

Brandeis Stores

EXQUISITE EASTER HATS

To the thousands of Omaha women who invariably look to Brandeis for correct styles, we present

No other store is equipped as we are to show the styles that are new. Through our own Paris offices we receive the very latest creations every week. We present the settled styles as soon as the leading New York milliners.

Scores of bewitching Easter Hats shown for the first time Saturday—These are the very newest styles which we have just received from New York together with hundreds of French copies from our own workrooms.

Graceful new models trimmed with birds of Paradise, Herons, and chantecler effects—also the charming new cashmere hats. Hundreds of new spring models gracefully turned up in front and in back with newest trimmings, every correct idea for Easter in a glorious group, at.....

\$25

SPECIAL—500 SHOW ROOM HATS AT \$10.00—Special

This is a great special purchase of 500 hats, which were used by a Fifth Avenue, New York milliner, as show room models. They are beautifully trimmed in flowers and ribbons, also the new pheasant tail effects on willow, milan and Java frames; smart hats for street, for semi-dress or for Easter wear—a very special offer for Saturday on our second floor, at.....

\$10



Misses' School and Dress Hats

Hundreds of clever styles in hats for children and misses, including those pretty, new Milan hats, trimmed with ribbon sashes and Java straw hats with bows of velvet ribbon, all smart, new models, at.....

\$1.50 to \$5



Easter Hats at \$5

Brandeis Stores specialize in smart, spring hats to sell at a moderate price. Every Brandeis hat is up to date and correct in style—no matter how low the price may be. Specials at.....

\$5

Smart Apparel for Easter



Suits for Women

"Fashionseal" Suits are the style aristocrats for spring. They are adapted for Easter wear and for every other occasion. Every clever new 1910 style is here. Brandeis is sole agent for Fashionseal Suits at.....

\$25

High Grade Tailored Suits

Many of these styles are absolutely exclusive. They make stunning tailored suits for Easter. New light berry shades, etc.—smart effects that you cannot find elsewhere in suits at less than \$60.00; special.....

\$39

Women's Lingerie Waists

All these styles are new for 1910—many are very elaborate. In this special group for Saturday are many fine plain tailored waists in new pleated effects, at.....

\$1.50

Clever Styles in Dresses and Spring Coats



Women's Pretty Silk Dresses—These are simple but very effective frocks for spring and summer—all new ideas, at.....

\$12.50

Stunning Silk Dresses at \$25.00—These dresses are suitable for practically any dress occasion. They are made of the daintiest silk fabrics and the styles are all new. They are specially priced at.....

\$25

Lingerie Dresses—Made of sheer white fabrics—beautifully trimmed with embroideries—clever new style features for 1910—extra special for Easter wear, at.....

\$10

Long Spring Coats

The long coats of Shantung silk are in great favor this spring—special at.....

\$12.50

The new long coats of plain and fancy cloths are smart and practical—great variety of styles at.....

\$15

New Spring Skirts and Petticoats



We offer as a Saturday special several hundred ultra smart spring dress and walking skirts in the newest pleated effects for 1910. Every correct new color in a wide variety of practical fabrics. These skirts offered in a special group at.....

\$6.98

New Silk Petticoats

The quality of silk used in these petticoats is just the same as is used in most high priced silk petticoats. Blacks and all the best colors, including evening shades; special, at.....

\$3.98

New Arrivals in Undermuslins

See the new combination suits of muslin underwear—very prettily trimmed with laces and embroideries, at.....

98c

Women's Night Gowns—Cut full and ample—12 new styles to select from—very nicely trimmed, at.....

98c

Special Sale Leather Shopping Bags

Actually Worth \$2 and Up to \$3.50 at 89c Each



We bought the entire stock of leather bags from a well known Broadway manufacturer. These bags are all in the newest ideas and made of finest leathers. Many of them are worth as high as \$4. We include a fine hand polished initial with every bag, the initial is in roman gold or brass. Your choice of any bag with initial included, Saturday, at.....

89c

JEWELRY NOVELTIES FOR EASTER

Hundreds of novelties in jewelry for Easter such as gun metal chains, mesh bags, La Vallieres, sterling silver bracelets, boy's gold and gold filled watches, hat pins, scarf pins, cuff links, etc., in gold and gold filled effects, specially priced for Saturday.

Men's Cigar Jars of fine pressed glass, with German silver tops, large sizes, worth 75c, your choice, on bargain square, at.....

25c

EASTER LILIES

In Our Cut Flower Dept.

The greatest showing and sale of beautiful Easter Lilies ever known in Omaha. More than 10,000 glorious Easter Lilies on bargain squares—regular price is 25c a blossom—special for Saturday at.....

15c per blossom

Also a large variety of other blooming plants and cut flowers specially priced.

EASTER NOVELTIES

In Sweetland



Easter Rabbits at \$1 and down to 5c and 10c each. Cotton Rabbits at 5c and 10c each. Baskets with rabbits and chicks at, each, 5c. Best quality jelly bird eggs, at, pound, 15c. Panorama Eggs at \$3.50 and down to 5c and 10c each.

Hundreds of novelties in Easter favors, decorations, etc., that have never before been seen in Omaha. Sweetland has thousands of up-to-date novelties to delight everybody on Easter day.

DRUGS AND TOILET ARTICLES

- 25c bottle Hydrogen Peroxide..... 8c
- 25c Santitol Tooth Powder..... 14c
- 25c Lilac Talcum Powder..... 7c
- 25c Eastman's Benzoin and Almond Lotion..... 18c
- 50c Java Rice Powder..... 28c
- 35c Perfect Face Powder..... 14c
- \$1.00 La Trefle Powder Puffs..... 78c
- 50c Locust Blossom, Pansy Blossom or White Rose Perfumes, per oz..... 29c
- 5 cakes Ivory Soap..... 19c
- 7 cakes White Ribbon..... 25c
- 10c Jap Rose Soap..... 7c
- 10c Shinola..... 6c
- 75c Rubber Gloves..... 39c
- 3 cakes Colgate's English Process..... 25c
- \$1.00 Traveling Cases..... 49c
- 15c Chamolis..... 9c

Remember that we have a Photo Dept. and we do amateur finishing.

Smart Footwear for Easter

When you buy your spring foot wear this year, you want the best. Brandeis shoe department can meet your requirement perfectly. Every style is new—all the leathers are reliable. The dressiest and cleverest styles in low shoes and pumps are here. For your every day use you can find shoes that will give perfect comfort and splendid wear. Every shoe in this stock is a good, up-to-date shoe, moderately priced. You run no risk here. Quality is guaranteed.



HERE IS A SPECIAL EASTER OFFERING.

Five hundred pairs of women's low shoes—patent coil and gun metal pumps and oxfords, all welt sewed, all widths and sizes—best value ever offered in Omaha, at, per pair.....

\$2.50

Greatest assortment in Omaha of children's low shoes and strap sandals for every day or dress wear.

A NOTEWORTHY SALE

HAIR GOODS

ON OUR SECOND FLOOR



The greatest sale of standard hair goods that has ever been held in Omaha. It will be the greatest, because it involves a spot cash purchase of magnitude from the Maus Sisters, Chicago, importers and manufacturers at a fraction of the cost to make. The entire lot consists of rolls, nets, rosettes, pompadours, coronet braids, switches, etc.

The New Turban Braid—All shades—\$5.00 value, at this sale, at.....

\$3.98

Natural Wavy Switches—24 inches long, \$7 value, this sale, at..... \$5
Natural Wavy Switches—36 inches long, \$15 value, this sale, at..... \$9
Roman Braids—36 inches long—made of Saturday only, at..... \$2.98
Large size Auto Nets—Saturday only 5c
Turban Cap—Good size—made light and covered with imported crepe, 50c value, Saturday only, at..... \$2.50

NOVEL EASTER CARDS AND POST CARDS
Thousands of attractive cards that you can send your friends for remembrances on Easter. An immense variety of attractive post cards of every kind at 1c each and up.

Great Sale of Bed Spreads

5,000 sample bed spreads from the largest bed spread manufacturer in this country, on sale at about one-half regular price.

\$1.75 Marselles pattern bed spreads, fringed or hemmed, each..... 98c
\$1.25 full size, Marselles pattern bed spreads, each..... 69c

\$2.50 Satin Marselles Bed Spreads—Large size—very special, each..... \$1.49
\$3.50 Beautiful Marselles and Satin Bed Spreads—Fringed, hemmed or scalloped edge on sale at, each..... \$1.98
\$3.50 Imported Satin and Marselles Bed Spreads—The finest bed spreads made, fringed scalloped or hemmed, each..... \$2.98

SPECIAL FOR SATURDAY ONLY IN CARD PRINTING DEPARTMENT.
PER 100 for Finest Bristol Calling Cards with your name. Together with Leather Initial Card Case Free. The printing on these cards is duplication of copper and steel plate engraved work.
48c

Big Special Bargains Saturday in Brandeis Basement

Spring Millinery at \$2.50
Hundreds of practical Easter hats, in the new shapes, styles and colors for spring—beautiful trimmings of flowers, special in our basement section, for, each..... \$2.50
One great lot of women's Elastic Belts—for Easter wear, worth 25c each—bargain square in basement, each..... 5c



The best wearing Corsets, regular price up to 98c each, special price today, at..... 49c

Fine Embroidery Edging and Insertion, worth up to 25c per yard, special price, at yard..... 15c-7 1/2c-3c

Women's and Children's Fast Black Seamless Hose, all sizes, worth 15c pair, at..... 10c

Men's and Women's handkerchiefs, plain white embroidered and lace trimmed, worth 19c, at..... 10c-5c-3 1/2c

50c Dressed Dolls at 25c
Beautiful large size dressed dolls, moving eyes, shoes and stockings, dresses of various colors with hat to match—each in nice box—have been shown in Douglas street window, would be cheap at 90c, special, at, each..... 25c

Large Size Hand Decorated EASTER EGGS
In several colors on special table in basement, at, each..... 5c

IN BASEMENT CLOTHING DEPT.
Boys' Blue Serge Knickerbocker Suits, big bargain, Saturday, at..... \$1.98
Boys' Blue Serge Knickerbocker Suits, extra special for Saturday in basement, at..... \$2.69
Boys' Blouse Waists, special for Saturday in basement, at..... 25c
Children's Wash Suits, blouses and Russian styles, at, each..... 59c

Bib Basement Bargain in Women's Shoes—new styles—good quality, worth \$2.50 pair, at..... \$1.50

In Basement Cloak Department
Women's Wash Dresses, extra special..... \$2.50
Women's Raincoats—extra special..... \$2.50
Women's Spring Skirts—extra special..... \$2.98
Small all leather Chatelaine Bags—basement special, Saturday at, each..... 5c

