

Grand Special Offering
Of 65c Sanford
Brussels Carpet

at 39c yard. On sale promptly at 9 o'clock and not more than 50 yards to any one customer, all in new, bright this season's patterns.

39c

MILLINERY OPENING

TO OUR HOST OF FRIENDS AND CUSTOMERS-- We (J. L. Brandeis & Sons) are showing in our

Millinery Department the prettiest and most elegant Millinery in Omaha. This is not our own verdict, but the verdict of every well dressed woman in the city, but if there is any one who has not heard that we are showing the most authentic Millinery modes for Spring, which embrace foreign ideas, New York ideas and supplemented by exclusive designs of our own, let them ask their friends and they will be surprised.

To our old patrons, as well as our new ones, we extend an invitation to our grand Spring Opening, which takes place Saturday and Monday.

BOSTON STORE 16th and Douglas Omaha. J. L. BRANDEIS & SONS PROPRIETORS.

OPENING SATURDAY
ICE CREAM SODA
5c

Novelties in Candy Easter Eggs in our Lunch Room.



For this grand opening we are showing a selection of over a thousand **TRIMMED HATS**

\$2.50, \$3.98, \$5 and \$10

Trimmed equally as chic and stylish as the new Shepherdess and Marquise dress hats which we are displaying in our French pattern room at

\$25, \$39 and \$50



To make our opening sale still more attractive, we will place on sale on our second floor on a large bargain counter, new fresh flowers, roses, violets and thousands of others in velvet and silk, with foliage.

In all the new shades and every bunch worth 50c and \$1, your choice for our opening at 10c per bunch.

One bargain square with thousands of yards of straw braids for making hats, all colors, worth 25c and 50c yard, choice 1c a yard.

10c
1c yard



EXTRAORDINARY VALUES IN LADIES' SUITS, DRESS SKIRTS, JACKETS AND WRAPPERS

Ladies' very newest styles in **SERGE SUITS**, strictly all wool, lined throughout with good quality silk, and actually worth \$18.00, on sale at **\$10.75**

STORM SERGE BLOUSE SUITS, nicely made, blouse lined throughout with silk, actually worth \$10.00, on sale at **\$5.98**

For our opening sale we are showing a large variety of all the latest styles in **LADIES' SUITS** in covert cloth, whipcord, fancy mixtures, serges and broadcloths, made in blouse effects, fly front, tight fitting and English box reefer coats, at **\$12.50, \$15.00, \$19.00, \$25.00**

NEW SILK CAPES trimmed with ruffles, silk lace and ribbons, at **\$1.49, \$2.98, \$4.98**

WRAPPERS AND TEA GOWNS

Having purchased all the Sample Wrappers and Tea Gowns from Kupfer Bros., 128 Greene street, one of the largest and finest wrapper manufacturers in New York, we will place all the fine percale, lawn, dimity, wool challie and cashmere wrappers on sale Saturday. Over a thousand to select from and every one different. We have placed them in three lots—

Very Fine Percale Wrappers, pretty shades, extra waist lining, ruffle trimmed yokes, all of them made in the latest style, and if bought in the regular way would be worth \$1.00 and \$1.25, but as they are samples, they go on sale at **59c**

The newest styles in **Lawn and Fine Percale Wrappers**, trimmed with insertions, ribbons, laces, etc., all with very full skirts and all of them worth up to \$2.50, on sale at **75c 98c \$1.98**

All Wool Challie Tea Gowns, beautiful all wool henrietta and serge tea gowns, all made extra wide and trimmed with velvet ribbon, silk ribbon and ruffles, beautiful large lace collars, worth \$10 to \$17.50, on sale at **\$2.50 \$3.98**

Fine Tan Kersey Jackets, elegantly silk stitched fly front, coat back, lined throughout with heavy taffeta silk, actually worth \$15.00, on sale at **\$7.50**

New Strictly All Wool Storm Serge Skirts, full width, nicely lined with high grade silk taffeta, actually worth \$10.00, on sale at **\$4.98**

Over 1,000 **Silk Skirts** to select from in brocaded gros grains, figured satin duchesse and bayadere stripes, all of them worth from \$9.00 to \$12.50, on sale at **\$3.98 \$7.50**

The New Spanish Flounced Skirt in high grade black taffeta, trimmed with from one to six ruffles, on sale at **\$12.50 \$15.00 \$25.00**

CHILDREN'S REEFERS, from 2 to 15 years, in all colors, made of good quality cloth, handsomely embroidered, actually worth \$5.00, on sale at **\$2.98**

BIG SALE NEW STYLES SPRING CLOTHING WONDERFUL BARGAINS FOR MEN.

Men's All Wool SPRING SUITS
Dark and light colors, round and square corners, real value seven and a half **\$5**

Men's All Wool SPRING SUITS
In plain and fancy worsteds, cassimere and chevots, round and square cut, real value twelve dollars **\$7.50**

Men's All Wool SPRING SUITS
Latest styles in sacks and frocks, light and dark colors, real value fourteen dollars **\$8.50**

Men's Extra Fine All Wool SPRING SUITS
Very latest styles in cassimeres, chevots and worsteds, very handsomely made and trimmed, worth \$15 **\$9.98**

Men's fine all wool Custom Tailor Made Suits
Light and dark colors in cassimeres and fancy worsteds, extra well trimmed, worth \$17 **\$12.50**

Men's All Wool NOVELTY SUITS
In imported worsteds, cassimeres, and chevots, lined with extra quality silk and satin, in light and dark shades, real value twenty-five dollars **\$15**

CHILD'S, BOYS' AND YOUNG MEN'S Spring Suits
BOYS' SUITS in Scotch plaid, dark cassimeres and mixtures, sizes 3 to 10, real value \$1.50 and \$2, go for the Opening at **\$1.00**
Nobby Children's Suits in vestee and junior styles, with big collars and fancy vests, in plain and fancy effects and light colors, for the Opening—go at **\$1.59**

Men's Shirts 45c
MEN'S LAUNDERED SHIRTS with collars attached or detached—all the latest patterns and colors, positively worth 75c and \$1.00 go today at **45c**

Men's Best French Lisle SOCKS worth twenty-five cents, Today **10c PAIR**
Men's and Boy's Cotton SWEATERS **25c** Worth Double.

SPECIAL SPRING OPENING HAT SALE
FEDORAS in amber, ash, brown, gray and black worth up to \$3, go at **\$1.98, \$1.50, 95c**
STIFF HATS in black, tan and brown, including the new Broadway special worth up to \$3.00, go at **\$1.98, \$1.50, 95c**
The new Pashas, R. R. Shapes and others, **50c, 75c, 98c, \$1.25 & \$1.50**

at **\$1.98** At **\$2.98**
Boys' Stylish all wool SUITS.
In the latest up-to-date spring style, in Scotch plaids, cassimeres and worsteds, size 4 to 8, with big collars, or in double breasted style in sizes 9 to 16, go for today at **\$1.98**
Today we open a new and complete line of **BOYS' CONFIRMATION SUITS** in worsteds, diagonals, chevots—blue and black, from **\$1.50 to \$5**
It will save you big money to inspect these fine suits.

THE GREAT CHALLENGE SALE

UNDENIABLY AND INDISPUTABLY THE GREATEST SACRIFICE EVER MADE.

MEN'S SHOES
\$1.98

LADIES' SHOES
\$1.98

LADIES' SHOES
\$1.98

Genuine Goodyear Welt Sole—Black, Tan, Wine and Green—made to retail for four, five and six dollars—made by Selz, Schwab & Co., Rice & Hutchins, Sidwell, De Windt & Co.—all sizes—all widths, A to EE—today on our main floor at **\$1.98** a pair.

LADIES' OXFORD TIES
75c
In the Basement.
1,200 pairs' ladies' black, tan and wine Oxford Ties, made to retail for a dollar and a half and two dollars all sizes, go at 75c—on Bargain Square.

Genuine hand turn and Goodyear welt soles, black, tan and wine, made by Rochester houses, such as E. P. Reed, Harding, Todd, Moore, Schafer, etc.—made to retail for four and five dollars, go today at **\$1.98**.

Boys' Shoes worth up to three dollars—**\$1.50 and \$1.75**
Men's dollar TENNIS SHOES **39c**

YOUTH'S SHOES worth up to two and a half dollars, **\$1.50**
LITTLE GENTS' SHOES, **89c and \$1.25**

Infants 50c, 75c and \$1.00 Fancy Soft Sole Shoes, on main floor, **29c**

Ladies' Finest Hand Turn, Black Silk Vesting Top, Silk Eyelets, Kid Vamp Shoes and Finest All Kid Shoes, made to retail at five dollars, go today at **\$3**
Ladies' \$3.00 Dongola Shoes **\$1.59**
Ladies' \$1.50 Dongola Shoes **98c**
Ladies' Five Dollar High Cut Bicycle BOOTS **\$2.50**