



# BRANDEIS STORES



## New Gowns and Dresses for Easter

The Easter gown has become so indispensable to the correct Easter outfit that this year we have made unusual efforts to assemble the prettiest, the smartest and the most up-to-date frocks ever shown by any western store.

Omaha women readily realize the satisfaction of selecting from hundreds of models at Brandeis Stores rather than from a few somewhere else. Moreover our prestige as a store of strictly correct styles makes this the natural place to select one's Easter costume.

Throughout the coming week Brandeis will be the center of interest for discriminating women intent on Easter attire of real smartness and individuality.

**Dainty Foulard, Chiffon Messaline and Voile Frocks**

Clever garments specially adapted for dressy Easter wear. A variety of styles and colors and each has that individuality that is found among Brandeis costumes—

**\$25, \$35, \$39 and \$49**

**Beautiful New Marquisette Dresses**

The faintest of colors—hand embroidered effects, and some with dainty lace insertions—gowns that are up to the Brandeis high style standard—

**\$15, \$19, \$25 and \$35**

**Pretty and Practical Summer Lingerie Dresses**

A variety for your selection that you could not possibly hope to find in any store but Brandeis. Every style absolutely authoritative—

**\$10, \$12.50, \$15, \$25 and \$39**

**New Serge Walking Dresses for Spring**

The new navies, blacks and whites—very smartly braid trimmed. New models that you can find only at Brandeis Stores—very practical, at—

**\$17.50, \$19, \$22.50, \$25, \$35**

### Special for Monday Are the Pretty Silk Foulard and Messaline Dresses at \$15

These dresses are made in many different styles and are all copies of rich models from Paris designers. The colors and texture make them effective for spring and summer wear. This is a special offer that makes Brandeis so popular with women, who really appreciate style and quality.

## Stunning New Tailored Suits for Easter Wear

For the week preceding Easter, we present an entirely new assortment of models now in high favor in New York. They are modeled after the latest and cleverest Parisian creations and each one has that note of exclusiveness that well informed women always expect in a Brandeis suit. You are always sure of the style correctness of a Brandeis model.

**NEW BLACK SATIN SUITS**

The smartest of all the new season's innovations. Styles that are different from the ordinary suits you see elsewhere. New ideas in large sailor collars and long reveré effects, at—

**\$35, \$39, \$49 up to \$98**

**THE NEW PENCIL STRIPE AND GREY WORSTED SUITS**

The east's latest novelty for this season—light shades of grey and pencil stripes in both mannish tailored and trimmed effects. You will find a real variety at Brandeis, at—

**\$29, \$35, \$39 and \$49**

**"FASHIONSEAL" SUITS FOR WOMEN**

Brandeis Stores was chosen as the agency for Fashionseal suits because we supply the women of this city who appreciate better tailoring and smarter style in their apparel. The new models of "Fashionseal" are stunning creations \$25 and they sell at—

**\$25**

**LONG COATS FOR EASTER WEAR**

More popular for spring than they have ever been. Our assortment is complete and we show many novel ideas to be found only at such a store as Brandeis.

Long Satin Coats, at . . . **\$15.00 to \$98.00**

Long Serge Coats, at . . . **\$10.00 to \$35.00**

Long Worsted Coats, at **\$12.00 to \$39.00**

**A SPECIAL SHOWING AND SALE OF COMBINATION AND PRINCESS SLIPS**

It is in the smaller details that our combination and Princess slips are so vastly superior to those shown elsewhere. The careful finish and the correct proportions that make them such well fitted garments. You will also approve the dainty character of the fabrics and trimmings.

Combinations in drawers and corset covers or skirts, at . . . **\$1.50, \$1.50, \$2.95, \$2.95 and \$5.00**

Princess Slips—A most necessary garment this season, at . . . **\$1.95, \$2.95 and up to \$12.00**

**NEW VOILE AND WORSTED SKIRTS**

When you are ready to select a skirt there is only one place where you can go to be sure of the high quality and the strictly up-to-date style combined. Brandeis Stores show vastly more new models than any other western store. You will be better fitted and better satisfied. Specials, at—

**\$6.98, \$10.00, \$12.50, \$15.00 and Up**



## Easter Hats

You cannot possibly tell what hat you should choose for Easter wear, until you come to Brandeis and select from a genuine variety of styles that are really correct. Every Brandeis hat has an air of perfect taste and a touch of Parisian smartness that are noticeably lacking in the models of less worthy origin.

### THE HATS THAT WILL BE MOST ADMIRER ON EASTER SUNDAY, ARE SURE TO BE THE BRANDEIS HATS

No Omaha Woman ever feels positive that she is faultlessly clad on Easter, unless her costume is crowned with a Brandeis Hat. You will be delighted with our stunning new line of Easter Hats, such as Kurzman sailors, new Bendel and Lichtenstein Hats, from Fifth Avenue, and our newer imported models. Those close fitting toques and the new large flower hats \$20 to \$35 are now considered the correct things for Easter. Special groups, at—

**\$20 to \$35**

**HATS THAT ARE CLEVER IN STYLES, BUT MODERATE IN PRICE**

Nowhere else can you hope to get such style and such high quality at anything like this price. Here are new, large and small hats of pyroxaline braid, trimmed with three plumes or nine tips of Ostrich, black, white and colored hats, finished with bows of maline or lace effects; hundreds of new models, at—

**\$5**

**UNTRIMMED HATS, at \$1.50**

Stylish New Milan Hoods, with colored edges, made to sell at \$3.00—

for . . . **\$1.50**

**UNTRIMMED HATS, at \$2.50**

Fine Tagal and Hemp Hoods and Sailor Effects, in black only, specially priced—

at . . . **\$2.50**

**FLOWERS FOR TRIMMING**

On our main floor, we offer immense varieties of flowers, in the new spring shades, bunch, at **25c**

**IN OUR MISSES' AND CHILDREN'S MILLINERY SECTION**

In our special section for juniors, we show new arrivals in dress hats for Misses, from 4 to 12 years. New hand made hair braid hats, Milans and Javas, elaborately trimmed with flowers and ribbons. Many clever models in blue, pink, white and red—

at . . . **\$3.50 and up to \$5.00**

Misses' School Hats—In basement, at . . . **75c and 98c**

**IN OUR BASEMENT**

As a special for Monday, we offer 500 new show room models, very prettily trimmed and worth up to \$6.50; all are clever, new Easter models, at—

**\$2.50 and \$3.98**



### EXTRAORDINARY BARGAINS IN

## Embroideries

45-inch French Batiste Embroidered Skirtings—In dainty Baby Irish lace effects, with combination Japanese and drawnwork designs; worth \$2.00 a yard, per yard, at **\$1.39**

36 and 45-inch Fine Swiss, Embroidered Skirtings—English eyelet, floral and combinations; worth double, per yard—

at . . . **59c, 75c, 98c and \$1.25**

27-inch Fine French Batiste Embroidered Flouncings—In Baby Irish lace effects, combined with drawnwork and Japanese designs; worth \$1.25 a yard, per yard, at . . . **75c**

27-inch Fine Embroidered Flouncings, 22-inch Embroidery all-overs, also Embroidered Novelty Waist Frontings; worth up to \$1.25, per yard, at . . . **59c**

18 and 27-inch Embroidered Flouncings, Skirtings, Corset coverings; many worth 75c a yard, big bargain square, per yard, at . . . **39c**

18 and 22-inch embroidered flouncings, skirtings, corset coverings, wide lace insertions and valances, yard

**25c**



Embroidery edgeings and insertions, neat openwork and baby patterns, etc., the values, per yard, at—

**5c**

## Silk Embroidered White Wool Flannels, 59c

They Are \$1, \$1.25 and \$1.50 Values

The 16th Street Window Display of these fine embroidered flannels has been of great interest to thousands, because such a striking price reduction in silk embroidered white wool flannels has never before been known. This great purchase of 547 pieces is one of the biggest bargains ever secured by our New York buyer. Here are the most elaborate, yet dainty embroidered white wool flannels that are manufactured. Over 50 styles. Certainly the best bargain ever offered in fine flannels, per yard, at—

**59c**

### Lace Curtains and Draperies

Real imported French Lase Arabian Curtains, full size on double net, pair **\$4.98 \$7.50 \$9.98**

Duchess Lace Curtains, New Champagne and Ivory color, 59 inches wide, 2 1/2 yards long, at, per pair . . . **\$3.98 \$4.98 and \$5.98**

Filet Cable Net Curtains, this season's newest patterns, at, per pair . . . **\$2.98 and \$3.98**

Lace Curtains, white and Arabian color, up to 60 inches wide, at, pair **\$1.25 \$1.50 and \$1.98**

Tapestry Portieres with wide borders, at, per pair . . . **\$5.95 \$7.98 and \$10.00**

Drummer Samples of Fine Imported Tapestry and Damask, worth up to \$5 a yard, each **49c 98c**

Filet Bungalow Nets, 48 inches wide in Ivory and Arab colors, at, yard . . . **65c 98c and \$1.25**

Snow Flake Scrim, 36 and 40 inches wide, worth up to 25c, at, yard . . . **15c**

### White Goods Department

Basement

White linenweave, in checks, plain, stripes, embroidered dots and Jacquard effects, per yard, at . . . **19c up to 50c**

45-inch wide nainsook for making fine undermuslin; box of 10 yards, at . . . **\$2.19**

Fine sheer quality of white lingerie mull, especially desirable for waists and dresses; 46 inches wide, 45c value, per yard, at . . . **25c**

38-inch India linen, 25c value, yard, **15c**

36-inch Pure White Irish linen suiting, extra heavy weight, per yard, at . . . **45c**

## A SALE EXTRAORDINARY Naushon Dress Silks

500 pieces of yard wide and 26-inch wide, all silk semi-rough weaves and Shantung dress and coat silks, at just about half the regular price. Naushon silks manufactured at Valley Falls, R. I., are in a class by themselves. Never has such a sale of fine dress silks occurred in any house in America. Our 16th street window display during the week has attracted great comment. Be on hand Monday morning, if you wish the biggest bargain ever offered for silk of merit. Here are all shades of natural, tans, Copenhagen, new blues, new browns, new helios, all new shades of resedas and new greens, lavender, helio, pastel shades and cream and black—on two bargain

**49c and 69c**

squares, per yard, at . . .

## EASTER GLOVES

Our Easter Shipment of Perrin's Fine French Kid Gloves has arrived. Finest selected skins, in all the new shades and lengths for street and evening wear—mode, bisque, pearl, blue, tan, grey, also black and white. Heavily embroidered backs or Paris point stitched, per pair, at . . . **\$1.75, \$2.00 up to \$3.75**

**WOMEN'S FRENCH LAMBSKIN GLOVES—2-Clasp effects in mode, grey, tan, black and white. Fitted to the hand. Main Glove counter, at, per pair . . . \$1.25**

**SILK GLOVES—2-Clasp, Kayser double tipped fingers, black, white and all colors, at—**

**LONG SILK GLOVES—Double tipped fingers, elbow length, black, white, blue and pongee, per pair 50c 75c and \$1.00 worth \$1.00, at, pair . . . 69c**



## EASTER FOOTWEAR

The most popular style in women's spring footwear, will be Pumps, either without straps, or with instep straps. The pumps are made with extreme short fore-parts, high heels and high arch insteps, combining comfort and (absolute fit) with the new short, stubby effects. Absolute surety of fit around tops, no gapping on the sides, or at the heels. A beautiful assortment is ready for your choosing, per pair, at—

**\$2.45 to \$4.95**



Misses and Children's Easter Footwear in strap styles, running all the way from 1 to 6 straps, at, per pair . . . **98c to \$2.50**

Infants' Soft Sole Shoes and Slip-pers, button styles. All sizes— at, only, per pair . . . **49c**

## NEW WASH GOODS IN THE BASEMENT

New 32 inch Scotch Zephyra checks, plaids, etc., at—

yard . . . **25c**

New Percales, new Foulard designs, yard wide, yard . . . **12 1/2c**

Serpentine Crepes, at, yard **18c**

New Patterns, 27 inch Ginghams, yard . . . **12 1/2c**

New stripes and Jacquard shirting and waist-ing, at, yard—

**29c and 35c**

