

BRINGING THIS STORE

Every item on this page may be ordered by mail---every item has been carefully selected for special mark of merit and timeliness. This is BRINGING THIS STORE RIGHT TO YOUR DOOR---making it possible for you to obtain by mail the same careful attention and the same good service that you would if you visited the store in person. EVERY ITEM OFFERED ON THIS PAGE IS DELIVERED FREE.

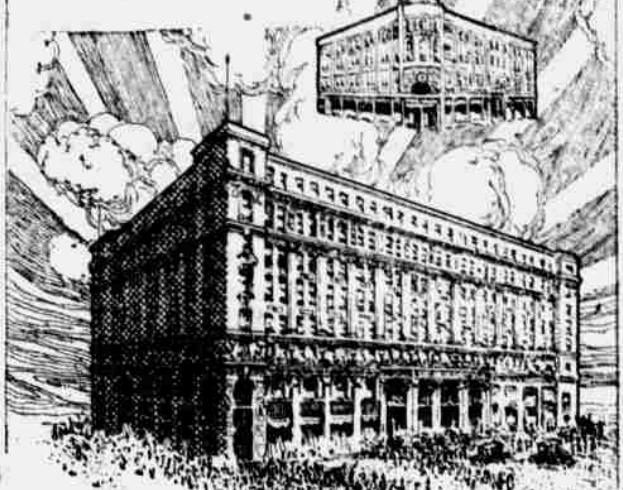
Don't overlook the fact that we have the greatest stock of fresh, crisp, new merchandise---styles that come direct from New York, from the best makers.

April 8th
to 13th

Order by Mail

The Store that
has grown to be
the biggest retail
establishment in
this Middle West

Omaha's
Greatest
Attraction



RIGHT TO YOUR DOOR

This Store has grown to be the biggest establishment in the Middle West on the FOUNDATION OF PERFECT SATISFACTION. Make this your personal store, and when you come to purchase from this page by mail, remember that prices are lower than would otherwise prevail, because we go into the open market with spot cash and a prestige second to no other establishment in this vicinity.

We invest our funds wisely and economically so that your money may purchase the most for you when you buy here. NEWNESS, NOVELTY and ECONOMY go hand in hand at all times.

from This Page April 8th
to 13th

An Extraordinary Announcement

To Women of 44 to 56 Bust
Measure



We Have Established a "STYLISH STOUT" Service that will be invaluable to the woman who has a figure above the average. This store is specializing on this service to stout women and devotes an entire separate section to this specialty.

Your experience teaches you that it has been rather difficult for you to get the proper fit in just the very garment you want. It has also been your experience that you could not possibly get what you have wanted unless you had it made to order.

It is because you have had these difficulties, and we recognize them to the fullest extent, that we have established this service to do away with your wearing apparel troubles and give you an assortment of materials, styles and wearables made by special designers and tailors who devote their entire time to Stylish Stout Women's Apparel.

THEY HAVE MADE IT A STUDY TO FIT STOUT WOMEN, AND CERTAIN SATISFACTION IS YOURS HERE.

These garments are cut and fitted in such a manner that they present the most stylish appearance and give all the appearance of reducing the figure.

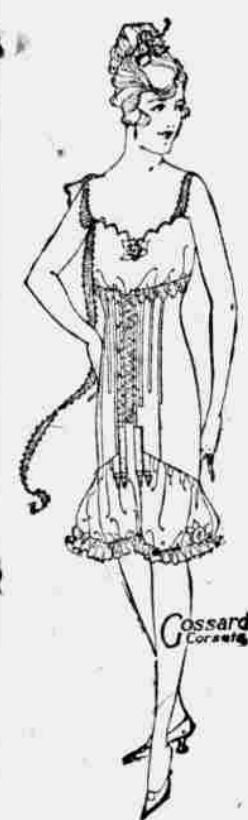
They are all cut on the long-waisted, stout lines, so different from the usual garments shown you.

F-6201--The Suit Illustrated

is for stout women from 44 to 52 bust measure, cut in proportion to fit the stout figure, made of good quality serge or poplin, in black and navy blue; strictly tailored style, giving the figure a slim and stylish appearance. **\$25.00**

Corsets and Brassieres

Very Special Price



F-1701—Our Special in Topless Corsets, made of pink fancy coutil, wide rubber band all around top, long over hips with two hooks below front steel; especially adapted for sports wear; sizes 20 to 26, at **\$1.50**

F-1702—Gossard Front Laced Corset, in pink and white coutil, low top, long hip with elastic band at bottom of corset in back; pink, sizes 20 to 26; in white, sizes 24 to 34; price **\$2.75**

F-1703—Corsets for Graduates and Brides, in beautiful pink satin, low top, long hips, at—**\$3.50, \$5, \$6.50**

F-1704—Brassieres in front closing styles, lace or embroidery trimmed, with large reinforcement under arms. These are all special values and cannot be duplicated at this low price **75c**

Other
styles in
Brassieres
and
Bandeaux,
at—

50c
\$1.00
\$1.50
and up



Our Corset Department offers you the best of styles at the most moderate prices. We can fit you by mail.

WRITE FOR SAMPLES

Of Wash Fabrics, Silks and Dress Goods

Of Fabrics Not Advertised on This Page

All fresh, crisp and new fabrics for Spring, 1918, just arrived from the best eastern mills. We are showing a wealth of beautiful weaves and every wanted coloring. Will gladly send samples upon request. Be sure to state plainly the color you desire when you order.

Blouses in Best Spring Styles

Very Well Made---Moderately Priced

We have illustrated six splendid models from a stock that is extremely broad and comprehensive—all sizes and each and every Blouse exceptionally stylish and unusually low priced.



F-1401—Dainty Voile Blouse of Crossbar tucking, with organdie collar and cuffs; fastened in front with dainty pearl buttons **\$2.00**

F-1402—Smart Crepe de Chine Blouses, with roll satin collar and fastened in front with one large pearl button **\$3.95**

F-1403—Smart Blouse of Crepe de Chine, in white or flesh color, square neck with Tuxedo collar and cuffs, tucked in cross-bar effect, finished with hemstitching and small pearl buttons **\$3.95**

F-1404—Attractive Blouse in white or flesh color Georgetowne Crepe, trimmed with dainty hand-embroidery and steel beads; white satin roll collar and cuffs **\$5.95**

F-1405—Semi-tailored Blouse of Crepe de Chine with pointed roll collar, prettily hemstitched; front falls in loose plaits; fastened with two pearl buttons; white, flesh color and pastel shades, at **\$5.00**

F-1406—Georgette Crepe Blouses in pastel shades; eyelet embroidery in front; white satin collar and cuffs, at **\$6.50**

Underwear--Right Weight for Right Now

For Women and Children

The most complete assortment of sizes and styles to be found in this section of the country, and the prices are all extremely low.

Well Known Makes of Women's Knit Underwear

in every way perfect fitting and satisfactory.

F-1101—Kaysar Italian Silk Vests, plain or daintily embroidered, **\$2.50**

F-1102—Kaysar Italian Silk Bloomers, cut full reinforced, **\$3.50**

F-1103—Silk Top, Cotton Lisle Body, Pink and White Union Suits for women; good fitting garments, well made, all sizes; a suit **\$1.50**

F-1104—Women's Union Suits, fine grade imported Swiss rib comfy cut style cuff knee; regular sizes **\$1.69**; extra sizes **\$2.00**

F-1105—Women's Fine Cotton Lisle Suits, tight knee, lace trimmed umbrella knee or Teddy Bear style, all sizes; a suit **75c**

F-1106—Women's Union Suits, cuff knee or lace trimmed, all sizes; a suit **50c**

F-1107—Women's Fine Lisle Vests, extra long heading or band tops, pink and white; each **75c**

F-1108—Women's Fine Cotton Lisle Vests, plain band tops or fancy crochet yokes, regular and extra sizes; each **59c**

Children's, Girls' and Boys' Knit Underwear

All ages and styles, a complete assortment of garments that will surely please.

F-1109—Children's Fine Ribbed Union Suits, 2 to 4 years **75c**

F-1110—Boys' Good Knit Athlete Union Suits, made of fine nainsook, sanitary and very durable, 2 to 16 years; a suit **65c**

F-1111—Girls' Union Suits, very fine grade, ribbed cotton drop seat **85c**

F-1112—"M" Knit Waists for girls and boys, patent taped seams, bone buttons, all sizes; each **25c**

Offerings of Excellent Gingham

At Extremely Low Prices

There are scores of uses for Gingham right now, and at these prices you should buy liberally.

Dress Gingham at 58c yard

F-101—32-inch Foreign and Domestic Dress Gingham, beautiful plaids, checks, stripes and plain colors. This season's most popular wash fabric, regular 86c value.

Zephyr Dress Gingham 27c yard

F-102—Genuine Red Seal Zephyr Dress Gingham, pretty plaids, staple checks and stripes. A splendid fabric for women's and misses' wash dresses; very special at **27c yard**

32 inch Zephyr Dress Gingham at 35c and 23c yard

F-103—32-inch Zephyr Dress Gingham; made in America; in a pretty assortment of plaids, checks and stripes; very desirable for misses' and children's wear. Unusual value in two qualities at **35c and 23c yd**

Tissue Gingham at 35c yard

F-104—36-inch Tissue Gingham, a sheer clingy fabric in neat checks and stripes, assorted colors, usually 50c, special at **35c yard**

Genuine Everett Classic Dress Gingham at 22c yd

F-105—The Genuine Everett Classic Dress Gingham in neat staple checks, stripes and plain colors. A well known wash fabric specially adapted for children's wear, etc. Very unusual value at **22c yard**

Genuine York Dress Gingham 25c yard

F-106—Genuine York Dress Gingham; a well known standard wash fabric in a grand assortment; beautiful plaids, checks and stripes. 10 to 20-yard lengths; regular 35c value, at **25c yard**

Playtime Wear for Boys



Fine weather makes everyone want to get out in the open and here are two items for little folk that will save mothers lots of labor and trouble and at the same time give freedom in play.

F-350—Boys' Overalls, sizes 2 to 8 years, come trimmed in red; sizes 6 to 15 years are plain; at very reasonable prices, made of good heavy cheviot cloth, color blue, cut good and full; at **85c**

F-3502—Boys' Galatea Rompers, \$1.50 values; dark blue, light blue, stripes and plain colors, button down the front style with large sailor collars, strictly fast colors; heavyweight galatea; sizes 2 to 6 years **\$1.00**

Towels and Linens

At Very Low Prices

F-2101—Turkish Towels, hemmed ends, in fancy plaids, colors absolutely fast; 50c values; **39c** special to mail order patrons, at

F-2102—Dorothy Dresser Sets, consists of 4 dollies and pin cushion top to match; embroidered in colors of blue and pink; made of very finest quality cloth; at **\$1.00 a Set**

F-2103—54-inch Luncheon Cloths; these cloths are made of very finest quality of embroidered cloth, beautifully lace trimmed, with insertion to match; 54 inches round; special at **\$1.50**

F-2104—Table Cloths, made from very finest quality damask in the hemstitched or scalloped edge, an assortment of very pretty patterns; special to mail order patrons **\$1.25**

F-2105—White Dress Linen, 36 inches wide, guaranteed absolutely pure linen; special at **79c a Yard**

Brandeis Guarantee

If for any reason any article ordered from this page does not fully meet with your approval—return it promptly at our expense and we will at once refund your money.

Brandeis Stores

Omaha, Nebraska