at, yard, 12 1/2c.

Full Size Curtain Stretchers—Most stores ask \$2 for these—our price, each, \$1.25.

Portieres—Many new styles in portieres, at, pair, \$3.25 up to \$14.50.

Window Shades—3-6 complete—each, 25c.

Curtain Rods—Regular 15c kind, at, each, 10c.

Best Stock in Omaha to Select From RUGS and CARPETS

All the Newest Spring Patterns
Our famous English Wilton Rugs—9x12 size and seamless—rich new patterns, in soft Persians and orientals— **\$39** the price is.....

Famous Arundel Body Brussels Rugs
These elegant rugs are in all sizes—self tones and small allover patterns. The 9x12 size is **\$27.50**; the 8-3x10-6 size is **\$25.00**; the 6x9 size is **\$16.50**. All other sizes in proportion.

Sanford Axminster Rugs
Best moderate priced rugs in America. They rival the real orientals—9x12 size is **\$25.00**; 8-3x10-6 size is **\$22.50**; 6x9 size is **\$15.00**.

Special \$25 Rugs at \$11.98
Great lots of rugs in Velvets, Axminsters and Brussels—9x12 size, worth to \$25.00, at..... **\$11.98**



A SPECIAL PURCHASE of Very Fine New

Dress Goods

Bought at Less Than 1/2 Price From **A. GLUCK**; 326 Church St., N. Y. Four cases of 54 to 60-inch finest all wool tailor suitings, 54-inch French serge and panamas, 54-inch chiffon weight Rajah weaves, fancy stripes and herringbone suitings, 54-inch novelty suitings—specially arranged on bargain square in one lot—no reserve—at, yard..... **69c**
Actually Worth \$1.50 to \$2.50 a Yard

\$1.00 Quality All Silk Fancy SHANTUNGS and PONGEE SILKS 39c Yd.

Special purchase at 35c on the dollar from Paterson, New Jersey, silk manufacturer's surplus stock—24 inches wide, in two styles; fancy patterns, also plain weaves. Navy, reseda, catawba, new brown, natural champagne, Holland blue and black—positively worth \$1.00 a yard. Just when Rajahs and such weaves are so much in vogue, at, yard..... **39c**

Monday Is Pongee Silk Day Pongee and Rajah Weave Silks

Wonderful display of new colorings at Brandeis. All our \$1.35 27 inch Rajah weave silks, yard **\$1** All our \$1 satin Rajah weave silks, at, yard..... **69c**

\$1.35 Imported Natural Pongee, 38 inch, 89c
The genuine, our own importation, at, yard..... **89c**

36-inch Shantungs, Worth \$1.50, at \$1
For coatings, 2-piece suits, automobile coats and tailored suits.

\$1.65 Black Silks at 95c Yard
Yard wide all silk, deep black Peau de Soie and special Lyons black dress taffetas, at, yard..... **95c**
We limit 15 yards to a customer and fill mail orders. Special Lyons black perspiration proof and spot proof Habutai dress silks, worth 75c yard, at, yard **39c**

IMPORTED DRESS GOODS Fancy grey mohair suitings, also fancy stripes and plain colors, including black, at, yard..... 29c

CREAM SERGES
The scarcest fabrics in the market today. 40 inch all wool cream serges, yard..... **69c**
48 inch all wool cream serges, yard..... **89c**
54 inch very finest quality cream serges, yard **\$1.39**

Scarlet Broadcloth and Twill Suitings \$1.75 Yd.
HIGH GRADE WASH FABRICS
On our main floor—silk and mercerized novelties, fancy linens, silk dots, silk organdies—at, yard..... **25-39c**

Buy an Easter Lily Today

Hundreds of beautiful Easter Lilies on sale all day in our south lobby. Lilies in pots at per plant, 40c and up, also lilies sold by the bloom for 15c a flower.

Specials in Linens Monday

Linen Sheetings for Suits
\$1.75 quality 90-11.50 quality 90-36-inch waisting inch all linen inch sheeting linen, our regular sheeting—very pure linen and good for suits, at, heavy weight, at, yard..... **\$1.25** yard..... **98c** yard..... **89c**

Table Damask
Pure Irish and German Linen Table Damask, full 2 yds. wide—worth \$1, at, yard, 68c.
60c quality cream table damask, fine quality, full 72 inches wide, at, yard, 39c.
100 all pure linen pattern table cloths, bleached and silver bleached—2 to 3 yard lengths; worth to \$4, at, each, \$1.98.
\$4.98 hemstitched sets, 2 1/2 yard table cloths and one doz. out cut corners, at, each, \$2.98.
\$5.00 Satin Marseilles Bed Spreads, fringed with or without cut corners, at, each, 2.98.
\$4.98 3-row draw-work lunch cloths—\$1.50 values, at, each, 89c.

Fancy Linens
\$2 Renaissance lace scarfs—20-54 linen centers, at, each, 98c.
\$5 Renaissance lace scarfs, very finest quality, hand-drawn centers, at, each, \$2.50.

Women's Low Shoes

We show every style that is new and up-to-date—new blacks, suedes, all shades of brown and tan, etc.—ankle strap pumps, oxfords and ties—built for style and comfort, too; a pair, at **\$3.00, \$3.50 and \$4.00**

