

BRANDEIS STORES OMAHA

The hats are smaller this season, and the prices are smaller.



Brandeis Spring Hats

New arrivals specially priced for Saturday. The close fitting hennip turbans with velvet ears, flowers and...

at \$5.00

The Nacre Straw Turbans

The newest, smartest and most popular of all the practical hats—stunning little turbans in all the correct spring shades with colored straw bows and ornaments.

\$1.98 to \$5.00

Elegantly Trimmed Pattern Hats

Those ultra fashionable copies of Paris models with all flower crowns or high crowns with flowers high in the back—new velvet top and straw faced hats, gracefully turned up from the face.

\$15-\$25

Tailored and Street Hats in Basement

Hundreds of them, including all the popular late styles on bargain table in basement at \$2.50

New Section Devoted Exclusively to Misses' and Children's Hats

Such varieties of clever girlish styles were never before shown by any western store. Little Poke Bonnets, with colored facings—

\$3.50 and \$4.50

Hand Made Tuscan Dress Hats, lacy trimmings, at \$5.00 to \$7.00

Large Milan Sailor Hats with big satin sash, \$5.00 to \$5.50

Novelties in Baby Bonnets of tuscans, hair braids, and fancy straws, with pleated ribbon and pleated silk effects, flower trimmed, at only \$2.50 to \$5.00

Hand made School Hats of tuscans with shirred chiffon facing, at \$3.95

More than 500 styles in this elegantly equipped department on second floor.



BRANDEIS STORES

New Arrivals From Our Great Purchase Brought Forward CHOICEST LOTS FROM THE EASTERN JOBBERS' ENTIRE STOCK

Women's Spring Dresses and Suits

New shipments from the jobbers' stock include scores of the newest ideas in spring apparel which we will sell far below its actual value. The bargains are greater than ever.

Beautiful Silk and Foulard Dresses

Here are beautiful new silk and fancy foulard dresses—very popular for spring and summer wear. Many plain and figured silks, including those smart new bordered effects—light summery frocks, etc., etc.

\$10



Tailored Suits A NEW GROUP AT \$15.00

This lot includes many odd and simple suits that are the cleverest styles in spring wear of the season. Every suit is a splendidly tailored garment and many are quite elaborately trimmed.

Materials are white serges, navy and black serges, gray and colored worsteds, hair-line worsteds, etc.

\$15



WOMEN'S LONG SATIN, SILK AND SERGE COATS

Here is a lot of up-to-date coats—many with large satin inlaid collars and reverses; also embroidered shantungs and taffetas, gray worsteds and serges—navy, black or white. Strictly new models.

Long Serge and Fancy Worsteds Coats Every coat is a new spring effect. Fabrics are serges, worsteds and fancies—many with large sailor collars and big reverses; special group at \$6.98

WOMEN'S DRESS and WALKING SKIRTS Your choice of hundreds of women's highly tailored skirts—plain or self strapped trimmed. Very smartly made of voiles, taffetas, serges or fine panamas. Skirts actually worth \$7.50 up to \$10.00 each—in one group at \$5.00

WOMEN'S SILK WAISTS AT \$5.00 Newest and most stylish models for dress and semi-dress—taffetas, messalines, laces and chiffons.

CHILDREN'S SPRING COATS \$2.98 and \$5 All cloths, styles and colors—many with new sailor collars—ages 4 to 14.

WOMEN'S FINE TAILORED WAISTS AT 98c Extremely popular. New models with different size pleats and tucks, some with fine embroidered designs and some with colored embroidery

FIVE SPECIAL BARGAINS IN OUR BASEMENT CLOAK SECTION

- Navy and Black Serge Suits - Fancy striped worsteds, black and white checks etc., worth up to \$12.50, at \$6.98
Long Serge, Panama and Checked Worsteds Coats - Large sailor collars and reverses, plain and braided trimmed \$5.00
100 Rain and Storm Coats worth \$7.50 to \$10 - Slip-ons and rain styles each, at \$5.00
200 Children's Coats worth to \$3 - Samples and surplus stock from the big purchase, at \$1.00
A big lot of odd jackets and coats - Slightly soiled, but worth up to \$8.00, at \$3.50

Special Sale of Hair Goods

SECOND FLOOR AND POMPEIAN ROOM

Here are bargains in dependable hair goods that are really extraordinary.

18 and 20-in. Natural Wavy Switches - One to a customer. While they last, \$1.00 values, sale price 25c

The D'Arcy Invisible Fringe Nets - Five nets in one envelope. Every net guaranteed perfect—extra large size Saturday only, five for 10c

Cluster Puffs—Made of fine hair. 22 in set—\$5.00 values \$1.98

Cluster Puffs—Special for this sale—\$2.00 values at 98c

24-inch Long 2-oz. Natural Wavy Switches—Special \$5 values, at \$1.98

28-inch Natural Wavy Switches—\$10.00 values at \$5

Manicuring, Shampooing, Hairdressing. Appointments made by phone.

BRANDEIS STORES

BRANDEIS RED CROSS DRUG SALE

The first Saturday in each month Brandeis Stores holds this Red Cross Drug Sale, which is known to every economical man and woman in Omaha, because of its great saving opportunities. Read these wonderful bargains for one day only in our Drug Department.

Advertisement for various drugs and toiletries. Includes 'Toilet Articles' like 25c Dr. Graves' Tooth Pow., 25c Sanitol Face Cream, 25c Sanitol Tooth Paste. 'PERFUMES' like 50c White Rose, 50c Forest Blossom. 'REXALL' like 93 Hair Tonic, 11 Beef Wine. 'MME. YALE'S GOODS' like 50c Almond Blossom Cream, 50c Face Powder. 'PHOTO DEPARTMENT' like 33.75 Seneca Jr. Camera, 1.50 complete Developing Outfit. 'RUBBER GOODS' like 85c Fountain Syringe, 1.25 Fountain Syr., 2 qt. 79c.

ALL READY TO GREET OMAHA

Vernal Opening at Culp-Langworthy Clothes Shop Saturday.

LITTLE STORE IN SPRING DRESS

Elegant Mahogany Fixtures and Floral Decorations Beam with Welcome Splendor of an Ancient Home in Orient.

You are invited to be among those present. This is the word the members of the Culp-Langworthy firm have sent out to the people of Omaha and the west for the occasion of the formal opening of their little clothes shop in the City National bank building today.

The furnishings which decorate the interior of the pretty clothes shop are the product of a maker who designed with particular care and aimed to make this store a model for western clothing shops. That this designer succeeded all who visit the Culp-Langworthy shop during the formal opening of tomorrow must admit.

The doors to the little shop will be thrown open at 8 o'clock in the morning and the welcome mat will feel the steady tramp of feet until late at night. A NEW LIFESAIVING AGENT Anti-Meningitis Serum Cuts Down Mortality More Than One-Third. The experiments which the Rockefeller Institute for Medical Research, New York city, has been making with anti-meningitis serum have been so successful that the management of the institute issued a statement to the effect that the curative efficiency of the serum might now be regarded as scientifically established and that the serum might now take its place with vaccine and diphtheria anti-toxin as an approved agency for the protection of public health.

The first outbreak in this country took place in Massachusetts in 1882. The disease visited Ireland twice in the middle of the last century very fatally indeed. A pitiable aspect of the disease is that it attacks those who are dependent and those who don't have food enough. Squalid tenement dwellers and soldiers in crowded and ill-kept barracks are especially a prey to it. 'When the microbes once takes hold, the substance of the spinal cord and brain quickly become most miltiginly congested, and death sometimes occurs in a few hours. Before the discovery of the serum, about all that could be done to fight the disease was to employ purging and leeching, but to help along the spine, give drugs to deaden the pain, and the administering of mercurials and iodides and counter-irritants.'—New York Times.

The mortality of epidemic cerebro-spinal meningitis has been recognized in the past as running from 90 to 70 per cent., said one physician. 'The discovery of the anti-meningitis serum gives definite promise of cutting down the mortality of the disease from about 90 to 15 per cent. 'Cerebro-spinal meningitis is due to the activities of a little organism called the diplococcus intracelluluris, which attacks the nerve roots and membranes of the spinal cord and brain. The epidemic form of the disease was first recognized only about 100 years ago in Geneva, Switzerland. The first outbreak in this country took place in Massachusetts in 1882. The disease visited Ireland twice in the middle of the last century very fatally indeed. A pitiable aspect of the disease is that it attacks those who are dependent and those who don't have food enough. Squalid tenement dwellers and soldiers in crowded and ill-kept barracks are especially a prey to it.

NEW BLOOD IN CONGRESS Diminishing Banks of the Old Guard in Service Twenty Years or More. It is the opinion of a prominent member of congress from New England long in service at Washington that the country has seen the last of men in congress of a service of thirty years and more and probably also, at least for some time, of men who have served in congress twenty years. The trend, in his judgment, is against long service. Elections are now considerably affected by means of direct primaries, and people seem fickle, and the best of men in congress are consequently apt to be toppled over by some newcomer who chances to charm the majority of the voters.

service going back to 1873, or thirty-six years back, but two years will have to be deducted from the continuity, for he missed one congress, suffering defeat in the democratic tidal wave of 1890. The service of Representative Hingham of Pennsylvania, called the 'Father of the House,' because he has been longer continuous service than any other man in it, harks back to 1873, while Representative Payne of New York, chairman of the ways and means committee, goes as far back as 1885. Representative Dalzell of Pennsylvania first came to congress in 1887, or twenty-four years ago, and Representative Jones of Virginia has a record of twenty years of service in the house. All other congressmen report a service of less than twenty years. Representatives Barthold of Missouri, Cooper of Wisconsin, Gardner of New Jersey, Gillett and McCall of Massachusetts and Loudenslager of New Jersey have been elected to another term, and so will by 1913 have completed twenty years in the house. Of those who began coming to the house in 1886 only nine will remain. Judgment here is that more and more the senate and the house is becoming an assembly of fresh men, and that this trend will become even more pronounced in the years ahead.—Boston Advertiser.

had been singing. The mother very much surprised, said she had never heard of it. 'Yes, mamma,' he replied, 'they have a bear over there, and it is cross-eyed, too.' 'Why, Willie,' said the mother, 'you surprise me. Who told you this?' 'Nobody told me,' said Willie, 'but every time I go to church they sing a hymn about the "consecrated cross-eyed bear."' 'Come, Willie,' said his mother, 'don't be so selfish. Let your little brother play with your marbles a while.' 'But,' protested Willie, 'he means to keep them always.' 'Oh, I guess not.' 'I guess yes!' 'Cause he's swallowed two o' them already.' A boy went into a shop to buy a cent's worth of nuts. The man at the counter, a cheery, good-natured soul, said to him: 'You can have them mixed if you like.' 'All right,' said the boy, 'you may put one or two cocoanuts in, if you please.'

Advertisement for 'Big Flower Sale Saturday' and 'In Basement Shoe Section'. Includes prices for various shoe styles like 'Women's 2-Strap Pumps', 'Girls' School Shoes', 'Men's \$8 and \$3.50 Shoes', and 'Women's Soft Kidskin Shoes'.

Advertisement for 'OLD GOLDEN COFFEE' by 'Tone Bros., Des Moines, Iowa'. Includes the slogan '—"tested by taste."—' and a testimonial from a 'Little fellow who has been attending Sunday school quite regularly'.