

Advance Showing of the Season's Most Fashionable Attire

Women's Spring Suits, Dresses, Coats and Skirts, at

BRANDEIS STORES

We are prepared to meet the demand of Omaha women for fashionable spring apparel. Our resident buyers in Paris and New York have made great efforts to assemble garments that are distinctive and strictly in accordance with the newest style ideas.

Authoritative style innovations, 2 and 3-piece tailored suits, afternoon and reception gowns, street dresses of wool fabrics or smart silks, lingerie and linen wash dresses, long cloth coats, storm and auto coats, clever short coats, dress and street skirts, etc.

A SPECIAL FOR MONDAY!

SALE OF

75 High Grade Tailored Sample Suits

Bought from an eastern manufacturer's show room rack at one-third to one-half off their former selling prices.

All the most stunning new ideas. These are individual styles, strictly correct, but not to be duplicated. Every fashionable color is represented in this lot. Styles vary from the smart, plain tailored ideas to the fancy trimmed Russian blouse and Balkan effects.

- Women's Sample Suits worth \$100 at \$69
- Women's Sample Suits worth \$85 at \$59
- Women's Sample Suits worth \$75 at \$49
- Women's Sample Suits worth \$65 at \$39
- Women's Sample Suits worth \$50 at \$29

Exquisite New Silk Dresses for Spring

Jacquard foulards with chiffon tunic overdresses. The season's newest style effects—embroidered messaline and peau de Cygne draped overskirts, etc. Prices range \$25, \$35, \$49, \$75, \$85, \$98 and \$139

The New Long Coats for Street and Auto Wear

Very fashionable and very seasonable, corded serges, shepherd checks, novelty diagonals, shantung, mixtures, etc.; also smart, storm proof coats of every description. Prices \$15, \$19, \$22.50, \$25 and up to \$49

Women's Lingerie Dresses

More popular than ever this season, smarter effects than ever, and a vastly greater variety to choose from—specially selected group, at \$10

New Spring Taffeta Dresses

Five different styles in this group. New, up-to-date, plain and striped taffeta dresses with all the latest 1910 style features—a special group Monday, at \$15

Stunning New Sample Skirts in Street & Dress Styles

Choice of 300 new skirts, used by the manufacturer as samples, and sold to us at a discount of fully one-third. A complete range of the new season's styles, cloths and colors. Prices are \$10, \$12.50, \$13.85, \$15, \$17.50 and \$19

An Entirely New Assemblage of Fine Silk Petticoats

New colors and designs, new tailored ruffles, etc., heavy taffeta petticoats, in every color, at \$5.00



Brandeis Exclusive Models SPRING HATS

The new hats for spring are charming. There never was a season when fashion decreed such a wide variety of stunning ideas. Through our Paris office we have secured the models which will be most popular on the continent, while scores of original patterns from New York are to be seen only at Brandeis Stores.

The hats this spring vary in design, color, harmony and style treatment from the hats of previous seasons and every discriminating woman will realize how essential is that exact touch of style that Brandeis millinery possesses. We are showing in advance of the season, the ultra smart Harem Turbans, the large hats rolled abruptly from the back, the modish Cashmere hats and the stunning French sailors.

The assistance and advice of our expert milliners is yours at any time.

New Lace Waists Every innovation for spring 1910 is shown in this assemblage— \$3.98 \$5 \$7.50 \$10 \$15	New Lingerie Waists Beautiful and practical, new styles for dress or every day wear— \$1.50 \$1.98 \$2.98 \$3.98 \$5
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BRANDEIS STORES

DOESN'T LIKE AMERICAN MEN

Gertrude Atherton Shows Herself to Be Cautious Critic.

TYPE SHE ADMIRES IN A NOVEL

Her Hero a Cad of Low Nature Who Would Not Be Tolerated Outside of Erotic Literature.

It perhaps will come as a blow to American men to learn that Gertrude Atherton does not like them.

In a recent interview in New York she had many uncompromising things to say of them. She said any European man was their superior in everything that goes to make a man attractive to woman.

American girls, she declared, were not to be blamed for marrying any foreigner in preference to an American.

After much going to and fro upon the earth, Mrs. Atherton has discovered her masculine ideal. It is the Englishman. Here are some of the things that she has to say on the subject:

"American men have no subtlety. The Englishman—in fact, all continental men—know better how to make love and how to retain it than the American. American girls cannot be blamed for marrying foreigners. American men have none of the subtlety of the well bred Englishman, none of his finesse, his charm of conversation or manner."

This sort of thing is the argument usually advanced to explain the marriages of American heiresses and titled Europeans, says the Chicago Inter Ocean. When a wealthy American girl marries a foreign nobleman, we usually hear much comment from frank persons, usually American men, about her having sold herself for a title. Mrs. Atherton would have us believe that she does nothing of the kind.

As the foreign nobleman is so much more charming than American men, as he has so much more "subtlety" and "finesse," why should not the American heiress love him and marry him, not for his title, but for himself?

It so happens that Mrs. Atherton has just published a new novel entitled "Tower of Ivory," in which she amplifies her foreign ideal.

The hero of her story is a younger son of one of the most ancient houses in England. He has debts and objects to earning a living. So he marries a wealthy American girl.

She is beautiful, well educated and well bred. But she is a republican and he is an aristocrat. Consequently, he goes back to his ancestral home in England to his wife. But to the husband, her death brings only a sense of escape. He sticks to the street.

Mrs. Atherton paints her man frankly. She admits his cruelty, his heartlessness, his selfishness, his lack of principle, his utter want of anything resembling honor. But she does not blame him for what he does. Though her attitude is apologetic, he remains a hero to the end.

In an express wagon, wouldn't you think your uncle the best ever?

And then, when to the admiring and envious "Ohs" and "Ahs" of several girl friends, you found that the hat was trimmed with thirty duck wings, so cumbersome that it required four assistants to place it on your dainty head, and that it was more of a hoax than a hat, wouldn't you suddenly conclude that this same uncle was about the meanest man extant?

Miss Wailyn Carwell of the fashionable Westlake School for Girls in Los Angeles, probably can answer these questions better than anyone else, for she experienced both of these emotions recently.

Never did monoplane, biplane or multi-plane have more wings. Thirty in all—wings of malards, wings of teal and wings of pigeon, trophies of her uncle's deadly aim with the fowling piece.

The hat was delivered at the school in an express wagon, encased in a box six feet square. When unpacked it required the services of four of Miss Carwell's friends to carry it upstairs.

Marriage and longevity go hand in hand says Dr. Jacques Bertillon, the great French statistician, who takes exceptions to London Punch's advice to those about to marry, which is "Don't." After demonstrating by figures that the married man or woman has three times as good a chance to reach a ripe old age as the bachelor or spinster. Dr. Bertillon also warns the widow or widower that their chance for years of usefulness would be enhanced if they were again to assume the marriage relation. He argues as follows:

"Married people live more regular lives. They are more surrounded, and therefore more controlled, discreet though this control may be, and it must be discreet to be useful. Their physical life is healthier, quieter and more natural."

His opinion, supported by statistics, is presented in the following advice to young men:

"Marry; you will do well even from a selfish standpoint. But watch carefully over your wife's health, as even from this egotistical point of view her loss will be a terrible misfortune, for your life depends in a great measure on her own."

Addressing himself to young women, he says:

"To you I give the counsel to marry in your most selfish interest, as married women have less mortality than spinsters of the same age, at least after the age of 30; but the difference is less for women than for men. The mortality among spinsters is much greater than among married women, but it is not twice as great as in the case of men."

Dr. Bertillon does not take a cheerful view of the lot of the widow. He says:

"The mortality among widows is distinctly much greater than among married women of the same age. The sweet state of widowhood is, on the contrary, fatal to young widows. Their death rate from 25 to 35 years is twice that of married women at the corresponding age."

What is the Proper Income.

"Is an income of \$2,400 enough to marry on?" The query is propounded by Good Housekeeping, which, for its March number has interviewed 500 bachelors, purporting to learn the cause of their deplorable condition. The answers and explanations raise two main issues, comments the Boston Transcript. Many young men seem to doubt whether they "have the price," which is fairly expressed by the sum named, this being the average of the amounts that different correspondents mention as requisite. A few

young men affect to believe that the girls of the present day are not adequately to be wooed. One is, the purchasing power of an income is determined by the locality in which it is used—that a few hundred dollars in a country town might be equivalent to several thousand in New York. Another obvious fact is that the quality of the wife counts for as much as the size of the salary, and that the "society butterflies" whom some bachelor reprobate frequently show more than a man's capacity for adapting himself to hard facts and unforeseen misfortunes. There is great wisdom in the philosophy distilled by two of the unmarried youths—city newspaper man who utters the opinion that \$50 a month is not support at home, and adds: "I would hate to force a girl from a life of luxury into this kind of home, but if she would come I would not try to stop her," and a Philadelphian, who, though he does not believe his feminine acquaintances have been "properly trained," waxes that "most girls make good, when the love is real."

"College women," a Baltimorean tells the editor, "are better prepared for the sacrifices of married life" than are some others, the explanation being that they have a standard of values based on something else than fashion and society. One hesitates to disapprove of the view, yet one becomes impatient at the intimation that all the sacrifices are for the wife to make—a note that is continually sounded in these interviews. Apparently many of the bachelors hold that the only social gift and grace a woman has is a rich, cherishing and obedient husband and a good father. Such a circumstance prompts the reader to question whether it is wholly consideration for woman that leads the 500 young bachelors with limited incomes to avoid matrimony. It may rather be that they have failed to find women who measured up to their ideal of heroic usefulness.

In a simpler age of the world Henry Ward Beecher once affirmed that a man could live, love, laugh and be happy on \$1 a day. Thunderous protests and shrieks of indignation arose. Labor leaders affected to believe that Mr. Beecher and others were conspiring to have the average man make the experiment. Yet, if that fate were forced upon him, he would undoubtedly find a woman who was bravely willing to share the dollar—provided she felt satisfied that she was getting a dollar's worth of man. Much importance attaches to that proviso, and it may remind us that, in any inquiry like that conducted by our contemporary, the woman's point of view should be stated first. Almost any attractive girl could account for one or more bachelors. It does not necessarily follow that, because she decided to leave them as she found them, she showed herself hard-hearted or unwise.

Hard Work, but Pay Good. Patent lawyers in New York City say they will gladly pay from \$25 to \$30 a week to stenographers who can do their work, and as much as \$50 a week is sometimes paid.

The work is hard and exacting, the hours long. You must be familiar with law work. You should learn to read drawings, and as inventors generally want patents on machinery, a taste for bolts, screws and mechanism in general would be of great help.

Wary patent lawyer poured out some of his woes in the New York Sun as follows:

"In the last four years we have tried

about a hundred stenographers. Many of them we have kept varying lengths of time, seldom longer than two years. It takes me nearly four hours to test a stenographer thoroughly."

He conceded that very few young women show what they can really do under such circumstances; that an inexperienced and uneducated stenographer will not show what she is capable of until the first strangeness of work and surroundings has worn off, and he said he would gladly engage without trial any one who would come to him with references from another patent lawyer, but no one ever did. He could not conclude that when women left places with patent lawyers they either rushed into matrimony or took up quite another branch of stenographic work.

He showed some of the drawings which a stenographer would be called upon to read. To the uninitiated it would be a task which only a well trained in the work could read them as a musician read a musical score.

In reading notes in patent work context does not help as much as it does in dictations on ordinary subjects. For instance, a stenographer at the end of a week read them as a musician read a musical score.

Women have so much less aptitude for machinery than men have that it might seem natural to employ young men as stenographers in a patent lawyer's office, but young men are not content to go on as stenographers. At the end of a few years they insist on graduating from the weary grind of the machine. On the other hand, a woman, if her salary is judiciously increased, is willing to go on through the patient years taking notes and writing them out. Of course there is the percentage of loss through marriage, but that is not very large.

Uses of Poetry. A girl said of a friend of hers, "I never in my life knew anybody who had such a flow of language as she has. She is never at a loss for a word of comparison, or an appropriate quotation. How in the world does she do it?" Well, I asked her, and this is what the good talker said:

"When I was a very little girl my great delight was to read and study poetry. I learned poems by heart to recite at school, to say to my mother and my brothers. I have always kept up that habit, and every day as I am dressing, I have an open book on my bureau and learn something by heart, even if it is only four lines. I have never given drawing-room recitations, for I know I should simply bore people, but I have gained a great deal of pleasure myself from the habit, and I believe it has done more to give me a good command of words than anything else."

Girls, Here's a Chance.

If anyone can suggest a potent way to the Rev. Norman F. Richardson to add an even 500 young misses to his congregation in Cambridge, Mass., he or she will be amply rewarded.

Mr. Richardson is pastor of the Harvard Methodist church of Cambridge, which numbers among its members over 500 students at the university and many of the college professors and university alumni.

The pastor holds that Massachusetts is the hardest state of the Union in which to establish a Methodist parish. Cambridge is the hardest city in the state and Harvard square the most difficult section. Yet Mr. Richardson, except for the lack of eligible

young ladies, has a most prosperous congregation. At the church meetings and socials the students outnumber the girls two to one. Said Mr. Richardson:

"We have just seventy-nine young ladies in our church. We have counted every precious one. But even so, we haven't half enough. Our church committee, through the style and appeal made to hear their lonely cry—'Come to Macedonia!'"

"In the meanwhile the students who have mortgages on the seventy-nine smile down in pity on their poor unchosen brethren."

Which is Best? The managers of the fashionable cafes of Indianapolis, according to the News of that city, are not agreed on the question of the comparative value of the comely waitresses who trips about at her work while all the men gaze in admiration.

Chicago and St. Louis have made an attempt to thrash out this problem, but the solution seems far off. Chicago has one solution and St. Louis another. The former has concluded that the big-eyed waitress with dimples in her cheeks is a nuisance. The latter is not so sanguine in the theory that beauty in waitresses is not an asset when the patronage of a business depends upon the ability of the manager to please his customers.

Indianapolis restaurant proprietors are agreed on one proposition. The waitresses must please their customers. They differ as to what pleases.

One manager, who did not want to be quoted, said that five out of seven men who came to his place were cranks. They like to chat with the waitresses, he said, and especially to chat with the pretty ones. "If they get a little encouragement," he continued, "they will walk nine blocks out of their way to be on hand for luncheon or dinner. The girl with the Palmer house walk is not exactly to my liking, but I have been in this business long enough to know that there is no place for one with web feet. The fellow who is to be served by a woman with a building face is sure to find some fault with the food. If, on the other hand, a girl with some vivacity passes him the menu, his appetite is not likely to be spoiled at the outset."

"The girl who is favored with a graceful form, an airy carriage, a dimple or two, and delicately curved eyebrows will get more tips, wait on more people, and bring more patronage than the girl who is not so favored."

Leaves From Fashion's Notebook.

A much favored color for gowns and hats is a blue so deep as to be almost black. "If they get a little encouragement," he continued, "they will walk nine blocks out of their way to be on hand for luncheon or dinner. The girl with the Palmer house walk is not exactly to my liking, but I have been in this business long enough to know that there is no place for one with web feet. The fellow who is to be served by a woman with a building face is sure to find some fault with the food. If, on the other hand, a girl with some vivacity passes him the menu, his appetite is not likely to be spoiled at the outset."

There is a rumor that the all-red costume will be worn by the young and daring this spring, not necessarily a bright scarlet, but the modern rose and pink reds.

Long pearl and diamond chains are replacing the collarlets, and owners of cameo brooches are now likely to find some use for them.

For morning frocks some leading couturiers are turning out smart models of white cloth or gray, cashmere with broad trimmings, capes of soft black satin and neat little turnover collars.

Everything almost is veiled nowadays, and the hats are the decorative note as a skirt trimming. The flounce is usually headed by a wide band of embroidery.

Mother-of-pearl embroidery borders the overdress and forms the handle. For afternoon wear are large hats with black moire or satin brims and high crowns of net and jettied insertions that only trimming being a perle-gris feather and handsome jeweled clasp in which cabochon emeralds are the dominant note.

Included among the newest models are large coarse straw hats in purple and black, sharply turned up on one side, after the style of the winter season, and trimmed with an enormous buckle or ornament of dull chased gold and round the crown a tawny veil.

Hair ornaments generally take the form of bands. Sometimes these bands are of a silk or panne ribbon, or a gold ribbon painted with such designs as a peacock's eyes, embroidered with emeralds and turquoise, or cloth of some metallic tone, edged with rhinestones showing rosebuds in silver. The metallic cloth bandeaux are not only embroidered in tinselled threads, done also in green, blue and dull reds.

Chat About Women. Mrs. William H. Gove and Mrs. D. M. Gove are the co-operators of the appointed trustees of the Plummer Farm school in Salem, Mass. They were appointed by Mayor Rowley in the request of persons interested in the welfare of the school.

Mrs. Lulu Rice of Longmont, Colo., recently received a certificate enabling her to practice medicine. She was the only woman among the seven candidates who passed the examination and the only person who got over the mountain.

The question as to who has climbed the highest mountain is still being debated by the members of the National Geographic Association. It is not at all likely that it will ever be settled any more certainly than the Peary-Cook contest, the minds of the friends of each explorer.

Washington, D. C., New York and Pittsburg have co-operative housekeeping associations, whose object it is to force down the cost of high living. Washington has 1,000 members in its association, and New York is not far behind it. There are many standing committees, and they have more or less administrative powers.

Miss Nettie A. Lang is said to be the only woman in America who owns and manages an automobile station. The garage is known as Lake Shore Auto station and is in Chicago. She has been in the business more than two years and personally inspects each car before it is allowed to leave the garage. Though she employs only a few drivers she is reported to be in favor of having women license the business as a means of earning a living.

Miss Alice Smith, probation officer in New York, has submitted to the Women's Municipal league a plan for a house of detention for women prisoners. This was done at the request of the police commissioner of the league, of which Mrs. Anna Jackson is chairman. The committee will work not only for a house of detention, but also for the improvement of the accommodations for women prisoners in all the New York station houses.

Mrs. Marie E. Taiter has given \$25,000 to the New York university to endow a free clinic in connection with Bellevue Hospital Medical college. This is the first gift received to the endowment of the free clinic, and it is hoped to increase the endowment to at least \$100,000. The money given by Mrs. Taiter is to establish a memorial to her husband, William H. Taiter.

Mrs. Herbert John Gladstone, whose husband is now governor general of United South Africa, is said to be a very fit competitor for him in his difficult task of governing this part of the world with satisfaction to every one concerned. She is a woman of most gracious mien and infinite tact, which qualities will be very necessary in her new position. She is the daughter of Sir Richard Paget and of a family of conservatives, but is, no doubt, done to adapt herself to her husband's politics.

A Cincinnati Curiosity.

The biggest penny in the world has passed out of circulation in Cincinnati. This is the immense wooden reproduction of a cent which for several years has been used as a sign over what was once the Penny Arcade on Fountain square. This building is to be torn down to make way for a new theater. The first work done was the removal of the bronze disk with its outlines of electric globes. When the rigging men drew up in front of the place Fountain square became jammed with humanity. Thousands who had passed the big penny

daily without a glance at once became deeply interested in it.

"The people in Cincinnati," said the policeman on the beat, "never seemed to appreciate that cent, but you ought to have seen the country people gawp at it. They would go out on the plaza and gaze at it for five minutes at a time. It was one of the sights of Cincinnati. Now they are going to tear it down and there will be one more attraction gone. Of course, the new theater will be pretty flashy on the outside, from what I hear, but the excursionists from the country will miss the big penny."

The size of the coin was better appreciated when it was lowered to the sidewalk. It was nearly fifteen feet in diameter.

COURAGE OF THE MODERN GIRL

She Not Only Knows the Right Thing to Do, but Has the Nerve to Do It.

NEW YORK, Feb. 25.—"I don't know what to make of the modern girl," said an elderly woman dressed in mourning. "She is beyond me. I don't know where she gets her nerve, her fearlessness, her command of a difficult situation."

"The other day I went to visit a suburban friend out in Jersey. On my return I took a trolley into Newark to take the train for New York. The car was nearly filled with women going to the city to shop or market."

"At a village which we passed through six young men boarded the car and sat down together. They talked and laughed in a loud and offensive manner, made remarks on the women around them and swore that everybody could hear them. I sat close by them. They had no respect for my gray hairs or mourning."

"Suddenly a clear voice caused every one in the car to look at the speaker. She was a young woman, perhaps 25 or 30. Apparently neither rich nor poor, nor extraordinary in any way. She looked straight at the group of young men and said: 'I'll have you arrested when I get to Newark.'"

"The six looked around at her with mouths open. Deep astonishment was printed on their faces. She faced them all and said again clearly: 'I will have you arrested when I get to Newark.' She was perfectly cool and fearless and evidently meant exactly what she said."

"The effect was remarkable. The car became perfectly quiet. The young fellows whispered and tittered together a little but nothing more was said out loud. On the edge of town before the car reached the general stopping place in the shopping center they all got off."

"Now that girl not only put the fear of judgment into those young men's hearts, but she put shame into mine. I felt that I, who was old enough to be her mother, should have protected her, not she me. I felt that I, who have brought up boys of my own, should have had dignity and power enough to have controlled those youths. But the fact was, I was afraid."

"The age-long feminine instinct to endure annoyance rather than attract attention and draw all eyes upon myself held me silent. That girl by her looks was a nice, womanly, modest girl, and yet she had none of that feminine fear. And as I reflected on her act I made up my mind that the old fashioned shrinking, feminine modesty which suffers long and says nothing rather than endure notices bears a rather startling resemblance to plain cowardice."

"But what I want to know is, where the girl got the nerve to do a thing which a lot of women old enough to be her mother were afraid to do."