

You can rest assured that the Smartest Hats and Frocks you see in the Easter Fashion Parade Today came from Brandeis Stores



BRANDEIS STORES

The Vast Majority of Well Dressed Women in This Community Naturally Come Here for
The Styles That Are Correct

There is no question where the style leadership in Omaha belongs. Doubt has never entered in the minds of well informed women. The supremacy of Brandeis merchandise was clearly demonstrated by our artists' models during opening week. Every woman who visited our style show came away with the conviction that Brandeis spring apparel has no rival in variety or beauty. We presented only a few of the Spring styles last week. Scores and scores of garments not shown previously await your choice here this week.

New Silk 2-Piece Suits and Demi Costumes

Spring will bring out no greater favorites than these. They are charming models of silk moire, silk poplins, silk Arabian, Charmeuse, etc. New shades of primrose, taupe, Dorothy blue, cafe au lait, Nell rose, Wisteria and white. \$49, \$59, \$65, \$75, \$89

Comprehensive Line of Women's Spring Suits

Omaha women were never offered such values at \$35. Materials are mostly worsteds, sponges, Bedford cords, tweeds, white ratines, etc. New Balkan Blouses, Mannish Tuxedos, Box Cutaways, Plain Tailored Models, etc. Every suit is a high class tailored garment, at \$35

Women's Afternoon and Bridge Frocks

These fascinating dresses have all the delightful style of the best foreign models, but we offer them at 1/2 to 1/3 the price of imported frocks. They are fashioned of Charmeuse, Crepe de Chine, Meteor, Canton Crepe, etc., in every shade suitable for dresses of this character. \$35

Women's New Chiffon and Silk Blouses

A most extensive array of charming and dainty new models. Very effective designs, many of which are exclusive with us. You will detect at once their Parisian origin. They are the embodiment of all that is new and good. The price range includes waists featured at \$10, \$12.50, \$15, \$19 up to \$49

New Moire Silk and Eponge Coats in Nell Rose, Dorothy Blue, Tan, White, etc., at \$39, \$32.50, \$25, \$19 down to \$15
 Twenty clever styles in Women's Smart Spring Coats—Novelties, Serges, Bedford Cords, Etc.—varied colors, \$10
 An entirely new assortment of Famous "Fashionable" Suits for Women \$25

Later Arrivals--Women's New Frocks and Gowns

Oriental influences are responsible for many of the striking innovations in the new spring and summer frocks and gowns. Materials are wonderfully soft and rich—many of them light and airy, almost to filminess. Russian Blouse and Bulgarian bolera effects are noticeable. A wealth of new colors and unique combinations are shown.

Evening and Reception Gowns
 Many of the beautiful creations in our gown section are individual styles. Our own imported selection insuring their exclusiveness. Many European creators of style are represented, and there are many Americanized ideas of the foreign masters—
 at \$49, \$69, \$85, \$98, \$125, \$150 up to \$198

White Crepe de Chine Waists
 Hand embroidered, frills, lace trimmed, etc.—
 \$5, \$6.98, \$7.50 to \$10

Voile and Lingerie Blouses
 New models that are charming and original—
 \$1.98 to \$12.50

Girls' & Juniors' Spring Coats
 Made of new spring fabrics—practical as can be—
 \$5 to \$15

SPECIAL SHOE OFFER MONDAY

Women's Shoes \$2.45
 Worth \$3.50 and \$4.00, at...

Just 360 pairs—broken lines from our regular stock. These are high grade shoes in smart, up-to-date styles and leathers—suede, tan and gun metal calfskin and patent leather. All sizes represented, but every style does not include every size. Exceptional values at \$2.45
 Polish for Black Suede Leather—25c bottle, 15c

Free Corset Lecture to Women

BY DR. MAUDE E. DUNN
 of New York City
TUESDAY, 2:30 TILL 3:30 P. M.
WEDNESDAY, 10:30 TILL 11:30 A. M.
 On Our Third Floor.

Advice on this important subject from a skilled physician and special corset expert is of untold value to every woman.

Come and learn how to be ultra-stylish without sacrificing one bit of comfort or health.

Practical demonstrations with living models.

18-inch Shadow, Oriental and Floss Silk Embroidered Allover Laces, worth up to \$1.00, at, per yard, 59c

Shadow lace flouncings, also beautiful lace bands in Venise, crochet and macrame—white, cream and ecru—worth up to \$1.00 a yard, at, 59c

FINE SHADOW LACE EDGES AND INSERTIONS AT 10c A YARD
 Also fancy trimming lace bands in macrame, filet and eluny effects—up to 7 inches wide—white, cream and ecru—many worth 20c a yard, at, 10c

All New Models Brought Forward Monday

Spring Millinery

We disposed of practically every hat in our stock during the past week. The models we bring forward Monday are all strictly new models of the latest spring type. A number of late importations from Lewis & Reboux of Paris as well as designs from New York shops are shown at... \$16.50 to \$50



All the latest spring ideas—every one is a new arrival.

at \$10



18-inch French Ostrich Plumes, 10 inches wide, \$3.98

Large Hemp Tam O'Shanter With Velvet Flange—Worth \$3.00, at, each \$1.50
 Colors are corise, royal blue, white, burnt, etc. They are decidedly the rage at present.

EMBROIDERIES

45-inch voile and batiste embroidered skirtings, 27-inch embroidered Swiss and batiste flouncings and 24-inch allover embroideries; choice, new designs in heavy Japanese effects, floral, blind relief and eyelet—also 27-inch dainty hemstitched and ruffled edge baby flouncings. Many worth \$1.00 a yard, at, 59c

18-IN. AND 27-IN. FINE EMBROIDERED NAINSOOK & BATISTE FLOUNCINGS
 Corset coverings and ruffled flouncings—very effective designs in eyelet, floral and combination effects—worth up to 75c a yard, at 25c, 39c

25c FLOUNCINGS AT 12c A YARD
 Fine cambric ruffled and tucked flouncings with insertions of lace—worth up to 25c a yard, at, 12c

BIG BARGAIN EVENTS MONDAY IN BASEMENT

WHITE GOODS at 12 1/2c Yd.
 32-inch White Flaxon, linen thread finish; best wearing fabric for children's dresses, aprons, under-muslins, etc., in checks, plaids, hair line and cluster stripes. Comes in full bolts—no remnants—20c quality, at, 12 1/2c

Fancy DRESS GINGHAMS
 Think of buying fancy dress gingham at less than half their regular selling price. 200 bolts of gingham that are 12 1/2c values. It is the way we buy that makes this special price possible—Monday, yard, 5c

GINGHAM DEPT.—Basement.

Silk and Cotton Fabrics, 15c Yd

An immense purchase of fine silk and cotton fabrics—36-inch, 32-inch and 27-inch widths, in dots, lace effects, Jacquards and plain shades, in new colorings for dresses, slips, draperies, etc. Positively worth up to 30c and 40c yard—basement bargain square, at, yard, 15c

Pretty Bordered Voiles at 15c Yard

New colorings in bordered Voile, floral, checked, striped and figured designs. These new 40-inch Voiles have been on display in one of our show windows. To many it seems impossible to sell such high cost new goods at such a low price. Buying in such large quantities for cash makes it possible to turn these fortunate purchases over to you at an extremely low price. Every yard of these beautiful new Voiles should retail at 40c; bargain square, basement, Monday, yard, 15c

45-inch Irish Dress Linen—Pure white and every thread linen, 60c value, at, yard, 39c
 36-inch Imperial Long Cloth—Pointer brand—fine quality for dainty undermuslins, bolt of 12 yards, 89c
 40-inch white Ratine Sulting—35c value at, the yard, 19c

SHEETING.

The largest roll of sheeting ever brought into Omaha is here. Over 2,000 yards, full 90 inches wide, unbleached, seamless, sheeting, heavy quality. If sold in the regular way, the price would be a great deal more—Monday, the yard, 19c
 Mulin Dept.—Basement.

Select Your Spring Rugs Now at these Special Prices

Everything you need this spring in floor coverings is here in satisfying variety
HIGH GRADE SANFORD AND HARTFORD AXMINSTER RUGS—In 9x12 sizes—beautiful new floral and Oriental patterns—a special lot for Monday, at, \$25
BODY BUSSELS RUGS—Excellent wearing rugs in 9x12 sizes—new patterns—unequaled values in these desirable room size rugs, Monday at, each, \$25

Hartford, Sanford, Axminster Rugs—Handsome patterns in 3x6 sizes—extra good values, at, \$4

Genuine Wilton Rugs—well known Burtworth and Lakewood makes, 9x12 sizes, worth to \$45, \$35

9x12 AXMINSTER RUGS, Worth \$20, \$25; at \$15.98
 Beautiful Smith, Royal and Manhattan Rugs in new floral and oriental patterns—9x12 sizes, worth to \$25.00, at, \$15.98

9x12 Seamless Brussels Rugs—the heaviest and closest woven Brussels Rugs made, 50 special at, each, \$16.50

New Linoleums—In beautiful floral tile and inlaid patterns, will give the best of service, yard, 55c

3 Big Linen Specials Main Floor

54-inch Embroidered Table Covers—Beautiful hand embroidered covers, worth to \$7.50, \$2.49
 45-inch White Dress Linen—A quality that will give the best of service, Monday at, a yard, 35c
 Hemstitched Linen Pillow Cases—Pure, round thread, linen cases, size 45x36 inches; at, a pair, 98c

BUY SEWING MACHINES HERE!
 "Free," "White" and other well known makes. Sewing Machine Dept.—Pompeian Room.

Special Values Art Needlework

In Our New Dep't—On Third Floor.
SALE OF 500 SAMPLE LINEN PIECES.
 22 to 36-inch Squares, Centers, Scarfs, etc., embroidered in white with scalloped borders, at, 50c
Library Scarfs, Pillow Tops and Center Pieces—Linen crash stamped and tinted in colors ready to be embroidered—25c to 50c values at, each, 15c
 Free instructions in the art of Lace Crocheting and Embroidery, all day, under a competent instructor.

Silks POPULAR WEAVES FOR SPRING

We are receiving daily express shipments of the most fashionable silks—brocaded and moire crepe meteor, Bulgarian Canton crepes, Radium silks, Matelasse silk suitings—mostly 42 in. wide, at yard, \$1, \$3.95

We Sell the Best 36-in. Satin Messalines in the Country

Primrose, Copenhagen Blue, Nell Rose, Apricot, Navy, Wisteria, Laven-der, Tan, Brown, Pink and Reseda, \$1.25 values, at yd, \$1

NEW SHIPMENTS OF THE FAVORITE SATIN MESSALINES

40 inches wide. The colors are black, cream, taupe, American beauty, Nell rose and Copenhagen blue. They are in broken lots, that is why we sell them so cheap, yard, \$1

EXTRA SPECIAL SALE

Wavy Gray Switches

20-inch fine Wavy Gray Switches, at, \$2.95
 22-inch long Wavy Gray Switches, at, \$4.95
 24-inch best Wavy Gray Switches, at, \$6.95

Natural Wavy Gray Transformations, Switches on short stems, at, \$5.95
 22-inch Wavy Gray Switches on short stems, at, \$3.45

Hair Dressing, Manicuring, Massaging and all kinds of hair work.



Boys' Norfolk Suits

Are Stylish, and Serviceable, Too
 We have great varieties of these Norfolks ready for you. The best fitting boys' clothes made. All new patterns and fabrics. Homespuns in mixtures—casimires in the new black and brown chalk line patterns—cheviots in grey, brown and tan basket and diagonal weaves.



These very dressy Norfolks are made in five different models and all of them can be found in our boys' department—single pleat Norfolks, double pleat Norfolks, patch pocket Norfolks, sewed-on belt Norfolks, and the inverted pleat Norfolks, at \$5 to \$10