

TELEPHONE 2020 DOUGLAS

### Dainty Neckwear for Spring

A beautiful line of new collars, Georgette embroidered and lace trimmed with medallions, venice and filet effects; wonderful values. **98c**  
Elegant line of Net Collars, many new styles, lace trimmed. Also embroidered; each..... **50c**  
A lot of new Georgette collars, lace trimmed and embroidered; special, at..... **50c**  
Swiss embroidered Collar and cuff sets, new models..... **50c**  
Washable Boudoir Caps in Jersey Silk Net; dainty colors; each..... **50c**  
Main Floor.

# Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

### New Wash Dresses for Girls

From 6 to 14 Years of Age.  
THERE'S A STYLE SHOW HERE, too—for the approach of Spring brings with it new arrivals every day in this Children's Specialty Shop.  
Wash Dresses, of course—but there's a style and charm about these that will fascinate every mother—a lot to say about mere Wash Dresses, but these are away above the ordinary.  
Materials are Gingham, Pique, Chambray, etc., in plain colors, striking plaids, Roman stripes and all sorts of attractive combinations.  
Prices are \$1, \$1.50, \$1.95, \$2.50, \$2.95, \$3.50, \$3.95 to \$5.  
Second Floor.

It is conceded that this store was one of the first, not only to show, but to be ready to sell the very latest concepts of fashion. When State Street was still reviewing the last of winter apparel, Brandeis Stores were showing the most fascinating types for Spring

### Afternoon and Street Frocks

The Acme of Moderate Price Perfection



These are the newest materials, such as Georgette, Taffetas, Crepe Meteors and including new **WOOL JERSEY** and **SERGES**.  
New features are barrel draperies, "Jupe Tonneau" in the skirts, and also the "Moyen Age." Newest embroideries and Soutache Braidings.  
Buttons, smart collars and Georgette combinations in sleeves, and trimming lend to the attractiveness of these models.  
The illustration is drawn from the actual model in our stock and shows the grace and charm of these Dresses.  
This is true specialization—the maximum of style at the minimum of price—**\$25.00**.  
Second Floor.

### Fashionseal Suits for Women

The Style Aristocrats

At \$25

NEVER has a season opened more auspiciously. Considering the prices that prevail for every other line of apparel this season—these Suits at \$25.00 are simply wonderful. The prices of materials have increased as never before, and even with this condition confronting us, we offer this season in newest Spring Suits — the Fashionseal at \$25.00 — value unapproached anywhere.  
While the strictly tailored style is very good, the tendency toward belted and pocketed models is pronounced—so that no matter what a woman may fancy, Fashion has been varied enough in her moods to satisfy every want.  
The materials employed are Men's Serges, Gaberdinas, Poplins and Wool Jerseys.  
To begin to describe any one model or series at this time would be superfluous—because one must judge from the ensemble.  
All colors, such as Blues, Black, Tans, Grays, Gold, Rose, Green, etc.  
Second Floor.

*THIS season, more than ever, we are specializing on Smart Suits and Stylish Dresses for women at \$25.00.*  
Manufacturers have co-operated with us to such an extent that we are able to offer better garments than ever at this price despite the fact that the general upward price trend is more pronounced than ever.



### Women's Gloves

At Special Prices

Guaranteed Washable Chamoisette  
These Gloves come in white or white with black embroidered backs; they are guaranteed to wash and to wear; we are able to sell them away below present market quotations because we bought them months and months ago. Two groups are specially priced  
**At 59c and 79c a Pair**  
**Women's Guaranteed Washable Kid Gloves**  
In pearl, putty and ivory. Specially priced, at **\$1.50** a pair. If bought in today's market, these Gloves would have to sell at \$1.75 to \$2.00.  
**Perrin's or Adler's Very Fine Quality Guaranteed Kid Gloves**  
With or without beautiful contrasting backs; every pair guaranteed by the maker and ourselves; come in pearl, mastic, pearl white, etc.; **\$2.00** a pair.  
**Very Special for Saturday:**  
Women's 2-clasp, Imported Kid Gloves, in black or white; also white with black backs and black with white backs; Gloves worth in today's market, \$1.50 and more; Saturday, here, at **\$1.25**.  
Main Floor.

### Pure Silk Jersey Petticoats

Special Purchase of 3,500 ..... **\$3.00** Each

Bought from one of the best makers in this country and turned over to us at such a concession that we will offer, on Saturday, Petticoats  
**Worth \$6.00 to \$7.50, at \$3.00**  
ALL PURE SILK JERSEY, in many different models—some double ruffle with satin trimming at bottom, others wide pleated and with single ruffle, accordion flounce.  
These Are the "Glove-Fitting" Petticoats With the Much-Desired Close-Fitted Top  
There is wide assortment in this lot of 3,000; most of the colors are in darker shades, although there is a sprinkling of the lighter tones. Suffice to say that we have not offered Petticoats like these at this price for a long, long time—and when the increase in the cost of raw silk is remembered, it is not likely that we ever shall again. IT'S A FORTUNATE CHANCE THAT YOU SHOULD NOT MISS.  
In the Specialty Shop for Petticoats  
Second Floor.



### Drugs and Toilet Articles

- Wyeth's Beef, Iron and Toner, bottle..... **59c**
- Blisse's Native Herb Tablets, \$1.00 box..... **59c**
- Charcoal Tablets, box..... **15c**
- Quinine Pills, 2-grain, 100 in bottle..... **25c**
- Mulford's Effervescent Soda Phosphate, the bottle..... **34c**
- Bell's Pine Tar Honey, 50c size at..... **20c**
- Rat Nip, kills rats, the package..... **12c**
- Beecham's Pills, 25c size box, at..... **14c**
- Sloan's Liniment, 50c size, at..... **20c**
- Listerine, \$1.00 bottle, at..... **59c**
- Fletcher's Castoria, 35c size bottle..... **19c**
- Putnam's Dry Cleaner, 25c size package..... **16c**
- Lusterite Nail Enamel, 25c size, at..... **14c**
- Freeman's Face Powder, box..... **16c**
- William's Shaving Cream, tube..... **16c**
- Frostilla Cream, the bottle..... **18c**
- Massetta Talcum Powder, can..... **12c**
- Camphor Ice, in tube, special, at..... **9c**
- Swandown Face Powder, box..... **12c**
- Elrado Depilatory, special, at..... **33c**
- Kirk's Jap Rose Cream, jar, at..... **18c**
- Djer Kiss Talcum Powder, can..... **24c**
- Imported Bay Rum, bottle..... **25c**
- Graves' Tooth Powder, 50c can at..... **29c**
- 4711 White Rose Glycerine Soap, cake..... **14c**
- Madam Isabelle Face Powder, 50c size box at..... **39c**
- Melrose Beauty Cream, 50c size box at..... **39c**
- Palmer's Almond Meal, the can..... **18c**
- 4711 Toilet Water, the bottle, at..... **49c**
- Jap Rose Toilet Water, 50c size bottle..... **33c**
- Rubber Sheeting, yard wide, the yard..... **29c**
- Gillette Razor Blades, 50c size package..... **39c**
- Ever-Ready Razor, complete with blades, at..... **79c**

### Beautiful Georgette Crepe Blouses

At \$5.00 to \$10.00 Each

WHEN WE have used the superlative about these Blouses, we feel sometimes as though even that were inadequate, because every week, every day, in fact, new and surprisingly beautiful styles seem to be even more fascinating than those which have preceded them—but even superlatives fail to convey how beautiful they are to the eye—all we can do in print is to merely describe them and leave it to you to come and see them.  
Drawn from one of the models in our stock.  
**Fringe Models**  
**Hand Embroidered Models**  
**Vestee Models**  
"Colors Fairly Speak"—as one Fashion paper tells it—right next to the pure white stands Peach, Chartreuse, Sand and "Dove" Blue—and the sports colors include all that you or I ever knew, and then a few more.  
Second Floor.



### Specialty Shop for Misses and Small Women

Has Put "The Spirit of Youth" In All Apparel

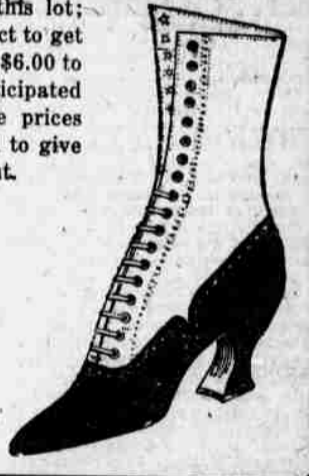
THE ENTHUSIASM increases from day to day—scores and scores of compliments upon the wonderful "Personal" service rendered and the unusualness of the garments offered are proffered to us each day. That this Specialty Shop is filling a long felt want is unquestioned—and that it is also offering the best that Fashion offers at exceedingly moderate prices is also settled beyond dispute.  
For Saturday we make special mention of:  
**Beautiful Tailored Suits**, in scores of different styles—each as fascinating as it can be..... **\$19.75 to \$50.00**  
**Jersey Dresses** that are now so fashionable, in all the new and bright colorings..... **\$29.75**  
**Top Coats**, in dozens of new models..... **\$16.75 to \$50.00**  
**Young Girls' Suits in Variety**  
These are for girls of 13, 15 and 17 years of age—the growing age—and are accepted as authentic Suits.  
Second Floor.



### Women's Novelty Boots \$4.90

Both Button and Lace Styles

JUST about 425 pairs in this lot; such Shoes as you would expect to get if you were going to pay from \$6.00 to \$9.00 a pair for them. We anticipated the market rise in wholesale prices and consequently are enabled to give you the benefit of our foresight.  
**High Grade Novelty Boots**—all colored leather, both button and lace styles; some are 8 1/2 inches high, others have the new 1-inch walking heels.  
About 15 styles in all; plenty of sizes to fit everyone.  
Main Floor.



### Boys' Suits—Real Bargains

In This Clean-Up for Saturday

BEGINNING of the new school term—outfit the boy with a new Suit—we have taken all the Spring Suits left in stock from a season ago and repriced them in such a way that they will surely go in a jiffy.  
The patterns are all good, and we couldn't get the same materials and make today for the prices we paid for these a season ago—so, inasmuch as we are offering them at much less than you will pay for the new Suits when they arrive, it is an opportunity no woman will care to miss.  
Every mixture-Suit in stock, light and heavy weight. A generous lot of these have two pairs of pants. We desire to start the new season with entirely new stocks, hence these reduced prices.  
Two Tables of Suits, at..... **\$4.00**  
Two Tables of Suits, at..... **\$6.00**  
Two Tables of Suits, at..... **\$8.00**  
And in every instance the prices we quote are below those we will of necessity have to quote when the new Suits arrive and are placed on sale.  
Third Floor.

### Wall Papers

At Reduced Prices

Just received from our eastern buyer a stock of genuine varnished tiles for kitchen and bath rooms, in all the new designs with borders and ceilings to match. They are all colors and over a dozen patterns; **17c** roll  
An accumulated stock of ceiling papers with borders to match, from last year's stock. Very good for kitchen or upstairs rooms and **3c** attic; special, roll.....  
Third Floor.

### Saturday Night Dinner

5 to 8:30 P. M.

**60c**  
New Tomato Bouillon  
Queen Olives Celery Hearts Radishes  
Roast Young Chicken with Dressing  
Creamed Mashed Potatoes  
Cauliflower in Cream  
Shredded Wilted Lettuce,  
German Style  
Hot Rolls Hot Corn Bread  
English Plum Pudding,  
Hard Brandy Sauce  
Apple Pie or Rhubarb Pie a la Mode,  
or Lemon Merango Pie, or  
Ice Cream and Cake.  
Tea Coffee Milk  
Special Musical Attraction.  
Green Room.  
Main Floor.

### Candy Specials

Molasses Coconut Hay Stacks, made special while you wait, lb..... **19c**  
Old Fashioned Black Walnut Taffy, per lb..... **29c**  
Delicious Maple Pecan Nut Goodies, lb..... **29c**  
Special Chocolate Dipped Molasses Chips, lb..... **19c**  
Chocolate Bitter Sweets and Swiss Style Milk Chocolate, Nut and Fruit Centers, at, lb..... **29c**  
Main Floor.

### Continuing the Remarkable Basement Sale of Shoes

Men's and Women's Shoes—Footwear that we would have to sell at from \$4.00 to \$7.50 if bought in the present-day market—  
**On Sale, Saturday, at 89c, \$1.89, \$2.69 and \$2.89**  
Basement

### Buy the Best Sewing Machine

"THE FREE"

Best by test—comparison with every other make, in points of efficiency, long life and thorough satisfaction places "THE FREE" where it belongs—in FIRST PLACE  
**The New 1917 Model "The FREE"**  
Is one of the most beautiful Sewing Machines ever shown, and it is just as good in its action as it looks in appearance. Let us demonstrate for you in the Department.  
**Other Makes at Special Prices for Saturday**  
Domestic, drophead, slightly used..... **\$18.75**  
Wheeler & Wilson, slightly used..... **\$18.75**  
"Brandeis D," new..... **\$22.50**  
Third Floor.

