

TELEPHONE 2020 DOUGLAS

# Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

The Specialty Shop  
For Misses and Small Women



Chronicles the  
Arrival  
Of  
New Models  
Daily

AN EVER changing, supremely interesting kaleidoscope of color and fascinating design. Never has a specialty shop specialized more thoroughly. PERSONAL is written large in the service rendered here.

SMARTLY TAILORED SUITS, in all the new colors—showing a silhouette that reveals the "youthful" in every line.

\$25.00 to \$50.00

NEW JERSEY DRESSES, now so fashionable, are shown here in very pleasing array—no other material has ever lent itself more gracefully to this type of costume.

The Price Is Modest--\$29.75

New Sports Suits at \$29.75 to \$50.00.  
Afternoon Frocks at \$19.75 to \$65.00.  
Smart Skirts at \$5.00 to \$10.98.

Second Floor

## The Curtains Part to Reveal These Exquisite Dresses for Spring



RARELY are we privileged to show such dainty, fascinating apparel—the Dresses in this display breathe of the atmosphere of Spring, and that elusive thing called charm, is here in abundance.

PARTICULAR attention has been paid to the selection of our Afternoon and Semi-Dress Costumes in Georgettes, Chiffons, Meteor and Taffetas, for every wardrobe must contain at least one of these dainty Dresses for the theater, dinner or afternoon wear.

Exquisitely beaded and embroidered creations are shown, that appeal to the most refined taste. Colors range from navy to lighter blues, Copenhagen and Joffre; Rose, Grays, Reseda and White.

Prices, \$45.00, \$55.00, \$69.00 and upward.

### New Coats for Spring Make Their Bow

In the best colors and materials. Tan predominates, with citron, and gold close seconds. Sports styles are shown in Rose, Reseda, Copenhagen, and Purple; also popular shades. Particular attention is directed to Covert as the favorite cloth, shown in Tan. Other styles in Gunny Burl, Burella, Poiret Twill, Gaberdine, and Novelties in checks and plaids.

Prices \$25.00, \$35.00, \$49.00 and Upward

Second Floor

## Handsome Georgette Blouses



Trimmed With Filet Lace  
\$10.00 to \$25.00

GEORGETTE reigns supreme—no question about that—and we are showing some of the most exquisite models here right now. Filet Lace is very scarce, but we were fortunate enough to buy early, and our foresight now gives you the opportunity to obtain these beautiful creations in variety.

Other Georgette Blouses, \$5.50 to \$10.00

Semi-tailored models and still others with dainty frills. These are very modestly priced at the figures we quote.

Second Floor.

## "Floerstyle" Gowns and Dresses



Advertised in the Last Issue of Vogue.  
Are Here on Exhibition and for Sale

There is a "Floerstyle" Gown for every occasion—Street, Afternoon and Evening wear. The first intimation of Fashion's indicative mood is shown in this apparel.

Second Floor

## Dress Goods for Spring Wear

The predominance of Serge and Gaberdine is already thoroughly established. Manufacturers have woven into these fabrics the finish that lends itself most readily to the prevailing modes—thus we find soft finishes in the Serges and the plaid designs that are in keeping with the trend toward sports styles.

We will have on sale for Monday the best quality ALL-WOOL FRENCH SERGES, a big assortment of fine, soft-finished fabrics that will tailor well for suits and dresses, in all the best spring colors, 42 to 54 inches wide; special \$1.19, \$1.39, \$1.89 for Monday, per yard.  
48-INCH PURE ALL-WOOL GABERDINES, a very popular fabric, desirable for Suits, Coats and Dresses, in all the most wanted spring shades. A very fine quality; \$1.75 Monday, per yard.  
54-INCH ALL-WOOL FRENCH SERGE AND VELOUR, sport style and plaid skirtings in all the new colorings that will be popular for this season's wear; \$2.50 priced, at yard.

Main Floor

## The Silk Showing Here for Spring Is Fascinating in Colorings and Weaves

SILK is the supreme fabric, and this season more than ever makers have made an effort to show in the various weaves the styles for which they are intended—identified them with certain types and classes. Sports Wear is in such high favor that colors suitable for this predominate—and the note of "Paisley" lends a delightful atmosphere of "the long, long ago" that is particularly pleasing.

40-INCH ALL-SILK CREPE SHANTUNG, in all the new sports shades; per yard \$2.25

"HOULAH SILK," the sensation of the season, in the new variegated color combination; 40 inches wide; yard \$2.95

36-INCH CHIFFON TAFFETA, splendid weight, soft finish; in all the wanted street shades; yard \$1.25

40-INCH IMPORTED SWISS CHIFFON TAFFETA, in the new Citron, Chartreuse, Blues, Shadow Lawn, Greens, etc.; beautiful soft, drapy finish, at, \$1.95 per yard

36 AND 40-INCH TAFFETA, Satin Cupe, Radiums, Pussy Willows, Foulards, etc., in the new Stripe Plaid, Dot, Paisley and many other beautiful effects in all the newest color combinations; yard \$1.25 to \$4.95

We are also featuring in exclusive combinations—

Yo-San Pussy Willow Prints La Jerz Crepe de Chine  
Sport Tussahs Georgette Crepe Khaki Kool  
Gold and Silver Embroidered Novelties

Main Floor

## Splendid Rugs at Reduced Prices

French Wilton Rugs, sizes 9x12 and 8 ft. 3 inches by 10 ft. 6 inches; regular price \$75.00, at \$44.75  
Royal Wilton Rugs, sizes 9x12 and 8 ft. 3 inches by 10 ft. 6 inches; good patterns and designs; regular price up to \$55.00, Monday \$31.95  
Sanford Beauvis Axminster Rug, size 9x12, \$40.00 value, at \$27.50  
Hartford Bussorah Axminster Rugs, 11 ft. 3 inches by 12; \$40.00 value, Monday, at \$29.98

Third Floor

## Latest Arrivals From New York In Stylish Suits For Women



ONE FEATURE that is notable is the utility of both long and short Jackets—plain and pleated Skirts.

The real piece de resistance, however, is the employment of Egyptian trimmings and also designs that show the influence of Chinese, Japanese and Greek.

THE MODEL THAT WE ILLUSTRATE is made of Navy Blue Faille; long coat effect, with the new sash that ties in front; deep collar with long revers and pointed gauntlet cuffs. Trimmed with buttons and the Egyptian braid. Beautifully lined with soft taffeta. This identical model sells for \$89.00.

In the better grades of Suits we are quoting the prices of \$49.00, \$55.00, \$62.50 and \$75.00.

### Cloth Suits Are Extremely Smart

One that we mention is of Poiret Twill or Bombay Velour, navy blue and beige. These are plain tailored, braid bound and button trimmed and perfect the latest silhouette. A tight sleeve, buttoned to the elbow.

There are scores of others, just as interesting.

Second Floor.

## Women's Smart Boots \$4.90

Combination and Allover Colored Kid

We have re-grouped small lots of high grade Footwear—and because in some instances, sizes are missing, we have repriced them downwards for quick dispersal. It is an unalterable policy here to keep our stocks clean of all short lots, in order to be able to show newest Shoes as soon as they arrive. Our dispersal time is your opportunity time—GET A FINE PAIR OF SHOES NOW for little money. All this season's styles, but not every size in each style.



About 15 different styles in all—every one desirable

Main Floor.

## Dainty Laces

There are so many uses for these Dainty Laces that no woman should have any hesitancy about purchasing a liberal quantity of them. Fashion has put her unqualified seal of approval upon them for trimmings.

Filet Laces, also combination filet and venise, look like the real. Beautiful for trimming collars and waists. Also used for camisoles; yard 15c, 25c and 39c

Wash Laces in great variety, linen cluny, filet vals., matched sets, all widths; also German vals, plain and dotted footings, cream and white, yard 5c

Metal Laces, comprising solid effects as well as combination of metal with colors. Beautiful flouncings with rows of gold and silver on silk tulle nets, metaline cloth, 36 inches wide; gold, silver and colors 59c and 98c

Beautiful assortment of metal laces in gold and silver. Dainty lace flouncings, shadow patterns, in silk and fine cotton; yard 39c

Main Floor

## Special Sale of Tri-Colored Jap Lunch Sets

These are NEW—and we think they are extremely pleasing—a dainty little conceit for a breakfast table—this is one note of newness from many in this Linen Store.

Doilies 3c | 18x54-inch size Scarfs or 24-inch Doilies, each 49c  
8 and 12-inch Doilies, each 5c | 54-inch size Lunch Cloths, each 98c

Special—Spreads, \$1.65

These are the crochet kind, plain hemmed, all very pretty patterns, large size, heavy quality; special, each, for \$1.65

Extra—Damask, 39c

Full bleached, in the highly finished mercerized cloth, all pretty patterns, 58 and 64 inches wide; special, yard at 39c

12 1/2c Household Crash, 9c

Full bleached; fancy borders; wearing quality unexcelled. For Monday, yard, only 9c

Main Floor

## White Fabrics---Crisp and New Variety of Weaves All Splendid Values

THIS DISPLAY is so wide and comprehensive, and the prices we have placed on the various fabrics so modest, that every woman will do well to come here on Monday and share in the savings to be made. White Fabrics are always extremely useful at this time of the year—and these are some of the best.

New, Crisp White Novelties for summer dresses and blouses, in satin stripe voile, cords, cluster stripes, corded organdy, etc., in a wide range of patterns to select from; 38 inches wide; yard 35c

Finest quality white imported Organdy, sheer and clear; 45 inches wide, very special, yard 39c

White Flaxon Madras, in small cords and cluster stripes; medium heavy for waists and dresses, children's wear, etc. Name stamped on selvage; 32 inches wide; yard 25c

Finest quality white mercerized Marquissette, specially adapted for sheer blouses; 38 inches wide; yard 49c

42-Inch English Longcloth, chamoise finish, for machine sewing; pure white, launders perfectly and does not turn yellow; 12-yard bolt 2.59

27-Inch, Dainty Sheer White Pin Check Dimity for children's and infants' wear; special, yard 15c

FOR ONE DAY ONLY, Monday, we place on sale No. 1907, one special number of Imperial Sea Island Nainsook, a soft, sheer, silky fabric, for ladies' and infants' wear; 36 inches wide; 12-yard box \$2.39

Basement.