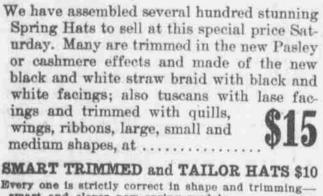




The styles this season are varied. There is no one shape or design that leads in favor. Brandeis always shows the correct hats and defines the trend in styles. You need that artistic touch that Brandeis hats always possess to feel certain your hat is correct.

Dress Hats and Suit Hats, at \$15



smart and clever new spring models



MISSES' SPRING HATS, Worth \$5, at \$2.98 Imported black patent leather Misses' hats, trimmed with white, black and blue chiffon around

IN BASEMENT MILLINERY SECTION All new styles for spring 1910, designed in our own work-rooms, from up-to-date New York models, You can't find better hats anywhere else at \$5, basement special, at \$2.50





NEW HIGH GRADE Tailored Suits FOR WOMEN

inating women so much de-

All the suits in this group are copies of expensive spring models. They show all the latest ideas in plain tailored and prettily trimmed effects. Many are exclusive and you may be sure of a suit of high class and superior quality from \$39 this special group, at.....

SMART NEW SPRING JACKETS These jackets are very smart and attractive this spring. We show more new styles than any western store. Just the stylish outergar- \$ 598 ments for spring days, at

NEW LONG SPRING COATS of Serge and Fancy Mixtures The latest and most popular style features in long coats are to be seen here. Scores of stunning long coats, at-

\$10, \$1250, \$15, \$19, \$25

Saturday's Specials in Our Basement Cloak Department **NEW SPRING SUITS AT \$10 NEW SPRING SKIRTS AT \$2.98 NEW WASH DRESSES AT \$2.50** All this spring's styles-good striped Women's and misses' wash dresses and

worsteds, good, fancy mixtures-new grays, browns, navys and blacks-made to sell at a much higher price— \$10 special basement bargain, at....

Cleverly Designed.

Suits for Women

Are the Style Aristocrats this Spring

Smart, new models in Fashionseal Suit: have arrived this week. These are the

latest designs for spring, and contain all

the new settled style features. They are

in the dainty, new spring shades now so

in quality most \$35 and \$40 suits. It is

\$25

CHILDREN'S WASH DRESSES

All pretty, new juvenile styles; just right

98c \$1.50 up to \$5.00

CHILDREN'S SPRING COATS

The proper weight for spring; pretty, new

\$1.98 \$2.98 up to \$10.00

styles and colors; big variety, at-

Cut Flower Dept

Special for Saturday

VIOLETS, bunch 19c

LARGE BOSTON FERNS

Watch for the Big Sale of

Easter Lilies Next Week.

.69c

HOME GROWN

regular price

\$1.00, at

the practical suit for you, at-

for the little girl at school, at-

popular; also blacks and the staple dark shades. The "Fashionseal" Suit equals

SPECIAL-New Spring Waists at 69c-Several hundred new lingerie and tailored lawn waists-every one a pretty, new spring style-made to sell at \$1.00-basement, 69c at.....

Card Printing Dept

Cards-Printed in five minutes.

100 LINEN

CALLING CARDS

Exact duplicate of copper

and steel plate engraving.

Special Saturday 69C

Reg price, \$1.50 per 100.

Visiting Cards and Business

These skirts are specially well tailored. They are made in good, fancy panamas, mohairs and serges-navies, blacks, grays, greens, etc.—special \$798

jumper dresses, in colors and white-new styles for 1910-made to sell up to \$5.00-special in basement, \$350 bargain in basement, at....... at.....

SPECIAL-Corset Covers at 19c-Made of good materialslace and embroidery trimmings-very pretty and serviceable -in basement muslin underwear department; 19 Saturday special, at....



20e

nut Kisses, Maple Glace

Carmels, Maple

Gems, etc.,

In Our Book Department, New Store, Main Floor Special Easter Post Cards. Pretty and unique Easter cards—hundreds of novelties. The most varied and complete showing in Omaha. Attractive remembrances to send to your friends.



In Hair Goods Department-Second Floor **Turban Braids REDUCED ONE-THIRD** A sale that will surprise every woman in

town, for turban braids are in such demand that they sell almost as rapidly as they arrive, even at full price.



