

Second Week Of The May Sales

Continues Monday
With Renewed Vigor

CHARACTERIZED by a series of sale events whose superiority has contributed in full measure to the splendid traditions of this store the May sales enter the second week with renewed vigor. Our patrons may continue to avail themselves of the economies made possible by the

May White Sales of Lingerie, Domestic, Corsets, Sheets, Linens, White Wear, Etc.

And These Special Sellings
For Monday

A Special Selling of

White Goods

2,000 yards beautiful white goods, 36 and 38 inches wide, in a variety of pretty shadow voiles, also fine sheer white Organdie, woven satin stripe voile and plain silk finished Batiste and Nainsook. A miscellaneous lot of dainty summer fabrics, while they last, at this special price

35c Per Yard

36-Inch White Skirting

In a variety of honeycomb styles, gabardine, twill and linen finished fabric, desirable for wash suits, skirts and middies. Values range from 35c to 50c; very special, 25c

Foreign White Voile

Our own direct importation from Tootal Broadhurst Lee & Company, Manchester, England, in a variety of woven and embroidered styles; also pretty single and cluster stripes; at, yd. 1.25

Other Important Offerings

- White Organdie, 40-inch, 50c value, yard, 39c.
- White Wamsutta Percalé, 36-inch, yard, 39c.
- White India Linon and Organdie, yard, 29c.
- 1,500 yards miscellaneous 36-inch White Goods, yard, 19c.
- Novelty White Goods, Voiles, etc., 36-inch, yard, 39c.
- Pejama Checks, white only, 36-inch, yard, 25c.
- White Suiting, Irish Linen finish, yard, 29c.
- 32-inch Zephyr Dress Gingham, yard, 75c and 59c.
- Ginghams, Toile du Nord, Red Seal, etc., yard, 35c.
- 32-inch Woven Stripe Shirting Madras, yard, 49c.
- 42-inch Aurora Bleached Pillow Tubing, yard, 42 1/2c.
- Silk Finish Dress Foulards, special, yard, 35c.

These Prices Prevail Only While Quantities Last, and Early Selection Is Advised.

—BASEMENT—



Genuine Tennessee Red Cedar Chests

THESE beautiful chests are made of select A-No. 1 Tennessee Red Cedar, made in our own cabinet factory. The workmanship and finish are of the best; a limited number are on sale Monday at these special prices—

At One-Third Less
Than Regular Prices

- 32-in. long, 15-in. wide, 14-in. deep, 6.98
- 42-in. long, 18-in. wide, 16-in. deep, 10.98
- 46-in. long, 20-in. wide, 20-in. deep, 14.98

Some of these chests have sliding trays; all have substantial locks. On sale while they last.

—THIRD FLOOR—



Brandeis Stores way is the safe way for fur storage—positive insurance against loss by fire, theft, moths, etc. SECOND FLOOR.

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

The Treasure Box
It is a delightful little shop, full of interesting, original and gorgeously beautiful gifts. Many are now searching for that most exciting of all gifts, the one for the June bride, the gift that must be individual, beautiful and one to be appreciated, and this shop has a lovely collection of just such gifts. THIRD FLOOR.

Noteworthy Values in the May Sale of Silks

Featuring Items of Timely Interest at Very Unusual Prices

EASTER is over, but Spring is still here and many have yet to make new frocks—and with the May sale of silks comes offerings of the very newest of weaves and colorings at prices that spell economy.

Style Notes

As Compiled by Our Store Shopper . . . Misses' Wear

The buyer for the Misses' Department, who has just returned from New York, informs me that the latest and smartest thing in wraps is the new knitted cape. I quite agree with her that they are very smart. One model is a pigeon blue knitted material, falling straight from the shoulders and has a squirrel collar. The cape is fastened at the throat with a knitted cord and tassels.

Children

Such wonderfully dainty and attractive frocks as are being shown for the tiny miss. One beautiful dress is of palest pink organdy with scalloped edge on skirt, finished with hemstitched trim. The neckline is a simple round one, with tiny wool embroidered flowers. It has a plectored ribbon girdle of two colored ribbons, lavender and pink, which was held in place at the waist line by the wool flowers. Another dainty little dress for kindergarten wear is of blue and white striped material, made with an empire waist finished with tiny crocheted balls in pink, and having a scalloped trim of white embroidered with pink dots at the neck and short sleeves.

Waists

One particularly attractive suit waist, just received in the Waist Dept., is in navy blue georgette, in collarless and paneled model, effectively trimmed with silk-braiding in henna. Another dainty suit waist is a combination of navy blue and beige georgette. The front and back is composed of pleated panels of the navy georgette, while the sleeves and under body are of beige. The neck is finished with a pleated trim of the blue. A beautiful waist for dressy wear is a peplum model in pink georgette, very effectively trimmed with medallions of steel, jet, coral and gold beads. SECOND FLOOR.

40 Inch All Silk Pure Dye Georgette Crepe

All wanted colors, splendid weight, one of the most popular silks of the season, regular 2.00 quality, yard 1.59

32 Inch All Silk Imported Chinese Pongee

We have just 100 pieces of this practical silk, which we offer for Monday selling, regular \$1 quality, yd. 69c

36 Inch Crepe de Chine

In pink and white only, suitable for underwear, blouses and dresses, very special offering for Monday selling, yard 1.00

After a Most Successful Pre-Easter Season We Have Taken All Our Accumulation of

Silk Remnants

1/2 to 6 Yard Lengths

Assembled in one great lot regardless of the former selling price, consisting of 36 and 40-inch

Georgette Crepe Crepe de Chine Satins
Crepe Meteors Stripe Shirting Silks
Radiums Charmeuse Printed Georgette
Foulards Failles Poplins
Chiffon Taffetas and Novelty Silks

At 1.49 Yard

—MAIN FLOOR—

36 Inch Pure Dye Chiffon Taffeta

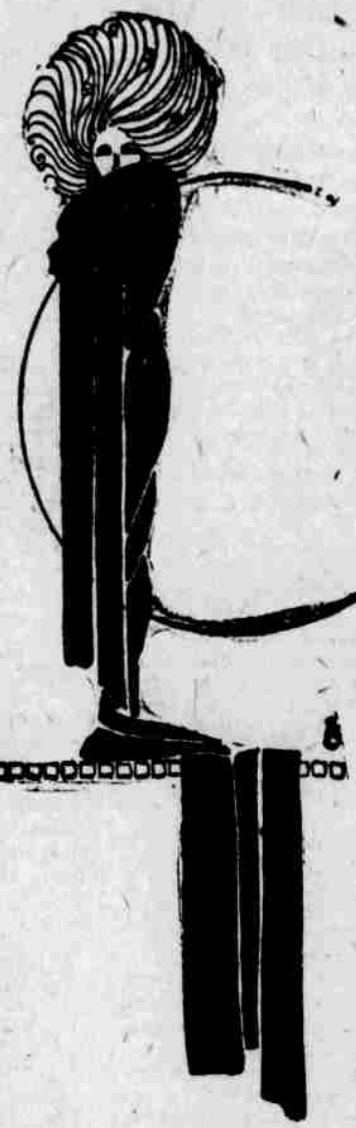
Soft, mellow finish, good weight, in all the newest and most wanted shades, very much wanted for the new summer frocks and skirts, regular 2.00 value, yd. 1.69

36 Inch Silk Poplin

Good weight, very brilliant finish, will give the very best of service, in all the new street shades, yard 1.00

New Printed Foulards, Radiums and Pussy Willow

Is most complete, showing all of the newest colorings and designs, specially priced, per yard 1.95 to 3.95



Maytime Frocks

First Showing of New Dainty Summer Frocks

COMPREHENSIVE ideas of the style, fabrics and colors may be gleaned from our new arrivals in these lines—lovely Georgette, Voile, Organdie, Nets, Cotton Challie, Linen (both plain and combined with Organdie and Voile) greet your inspection.

Colors—Dainty Rose, Orchid, Salmon, Delft and Copenhagen Blue, together with darker figured materials are favored.

Noticeably new are loose three-quarter sleeve, quaint Fichus and round collar lines, reminiscent of Colonial type—smart girdles in contrasting shades of ribbon. Prices ranging from

12.50, 15.00 25.00 to 50.00

—SECOND FLOOR—GOWN SECTION.



New Spring Draperies

Novel, Artistic, Decorative

THOSE making old homes new again and those making new homes will find our Drapery Section particularly serviceable. Offerings for Monday are interesting. For example:

Fine Curtain Nets

Fine quality Filet and Amerax Curtain Net, most beautiful in design, suitable for lace shade and panel curtains; a varied assortment, priced at, per yard 1.50 to 3.50

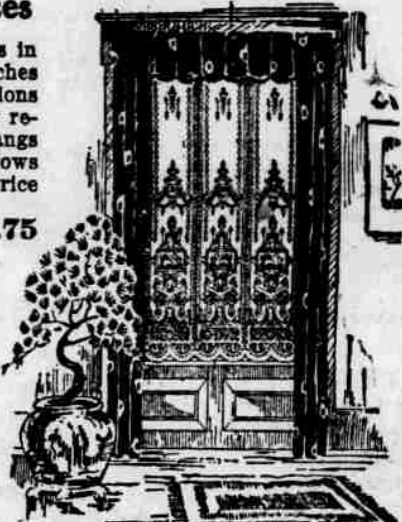
Sectional Panel Laces

Woven to fit your windows in sections 2 inches to 9 inches wide, you buy as many sections as the width of your window requires. All in one piece. Hangs straight from top of windows with handsome borders. Price per section—50c, 75c, 1.00 to 1.75

2,500 Yards of 50 Inch Velvet

At a Third Less Than Regular Price

For over Draperies, Portieres, furniture covering, etc. in red, green, mahogany, brown. Various patterns, at, yard 2.98



—THIRD FLOOR—

A Varied Assortment of Rugs Specially Priced

The following offerings have been selected at random from our regular stocks, in most every instance the offerings constitute odd rugs from broken lines. For example—

Artloom and Karadi Wilton Rugs at 69.98

Regular price 82.50, 9x12 size.

9x12 Axminster and Velvet Rugs

That sell regularly at \$45 and \$50, special at 37.50 8-3x10-6 size, 34.50

Axminster Rugs

Size 36x72 inches, regular price 10.50, special at 5.49

Wilton and Hartford Saxons

Odds and ends in 37x54 inch size; some very desirable patterns that sold at 10.00 and 12.50. Special at 6.49

One Lot of Rag Rugs

In 24x36-inch size and 27x54-inch size. While they last, at 69c, 95c, 1.39

New Rag Rugs

In hit-and-miss patterns, good values, at 1.35. Special for Monday 98c

—THIRD FLOOR—

May Sale of Wall Paper

A larger display than ever of new Wall Paper

Plain 30-inch Oatmeal papers in all colors, with cutout borders to match. Special sale Monday, roll 11c

Heavy blank papers, all new and nice for the downstairs rooms. These papers have cutout borders to match, in two lots, roll 11c-16c

Kitchen blocks and bedroom patterns, sold with borders and ceilings to match. Special, roll 4 1/2c

Heavy gilt papers in new patterns and color effects. Each has a cutout border to match. Monday, at per roll 12 1/2c

Bedroom papers, dainty and artistic, shown with beautiful cutout border effects, in two lots. Monday, at per roll 11c and 14c

—BASEMENT—

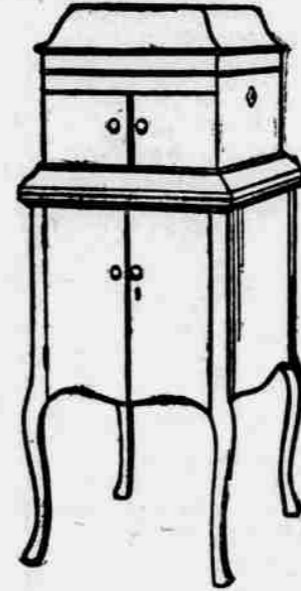
High Grade Tailored Suits

On Sale Monday at a Special Price

29.00

ALL THE very latest models shown this season, selected from our stock of high-grade suits and balance of recent purchases.

Smartest effects in Russian Blouse models, Box Coat effects, new stylish Vestee designs, smart tailored effects, of finest Serges, Checks, Mixtures—Navy Blue predominating; all sizes. SECOND FLOOR



Victor Victrolas

The Choice of the World's Artists

Let Us Put One in Your Home.

You will never miss the outlay in convenient payments.

Stop in and Let Us Demonstrate Any Style.

New Victor May Records Ready

—POMPEIAN ROOM—MAIN FLOOR—

Buy a Good Gas Range

THE "RELIABLE" AND "NEW PROCESS" ARE BEST

Both are nationally known for their durability and thoroughly satisfactory service.

"New Process" Gas Range, 57.50

With white enamel splashes, white enamel drips and broiler pans, broiler, warming oven and 16-inch baking oven.

Others \$65, \$95, \$110 to \$170

Reliable Ranges at 65.00

"Reliable" Angleiron range—workmanship, material and efficiency considered—there is no better range at any price. Nickel trimmed, white splashes, white drip and broiler pans, automatic lighter, 18-inch oven and large broiler. —BASEMENT—



Extra Special! Water Pitchers

As Illustrated

Choice 75c

SPECIAL sale of Heisy Glass Water Pitchers, cut bottoms, highly polished clear glass, assorted sizes. Values 1.50. Choice each 75c. No mail or phone orders—on sale while they last.

—MAIN FLOOR—

