

BRANDEIS STORES

A Heart-To-Heart Talk With the Shoppers

OF OMAHA AND VICINITY

OUR annual May White Sales begin Monday. This is no ordinary announcement, for it deals with opportunities for shoppers such as they have not had in many a day. Opportunities for the purchase of Domestic and White Goods generally, of art goods, of laces, embroideries and other accessories.

Master Sales Are Coming!

THE Silk and Muslin Underwear Department will provide striking revelations. A visit to that department on the third floor will convince you that master forces have worked behind the arrangements for these May White Sales. The buying power is represented not only in the number and quality of goods purchased, but in the clever judgment of our buyers in securing the models that perfectly express the good taste of our customers. Whether you prefer the popular silk garments, the hand-made models in fine lingerie cloth or the less expensive batistes, we know that you will find here the underclothing that will give you absolute satisfaction both in quality of material and beauty of design and decoration.

Linens at Half and Less!

AND the linens! It will be many a day before the shoppers of Omaha and vicinity will be through talking about this remarkable display of linens—offered at one-half and less than one-half the prices they have in recent years been accustomed to pay.

MOST of you have permitted your stock of household and fancy linens to run down during the past four or five years. You could not afford to replenish this stock at the then prevailing prices. Even a feeble effort in that direction would have meant inferior stock at only a small reduction. But the May White Sales, which Brandeis Stores will open on Monday, will enable you to stock your home with household and fancy linen of as good a grade if not vastly better than you have ever had and at prices lower than you have ever paid.

WE may say to you unqualifiedly that never in our whole career of merchandising have we seen such bargains in linens as will be offered to you in our May White Sales.

JUST for example: Fine pure linens—tablecloths that sold heretofore at 13.50 will be offered, during this sale as long as they last, at 6.95. Napkins to match will be sold at 6.95.

Sales of Unprecedented Bargains

WE could write a separate chapter about the wonderful bargains in the finest Madeira linens and filet, but you must see these goods to appreciate them. It is enough to say that the Madeiras are of the finest that are imported into the United States. We will, during our May White Sale, sell them as long as they last at one-half price—and in many instances at less. As a mere hint of the wonderful opportunities you will have in this linen sale there are 54-inch round pure linen Madeira table covers. These are most exquisitely embroidered in the most wanted designs. They sold heretofore at prices ranging from \$30 to \$35—in this sale they will be offered, as long as they last, at 16.50.

WATCH Sunday newspapers for the detailed advertisement of the greatest May White Sales that have ever taken place in Omaha.

J. L. Brandeis & Co.



No suit is more appropriate for sports wear or more serviceable for general utility wear than these

Clever Sport Suits of Wool Jersey

Just In! Special Purchase From New York—An Opportunity at **22⁷⁵**

THE colors are practical shades of heather, tan, gray and brown; the models are Tuxedo and one-button coats which may be worn, if desired, with separate sport skirts, making two distinct outfits. They are cut to give freedom of movement when worn at tennis, golf or other sports and modeled on lines describing the grace of the mode.

The purchase was made in New York this week and shows the advantage of quick buying for ready cash. This advantage is passed on to our customers when we sell these suits at the low price of **22.75**

Second Floor—West

Ribbon Specials!

Seven-inch Satin Ribbon for sashes; former value 98c; fine heavy quality; taffetas in white, light blue, pink, maize, orchid and other colors. Suitable for summer sashes or graduation. Priced for Saturday at, **39c** per yard.

All-Silk Taffeta Ribbon, former value 55c; 5 inches wide, in plain light and dark colors; makes splendid hair bow ribbon; Saturday, **29c** yard.

Fancy Satin blocked in pastel combinations, former value 65c; a very attractive sash and hair bow ribbon; priced for Saturday, **29c** per yard.

Main Floor—North

Silk and Crepe Hats

New Arrivals in a Sale Saturday



A Sale at 5.95 to 10.00

THE new fabric hats have arrived and everyone fresh and new; flower trimmed, bow trimmed, ostrich trimmed; large and small hats, pokes and turbans—a hat for every face. Colors are black, navy, orchid, brown, white, pink, gray and every other popular shade of the season; and this sale features the most surprising hat values; all hats in this sale priced at 5.95 to **10.00**

Second Floor—East

Sale of Boxed Chocolates

Chocolate Juicy Cherries, in syrup, special, per pound box, **59c**

Chocolate Fruit Whips, special, per pound, **59c**

Hard Center Chocolates, special, per pound, **59c**

Butter Cream Chocolates, per pound, **59c**

Chocolate Fruit Jellies, per pound, **59c**

Pompeian Chocolates, soft, creamy centers, nut and fruit filled, special, per pound, **49c**

Brazil Nut Log Cabin Roll, a rich vanilla nougat filled with fruit and nuts, then rolled in a rich caramel and covered with fresh Brazil Nuts; special, pound, **59c**

Pompeian Room—Main Floor—West

A Record Saturday Sale of Boston Bags



Made of Real Leather Exactly as Illustrated

Saturday Special, at

2²⁹

The bag for service and utility—real leather Boston Bags—like illustration; used more than any bag throughout the country. This shipment was just received; in brown and black; sizes are 13, 14, 15 and 16th inches; special, each,

Main Floor—Center

SPECIALS!

Linens—300 Fine Pieces One Day Only!

We have grouped about 300 pieces of linens; lace trimmed scarfs, centerpieces, tea cloths, etc.; they are made on a fine grade of Linene and are attractively trimmed; their beauty makes them desirable for use at any occasion while their quality makes them practical for every day use; they will be priced for Saturday selling at **98c to 2.25** half the regular value.

Main Floor—South

Women's Vests and Union Suits

Women's Vests—Fine lisle, in bodice or regulation styles; flesh or white; regular or extra size; each, **50c**

Women's Union Suits—Kaysers make; in fine lisle and silk lisle; flesh or white; bodice or regulation tops; loose or cuff knee; regular or extra sizes; **2.29** special, per suit.

Third Floor—Center

Neckwear Specials

Ladies' Neckwear—New creations in dainty organdie neckwear, vestees and collar and cuff sets.

For Saturday—A wonderful display of lace collars for sweaters, suits or dresses, special, **98c**

New Bandings and Vestings to Match; in embroidered net, organdy, also lace trimmed vesting and banding which can be manipulated into pretty blouses.

Maribou and Ostrich Neck Pieces—Many new and stylish numbers in gray, black and brown.

Main Floor—North

New Arrivals In--

Women's Low Shoes

White new buck strap pumps with white ivory soles. White snow grain cloth strap pumps with white ivory soles.

at **8.50**

Tan calf walking oxfords and strap pumps; also brown and black kid oxfords—

7.85

Main Floor—West

Specially Priced for Saturday

Black suede strap pumps trimmed with patent leather. Brown kid or calf two-strap pumps, welt soles, walking heels.

at **9.85**

7.85

SATURDAY

On 5th Floor

Farrell's Famous Preserves

16 Cents

For 16-oz. jar

SPECIALS!

Women's Hosiery for Saturday

Women's Fancy Italian Silk Hosiery—in lace stripe effects; black, white and colors; irregulars of higher values; special, per pair, **2.95**

Women's Full Fashioned Hosiery—in fine thread silk; lisle top; lisle soles; high spliced heels; in black, white, greys, cordovan, Russian tan and African Brown; special, per pair, **1.95**

Main Floor—South

Saturday Bag Specials

Leather Bags—Silvertones, in the new and popular gray, brocaded designs; all new shapes; from **2.98 to 6.98**

Silk Bags—Moire in black and blue; beautifully lined and fitted with purse and mirror; special, **5.98**

Main Floor—East

Saturday 'Kerchief Specials

Men's and Women's Handkerchiefs—All pure linen with hemstitched borders, also women's handkerchiefs in fine Shamrock lawn, with colored woven stripe borders; embroidered corner in white and colors; special, each, **25c**

Men's and Women's Fine Cotton and Lawn Handkerchiefs—Hemstitched borders; embroidered initials and embroidered corners; in new and dainty patterns; white and colors; special, each, **12 1/2c**

Main Floor—East

Fifth Floor—West

CLEAN UP AND PAINT UP

Fifth Floor—West

Enter-Lac Varnish Stain



Gives a wonderful finish to floors and woodwork; comes in all colors—

Per quart, **1.39**
Per pint, **75c**
1/2 pint at **45c**

Brandeis' Best Paint



2.95 Per Gal.

Covers well and wears well; full line of colors; priced, gallon, **2.95**

Dekko, a Cold Water Paint



Is easily applied to the wall; full line of harmonious colors; priced, per package—**60c**

Indian Head Floor Varnish

Dries quick and wears well; at, per quart—

1.35
Per pint, **75c**



The Wizard Wall Duster is made of long cotton threads mounted on a long, smooth handle; finest duster made for walls and ceilings; good as new when washed; priced at—**1.75 to 2.25**

Products



Wizard Carpet Cleaner; takes out the dust, brightens the colors of the rug or carpet; priced at, per box—**20c and 40c**

Last Day Bargains at Our Great Toilet Goods Show

- | | | | |
|----------------------------------|------|---------------------------------|--------|
| Coty's L'Origen Face Powder | 87c | Odorono, 35c size, | 23c |
| Gillette, Gem or Auto-Strip | 37c | Amolin, 30c size, | 23c |
| Razor Blades, | 45c | Forhan's Tooth Paste, 60c size, | 44c |
| Cutex Manicure Sets, 60c values, | 45c | each, | 20c |
| at, | 45c | Soudont, 30c size, | 27c |
| Energine Cleaner, | 24c | Santol Tooth Paste, 60c | 27c |
| Hospital Cotton, 40c quality, | 28c | size, | 27c |
| Mavis Talcum Powder, | 18c | Haskin's Coconut Castile Soap, | 10c |
| Djer Kiss Talcum Powder, 3 | 17c | 3 bars for | 10c |
| For 50c, or each | 17c | Physicians' and Surgeons' Soap, | 8c |
| Lysol, 50c size, | 37c | at | 8c |
| Mulsified Coconut Oil, | 37c | Flooting Castile Soap, | 38c |
| Pinaud's L'Etat de France, | 80c | Creme Elcaya, 65c value, | 44c |
| Reinol Soap, 30c size | 21c | Kotex Sanitary Napkins, | 45c |
| Pond's Vanishing Cream, 30c | 17c | per dozen, | 45c |
| size, | 17c | Post Brothers' Creme Oil | 7 1/2c |
| Mentolatum, 25c size, | 35c | Soap, | 29c |
| Peppermint Tooth Paste, | 35c | Cutex—all 35c items on sale, | 29c |
| Ingram's Milk Weed Cream, | 37c | Palmitive Soap, bar, | 8c |
| 1 1/2c size, | 37c | Gillette Razors, complete with | 1.00 |
| Horlick's Malted Milk, hospital | 2.98 | 12 blades, each | 89c |
| size, | 29c | Nujol, 1 1/2 size, | 89c |
| Merckel's Face Powder, 60c | 29c | Freezone Corn Remover, 35c | 28c |
| size, | 29c | value, | 28c |
| Nampi, 50c size, | 21c | Djer Kiss Face Powder, 1.00 | 73c |
| Mum, 25c size, | 21c | size, | |

Main Floor—West

Annual Sale Fruit Trees

Basement—West

Large, healthy local grown stock. The kind you will have to pay 75c to 1.25 for at nurseries. Apples—Jonathan, Grimes Golden, Delicious, Red June, Yellow Transparent, Duchess and Whitney. Peaches, pears, plums, early Richmonds and Montmorency Cherries. All at one price, Saturday,

25c Each