

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

Distinctive Easter Millinery

Models of Rare Becomingness to Every Type



THE woman or young lady who has yet to purchase her Easter hat will find a visit to our Millinery Section rich with promise, for in the versatile assemblage of Easter hats, there is, assuredly, one which will delight you. Of noteworthy popularity and very new are these—

Hair Braid and Maline Hats

Transparent and Light as the Summer Breezes—and

Trimmed Italian Leghorns

With top facings of flesh color, sky blue, O'Rose or French blue crepe and clever clusters of the most wanted field flowers, dainty ribbons in all the wanted shades. The hats themselves are principally large flops or hats with a back roll.

\$10 and 13.50

The Millinery Mecca of Smartly Dressed Children

EACH day adds new little friends and satisfies those who always seek their hats here. For we have not only a most extensive showing, but also have what every little girl is looking for this season.

THE plain tailored milans, with trimmings of long silk ribbon streamers. Our Vacuum finished Milans with ribbon bandings, featured only in our "Cinderella Hats," always 2.50

THEN the large real Milans in both pokes, large mushrooms and sailors, made only of finest quality Milan and sewn as fine as braid can be sewn. Colors Black or White, only \$5 and \$7

—SECOND FLOOR—



Superior Service in Style and Merchandise

For Easter

ONE of the most certain indications of this store's supremacy in style and merchandise service is having each day something new to exhibit, and so the belated Easter shopper has assurance here of freshness of attraction, even the day before Easter.

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Fashionable Capes for Easter

Saturday May Well Be Designated "Cape Day"

SPECIAL preparations enable us to announce a most wonderful assortment, variety of styles, materials and shadings, for this special showing. Universally conceded the most popular, graceful Springtime garment to be worn, the Cape and Dolman Wraps are receiving the attention of our foremost designers. We are prepared to show every model that can be desired at a variety of prices.

Navy, considered Spring's favorite, vies for popularity with Fawn, Henna, Foch Blue, American Beauty and Taupe.

Tricotine, Evora, Wool Jerseys, Serges, Duvetyne, Velours and Poplins, favored cloths.

Circular models displaying braiding, embroidery, pin tucks, cording, tailor effects in vestees to match or in contrast; collars graceful, full models or throw effects of self materials or contrasting shades and cloth. Foulard linings a novelty.

Special Groups Saturday—

24.75 34.75 44.75

SILK Capes, fashioned of Tricolette, Poiré Twills and Duvetyne combinations, Moire, Satins and Taffeta, lovely models for dress occasions—

45.00, 69.00 to 125.00

—SECOND FLOOR—



The New Suit Demands a Waistcoat

AND here one may choose various colors and materials, in Peplum fronts; also made of Organdy and Net, lace trimmed, 1.25 to 15.00

Marabou Capes and Scarfs, plain and ostrich trimmed, for Spring and Summer wear, priced, 7.50 to 25.00

Distinctive Collars in Georgette Crepe, Net and Organdy; some lace and hand-embroidery trimmed; priced, 69c to 3.50

—MAIN FLOOR—

Ladies' Pure Linen Handkerchiefs

IN all the new shades, fancy checked borders and plain colors in Rose, Copenhagen, Lavender and Tan; also polka dot centers with striped borders. They are all pure linen with hand printed designs, specially priced, at each, 50c

—MAIN FLOOR—

Splendid Weight Pure Silk Sweaters

THE new Tuxedo model, with long sash—deep collar, of fancy, large checked weaves, self color—in Black, Navy, White, Rose, Plum, Tan, Gray and Turquoise; very exceptional value at 25.00

—SECOND FLOOR—

Veils Are Demanded by Fashion

AND every woman who dresses well is now making a feature of her veils. There is a great variety of styles here to choose from—from the graceful loose drape to the trimly smart, close-fitted veil, in all leading shades, priced, per yard—75c to 2.50

—MAIN FLOOR—

The "Little Daughters" Section

Brings Forth New Apparel for Easter Day

IN the "LITTLE DAUGHTERS" SECTION—what scores of bewitching Cape fashions! With their quaint "grown up" air and their girlish trimming detail, nothing could be more fascinating. To satisfy mother, the most serviceable materials are utilized to develop them—such as

Velour Serge Poplin Burella Cloth

Just the right touch of contrasting color—a smart little vest—a flash of metal buttons—alluring pockets suggest the pleasing detail. Ages 3 to 16. Priced, at

\$10, 12.50, \$15, 17.50 to \$29

Girls' Silk Frocks, Taffeta, Georgette, Crepe de Chine in light and dark colors, ages 6 to 16; at \$10 to \$29

Pretty Frocks, Lawn, Organdy, Voiles; priced at 5.00, 5.95 to 10

Girls' attractive Tub models, beautiful Chambray, Peter Pan, large plaids and Jap Crepe; price, 3.50 to 12.50

—SECOND FLOOR—



Smart Easter Suits

Important Values at \$39 and \$59

THAT expert attention to detail of style, quality of material, dependability of workmanship, are all embodied in this pre-Easter selling.

The woman who desires to be correctly and well dressed for Spring and desires to accomplish her purpose in a moderately priced way, will find suit values and suit styles beyond her expectations in these two assortments, which include, for example—

Russian Blouses. Tuxedo Fronts. English Box Coats. Fancy embroidered models and braid trimmed models. Novelty Vestees in the dress effect designs.

Serges, Poiré Twills, Tricotine and Tweeds, also the Sport Check Models, in Blue, Black and Tan; exceptional values; all sizes, in two groups.

\$39 and \$59

—SECOND FLOOR—



A Splendid Showing of Fancy Lace Hose

OME all lace, others with lace boots; colors Green, Champagne, Brown, Ocean Green, Gold, Black and White; pretty patterns to select from; pair, 3.50

Women's pure thread Silk Hose, in all shoe shades; per pair, 1.50

Misses' and Children's Silk Lisle Hose, in Cordovan, White and Black; fine quality; all sizes; pair, 59c

—MAIN FLOOR—

A Beautiful EASTER DISPLAY

Potted Plants and Cut Flowers. Hydrangeas. Spiraea. Hyacinths. Easter Lilies. Tulips. Dwarf Rose Bushes. Daisies. Also a complete line of Cut Flowers for corsages and table decorations. At Moderate Prices.

—MAIN FLOOR—

Silk Jersey Petticoats

200 just received; special Saturday, at 4.95

OF the fine grade Jersey, with fancy pleated or trimmed flounces in contrasting shades; also combinations of Taffeta with Jersey top.

—SECOND FLOOR—

Easter Ribbons

For Every Purpose

Beautiful Brocades and fancy Warp Prints; yard, 39c

Wide Camisole ribbon in every line; per yard, 49c to 69c

Gold and Silver Metal Ribbon, on dark grounds for vests and bags.

—MAIN FLOOR—

Town Blouses The Easter Display

Includes the new bow-tie effect in the fashionable Cuirass Model

Designed from shado-crepe in unique printed designs or delightful shades in the new mirror-crepe. Other Cuirass models varying in points of detail and materials involved.

Novelty Blouses

For Easter—Just Received—

Featured at 5.95

The new fancy figured Dresden design in Georgette Crepe, in a variety of bright shades, also richly hand embroidered and beaded front and back, including the favored Red and Navys. Exceptional values.

—SECOND FLOOR—

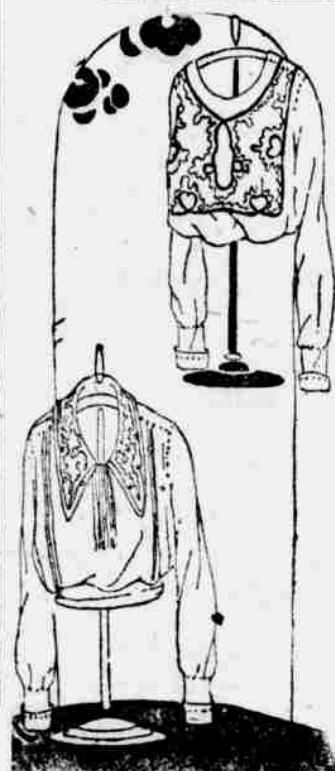


Photo Supplies KODAKS

NOW is the time when Nature bids you to the Great Outdoors, when she is clothing herself in the new verdure and presents vistas to the camera enthusiast that cannot be denied. You will want a snap shot of someone who is near and dear to you. A Kodak is a very valuable acquisition these days.

We are showing every desirable size of Kodak here

—MAIN FLOOR—

The Gloves For Easter

Featuring "Perrins" and Others. Gloves commended for the grace and elegance with which they lend finish to modish costumes.

EXTRA quality real kid, overseas Gloves, in shades of Castor, Mole, Oxford, Silver-Gray, African Brown, Tan, Champagne, White and Black, attractively embroidered backs, self or contrasting stitching; 2-clasp styles; pair, 3.50

Pure Milanese Silk Gloves

Daintily embroidered backs and wrists to match, in novel combinations of Sand, Mastic, Gray and White with Black; double tipped fingers; 2-clasp styles; pair, 2.00

Children's Gloves—Silk and Chamoisette; 1 and 2-clasp styles; white and colors; washable; pair, 85c

Real Kid and Imported Cape Skin Gloves; Special, at 1.65

ONE and two-clasp styles, in shades of Tan, Gray, Green, Red, Brown, White and Black; P. K. and Overseam; Paris point or two-toned embroidered backs. Not all sizes in every style, but all sizes in the lot. Some show slight imperfections.

—MAIN FLOOR—



Underwear Merits Attention

If You Wish to Be Comfortably Garbed

WOMEN'S Italian Silk Vests, Pink with band tailored tops; regular and extra sizes; regular 2.50 values; special, Saturday, 1.95

WOMEN'S Italian Silk Vests, Pink with embroidered fronts, band tailored tops; regular and extra sizes; regular 2.95 and 3.50 values, 2.75

WOMEN'S Italian Silk Bloomers, of extra heavy quality Pink and White; reinforced; regular and extra sizes; 3.50 values, on sale Saturday; special at 2.95

—MAIN FLOOR—

Women's Lisle Vests with hand-crochet yokes, tailored band tops or bodice top, in Pink or White; regular and extra sizes; regular 75c values, 50c

Women's Lisle Union Suits in Pink or White, with band tailored tops or beaded top; tight knee or shell bottom; regular and extra sizes; 85c values, 69c

BOYS' and Girls' Union Suits, low neck, sleeveless, tight knee, with patented taped buttons; sizes 2 to 10 years; regular 85c values; on sale

—THIRD FLOOR—

The Easter Oxford

Correct in Every Style Detail

A grace of form and distinctive lines so marked as to attract the particular attention of women desirous of being correctly dressed.



White Kid, Patent Colt, Black Suede and Dull Kid

At 11.50

Hand-turned sole, long vamp, full covered Louis heel, Wright & Peters last; sizes 2 1/4 to 8; widths AAA to C.

TWEEDIE Boot Tops—A smart, perfectly fitting, easily adjusted spat that adds greatly to the appearance of the foot; in all the new shoe shades, pair, 3.00 to 5.00

—MAIN FLOOR—

Boys' Two-Pants Suits

In the Waist Seam Model Styles Just Like Big Brother's

Scores of them in exceptional wearing fabrics. Patterns with pep and character. Pure all-wool to wool-mixed, Grays, Greens, Tans, Browns and Blues in smart mixtures. Priced at 10.00 up to 25.00

Blue Serge Suits for Easter

The pure all-wool fast color kind, new waist seam styles; special for Saturday, 10.00 and 15.00

Spring Top Coats for Juniors

Here's a splendid assortment of popular styles, colors and fabrics; sizes as small as 1 year; and up to 9 years. Priced at 3.50 to 15.00

Boys' Easter Neckwear

Beautiful four-in-hand Ties, in all-silk foulards, in various colors and designs. Beautiful silk Scotch plaids, in every color combination. 75c quality, 45c

—MEN'S STORE—SECOND FLOOR—

