

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MAY 1, 1898.

SINGLE COPY FIVE CENTS.

EXTRAORDINARY BARGAINS IN NEW GOODS



During the past week "Boston Store" has received more new goods than all the other Dry Goods Stores in Omaha combined. Not only that, but we paid spot cash for all of it. The excited condition of the markets last week in the east, especially in New York, created an intense and immediate demand for spot cash by importers and jobbers of foreign dry goods. Some even going so far as to accept any cash offer. These conditions enable us to offer tomorrow, the finest and newest goods at most extraordinary low prices—as shown below.

BOSTON STORE

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

Special Sale
Boys' Clothing
Monday

NEW SILKS

69c Foulards for 25c

15 pieces of all silk, 27 inches wide, fancy small figured Foulards in blue, white and black, on sale at 25c yard.

69c Taffetas for 39c

5 pieces plain taffetas in all the latest shades of turquoise, burnt orange, red, green, blue and black, worth 69c, on sale at 39c yard.

98c Brocades for 48c

15 pieces elegant cream and white brocades, all pure silk, 24 inches wide, suitable for waists and entire dresses, worth 98c, on sale at 48c yard.

\$1.25 Waist Silks for 69c

\$1.00 and \$1.25 waist silks, new stripes, plaids and checks, best grade taffetas and black figured satins and taffetas, at 69c yard.

85c Mousselin-de-Soie for 53c

50 different shades of Mousselin de Soie, Liberty silk and silk chiffons, all 44 and 48 inches wide, regular 85c grade, at 53c yard in silk department.

\$1.25 Black Satin Duchesse 83c

24-inch all silk black satin duchesse, on sale at 83c yard.

FRENCH PLAIDS

Just received 25 pieces of swell, new imported, French plaids, with heavy satin bars, in turquoise, cerise, blue and white, black and white, new ombre stripes and large checks, worth up to \$2.50 a yard, all go on special sale at 98c.

\$1.25, \$1.39, \$1.69

NEW Dress Goods

25c

250 pieces of strictly all wool spring chevrons, suit and waist mixtures, English Prizes, pin checks and all wool serges. These goods on sale Monday at 25c per yard.

49c

An elegant line of German and French novelties, 48 and 50 inches wide, consisting of all the newest and most stylish weaves, such as Matelasse, Bayaderes stripes, two-toned checks, English suitings and silk and wool novelties, go on sale Monday at 49c yard.

75c

As a leader in our Dress Goods Department for Monday we will have on sale a fine line of French Cloth and English Coverts in two-toned effects, Vigoroux Serges and French Polonoises, the most stylish fabrics shown this season for tailor-made suits. They go on sale Monday at 75c yard.

\$1.00 BLACK Dress Goods 49c

46-inch all wool German Henriettas, 50-inch imported French Serge, Mohair and wool novelties, 52-inch fine quality storm serge, and a large variety of the celebrated Gold Medal dress goods, on sale in our black dress goods department, Monday at 49c per yard, worth up to \$1 yd.

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WE SAVE YOU MONEY ON MILLINERY

TO MORROW.

Chic Spring Millinery The brightest spot in all the store, if not in the whole city of Omaha—is our beautiful millinery floor—It's a true bower of floral beauty and feather grace.

60 IMPORTED PATTERN HATS, 99c and 150c

Imported direct from Paris, they were secured by our Mr. Brandeis now in New York at almost the cost of duty on them—These were imported by one of the finest Fifth Avenue milliners, who catered to the best trade, but became financially embarrassed and sacrificed the lot to us—These would have sold in New York for from \$25.00 to \$35.00 apiece—you can take your choice Monday at—

49c

Your choice of 250 PATTERN HATS—the newest styles, white and colored, fancy straws, lace finished chips and Panamas

49c

Ladies' UNTRIMMED HATS—in turbans, short back sailors, shepherdesses, in chips and fancy straws, all colors

49c

Ladies' Tailor-Made Suits, \$4.98

Strictly all wool materials, jacket silk lined throughout—on sale at

\$4.98

Ladies' Tailor-Made Suits, \$7.50

Jacket or blouse effect, all wool serges and cover cloth—on sale at

\$7.50

Ladies' Dress Skirts, \$9.98 \$12.50

black and colors, well lined, perfect hanging, value \$16.00—on sale at \$12.50

Ladies' Dress Skirts, \$2.98

In extra fine mohair brilliant and all wool serge, \$5.00 value—on sale at \$2.98

Ladies' Dress Skirts, \$4.98

Of extra quality broadened silks and satins, Bayaderes stripes and fancy Beau de Soie, lined with extra quality percale, finished in best style, value \$10.00—on sale at \$4.98

Ladies' Separate Bicycle Skirts, in the latest shape, made of tan Scotch mixtures—worth \$5.00—on sale at \$1.98

Ladies' Dress Skirts of extra fine quality broadened silk and satin lined throughout, with best quality changeable or black taffeta silk—value \$5.00—on sale at \$2.98

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GRAND SPECIAL BARGAINS TOMORROW IN THE BASEMENT

Never did we have such bargains—Never did bargains have such merit.

Grand Special Bargain For Monday at 9 o'clock.

1,000 yards of FRENCH ORGANDY, ranging from 3 to 10 yards in a piece, the 25c and 35c kind, go Monday only after 9 o'clock at 75c yard.

Grand special sale of 60 pieces MARSEILLES AND PIQUE, in plain colors and white, as long as it lasts at 5c yard.

Grand special offering Monday at 9 o'clock—6,000 yards VERY HEAVY SHIRTING worth 12 1/2c yard, at 5c yard.

Special Bargain—One big count of COURT ROYAL PIQUE AND DUCK, Indigo blue and indigo blue dots, at 8 1/2c yard, worth 15c.

BASEMENT DRESS GOODS DEPT. NICE WOOL CHECKED DRESS GOODS the best thing for dress skirts, worth 25c, on sale at 10c and 15c yard.

10c and 15c

FINE WOOL DRESS GOODS in changeable effects, 42 inches wide, worth not less than 50c, on sale at 25c yard.

An elegant line of 45 inches wide SPRING DRESS GOODS, silk and wool mixtures, fine pin checks and stripes, on sale at 49c yard.

BLACK MOHAIR BRILLIANTINE—in plain or figured, always sells at 75c yard, on sale at 49c yard.

ALL WOOL SERGES, all colors, 46 inches wide, no better goods at 75c yard, on sale at 49c yard.

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TO SUCCEED AS A JOURNALIST

Points for Young Men Who Are Seeking a Newspaper Career.

IDEAS OF THE BOSTON GLOBE EDITOR

The Journalistic Temperament and the "Nose for News"—Hard Work and Good Health the Secret of Success.

How to succeed in life is a very hard question to answer. I think that hard work has been the chief reason for success in the lives of most men and women. Good looks, attractive manners, circumstances, friends—each or all may help in the battle of life, but earnest, honest, hard work secured most of the results. There may be such a thing as luck in the world, but I have noticed that as a rule the people who do the fighting, the workers who are struggling early and late to get ahead and make progress, are those who find what luck there is. The man or woman who waits for luck to come to him or her will be sadly disappointed.

The best rule for success in life that I have ever found is to do a little more than is expected of you.

Whatever your position in life may be, whether in an office, factory, store or workshop, under any and all circumstances, do a little more than is expected of you, and you will never be overlooked, be the establishment large or small. It is the people who begin about noon to look at the clock and commence to feel afraid that they will not be "washed up" and dressed and ready to rush through the door at the exact minute when the clock strikes or the bell rings who usually fail to win any success.

In my own case I owe my entrance into journalism wholly to the fact that I was industrious and willing to work. I naturally had the ambition, hence I do not state it as a quality for which I am entitled to any great credit. I was employed as a boy in an office where I had very little to do, and got very little for it, too, \$1.50 a week. A schoolboy friend of mine was at work in a Boston newspaper office, where he had to work through the day and four nights in the week until 10 or 11 o'clock. For his services he was receiving \$3 per week. As he was always groaning because he was overworked, and I was complaining because I did not have enough to do, I proposed to him that we exchange places. I introduced him to the firm for which I worked, and then went and applied for his position, and secured it. I was willing to work to get on, and he was not. I worked long hours then, and did for many years afterwards. For all kinds of success one has to pay a price equal to the result.

At one time, for a period of more than five years, I worked in my present office from 8:30 a. m. till 11:30 p. m. without a single vacation. Perhaps the reader may get an impression that I am pressing home this point about work a little too strongly, but it is the basis of substantially all the success which has been achieved by men and women in all lines of life and in all positions of power and influence from the beginning of the world.

QUALITIES NEEDED.

One of the most successful men I have ever known won his position and a large fortune because he possessed certain qualities which would have attained success in any profession or occupation. He possessed industry, ambition, he was economical, he was honest and truthful, and he was always just and helpful to others.

To succeed in journalism one needs about the same qualities that are required in the other professions, or most any kind of business. Men who are born journalists, like those who are born physicians, or poets, or preachers, or mechanics, or great traders, find it much easier to succeed than men who have not great natural aptitude. Journalism offers three distinct careers: a literary, a business and a mechanical. Men can be trained for each of these divisions. The measure of success which can be secured depends upon the ambition, the industry and the fighting qualities of the individual. There is no royal road to success. It is hard to tell exactly what special lines of study and investigation are required for each of these divisions. Men who have natural qualities and special training will excel in that for which they are best fitted. The ablest and most successful men and women will work out their salvation in their particular field.

I might sum it all up by saying, as Rudyard Kipling said the other day in reply to a young author to whom he was writing that he should do to succeed, "Keep on trying till you either fail or succeed."

It may be, however, that when I was asked to write this article on "How to Succeed as a Journalist" it was expected that I would give some practical hints to that large class of young Americans whose ambition it is to become efficient writers for the daily press, and eventually graduate to editorial positions. That is, to be sure, only one branch of journalism, but no doubt it is the one that is most attractive to young men just starting out in life. To such young men I may offer, perhaps, a few helpful suggestions.

THE NOSE FOR NEWS.

To begin with, a young man who proposes to enter the wide, yet keenly competitive, field of reportorial and editorial work for the daily press will do well to be quite sure that he has an aptitude for such work. It is true of every profession and trade that some men who are in it are peculiarly well fitted for its duties, while others are not quite so well fitted, and still others are not fitted at all. There is doubtless a place for every willing and capable man somewhere in the busy world, and it is also true that many men never find the place which is truly theirs. Henry Ward Beecher once remarked that a large part of the misery of the world was due to the fact that too many square men were in round holes, and

vice versa, and that he had known many poor musicians who might have made very superior carpenters.

The idea that I wish to convey is that the highest success as a reporter or editor is not to be hoped for by any man whose temperament and abilities are not well suited to the peculiar work of journalism. Paper reporters and editors have to do. There is such a thing as "the journalist's temperament." There is such a thing as "the journalist's nose for news."

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none for news," by which term is meant a quick, practically instantaneous apprehension of what is news, and how much value one piece of news has when compared with another piece of news that comes in at the same time. This faculty of knowing what news is, and of weighing its relative value and importance is closely allied to another, equally necessary, namely, the faculty of seeing where a good piece of news may be dug out and brought to the surface right in the nick of time, when it is most interesting and valuable. I am inclined to think that this gift of news-hunting is born with some men, and that they make the best journalists in the reportorial and editorial