

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

Remarkable Offerings In Every Branch of Our Business

To Make This Saturday a Day of Very Exceptional Savings

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SETS THE PACE FOR GROWING OMAHA

Spring and Summer Suits, \$25 and \$35

From the Dignified to the Extreme in Sport Styles

There are Men Tailored Suits, Belted Models and Sports and Jersey Suits. The materials range all the way from the deep tones to the bright and shining colors for the Sport wear.

At \$35—Plain straight tailored lines, braid bound and braid trimmed, with rows of braiding at side, as many as ten rows, and profusely trimmed with buttons; large pockets and tailored collar; size 34 to 44.

Another Belted Suit at the same price, of Silk Jersey, with braided, large collar and wide cuffs. Shown in Gold, purple, Blue, and Green. This is a real Sports Suit.

And there are scores and scores of other styles at \$35.

At \$25—Plain Tailored Suits, severe in their outline, but extremely smart. Some of the best-dressed women today favor this style. Plain pockets, plain collars, plain cuffs, the only elaboration is the button and braid trimming.

In this \$25 group are other Suits of Wool Jerseys, Gaberdines, Poplins and Men's Wear Serges. Every color imaginable. And the sizes range from 34 to 44.



Women's Correct Spring Coats, \$19.00 and \$22.50

The Latest Arrivals for This Saturday Sale

SMART STYLES in Coats; clever models for outer wear, flared and belted styles, pleated backs, large convertible collars, deep cuffs and fancy pockets. Very, very attractive Spring Coats. The prices are exceedingly moderate for Coats of this character.

Second Floor

Smart Wear for Small Women and Misses

Splendid Styles in Tailored Suits

THIS IS KNOWN AS THE "SPECIALTY SHOP OF YOUTHFUL APPAREL," and in every type of garment offered one will find just that indescribable youthfulness that is charming to all women.

The Suits we offer for Saturday are in a variety of models, made of such materials as Tricotine, Gaberdine, Men's Wear Serge, Poiret Twill, Velour, Wool Jersey, Silk Jersey, and Taffeta.

Braided and belted models, many with fascinating pockets that have added so much to the charm of this season's wear.

Suits for All Occasions

Sport Suits, Dress Suits and Strictly Tailored Suits
Prices to Please Everyone, \$25.00 to \$65.00

Second Floor—Specialty Shop for Misses and Small Women



Girls' Coats, Dresses and Skirts

In This Specialty Shop for Children

MAKERS THESE DAYS are putting forth supreme effort to make the wear for little folk just as fascinating as it can be, and how well they have succeeded is well demonstrated in the Specialty Shop, where the very best of wear at all prices is shown in complete assortment.

Girls' Coats, in smart and serviceable models, full flare effect; with "classy" pockets. Materials are Fancy Check, Sports Plaids, Serges, etc. Sizes 6 to 16 years, and priced moderately, at \$6.95

Girls' Dresses of high-grade Gingham, Repps, Chambray, etc., with empire effect pockets and full skirts; sizes 6 to 14 years; \$1.50.

Second Floor

Beautiful Spring Blouses

Smart Styles—Fascinating Colors

THIS IS THE SEASON SUPREME for Blouses—with the Sport Skirts occupying a very prominent place, makers of Blouses have made corresponding efforts to equal in attractiveness and even exceed that offered by the Skirts—and how well they have succeeded is evidenced here in the brilliant showing we are making.

With full stocks and complete assortments we are prepared for this Spring season in the best manner.

Dainty Georgette Crepe Blouses, so fashionable right now... \$5.00 to \$6.98
Middy Blouses, in extra good quality Galatese, all the new models; smocking, pleated, belted, Norfolk styles, etc... \$1.00 to \$1.98

Second Floor



Ladies' Fine Hand Bags, \$1.98

The \$3.00 to \$7.50 Kinds

Despite the fact that the price of leather has almost doubled, we are enabled, because of a fortunate purchase, to announce this remarkable sale for Saturday.

About 1,000 Bags in all and HARDLY ANY TWO ALIKE. This is really one of the best groups we have gathered together in many a day. Why not buy a Bag or two to go with your new Spring apparel—a worn or shabby bag will surely mar the appearance of your outfit.

Finest Real Mat Seal
Real Pin Seal
Real Morocco

In all the newest shapes and styles; beautiful silk linings and from two to five fittings.

Included in this lot are:
About 200 Oriental Leather Bags
Made of genuine Calfskin, with all the metal trimmings, in green, gold and Egyptian designs; also green embossed leather trimmings.

Main Floor, Front

Hosiery of Unusual Merit

For Women and Children

NEVER HAS a season offered more in the way of variety. The colorings are seemingly unending and the craze for sports wear is carried out in harmonizing hosiery.

At \$1.25—Women's Silk Hosiery, in all colors and scores of styles; fancy boot designs and sport stripes and plaids; all full fashioned. Reinforced soles, heels and toes. Lisle tops.

At 79c—Women's Pure Dye Thread Silk Hose, in all the most desired shades; extra quality, full fashioned, double heels and toes and garter tops. Fully worth \$1.00.

Main Floor

At 59c—Women's Thread Silk Boot and Fiber Hose, in all colors, such as grays, pinks, sand, sky, black and white.

At 39c—Women's Fiber Hose (irregulars), in black, white and colors; all seamless.

At 59c—Misses' and Infants' Pure Thread Silk Hose, in colors and black and white; second quality of the \$1.25 sort.



Large Black Lisiere Hat, with slight tip toward back; frill of ribbon on brim, waxed; ribbon around crown, with a many-looped bow to finish; natural gray Gours mount; a wonderful hat, at... \$10.00



Saucer-brimmed Real Milan, with hair lace edge, satin cord on edge; genuine Gours sprayed at side of front, finished with pleated cord of cired satin ribbon; smart all black hat, at... \$10.00



A Real Garden Party Hat in this, of glossy black straw, edge piped with old blue velvet; pleated lace ruffle on top of brim; surmounted by French wreath of moss rosebuds and forget-me-nots; blue velvet ribbon around crown, with rosette at side, at... \$10.00

Stunning Spring Hats

Made Up Specially for This Sale and Never Equalled at These Prices

\$5.00 and \$10.00

Shown Here for The First Time Saturday

We have faithfully portrayed them in the sketches shown here—every trimming, every curve of brim and style effect. That is to say we show just eight from dozens and dozens of styles, just as good

The best test we can recommend is that you go to any exclusive shop you know—even in the largest cities, and try to match them for less than \$10 to \$20—then you will be satisfied to hurry here and buy them at \$5.00 and \$10.00.

THESE OFFERINGS ARE EXTRAORDINARY

RIGHT AT BEGINNING OF SPRING



Sand Colored Milan Hemp with side back roll; velvet pansies around crown; purple ribbon around the crown and tied in becoming bow at base of glaucerine ostrich egrette, at... \$5.00

Black Lisiere Sailor, with hair lace edge, phalange frill of green crepe; crown band and rosette of crepe; real Gours mount matching crepe, at... \$5.00

Small Mushroom, in American Beauty Milan Hemp; brim overlaid with black lace wide black satin backed velvet ribbon around crown; tied in smart bow at side of front, at... \$5.00

Drugs—Greatly Underpriced

Savings of An Unusual Character

THESE ARE everyday needfuls, and even their regular prices here are below those you would pay ordinarily elsewhere. With these special inducements for Saturday we should be able to record a record sale.

- Djerkins Talcum Powder, the box... 22c
- Madam Isobell Face Powder, the box... 29c
- Ida May Face Powder, the box... 18c
- Pond's Cold Cream, 50c size jar, at... 29c
- Melrose Natural Rouge, 50c size, at... 29c
- Dorin's Brunette Rouge, the box... 22c
- Lucile Face Powder, \$1.00 size, the box... 59c
- Pebecco Tooth Paste, the tube... 28c
- Graves' Tooth Powder, the can... 14c
- 4711 White Rose Glycerine Soap, the cake... 12c
- Williams' Shaving Stick, at... 16c
- Gillette Razor Blades, \$1.00 size, at... 75c
- Pure Witch Hazel, full pint bottle, at... 18c
- Rubber Sheeting, yard wide, the yard... 28c
- Household Rubber Gloves, all sizes, per pair... 24c
- Mentholum, 50c size jar, at... 29c
- Fletcher's Castoria, 85c size bottle, at... 19c
- Peroxide of Hydrogen, 1-pound bottle, at... 22c
- Kirk's Jap Rose Soap, the cake... 6c
- Essex Peroxide Soap, the cake... 6c
- Hinkle's Cascara Pills, 100 in bottle, at... 18c
- Sal Hepatica, 50c size bottle, at... 29c
- Lilac Rose Glycerine Soap, the cake... 6c
- Cocoanut Oil Soap, 7 bars for... 22c

Auto Chamois and Sponges
Main Floor

Collars and Ostrich Boas

Correct Styles for Spring

The dainty fascinating sort that every woman desires most ardently.

New Coat Collars, made of linen and pique, and very pretty. They fit the new coat collars perfectly; at... 50c

Georgette Crepe Collars, in rose, Copenhagen, chaire-tre and gold, with wide fillet effect trimming... 50c

Special, at... 50c

Jabots for the new suits, with lace-trimmed effects, upwards from... 59c

Ostrich Boas, a new and beautiful line in black and white, also colors... \$3.75

Beautiful Ribbons for Spring

A beautiful line of Ribbons for hair bows, dress bags and millinery uses in sport effects, Roman stripes and plaids. Also plain colors and brocades.

Warp prints, very pretty colored effects, 4 1/2 to 6 inches wide, yard... 25c

Main Floor

Highest Grade Boots, Shoes, Pumps

Shown Here in Complete Assortment

THIS SPECIALTY SHOE SHOP, in enlarged and beautiful quarters, at the rear of the Main Floor, is offering complete stocks of the best Footwear made—the best at every price—and we dwell particularly on the highest grade Footwear shown anywhere. We are in a position to give the very best service.



The Boots

White Kid, with white silk brocade tops, decorated in self-toned designs. Pearl Gray Kid Vamps, with silk vesting and gray top. Ivory Kid Vamps, with silk brocade ivory cloth tops. Allover Ivory and Gray, Beige and Mustard Kid Boots. Also beautiful combinations, vamps and tops contrasting or harmonizing, \$8.50 to \$18.00

Made over the very latest and most fascinating lasts and patterns and showing the very finest examples of the boot maker's art.



The Pumps

New Spring Styles in White Nile Cloth Colonial Pumps, eight different models, \$3.48 to \$7.00.

Patent Leather Colonial Pumps, in plain spat pumps with large tongue buckles, fifteen models, \$3.90 to \$9.00.

White Kid Colonial Pumps, wood Louis heels and turned soles and light welted and stitched soles, \$6.00 to \$11.00.

Dark Mahogany Russia Calf and Brown Kid Pumps, \$6.00 to \$9.00.

Black Dull Kid, Glazed Kid and Dull Calf Pumps, \$3.90 to \$9.00.



Very Special for Saturday

High Shoes, at \$2.98

Season End Clearance—Broken Lines. All black leathers, in Kid, Dull Calf, Patent Leather, etc.; lace and button styles, 20 different models, most all sizes—400 pairs in all. Fair retail prices would be \$3.00 to \$6.00.

Main Floor, Rear

Girls' and Children's Shoes. A New Shipment Just In

WHITE TOP SHOES for girls and children. White Nile cloth tops, with patent vamps, button style, light turn soles.

In the following sizes and prices: 2 to 5 1/2, at... \$1.98 | 6 to 8, at... \$2.48 | 8 1/2 to 11, at... \$2.98 | 11 1/2 to 2, at... \$3.98

Main Floor—Rear

Washable Gloves for Spring and Summer

Kid, Silk and Chamoisette Gloves



These two facts are important—

- a—We have these Gloves in abundance—complete stocks.
- b—We are offering them at prices much below the figures we would of necessity quote if we were to purchase in the wholesale market today.

Especially attractive are the Guaranteed Washable Kid Gloves for women. Adler's and Perrin's makes, in all the new shades for Spring, with pretty lace-stitched backs; guaranteed by the makers and ourselves, at \$2.00 and \$2.25 a pair.

Particularly interesting is one attractive line of Kayser's Milanese Silk Gloves; white, with embroidered back, 85c a pair. Women's Guaranteed Chamoisette Gloves, white, or white with black backs, and ourselves, at \$2.00 and \$2.25 a pair.

One Lot of Chamoisette Gloves, Specially Priced for Saturday, at 55c a Pair

Washable Silk Gloves for Children, famous Kayser make; guaranteed; double tip, at a pair.

Very Special for Saturday

Kayser's double-tip Silk Gloves (guaranteed to wash and wear), in full assortments, but especially broad stocks in white and white with pretty embroidered black backs. Prices, 60c to \$1.65 a pair.

Main Floor

Sale of Corsets—At Special Prices

Correct Styles—Variety of Models

THE FOUNDATION for the fit of your Gown is the Corset—every woman admits this—so at this time of the year, the first thing in the outfitting is the Corset. It is extremely fortunate that we are able at this time to make an announcement concerning some very excellent models of Corsets, at prices very much under regular.

NOTE—We shall not be able to fit the Corsets on the day of the sale, but will be glad to do so on any day except Saturday or Monday, and will surely see that you get the right model, if you have, during the sale chosen the wrong one.

An assortment of models in Madame Lyras, Madeline, Lavida and Smart Set Corsets, made in fancy broche and cutail, all walohn filled, at... \$2.49

A new 1917 model, very low top, long-hip Corset, with elastic gore in bottom of skirt; guaranteed rust proof, a wonderful value, at... \$1.25

A Special Purchase

Of Warner Corsets, made of fancy batiste, girde top, and long over hip; an ideal Corset for summer sports, at... \$1.25

Second Floor

American Lady Corsets

We purchased all the manufacturers had of this lot. Low bust, long skirt, with free hip section; a comfortable Corset that gives satisfaction; at... \$1.00



Silk Underwear Remarkably Underpriced

The Right Materials—The Right Styles—At the Right Time

AT THIS TIME, when announcements of arrivals of the new Underwear are the order of the day—this advertisement, offering as it does, opportunity for you to purchase Silk Underwear that is exquisite in fabric, charming in style and EXCEPTIONALLY UNDERPRICED, is an announcement that no woman who is outfitting, can afford to pass by.

Camisoles, Vests, Corset Covers and Bloomers

In Pink and White, Some Lace and Embroidery Trimmed.

Venetian Silk Vests, plain tops, also fancy beading and silk tops. These are worth in many instances as much as \$1.19

All-Silk Vests, beautifully silk embroidered, in pink and white, all sizes, \$2.00 value, special... \$1.59

Venetian Silk Lace Trimmed Camisoles and Corset Covers, in pink and white, all sizes. A very pretty under-dress, worth \$1.50, very special, at... \$1.00

Main Floor—Center

Handkerchiefs

Men's and Women's Jap Silk Patriotic Handkerchiefs, with colored edges and hemstitched borders, special, at 25c and 50c each.

Men's All-White Handkerchiefs, initial, with narrow hemstitched border, special, at 25c each.

Women's and Children's Handkerchiefs, of linen and Shamrock lawn, in plain and embroidered corners, with narrow hemstitched border; also silk crepe de chine, in solid colors, fancy colored borders and some newly trimmed with little Armenian lace edge. Regularly 25c, at the each.

Main Floor—Front

Candy for Saturday

Delicious, Creamy Nut Divinity, chocolate and vanilla, lb. 29c

Fresh Old-Fashioned Black Walnut Taffy, lb. 29c

Delicious Opera Cream Caramels, made of rich vanilla and chocolate and generally sprinkled with pecan nuts, lb. 29c

Main Floor, Pompeian Room



These New Books, 60c

Here are Some Recent Books That Heretofore Sold at \$1.25 to \$1.50

- Still Jim—Honore Willale.
- Maxwell Mystery—Carolyn Wells.
- Pair of Silk Stockings—Cyril Harcourt.
- The Trevor Case—Natalie S. Lincoln.
- Who Goes There?—R. W. Chambers.
- The River—Ednah Aiken.
- Ragged Messengers—W. B. Maxwell.
- Pala First—Francis P. Elliott.
- Empty Pockets—Hupert Hughes.
- Mary Moreland—Marie Van Vorst.
- Wearing of Rosamond Faye—Berta Rock.
- My Demon Motor Boat—George Fitch.
- Beasts of Tarzan—Edgar Rice Burroughs.
- The Fratricide—Arthur Stringer.
- Heart of Phyllis—Florence Morse Kingsley.
- Lone Star Ranger—Zane Grey.
- Spirit of Hanger—C. G. Hotchkiss.
- The Harbor—Ernest Poole.
- Girl of the Blue Ridge—Payne Erskine.
- The Turbulent Duchess—Darcy J. Brebner.
- C. O. D.—Natalie Summer Lincoln.
- Keeping Up With Lizzy—Irving Bacheller.
- Loss of the Lazy Y—Charles A. Seltzer.
- Prudence of the Parsonage—Ethel Houston.
- Johnny Appleseed—Eleanor Atkinson.
- Torchy, Private Secretary—Sewell Ford.
- Martha of Menominee—Helen R. Martin.



Saturday Night Dinner

5 to 8:30 P. M.
60c

- Consomme Clear
- Queen Olives
- Young Radishes
- Sweet Pickles
- Roast Young Chicken
- With Dressing
- Cream Mashed Potatoes
- Stewed Corn
- Mexican Cold Slaw
- Hot Rolls
- Hot Corn Bread
- Steamed Fruit Pudding
- Brandy Sauce
- Apple Pie
- Cherry Pie a la Mode
- Chocolate Meringue Pie
- Ice Cream
- Cake
- Tea
- Coffee
- Milk
- Green Room

Wall Paper

In Room Lots

Enough Wall Paper for a 12x14 room, including 10 Rolls Wall, 6 Rolls Ceiling and 18 Yards Border. Your choice of a dozen papers, suitable for kitchens, bedrooms, dining rooms and parlors. Saturday only, entire room... \$1.42

Third Floor

Here Is An Opportunity for Every Boy

DU-PLEX Suits, Special at \$6.50

Twice the Wear Half the Cost. And these days, that's a remarkably good thing to obtain—meaning, as it does, genuine saving with every Suit purchased.

Every Suit has two pairs of Knickers, reinforced at knees and seat with an extra thickness of fabric, interwoven inside—giving double the wear.

The newest, snappiest models, in the nobbiest patterns and every good fabric. Smart Plaids, Checks, Stripes and various Fancy Mixtures. Spring styles all of them—best we know of.

Plenty of Other Du-Plex Suits, at \$5.00 to \$15.00

Third Floor

