



Heralding the Début of Spring Modes

Special
POIRET
Designs

For American Women

CROISADE—A robe of Jersey Cloth or Crepe de Chine, suggesting the period of the Crusaders. The belt studded with nail heads, etc.

BRISQUE—A new Coat Dress for the business girl or the traveler. Gown and Coat in one, fastens to the hem.

SIMPLICITE—A Suit of Serge or Poiret Twill, for the morning promenader, in Taffeta or Linen, for town and country, on boat or travel or while shopping. Very youthful.

CECILE—Is a Coat of Wool Velour. The large collar may either be closed about the neck for a smart effect in the street, or to serve as a muffler in a motor car.

DOMINO—A three-piece suit, made from a Domino Check that Poiret has introduced on collar, cuffs and bands. The skirt is plaited.

MOUNE—Is a dress with a peasant suggestion in line; embroidery, white collar and vermillion buttons. Waist attached to the skirt with a ring of buttons.

CALECHE—Is the name given to an ideal Summer wrap; slipping on with the ease of a scarf, it will not crush the most delicate of evening toilettes.

The Style Show Opens Wide the Door to Spring---and the vista presented to Fashion's devotees is simply entrancing.

Dame Fashion has employed the painter's palette to make a season more colorful than we have ever before recorded.

Sports Styles sound perhaps the clearest note, and it is here that Fashion has put forth her bravest efforts.

We cordially invite you to view this Authoritative Spring Style Exhibit

On Monday, March Nineteenth

And the Days That Follow

showing masterpieces from American designers who have proven their right to be known as Fashion Arbiters; as well as the latest reproductions of styles from the world-famed ateliers of

Bernard Drecoll Jenny Callot Lanvin Gabrielle Beer Georgette Premet

Evening, Afternoon and Street Wraps, Costumes, Gowns and Suits—from the most elaborate to the very simple frock.

Millinery Holds a High Place This Season

We are exhibiting adaptations of exquisite models from

Gene Lanvin Mme. Talbot M. Lewis Evelyn Varon Lucie Hamar Mary et Anne, Etc.

A Very Wonderful Feature This Season Will Be Our Exclusive Exhibit and Sale of the Creations of

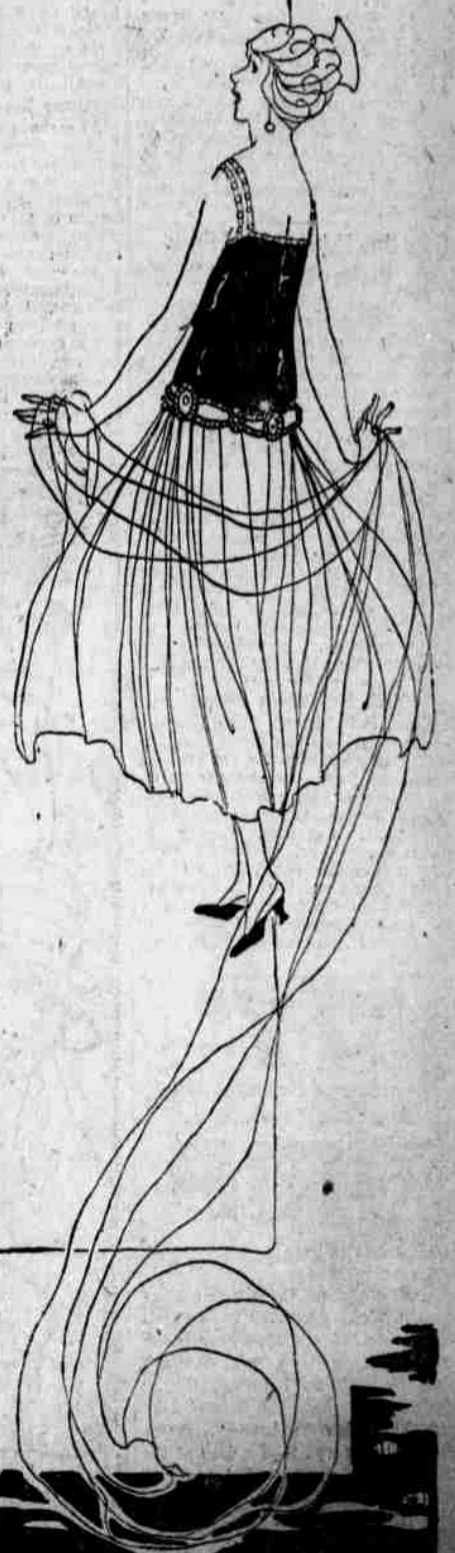
POIRET

That Master French Designer

Whose word is inspiration for the best dressed women on the continent and who brings to American Women this message—"A woman of elegance should wear in the morning a dress which is simple and discreet; she should have a comfortable cloak for chill or rain; a dress full of gaiety and fantasy to go out to tea with her friends; a quiet evening dress for intimate parties, and a stunning gown for great receptions."

All these Poiret has brought to us—and as the leading style shop and the representative store of this Middle Western Country, it has been delegated to us exclusively to acquaint the women of Omaha and vicinity concerning the fascinating beauty of this Poiret apparel. So it affords us great pleasure to announce that we have obtained the exclusive agency for these wonderful creations in this territory.

The entire establishment will be in Gala Attire—and Blouses, Footwear, Gloves, Hosiery, Neckwear, Parasols, Trimmings, Veilings, Silk Dress Goods, Laces and all fabrics will join to make this a memorable occasion.



Brandeis Stores