

Easter Apparel That is Correct and Practical

AT

BRANDEIS STORES

No other western store is equipped as we are to show the styles that are really new. Through our own Paris office we receive the very latest millinery creations every week. Every model at Brandeis Stores is new in every sense of the word.



Untrimmed Straw Hats

The new hood shapes predominate—Milans, tagals, chips, hair braids, all ready to trim—Two special groups at **\$1.50-\$2.50**

After all, every woman in Omaha realizes that if she is to feel positive that her Easter hat is both smart and becoming she must choose it at Brandeis Stores.

Every New Idea in Graceful Easter Millinery is Here

Scores of new arrivals brought forward for the first time Saturday morning. See the new smart sailors—the small hats trimmed high in the back with flowers or aigrette effects—new poke bonnets wreathed in fine flowers with flat bow in the back for auto wear or semi-dress. **\$15-25**

Special 500 Stunning Pattern Hats at \$10

As an extra special for Saturday, we offer 500 charming pattern hats, trimmed with bunches of roses mixed with lilacs, wistaria, sweet peas and June roses—also new ribbon and quill effects—actually worth \$20. Every conceivable shape from the smallest hood to the largest sailor, at **\$10**

Brandeis Clever New Easter Models at \$5

Here are wonderfully pretty new spring hats at a very moderate price just before Easter. Every one was made to sell at \$10 and \$15—new naere braids, tuscans, black and white straw, trimmed with flowers, quills, grass effects, etc., at **\$5**

Easter Millinery for Misses and Children

Here are pretty French effects in juvenile styles, suitable for dress or for street wear, in our separate misses' and children's millinery section, at **\$3.98-\$5**



There is an individual charm about each Brandeis hat—a touch of clever style that you look for in vain in other models. The services of artistic designers and capable milliners at Brandeis are at your disposal.

Sample Bunches of Flowers

Large bunches of all kinds of flowers for trimming—every fashionable variety in all the correct colors. Large bunches on sale at entrance of Arcade—**25c** main floor, for, each

Women's Suits, Dresses, Coats, Skirts and Waists for Easter Wear

UP-TO-DATE TAILORED SUITS, AT \$19.00

Scores of high grade tailored suits, made of serges, worsteds and novelty clothes, as well as white serge suits and black satin suits with braid trimmings. Everyone a stunning model for Easter or late spring wear, at **\$19**

WOMEN'S TAILORED SUITS, AT \$10.00

Saturday we offer your choice of 150 fine French serge suits, nicely tailored jackets and pleated skirts with messaline lining; pretty spring shades, values up to \$17.50, at **\$10**

DRESS AND WALKING SKIRTS, AT \$5.00

Your choice of 300 splendidly tailored dress and walking skirts, in French voiles, grey worsteds, white serges, panamas, etc., that are worth up to \$10.00, at **\$5**

CLEVER NEW VOILE AND PANAMA SKIRTS, AT \$10.00

This is a new lot of stunning dress skirts for dressy occasions. Pretty embroidered and braid trimmed; also new satin skirts, at **\$10**

SPECIAL LOT OF FINE WAISTS, AT 98c

We bring forward many very pretty plain tailored and lingerie waists, adapted for dressy Easter wear, and put them in this very specially priced group.

NEW LINGERIE AND VOILE WAISTS, AT \$1.98

Every waist in this group is a new spring style and every established 1911 feature is included.



STUNNING NEW SILK DRESSES, AT \$8.98

Saturday you may choose from several hundred very pretty new silk dresses in foulards, messalines, in stripes and figures, in all the favorite spring colors. Clever and practical models, at **\$8.98**

SILK DRESSES FOR EASTER, AT \$15.00

We have placed in this group for Saturday, a great number of samples and odd lots of new spring dresses, that were to sell as high as \$25.00, beautifully made and the fabrics are very popular this season, at **\$15**

NEW LINGERIE DRESSES AT \$10.00 AND \$15.00

Here are dresses suitable for Easter wear and for every dressy occasion, for late spring or early summer. They are extremely clever new models.

NEW WHITE SERGE SUITS, AT \$25.00 AND \$35.00

These suits will be more popular than ever this season. They are beautifully made of high quality serge and every one nicely finished.

NEW WHITE SERGE COATS, AT \$15.00 AND \$19.00

Here are the new long serge coats that will be so much favored by fashionable women this season, cut in the long graceful lines with the large lapels and other new features.

CHILDREN'S NEW SPRING JACKETS AND REEFERS

Here are pretty new effects in children's outer garments, in the new colors and mixtures. Prices are **\$2.98, \$3.98, \$5.00** and up to **\$12.50**

CHILDREN'S NEW WASH DRESSES IN COLORS AND WHITE
Very prettily made juvenile effects, serviceable for every occasion; specially priced, at **\$1.50, \$1.98, \$2.98** up to **\$10.00**

SATURDAY SPECIALS in INFANTS' WEAR DEPARTMENT

Infants' Yoke Dresses, white nainsook, lawns and dimities, trimmed with embroidery and lace, 6 months to 2 years—**50c, 75c, 98c, \$1.25, \$1.50** up
Infants' Long Waist Dresses handsomely trimmed with laces and embroideries, made of fine white dimity and lawns, ages 2 to 4 years—**75c, 98c, \$1.25, \$1.50** and up
Splendid assortment of baby shoes, in white, blue, pink, patent, tan, grey and suede, at **50c and 75c**
Infants' Silk and Wash Caps, embroidery and lace trimmed, at **25c to \$1.25**

GREAT SPECIAL SALE OF Fancy Jewelry

A remarkable sale of imported mesh bags, coin holders, beaded bags, fancy long chains, silver rings, diamond rings, coral stick pins, brooches, La Vallieres, pearl collar buttons, solid gold cuff buttons, mourning jewelry, fancy hat pins and a thousand other beautiful imported novelties.

AT ABOUT HALF REGULAR PRICE

Don't Miss This Great Sale of Fine Easter Lilies

Greatest values that were ever offered in Omaha. Fine Petal Lilies, up from **25c**

Also big sale of Cut Flowers and other Blooming Plants to be sold at Special Prices.

Cut Flower Department—South Side.

FOOTWEAR FOR EASTER

Select your Easter shoes from this fine stock of new merchandise. Choose from the newest styles, by the best makers in America, at prices varying from, per pair, at **\$1.90 to \$6.00**

WOMEN'S PUMPS

Flexible Turned Sole Pumps, made to fit without straps, (detachable straps if you wish them) Patent Kid, Velvets, Suedes, White enameled calf, etc., pair, **\$3.48**

DRESS OXFORDS AND PUMPS

Velvets, dull calf and patent leather—straps or 3 button effects, extreme short fore part, flat silk bows and Cuban heels, at only **\$2.48**

Great Sale of Velvet Bags, Satin Bags, Moire & Tapestry Bags

We bought the entire surplus stock from a well known manufacturer. The stunning new styles for 1911, in these classy bags lined with silk, fancy poplin with inside purses; in biggest bargain in bags ever offered, positively worth up to \$3.50, at **50c-\$1**

Genuine India Goat Seal Bags, extra heavy leather lined with wide open frames, inside purse, worth \$5, choice of six styles, at **\$1.98**

Solid gold, diamond set or gold filled and novelty jewelry, many of them samples, at **1/2 Regular Prices**

Art Glass Portables

IN CHINA DEPARTMENT—WEST END

Just 225 Fancy Art Glass Portable Lamps—Handsomely finished in Green Pompeian effects, either electric or gas, worth \$10.00; Saturday, at **\$4.69**

EXTRA SPECIAL SATURDAY

1,000 odd fancy pieces of China for this sale, large chop dishes, cracker jars, water jugs, cake plates, salad dishes, fruit plates, etc., worth up to \$1.50, at **48c**

Easter Novelties in Candy Dept. POMPEIAN ROOM

SPECIAL—Easter Hat Boxes, filled with fine assorted Chocolates—A fine gift, at 35c

Also thousands of the cleverest novelties for Easter—Ducks, rabbits, chicks, eggs, table favors, decorations, etc. Scores of new ideas shown for the first time. Pretty little fancies at very low prices.

CANDY SPECIALS IN POMPEIAN ROOM

Old Fashioned Pompeian Chocolate Bitter Sweets, Vanilla, Vanilla nut, fruit, pineapple, maraschino cherry and maple flavors, regular 40c chocolates, at per lb., only **28c**

Chocolate Covered Marshmallow Eggs, per dozen **10c**

Marshmallow Eggs—Large size assorted colors, regular 20c value; Saturday, lb. **10c**

Fresh Toasted Muffins, at per lb., only **18c**

HAND MADE SCARFS, CENTER PIECES and PILLOWS

Sample pieces, such as hand made centerpieces in eyelet and French embroidery, worked on white linen, scarfs in white and tan linens, pillows of all kinds with finished edges.

Pillows, \$3 to \$9 value, at **98c** up to **\$2**

Scarfs, \$4 to \$7 value, at **88c** up to **\$1.50**

Centerpieces, \$1.98 to \$8 value, at **98c** up to **\$1.75**

Also sold novelties at greatly reduced prices.

Greatest Sale of Hair Goods Ever Held in Omaha

BRANDEIS BEAUTY PARLORS—2D FLOOR AND POMPEIAN ROOM

Saturday morning at 9 A. M., the last chance for a new Easter Coiffure at less than **1/2 Regular Prices**

3-oz. 28 inches long, wavy switches, made of fine Natural Wavy hair, sells regularly for \$10, sale price is **\$5**

2-oz., 24 inches long, wavy switch of fine Natural Wavy hair, regular price is \$5, sale price is **\$2.50**

20 and 22-inch long wavy switches of fine wavy hair, special at only **98c**

20 and 22-inch long, straight switch, while they last, one to a customer, special, at **35c**

Cluster Puffs, 15 in set, \$2 value, at **98c**

Cluster Puffs made of fine hair, 22 in set, \$5 value, special, at **\$1.98**

First Quality Hair Switches, from \$10 up to **\$50**

Two extra Large Nets for 5c

Extra Large Nets, 36 inches long, five in envelope, every net guaranteed, in Pompeian Room Beauty Parlor, only 5 for **10c**

The Reliable Carmen Set, in all shades, at **5c**

Washable Hair Rolls, \$1 value, at, only **50c**

SATURDAY'S BIG SPECIALS IN BRANDEIS BARGAIN BASEMENT

Women's Spring Style Dress and Walking Skirts, special at \$2.98	Women's Long Spring Coats in Serges and mixtures—priced specially Saturday, at \$5	Women's Black Taffeta Silk Petticoats, special for Saturday \$2.69	Women's Trimmed Hats—in the newest spring styles, special at \$2.50	Women's Untrimmed Hats—Clever shapes in new naere braids, etc., all colors, at \$1.00	Boy's \$2.50 Suits, with extra pair of Knickerbocker Pants to match, sizes 5 to 18 years, at \$2.48	Boy's \$3 Knickerbocker Suits—double breasted style—all sizes, at \$1.98	Boy's \$2.50 Knickerbocker Suits—Splendid chestnut in brown or gray, at \$1.48	Boys' Blue Serge Confirmation Suits, at \$3.50	Men's \$10.00 All Wool Worsted Suits, the new spring styles— at \$6.90	Men's \$12.50 and \$15 blue, brown or gray suits, at \$8.75	Men's \$25.00 and \$30.00 Odd Pants—well made, \$1.50 and— at \$1.98	Boys' \$7.50 Long Pants Suits, at \$5	Boys' 75c Wool Knickerbocker Pants, at pair, 39c	Boys' Russian or Sailor Suits, made of washable chevrons, gingham, etc., at 69c	Men's \$1 Negligee Shirts, at 50c	Men's Summer Undershirts and Drawers, at 29c and 39c	Men's \$1 Negligee Shirts, at 50c
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