

ESTABLISHED JUNE 19, 1871.

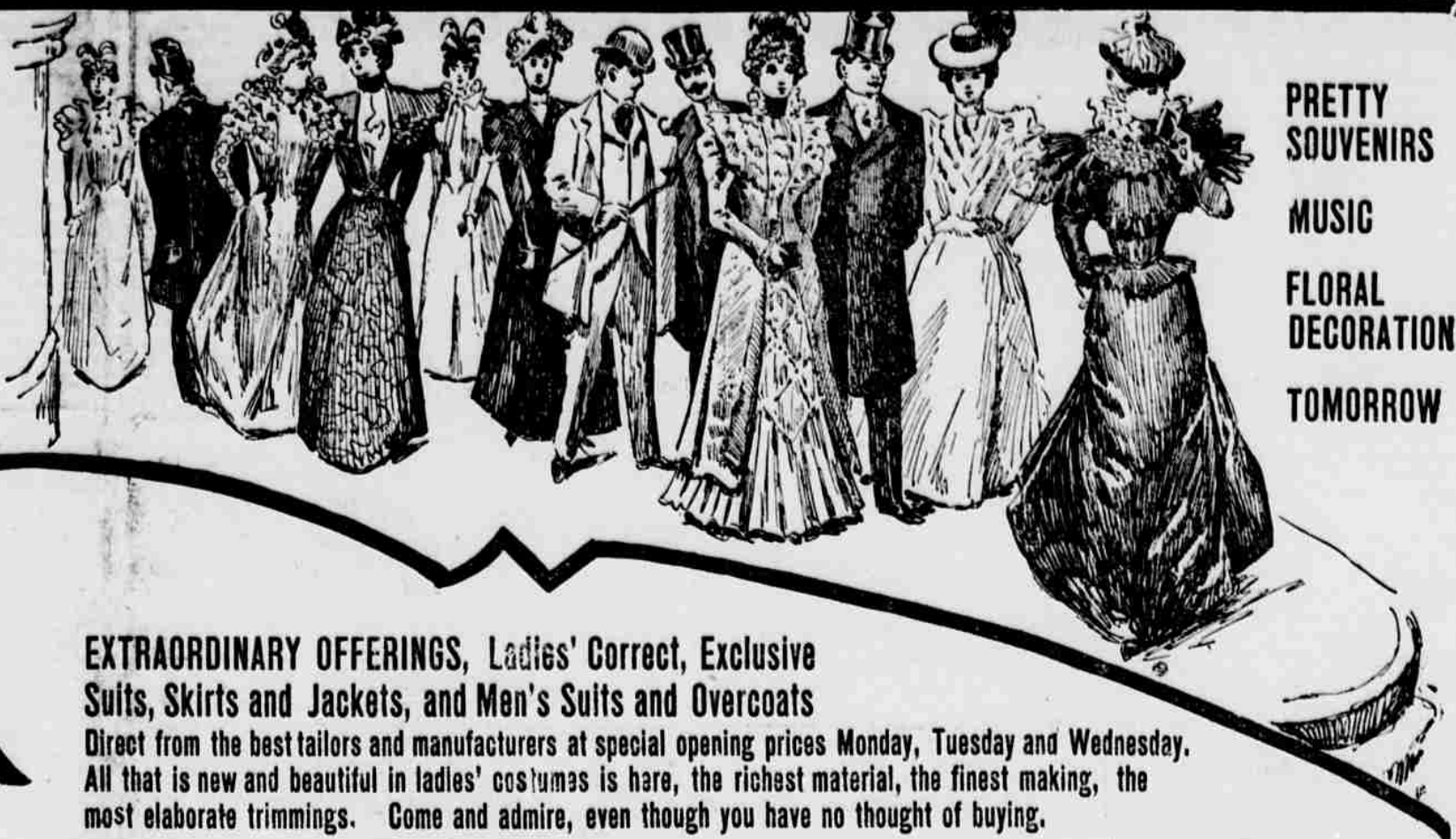
OMAHA, SUNDAY MORNING, MARCH 20, 1898—TWENTY-FOUR PAGES.

SINGLE COPY FIVE CENTS.

Grand Spring Opening

Boston Store

Brandeis & Sons, Omaha.



PRETTY
SOUVENIRS
MUSIC
FLORAL
DECORATION
TOMORROW

EXTRAORDINARY OFFERINGS, Ladies' Correct, Exclusive Suits, Skirts and Jackets, and Men's Suits and Overcoats. Direct from the best tailors and manufacturers at special opening prices Monday, Tuesday and Wednesday. All that is new and beautiful in ladies' costumes is here, the richest material, the finest making, the most elaborate trimmings. Come and admire, even though you have no thought of buying.

MAMMOTH SPRING OPENING DRESS GOODS AND SILKS

MONDAY, TUESDAY and WEDNESDAY

New Dress Goods

A matchless assembling of high class fabrics, plain and fancy weaves, in all the latest up-to-date colorings. The Spring beauties are all here. Coverlets, broadcloths, whipeords, bayadere stripes, dentelles, prunelles, poplins, silk mixtures, chevilles, henriettes, etc., etc. A few items at random will show that, as usual, our prices are the lowest.

Special offering of 100 pieces, 38 inch

Novelty Dress Goods

25c

46-inch Import

French Novelty Curls

59c

For 75c

French Poplins, fine quality of Covert

75c

BLACK GOODS

For 29c, strictly

All Wool Black Jacquards

29c

For 50c yd exceptionally fine

Imported German Henriettes, Drap d'etes

50c

AT \$1.00 44-inch Bayadere Stripes, mohair jacquards, French poplins, brocaded drap d' alma.

AT \$1.39 Pure Silk and Wool Priestley's Goods, Manufactured in Bradford, England. These are pure silk and wool in a variety of styles, brocaded grenadine effects, silk jacquards, Meirons; beautiful for ladies' entire costumes, separate skirts, or waists, worth \$2.50 yard. Opening price \$1.39

NEW PARIS SILKS

EXCLUSIVE SHOWING AND SELLING MONDAY, TUESDAY AND WEDNESDAY.

A RECORD BREAKING SILK BARGAIN

500 pieces of exceptionally

heavy black, brocaded silk,

also taffetas and other fancy

silks in broadcloth effects,

all changeable combinations,

every yard worth \$1.00, but

for our opening sale, yard

50c

\$1.50 yard for

Satin Stripes Block Plaids

1.50

50c yard for new Black Silk Grenadines in Bayadere

stripes or checks, worth \$1. Opening price

50c

69c for the best \$1.25 FANCY WAIST SILKS including all colors

of changeable taffetas, satin duchesse, in all the

new colors, turquoise, burnt orange, etc. also black.

69c

39c for a 75c quality of

PLAID SILKS

39c

25c for Changeable Brocade

25c

Silks, all new combinations

New Spring Millinery

In this department we are showing the newest and most dainty designs in early

Spring Hats.

The lovely bloom of newness is on everything in our Millinery department, easily the largest and finest in Omaha.

Millinery Opening

Of this season will take place in a few days. Due notice will be given. Watch for it, for to miss seeing our Opening Millinery Show in all its completeness, beauty and glory would be to forego one of the greatest sights of the year.



Grand Opening

Ladies' Fine Tailor Made

SUITS, COSTUMES, DRESS SKIRTS, TEA GOWNS

No other assortment so complete and no other styles so perfect and exclusive. No other prices as low as ours. The style, quality and price features of this department stand unrivalled in Omaha.

TO MAKE OUR OPENING Especially Attractive

We purchased from the manufacturer, while in New York, the choicest, most stylish, in fact the highest priced ready made suits to be found in that city.

We are showing some elaborately

Embroidered Chiffon

Trimmed Silk Costumes

with all the newest effects and ideas,

On Sale at

\$100.00

At

\$75

We are showing a few exceptionally fine

Embroidery Trimmed

Cloth and

Henrietta Costumes.

At

\$25 AND \$35

A large variety of

Silk Lined Throughout

Skirts and Waists

either fly front reefer style or open blouse front suits.

GRAND SPECIAL SALE OF CARPETS

Smith's Axminster and Moquette Carpets

with or without border, the regular \$1.25 kind, in all the new this season's patterns, over 50 patterns to select from, go Monday at only 85c yard.

Sanford's and Roxbury ten wire

65c

Good union

Ingrain Carpet

25c

Strictly all wool

INGRAIN CARPET

50c

Very heavy wool

CARPET, the regular

39c

Sanford's all wool faced

Tapestry Carpet, regular 75c kind,

47 1/2c

Good heavy striped Jute Carpet,

11c

Venetian Stair Carpet...

7c

Immense bargain in

Straw Matting 10c 12c 15c

GRAND SPECIAL OFFERING

Over 6000 Pairs all kinds of

These Nottingham Lace Curtains

are all in soft lacey effects, regular Brussels

patterns and worth up to \$5.00 a pair; they go on sale

Monday for the first time at \$1.50 a pair. This is the most

phenomenal curtain offering we have ever made.

A Pair, worth up to \$5.00

JEWELRY--WATCHES.

On account of the great reduction in price made by the manufacturers of the Waltham and Elgin movements, we will sell Monday, Gents' Waltham, seven jewel movements, with the celebrated Dauber case, at \$3.39, positively worth \$7.00.

Fine ELGIN MOVEMENTS with gold plated Dauber cases, including Gents' Rolled Plate Chain, \$4.98, positively worth \$9.50.

LADIES' 6 SIZE WALTHAM MOVEMENT, 14k, filled gold cases, guaranteed for 10 years, \$6.98, positively worth \$12.00.

LADIES' 6 SIZE, satin finished cases, with 7 jewel fine American movements, including fine plated chain, at \$5.49, Jeweler's price \$10.00.

The AMERICAN YANKEE WATCH, warrant ed one year, a perfect time piece, \$1.00

Ladies' STERLING SILVER THIMBLES, each thimble stamped "Sterling," 15c each.

In silverware we are showing the latest designs in Tea Sets, After-Dinner Sets, Chocolate Sets, Nut Bowls, Cake Baskets, Pudding Bakers, Soup Tureens, Bread Trays and all the latest novelties, at half jeweler's prices.

BELTS.

We show the most complete line of Ladies' Gold and Silver Girdles, both jeweled and plain, at half regular price.

Leather Belts,

500 styles to select from—Ladies' elegant Seal Leather Belts, lined, 25c

Worth 30c.

Military Belts,

the latest fad, representing all styles of the Union, 50 styles to select from, 25c to 25c

Worth 30c.

Some Silk and Satin Corsets from \$2.98 to \$5.00.

LADIES' MISSES' CHILD'S MEN'S HOSE

At our Hosiery Department will be found the very best things that are made in staple and fancy hosiery. Every pair that we sell at this department is guaranteed in every way.

Ladies' Hermodorf dye fast black MACO COTTON HOSE, made with double soles and applied heels, at 19c, 25c and 39c pair.

19c 25c 39c

Ladies' French Hosiery thread fast black and tan, also FANCY PLAID and STRIPED HOSE, at 29c, 49c, 69c and 98c pair.

39c 49c 69c 98c

Misses' and children's fast black and tan, also fine ribbed, medium ribbed and RIBBON HOSE at 19c, 15c and 25c pair.

10c 15c 25c

Men's Half Hose, in fast black and tan, French hairbrigan, fancy plaid, stripes and checks, and LISLE THREAD HOSE, at 10c, 12 1/2c, 19c, 25c, 39c and 49c pair.

10c, 12 1/2c, 19c, 25c, 39c, 49c

We guarantee to save you in this department 25 per cent on all guaranteed goods.

LADIES' MISSES' CHILDREN'S AND BOYS' UNDERWEAR

Our stock is now complete in all the new things for early spring wear. In long and short sleeve hairbrigan, medium and light weight JERSEY RIBBED VESTS and Pants, at 5c to 59c each.

5c to 50c Each

Infants' spring weight all wool VESTS AND WRAPPERS at 25c, 39c and 50c each.

25c 39c 50c

Ladies' LISLE THREAD VESTS AND PANTS, 25c and 50c.

25c and 50c

Ladies' long and short sleeve UNION SUITS in cotton and lisle thread, from 25c to 29c each; worth up to \$1.00.

25c to 59c

Worth up to a dollar.

Ladies' plain and fancy SILK VESTS, handsomely silk trimmed, at 29c, 49c, 69c and 98c each.

39c 49c 69c 98c

Velvet and Dress Trimmings

At this department we are able to save you about 25% per cent on all high class goods.

We will sell you SILK VELVET for \$1.00 yard that sells everywhere at \$1.50.

All kinds of MOHAIR BRAIDS in plain and fancy colors, jet and iridescent trimmings, plain and fancy silk applique trimmings, in fact everything that is new in the trimming line will be found at this department always at the very lowest possible prices.

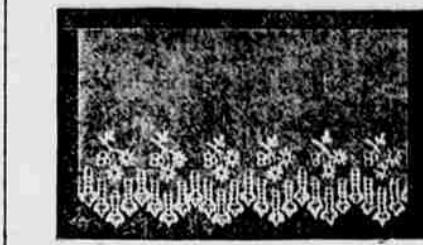
At Our CORSET DEPT.

We sell the best dollar corset manufactured.

At this department you will find all the new shapes and lengths in 1898 models of the best brands of Corsets that are manufactured, such as W. B. R. & Co., Schilling, Dr. Warner's, W. C. C., Elise, Loomer's, Kabo, American Lady, etc. These lines are complete in every style, every size, in long, short and medium lengths, at \$1.00, \$1.25, \$1.50 and \$2.00.

\$1.00, \$1.25, \$1.50, \$2.00

Some Silk and Satin Corsets from \$2.98 to \$5.00.



New Laces, Embroidery and Veiling

At our Lace department will be found all the newest things that are shown in plain and fancy laces. Some of the most dainty patterns in cream and black silk chantilla, silk applique, silk blond, silk guipure lace and all widths of plaited, Normandy and French Valenciennes, net top orientals, point Gaze, point d'Alencon, point Araba, net top guipure lace and a full line of insertions in black, cream and corn. In this department you will find all the very latest novelties in lace at about half other store's prices, from 1c to the very finest at \$2.00 per yard.

New Spring Styles Embroidery

In this department will be found some of the very finest Embroideries and Insertions in Nainsook, Swiss, Jaconet and Hamburg. They are in all styles, widths and patterns and in match sets. We are showing some of the finest high class embroideries that were ever put on sale in the west, at from 10c to 49c yard.

Many in this lot are worth up to \$1 yd.

At from 10c to 49c

Many worth a dollar yd

At Our VEILING Dept.

At our Veiling Department will be found all the latest 1898 styles in veillings by the yard, in Chenille Spot, Silk Illusion, Silk Brussels Net in plain and fancy weaves, also a full line of ready-made Veils with borders, in silk and wash blands, ranging in price from 10c up to \$1.00.

From 10c up to \$1.00

At Our KID GLOVE Dept

Will be found all the well known brands and best makes of Kid Gloves that are manufactured. Gloves for street wear, evening wear, dress gloves and party gloves.

Our Specials at

98c \$1.25 \$1.50

We consider the best gloves that are manufactured to sell at these prices. They come in black, brown, English reds and all the leading spring shades—every pair is guaranteed to fit, and fitted by expert glove fitters.



BOSTON STORE

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