

This Store Now Has Pleasure in
Bidding Its Many Friends Welcome
to This Formal Showing and

Spring Opening

Monday, March Seventeenth

(And Continuing the Days Following)

A SPRING such as Paris has not known for four years—and for which she has been joyously preparing—is reflected in the cheerful color tones and fascinating modes for Spring. Not until we had seen the first of the Paris shipments arrive in this country—not until the styles had been authenticated—could we proceed with this important message for Spring. For all the world of Fashion has been overturned, wartime modes have been swept aside almost over night, as it were, to give way to a reign of the most feminine, alluring sort of clothes. Those delightful Fashion secrets from the world's great ateliers are here.



A Brief Resume Shows American Adaptations of Foreign Models

Lanvin Callot-Soeurs Jenny Cheruit Doucet Premet

And Clever Interpretations of Our Own Style Artists

GOWNS Beautiful Gowns, featuring suggestions of Directoire Period, and the Oriental influence predominant both in gowns and wraps.

New features in materials include, Pompadour Chiffons, Moire Taffeta, Moonglo Satins, Paulette, Changella and Tricoulette.

Shades feature: Copper Tones, Henna, Navy, Bright Blues, Victory Red, Silver and Pastel shades.

Models feature: Drapery, flat panels, tendency to low waist lines, new sleeve display, loose flowing, three-quarter sleeves.

Trimmings: Wool Embroidery, Silk Ostrich Fringe, Beading artistically combined with embroidery. Keynote lovely, but not radical styles.

BLOUSES

Superbly original, exploiting a host of clever style ideas. Fashion's latest edicts for Dress, Sport and Utility wear developed in materials of unusual fineness with Russian blouses of Chiffon distinctively new.

HOSIERY

Not only dependable in quality, but individual in design and entirely in harmony with advance dress modes. Lace hose are very new and charmingly pretty and then the Marvel stripe tops and the plain thread silks in all wanted shades.

SKIRTS

Adaptations and modifications of imported models. Soft draping silks and wool fabrics favored. Tapered skirts that narrow at the ankle line. Some more curved than others, buttons featured, new pocket ideas and belts that form to wide sashes.

GIRLS' APPAREL

Capes, Dolmans, Coats and Frocks of Silks, Lawns, Nets, Organdies, etc. Winsome styles, daintily trimmed that accentuate the charms of youth, and a noteworthy showing of graceful Flapper modes.

WRAPS The beautiful Dolmans and Capes allow an extensive display of novel ideas in designing lovely, graceful models, deep cape yokes, artistic scarf and draped collars; sleeves, suggestions of the Chinese types, embroidery, fringe; collars of Changella, new novel ideas.

Materials: Duvetyne, Brocades, Evora, Satins and Lamb Skin.

Newest Shades: Egyptia Red, Fawn, Bison, Henna, Jade, Foch Blue and Taupe.

Elaborate linings, many in contrast, both in plain and oriental type silks.

Smartest new capes, feature braid trimmings, fringe, double cape backs, smart vestees and novel buttons.

SUITS Distinctly developed in superior fabrics of Serge Duvetyne, Poirer Twill and Gabardine, Satin and Taffeta most prominent.

Styles ideally expressing the spirit of Spring—individualized types emphasizing all the distinctive features of fashion, but exaggerating none, so one might describe the Suits that make up this display.

Ultra smart box, straight lines and blouse models, with and without vestee are featured.

Trimmings of braids, silk stitchings and embroideries have preference. Brushed wool also appears on many of the newest suit models.

The close ankle line is everywhere apparent.

GLOVES

A determining feature of the faultless costume is provided for here with extensive displays of gloves which reflect dependability and correct colors and style. Perrin's French Kid Gloves and Kayser's Silk Gloves are most favored.

FURS

Quite popular and decidedly quaint are the trim little "Chokers" of one to three skins of Sable, Fisher, Stone Marten, Fox, etc. Vognish, with Dresses and Tailleur suits.

The New Millinery Is Indeed Charming

Even more than the new clothes, the new Millinery Fashions seem to express exuberance and joy at the new condition of life. Gone is the upturned, frankly revealing Hat which had its honored place when women were busy canteening and driving; returned is the long, flattering brim of the Directoire, with its graciously shortened back.

Original Hats From Paris—Some of the Very Few in This Country—Are Here

And Conceptions From Famous Designers, as Peggy, Hoyt, Henri Bendel, Joseph h, Hyland Brothers, Rubin, Etc.

There seems to be a decided preference for highly glistening coarse straw braids, contrasted with fine straw or silk fabrics. Milan, li-sere, glossy sipper, chrysanthemum and visca straw braids are all used, while feathers airily merge with soft sweep of straw in superior styles.

SPRINGTIME and her joyous sister spirit, Music, is the theme of our window displays. The myriad colors of flowers, the awakening of Nymphs, the music of the immortals interpreted in a most beautiful manner and well worth seeing.

Brandeis Stores

SETS THE PACE

FOR GROWING OMAHA

Springtime

Nineteen-Nineteen

CORSETS are a first aid to smartness and not a woman nowadays will select her season's clothes without first having selected her corset. A source of great satisfaction is that of knowing our corsetiers are at your service.

