

## The MAY WHITE SALE Continues with Unequaled Values

Despite the fact that a continually rising market has made present day prices prohibitive, our foresight and immense purchasing power has enabled us to quote prices today on this White Wear and these White Fabrics which are remarkably low.

You will do well to anticipate your needs for some time to come, because when we go into the market again, it will be impossible to duplicate the merchandise we were fortunate enough to own now, at anything like the former prices.

*J. L. Brandeis*

# Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

## IMPORTANT

Our  
May Sale  
of  
**BLOUSES**  
will start

**THURSDAY**

FULL DETAILS IN  
WEDNESDAY PAPERS



## Here is Fine Wear For Little Boys

That Will Interest  
Every Mother

Three things that a mother seeks in making purchases of wearables for her little boys—good styles, good wear and modest price. The items we mention possess all three points—the niftiest styles, the latest designs, the best wearing fabrics, and prices are extremely low.



### Jack Tar Sailor Suits

Here is a splendid lot of naval suits, extra quality fine texture serge of real navy blue shade, very fine tailoring throughout. Priced,  
with long pants, at **\$9.75**  
With both long and short,  
pants, 2 pair, at **\$11.75**

### A Special in Sailor and Middy Suits

Here's a lot of suits, about 75 in all, handsome quality suit, made of real naval galatea, all beautifully trimmed with fast color blue, collars and cuffs with naval ornaments.

Long pant styles or short-pant styles, Middy jackets or Norfolk jackets; some have blue serge pants to match collars, some have two pants, both long and short. A few are slightly mussed. This is the reason for this pricing. \$6.50 to \$8.50 values; **\$4.50** sizes 3 to 9 years, at..



Second Floor, Men's Building

## Ladies "The Flop" is Here A Stunning Style Special Hat

A very large, decidedly youthful type of Hat, that is creating quite a furore in the East.

It is a large drooping Hat of Lisere, with a piping of patent leather on the edge; very soft, no wires; the floppy brim taking on becoming lines to suit the wearer.

Three styles, each distinctively different, with black velvet crown or smart bow.

If you want something decidedly new and chic, see this Hat right now.

**\$15.00**

Second Floor



## Tailored Suits---Special Offerings Made to Sell at \$35.00 to \$40.00

WEDNESDAY  
**\$29.50**

About 100 high grade Tailored Suits, all copies of much higher priced models, and made to sell at \$35 to \$40, specially priced for this Wednesday's selling, at **\$29.50**.

No woman with a need for a Suit will require a second invitation to share in this offering—the styles, the materials, the variety—everything is of the most inviting character—the standard you have set. for \$35 to \$40 Suits you can get here now at **\$29.50**.



Fine Serges, Poiret Twills, Shepherd Checks, Taffeta Silks and Pongees.

All the new belts with large buckles, tailor stitched and button trimmed; ripple effect. Norfolk pleated models, skirts with the new large pockets and Coats finely silk lined.

Navy Blue, Tan, Rookie, Black and White Checks and Hair Line Stripes are some of the styles. All sizes, including some of the larger models for women of 44, 46 and 48 bust measure.

**Very Special at \$29.50**

Second Floor

## May Victor Records Are Here

On Sale Wednesday,  
May 1st

SOME OF THE BEST Records we have heard in months are in this May list, and if you

possess a Victrola, you will surely want many of them. Come in and hear them, and we will endeavor to show you that a generous lot of these Records should be in your collection.

### Popular War-Time Song Hits

18441 "Send Me a Curl," O'Hara.  
"All Aboard for Home, Sweet Home," James and Shannon Four.

18453 "Each Stitch is a Thought of You, Dear," Burr.  
"Little Bit of Sunshine," Hart and Shannon Four.

18455 "Last Long Mile," Hart and Shannon Four.  
"K-K-K-Katy," Murray.

### Two Mirth-Provoking "Rags"

18443 "Everybody's Crazy 'Bout the Doggone Blue," Harris.  
"In the Land o' Yamo, Yamo," Van and Schenck.

### "Happy Hearted Dance Music"

that will help you drive dull care away.

18442 "Long Boy-Medley," one-step, Victor Military Band.  
"Indianola," Fox Trot, Victor Military Band.

18450 "Sweet Emalina, My Gal," One-step, Markel's Orchestra.  
"While the Incense is Burning," Fox Trot, Fuller's Orchestra.

### A Couple of Artistic Sentimental Ballads

45150 "Roses of Picardy," Lambert Murphy.  
"Love's Garden of Roses," Lambert Murphy.

18452 "If You Look in Her Eyes," Spencer and Burr.  
"Blue Bird," Elizabeth Spencer.

### Maud Powell Plays

74547 Four American Folk Songs.  
Note—This number was featured here in her concert last week. A song of Love and Spring by Martinelli and a Noble Bass song by Witherspoon completes the list.

Pompeian Room

## "Torrington" Electric Cleaners

Costs Less Than 2c a Week to Operate  
Just think of it—the cost of the electric current to operate this up-to-date Cleaner is less than 2c a week. The suction is 25% greater than the United States Government test requires, and the current cost 22% less.

Why not present your wife with one of these up-to-date Cleaners instead of having her use the old broom and dust pan back-breaking method. It sucks up the dust and does not scatter it all over the house. Fifteen minutes, once a week upstairs, and fifteen minutes, once a week downstairs with the Torrington Cleaner, keeps your house spick and span. Does away with semi-annual house cleanings, the bugbear of every housekeeper.

### "Torrington" Electric Cleaners

**\$37.50**

Basement

## Every Kiddie Should Know Billiken

### A Good Friend to Little Folks.

"BILLIKEN" is a Shoe, an unusual shoe. If many grown-ups who read this story, had known Billiken in their childhood days, foot ailments would have vanished in the twinkling of an eye. The most kindly and sensible thing you can do for a child, for YOUR child, is to get the proper footwear.



Children's feet grow and expand in a surprisingly quick manner, and unless you put those pedal extremities into Footwear that will permit freedom without undue shuffling room, the child will grow to youthfulness and manhood and womanhood with foot troubles that will be very hard to get rid of.

Billiken Shoes have three excellent points of merit that every mother should know.

FIRST: Flexibility—they are as easy on little feet as a soft kid glove.

SECOND: The Nature Shape—permitting little toes to grow naturally.

THIRD: Not a Nail or Stitch to hurt tender little feet.

These points have a direct bearing upon the general health of your child, and they are feet features that should not be overlooked.

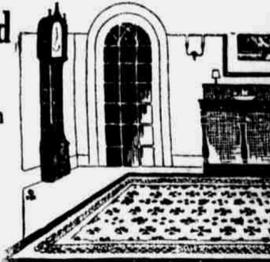
Priced According to Style and Size.

Main Floor, Rear

## Room Size and Rag Rugs

For Your Selection

We are in a position to cater to your every want, Rugs for every room in the house, and those for porches and outdoor sleeping rooms also.



Consider that we carry a very complete stock of Rugs, and that our prices are considerably less than they would be if we had to go into the market to duplicate our orders today.

9x12 feet and 8 ft. 3x10 ft. 6 inch Axminster, Velvet and Body Brussels Rugs, very greatly underpriced, at each **\$25.00**  
36x72 inch size in same Rugs **\$4.50**  
27x54 inch size in same Rugs **\$2.98**

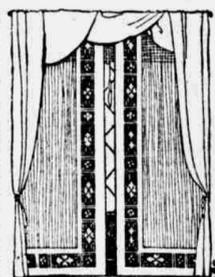
### Dixie Rag Rugs

Two band borders in plain colors, light blue, dark blue and pink.  
24x36 inches **90c**  
24x48 inches **\$1.35**  
27x48 inches **\$1.75**  
27x72 inches **\$2.00**  
36x72 inches **\$2.50**

Third Floor

## Curtains and Upholsterings Here in Widest Variety

Probably there is no other Department in this immense establishment where SERVICE counts for more than it does here. To properly curtain the home is a task that requires more than the mere buying of materials, if it is to be done right. It requires harmonious color schemes, proper consideration of location and fullest appreciation of the effect as a whole. For these reasons we maintain more than a selling force—we advise with you and make valuable suggestions.



Tapestries, Armures, Damasks, Repps and Sun-fasts for draperies and hangings, portieres and furniture coverings, priced at **\$1.29 to \$10.00**

Curtains, in Scrims, Voiles, Nets, etc., trimmed with lace and insertions and allover figured effects, pair **\$1.50 to \$10.00**

Yard Goods for Draperies, such as Filet and Scotch Nets, in white, ivory and beige, worth as much as \$1.00, at **69c**

Yard Goods for Draperies—Marquisettes and Voiles, 38 and 40 inches wide, in ivory and beige, worth 49c, special **39c**

Sample Curtains, in Filet and Novelty Nets, with linen edge, very special, each **59c**

Marquisete and Voile, in white and beige, 38 inches wide, suitable for draperies, special, a yard **15c**

Third Floor