

Embroidery Skirtings and Waist Frontings

In this lot many appear as high cost importations. They are eyelet, floral and Japanese designs, embroidered on cambric and finest muslins—on Main floor, bargain square at, per yard.....

29c

The New Silks for Spring

In assembling fabrics for spring, we have made greater efforts than ever to secure the materials from abroad and from our own land that strike the exact keynote of fashion for this season. Not only is the variety greater, but the character of the fabrics is more exquisite than we have shown in any previous season.

Rain Proof Loulards at 49c Yd.
One of the most popular and practical silks for the spring season—good range of colors—24 to 36 inches wide—worth up to \$1.00 a yard, at yard..... **49c**

Spring Wash Fabrics

Dame Fashion decrees crepes, ratine and voiles as the correct wash fabric for spring, 1913. We are showing a notable array of these beautiful imported fabrics very modestly priced.

44-inch French Crepe Autell 49c yard—A handsome wash fabric, 44 inches wide, specially priced for Monday (note the width), per yard..... **49c**

New Wash Suitings for Spring—The new 44-inch ratines, in plain striped or embroidered; ratine linens, in plain or fancy; pebbled crashes, etc.—in all the desired shades—priced at 95c up to **\$1.50**

50c Effleur Voiles 29c yard—This sheer, beautiful fabric is shown in a large assortment of dainty patterns and colorings—50c values, at yard..... **29c**

New Striped Ratine—Be sure to inspect the new arrivals of striped ratine—this season's favorite for the semi-tailored one-piece dresses for spring and summer wear—all colors—at yard..... **49c**

SPECIAL FOR MONDAY

All Wool Dress Goods, 50c Yd.

An immense purchase of all wool spring dress fabrics consisting of 54-inch broadcloth, serges, whipcords, 42-inch check serges and novelty worded—the favorite colors—worth up to \$1.00, at yard..... **50c**

New Spring Goods

BRANDEIS STORES

The greatest store in all the west presents varieties in fashionable spring merchandise that cannot possibly be found elsewhere. The power of Brandeis great buying organization alone makes this complete early season showing possible.

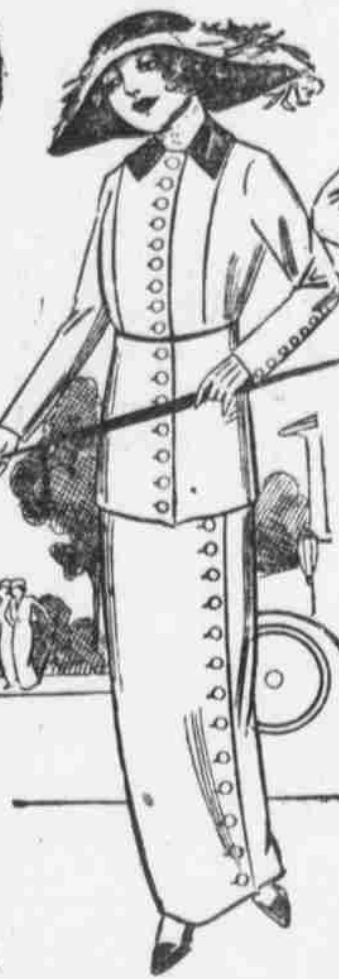
Models for Spring That Are Both Original and Authentic Suits, Coats, Dresses

Our buyers now in the east are sending us daily by express the styles in women's apparel that have captured fashionable New York. No description can do justice to these dainty innovations. View them yourself Monday or any day this week.



New Voile Dresses and Lingerie Frocks

Notably different in every way from last season's models, at—
\$19, \$25, \$39 up to \$65



The New Tailored Suits Are Very Effective

The cleverest, models that the best creators of tailored suit styles have achieved this season. Every suit is an accepted, authentic spring style. The price range is

\$25 to \$65

New Three-Quarter Coats for Spring

Dressy and smart as they can be—fashioned according to the dictates of the foremost designers. The prices are

\$19, \$25, \$32.50 and up to \$39



New Wool Serge Dresses

Beautiful new spring frocks, made from rich materials, in the new style features, at..... **\$10-\$15**

New Silk Tailored Crepe and Charmeuse Waists

You have heard how popular waists in these fabrics will be this season. You will not wonder at it when you see these models..... **\$5 to \$17.50**

Clever New Lingerie and Voile Waists

More new styles than we have ever before shown so early in any season. All the new style features for 1913..... **\$1.98, \$2.98 to \$10**

Embroidery Flouncings

Worth up to 40c Yd., at 12c Yd. Choice of thousands of yards of 27-inch embroidered flouncings, also 17-inch flouncings and corset coverings, many worth up to 40c a yard, in muslin and cambric fabrics; on sale at, yard..... **12 1/2c**

New White Goods for Spring

Dainty white fabrics of the better grade were never in such fashionable demand as now. A number of extremely attractive new arrivals are shown for the first time.

Plain and Fancy Dress Materials

This is a well known advertised brand, and every woman will recognize the fabric instantly. This attractive linen-like white fabric is shown in a large variety of patterns, and you will wonder how we can sell it at such a price. Plaids, double and hair-line stripes, pin checks, also plain—27, 30, 36 and 46 inch widths in full bolts—worth up to 35c a yard, at yard..... **15c**

Another case of fine White Cotton Crepe—Searsucker stripes for unders, house dresses, etc.—extra quality, 30 inch wide, at yard **15c**
Fine quality Imperial Long Cloth—Soft finish and medium weight for undermuslins—36 inches wide—bolt of 12 yards..... **\$1.25**
No. 1001 Special Number Nainsook—For undermuslins—contains no dressing—36 inches wide—bolt of 10 yards..... **75c**
Only 2 bolts to a customer.

New Embroideries FOR SPRING

45-inch beautifully embroidered fine Swiss, batiste and voile skirtings; also 42-inch embroidered batiste allover and 27-inch embroidered batiste and Swiss flouncings—elegant designs in eyelet, floral, Japanese and new combination effects, also baby flouncings, worth \$1 a yard, at yard..... **59c**
Fine Cambric Embroideries in 4 and 7-inch widths—scores of excellent designs that are exceptional bargains, at, yard..... **5c**
Beautiful French and German Val Laces and Insertions, also Linen Laces in effective designs, many match up—special, at yard..... **5c**

Women's Tailored Skirts at \$1.98-\$3.50

Hundreds of the most practical and up-to-date skirts in medium weights suitable for spring—the materials are serges, whipcords, panamas, corduroys and mixtures. Here are good \$4, \$5 and \$6 values.

Special Values Room Size Rugs

Monday we offer three extra special bargains in the most desirable new spring rugs—in room sizes:

New Lot Fine Axminster Rugs, 9x21 size, all new patterns—worth up to \$25, at \$15.98

New Lot of Fine Brussels Rugs, in room sizes, new patterns, worth \$16.50, at \$9.98

New Lot of Seamless Brussels Rugs, in room sizes, new patterns, worth \$7.50, at \$4.98

SPECIAL 4-Yard-Wide Linoleum that is worth regularly up to 85c square yard—on sale at, per square yard..... 49c

6 BIG BASEMENT SPECIALS

Fine Ratine Remnants just received, in white, tans and blues; on sale Monday at, the yd.. **15c**

Berkley Cambric, No. 60, in the basement; Monday only we will sell this Cambric—at, per yard..... 10c

Yard Wide Percales, good lengths in light and dark patterns for house dresses—12 1/2c values, yard..... 7 1/2c

White Voiles, Swisses and Etamines, in long lengths, worth, to 25c; at, the yard... 8 1/2c

Striped, Barred and Checked Dimities—the right lengths for baby dresses and children's aprons—15c quality, at, yard..... 7 1/2c

Dress Lengths of Scotch and Chambray Ginghams in dainty spring patterns; at, the yard... 6 1/2c

A Great Special Sale of Dress Forms

Right at the opening of the sewing season we offer the women of Omaha the sensational opportunity of securing a Dress Form at less than regular prices. Every well known make and style of Dress Form will be included in this sale. Nowhere else will you find values so remarkable as these.

No phone orders will be filled during this sale. You will find it more satisfactory to select your dress form in person.

Space Saving Dress Forms \$3.50

This new model form is graceful in appearance and strongly made. With a simple twist you can fold up the skirt and reduce it to half the original size, making it fit into a small box—all sizes in 32 to 42-inch bust; on sale Monday at..... **\$3.50**

Black Jersey Covered Bust Forms, perfectly proportioned, wooden bottom; special sale price \$1.39

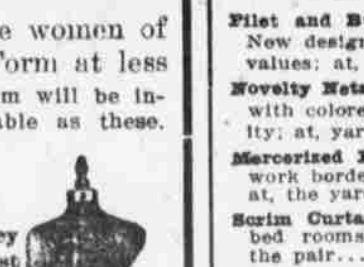
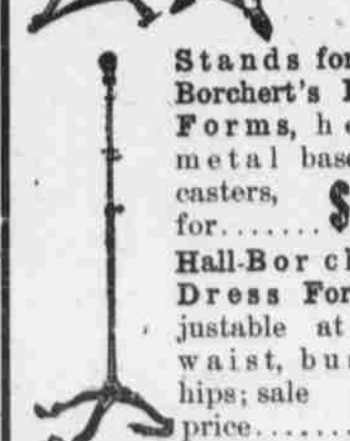
Hall-Borchert's Queen Adjustable Dress Form, the most perfect form made, adjustable to any figure; on sale at..... \$18

Hall-Borchert's Queen Adjustable Dress Form, the most perfect form made, adjustable to any figure; on sale at..... \$18

Bust and Stand at \$2.98—Jersey covered form mounted on high extension stand, adjustable to any height—**\$2.98** all sizes.

Adjustable Dress Form, adjustable at neck, waist, bust and hips—mounted on steel base—special value \$3.50 at..... **\$3.50**

Slightly Damaged Dress Forms at About Half Price—Adjustable and non-adjustable forms in well known makes go on sale at remarkable bargains.



Special Values New Patterns Lace Curtains

Pile and Bungalow Net Curtains—New designs that are \$2.50 and \$4 values; at, pair..... **\$2.98**

Novelty Nets—Charming new designs with colored borders—the 40c quality; at, yard..... **25c**

Mercerized Linen Sorin with drawn work borders—worth 50c and 60c—at, the yard..... **35c and 45c**

Scrim Curtains in new patterns for bed rooms and dining rooms; at the pair..... **\$1.25 to \$2.98**

Beautiful Portieres—About 25 pairs of our regular \$5 and \$6 portieres go on sale at, pair..... **\$3.98**

Sun Fast Madras—Odd pieces of the regular 75c and 95c quality; at, the yard..... **35c and 50c**

Hand Made Antique Curtains in a score of rich new patterns; per pair, at, the yard..... **\$4.98 to \$7.50**

Swiss Curtains—Many pretty and striking designs, worth to \$1.25—each, at, each..... **95c**

Special Sale Hair Goods At Considerably Less Than Regular Prices

Special offers Monday in Hair Goods. Our entire stock of switches, pompadours, transformations, puffs, bangs, curls, pin curls, waves and other accessories will be reduced one-quarter from former prices.

Switches that were \$3.00, now **\$1.75**
Switches that were \$6.00, now **\$3.75**
Switches that were \$8.00, now **\$5.00**
\$5.00 Transformations now... **\$2.95**
Puffs, that were \$3.00, now... **\$1.85**

Manicuring, Hair Dressing, Shampooing and all Beauty Culture work. Appointments made by phone if you wish.



TIMELY REAL ESTATE GOSSIP

Apartment Houses Are Fast Settling on the Old Paxton Property.

GIVES ADVICE ON APARTMENTS

E. M. Slater Discusses Question of Apartment Building and Management at Building Owners' Banquet.

At the present time when there are so many new apartment houses going up in Omaha, a speech by E. M. Slater of the Payne-Slater Investment company, before the Omaha Building Owners' and Managers' association on the subject of building and management of such buildings is quite apropos. For this reason excerpts from his remarks are given: "In my judgment, more failures come from a poor choice of location than from any other source," said he. "The right building must be located in the right place. If you will study apartment houses here or elsewhere, you will find in nine cases out of every ten that the unsuccessful apartment house is poorly located for the class to which it caters. One cause for this error is: A man has in some way acquired a faulty piece of real estate, which he is unable to sell. Desiring to improve it, he follows the advice of some friend, who suggests an apartment house. Without going into the matter carefully or consulting people informed

along these lines, he erects his building. Probably this man would never have built an apartment house had that ground not been in his possession, as in most cases when he gets through, he has a proposition he can not properly rent, and of course cannot sell to advantage. This man would have been ahead of the game, had he given the ground away, as the money he has planted in the building cannot, in most cases, be recovered.

Build Only Good Ones.
"Rental values lie, first in location—not in architecture. However, in building an apartment house, build a good one. Don't build a make-shift.
"Employ or consult a building manager. He can tell you where to build, how to build, what size to build, what rents you can expect to receive, and what your operating expense will be. He can give you more common sense information than you could possibly secure yourself. Employ an architect, and get a good one. It pays in dollars and cents and pays big. Buy the best of plumbing. See that your heating plant is adequate, not only for the comfort of your tenants, who are most critical along this line, but also for the financial saving to you in the matter of fuel consumption. Make your building sound proof if you possibly can."
"The property planned building does not cost any more than the faulty one. Inside bath rooms, dark kitchens, wasteful hall room and insufficient wall space are some of the mistakes that your building manager and architect can help you to avoid.

"Today in Omaha there is just as much

competition between apartment houses as there is between our leading stores and don't forget you are dealing with a woman in nine cases out of ten. You can't rent her a faulty apartment without a reduction in price any easier than the merchant can sell her a faulty piece of dress goods without scaling his price. Make your apartments as attractive as possible. These women have lots of time to look around, and I for one know that they do it. They are quick to find fault—give them as little opportunity as possible.

"All of this reminds me of a little incident that happened the other day. I was near Twenty-fourth and Harney streets and there encountered a young lady friend who was accompanied by a small dog. As I drew near the dog began to wag his tail vigorously. I remarked to that friend, 'Why, Mabel, your dog wags his tail up and down.' 'Yes,' she replied, 'He has to since we moved into the new apartments. Poor 'Fido' hasn't room to wag it any other way.'"
"Place your building in the hands of a competent building manager or look after it yourself, but don't leave it to the janitor. Imagine a large corporation owning a plant worth \$100,000 turning it over to the office boy to manage. It would be just as reasonable to expect the office boy to manage a success of your building.

"Don't forget that someone who knows how has to secure you the proper kind of tenants. Let the undesirable class get in and you lose one of two things—your

building's reputation or your rent, possibly both.
"Remember it involves some diplomacy and some tact to handle tenants. If you have a good tenant be liberal in your treatment of him. If he wishes a room or two redecorated, or makes some other moderate request, be reasonable about it. Don't be a grouch. Better to spend a little money now and then keeping your tenants satisfied than to spend the same money trying to convince the readers of the newspapers that your vacant apartments are the most desirable ones to be had."

Building on Paxton Court.
Paxton court will soon be the apartment house center of Omaha. Plans for three such structures are now being drawn by architects, Hastings & Hayden will build one containing seven apartments of five rooms each and costing \$35,000. Detective J. T. Donohoe will build a \$27,000 apartment house containing twenty apartments. Mrs. John J. Donohoe, widow of the late Chief of Police Donohoe, is having plans drawn also.

PETER WHITMAN BREAKS THROUGH ICE. BUT IS SAVED

Peter Whitman, 1902 Cass street, a laborer for Swift & Co. on the Carter lake ice field, broke through the ice, but was pulled out by R. H. Comstien and John Offwaltz after he had floundered around in the water for a little while.

WORKERS OF MUNICIPAL AFFAIRS COMMITTEE NAMED

Gould Dietz, chairman, and C. A. Goss, vice chairman, of the new municipal affairs committee of the Commercial club, are going after their business with a vengeance. They have taken the appointment of duties of the city officials as a guide and divided the work of the committee into seven parts with two men at the head of each department. The divisions were made as follows:
Public Affairs—T. W. McCullough, P. J. Taggart.
Accounts and Finances—W. R. Adair, R. L. Robinson.
Police, Sanitation and Public Safety—Dr. J. P. Lord, J. A. Rine.
Fire Protection and Water Supply—Charles Harding, H. E. Newbranch.
Street Cleaning and Maintenance—W. D. Williams, W. L. Burgess.
Public Improvements—George T. Morton, G. A. Magney.
Park and Public Property—T. R. Kimball, H. P. Wyman.

A Break for Liberty from stomach, liver and kidney trouble is made when a 3c box of Dr. King's New Life Pills is bought. Why suffer? For sale by Beaton Drug Co.—Advertisement.

SOME STILL USE PARCEL POST FOR PERISHABLES

Not all people have yet learned that certain articles of food are perishable while in transit under the parcel post. This was evidenced at the local post office when seven pounds of fish, nicely dressed and cleaned, but spoiled, had to be cast into the furnace because the clerks could no longer handle them.
When a parcel smells so strong that the railway mail clerks can no longer endure it the parcel is turned in at the nearest railway mail headquarters. The wrapper is saved for future reference, and the contents are chucked into a furnace or somewhere where they can no longer offend anyone. The "nixie" department in the postoffice, which is the department that handles all parcels not properly addressed and with no return card, has been rapidly increasing its collection since the inauguration of the parcel post. A can of "chicken and chestnuts" rests in the "nixie" department at present. It comes from Shanghai, China, is addressed to no one and bears no return card. The only thing that brought it to America, apparently, is the fact that it was stamped with American stamps, it goes worth. Just what a mixture of chicken and chestnuts is the "nixie" department is at a loss to know, but they have conjectured it might be a delicious devilish dish that would be worth trying.

Key to the Situation—See Advertising.

Soldiers Compete in Pool With the Y. M. C. A. Athletes

Fifteen soldiers from Fort Omaha will enter into a dual swimming meet with ten athletes of the Young Men's Christian Association at the "Y" swimming pool Tuesday night for the championship of Nebraska. No admission will be charged and only men will be admitted. There will be six events in which the men will compete against each other and one event, where the soldiers will give an exhibition of swimming with their clothes on. The soldiers will be equipped with all their outfit and will off some difficult feats in the water.
The first event will be a twenty-yard dash, in which two "Y" boys will compete against two of Uncle Sam's warriors. The second event will be a forty-yard dash. Other events are 100-yard dash, 160-yard relay, fancy diving and plunges for distance. The tank at the gymnasium is twenty yards around.
The team from the "Y" which competes Tuesday night will be the same one which enters the swimming tournament to be held at the association during the first part of March. At this meet the various swimmers of the state will compete, including those from the high schools in and about Omaha.