

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, MAY 8, 1898.

SINGLE COPY FIVE CENTS.

A GIGANTIC SALE OF NEW DRY GOODS---A SALE OF EXTRAORDINARY MERIT.

The newest of new goods—the choicest selections—the prettiest patterns—the daintiest designs, most stylish colors

AT PRICES THAT COMPEL YOUR BUYING

BOSTON STORE

18th and Douglas Omaha. J. L. BRANDEIS & SONS PROPRIETORS.

—VISIT—

Our Ladies' Suit, Cape and Skirt and Waist Department for all the latest novelties and prettiest styles.



New Black and Colored SILKS

1,000 yards BLACK TAFFETA SILK—21 inches wide, heavy quality, rich luster, positively worth one dollar—at 69c yard.

Extra heavy Brocaded Black Silks, large and small patterns, 88c quality, on sale at 89c yard.

Superb quality of Black Satin Duchesse, positively worth \$1.69, on sale at 98c yard.

Foulard Silks in beautiful combinations, in dark and light grounds—the 98c quality, special price 49c yard.

Liberty Silks, all shades, 25c yard.

Chiffons and Mousselin De Soie, black and all colors.

100 pieces Large Plaids and Checks for waists and trimmings—the largest variety of high class plaids ever shown in Omaha, the \$2.50 quality on sale at \$1.69 and the \$1 quality on sale at 49c.

Colored and Black Dress Goods

25 pieces 48 inches wide Silk Gloria all brown changeable combinations, the \$1.00 quality, on special sale while they last at 25c yard.

200 Full Nine-Yard Dress Patterns, 98c. 200 dress patterns of CHECKED WOOL GOODS, no stylish for skirts and waists, brown and white checks, black and white checks, navy blue and white checks, navy worth 25c a yard, in 9 yard patterns—on sale at 98c for the entire dress pattern.

\$1.00 Dress Goods for 49c. The largest assortment of high class novelty dress goods, in pure silk and wool and all wool, either plain or fancy weaves in mixture and solid grounds, 48-in. wide, at 49c.

Black Dress Goods. An exceptional line of Mohair Brilliantine, small neat figures, 50c quality, at 25c yard.

Handsomeness, fancy weave Black Dress Goods that heretofore sold at 89c yd., on sale at 50c.

Pure Silk and Wool Fancy Weave Dress Goods, very wide, all beautiful new designs, on sale at \$1.59.

Priestley's Extra Heavy Fancy Silk and Wool Grenadines small and large designs, goods worth \$2.50 yd., on special sale at \$1.89 yd.

GAY HATS AND PRETTY TRIMMINGS.

Really the best way for you to get an idea of all the beautiful things in our Millinery Department is to come and see for yourself. Our second floor is crowded with beautifully trimmed hats.

For Monday's sale we will mark down all of our \$7.50 and \$10.00

..HATS.. and you can take your choice AT 5.00

All of our \$12.50 and \$15.00 HATS for Monday at \$6.98

The new field Flowers, including poppies, daisies, bluebells, fuchsias, American beauties and in fact every flower imaginable, reduced from \$1 and \$1.50 at 49c.

Great Sale of Fine Sample SILK WAISTS

500 checks, plaids and stripes in pure

SILK WAISTS with high stock collars, on large bargain tables, choice \$3.50—all sizes.

\$3.50

5,000 LADIES' SHIRT WAISTS Made of French Percale, Gingham, Madras Cloth, Chambray, etc., etc. These are all new fresh goods, every one made in the latest style, in plain colors, checks, plaids and stripes—go in two lots—49c for \$1.00 Shirt Waists, and 98c for \$2.50 Shirt Waists. 98c Worth \$2.50.



Fresh from our work rooms, 100 New, Choice

Trimmed Hats \$2.50

Go on sale at Leghorn Hats 500 new fresh imported Leghorn Hats, in high or low crown, that milliners ask \$2.50 for, on special sale at 69c each

69c



Fine Evening SILK WAISTS

Of pure silk taffeta in watermelon colorings—turquoise and in fact all the new shades, including black, also plaids and checks, all of them made with full blouse effect, no two alike in this lot—on sale at

\$5.00 \$7.50 \$12.00 \$15.00

LINENS--

73-inch BLEACHED DOUBLE SATIN DAMASK—made in Ireland and worth \$1.00 to import—Monday at 75c yard

Our \$1.50 extra heavy BLEACHED SCOTCH DOUBLE SATIN DAMASK, the greatest bargain we ever offered, Monday at 98c yard

64-inch GERMAN SILVER BLEACHED, ALL LINEN DAMASK—75c quality, Monday at 50c yard

58-inch SNOW WHITE DAMASK—sells everywhere at 25c yard—Monday at 15c yard

24-inch BLEACHED SATIN DAMASK NAPKINS—the \$2.50 quality—Monday at \$1.59 dozen

22-inch German Silver Bleached ALL LINEN NAPKINS—worth \$1.50 and \$1.25—go Monday at \$1.25 and 98c dozen

17x32 COTTON DAMASK TOWELS, Monday 34c each

17x36 BLEACHED TURKISH BATH TOWELS—double warp, worth 12 1/2c, Monday at 6c each

Large size CROCHETED BED SPREADS, value 75c, Monday they go at 50c each

12 yard bolts of VICTORIA LONG CLOTH go at 49c for entire bolt

2,000 yards EXTRA HEAVY SHIRTING—worth 12 1/2c, go at 5c yard

50 pieces MARSEILLES AND PIQUE go as long as they last at 5c yard

5,000 yards FRENCH ORGANDIES, LAWNS, DIMITIES, ETC.—these goods are in all the latest patterns and worth up to 35c yard—on sale Monday at 6 1/2c yard

200 pieces ZEPHYR GINGHAM, worth up to 25c yd, go at 6 1/2c yard

One case PIQUOT SHEETING—in 9-4 and 10-4 widths, worth 27c and 30c yard—go as long as it lasts at 15c yard

1,000 yards 40-INCH LAWN—regular 15c grade, go as long as they last at 5c yard

To Our Customers and Friends.

We are pleased to announce that through this most fortunate purchase of Men's and Boys' Clothing we are enabled not only to give you the greatest and grandest bargains ever offered in the United States, but conscientiously guarantee that they are made up in the latest styles and the workmanship is of the highest standard. J. L. BRANDEIS & SONS, Proprietors of the Boston Store, Omaha, Neb.

A SALE of MEN'S and BOYS' SUITS

Which for supreme bargains stands without equal or rival, and one in which the bargains are absolutely impossible in any other house. Here's the document to prove it—here are the facts to prove it—at our store is the Clothing to prove it.

TEN THOUSAND MEN'S and BOYS' SUITS Made by Benedict Co., Milwaukee, Wisconsin.

And sold by them to us at Forty Cents on the Dollar and on sale to you tomorrow at positively

One Half Their Wholesale Cost to Manufacture

TELEGRAM

Received Through West. Union Tel. Co. Received at 212 S. 13th St. Omaha, Neb. Milwaukee, Wis. April 30, 1898. BOSTON STORE, Omaha, Neb.

We accept your offer of forty cents on the dollar, spot cash, for our entire stock of men's and boys' suits and pants and will ship same Chicago, Milwaukee & St. Paul road today. BENEDICT & CO.



\$298 Buys a Man's SPRING WOOL SUIT In black or blue cheviot and neat, small plaid, that sold at wholesale for \$5.00.

\$498 Buys a Man's Fine ALL WOOL SUIT 18 different styles to select from, that sold at wholesale for \$10.00.

\$998 Buys the finest and highest grade CASSIMERE AND WORSTED SUITS Including Prince Alberts, outwags, frocks and sacks, that sold at wholesale for \$17.50.

\$1250 Buys the finest Silk and Satin Lined IMPORTED WORSTED SUITS No finer goods ever turned out.

\$250 Boys' and Young Men's Long Pant Suits. For Boys' Long Pants, 3-piece FINE WOOL SUITS In grays, blues, blacks, chevionts and cassimeres, that sold at wholesale for \$4.50.

\$398 Boys' and Young Men's ALL WOOL SUITS In solid colors and fancy cassimeres and chevionts, ages 13 to 19 years, that sold at wholesale for \$6.00.

\$498 For Fine Nobby ALL WOOL SUITS For boys from 15 to 20 years old, that sold at wholesale for \$7.50.

\$750 For the finest and highest grade Young Men's Imported and Worsted Suits No nobbler suits ever shown—many silk and satin lined.

\$12.50 \$15 Men's Business Suits \$6.98

These are the identical suits that would sell for \$12.50 and \$15.00 if bought in the regular way. They come in single and double breasted, straight and round cut, all thoroughly well trimmed, well made and perfect fitting. The fabrics are smooth finished Cassimeres, Fancy Worsteds and Solid Black Clay Worsteds, and Fancy Mixed Chevionts. There are 50 different styles in this lot—

Your Choice of Any Suit in This Lot



This is the grandest bargain of anything ever offered in Ready to Wear Clothing. Call and convince yourself.

BOYS' KNEE PANTS SUITS.

All the Boys' \$2.00 Knee Pants Suits Ages 4 to 14 years, 98c. All the Boys' \$2.50 Vestee and Knee Pants Suits, 4 to 15 years, \$1.25. All the Boys' \$3.50 and \$4.00 Nobby Vestee Suits and Combination Suits, with two pair of pants, \$1.98. Your choice of the finest and highest grade Knee Pants Suits of this purchase go at \$2.50.

MEN'S STYLISH TROUSERS.

All the Men's \$1.00 Working PANTS, 50c. All the new \$3.00 All wool PANTS go at \$1.49. All the \$3.50 men's fine All wool PANTS go at \$1.75. Your choice of the finest black and fancy worsted MEN'S PANTS Worth \$5 \$2.50.

MEN'S SPRING OVERCOATS.

All the men's \$5 light and dark colored SPRING OVERCOATS \$2.98. All men's \$7.50 gray and tan SPRING OVERCOATS \$3.98. All the men's \$10 Clay Worsteds, black and gray SPRING OVERCOATS \$4.98. All the Satin Lined, \$15 cov. ert cloth SPRING OVERCOATS \$7.50.

NEW SHOES. VERY FINE SHOES. VERY CHEAP



Ladies' black and tan Vesting Top Shoes 600 pair ladies' fine Rochester make black and tan vesting top shoes in all the new fancy cuts, and in all the new styles of toes, made to retail at \$3.50, \$4, \$5 and \$6, go on sale at \$2.25, \$2.50, \$3.00, \$3.50 and \$3.75.

800 pair ladies dogola shoes, in button and lace, all sizes, made to retail for up to \$3, go at \$1.50

3,000 pair ladies' oxford ties, in black, tan and wine, made to retail at \$3 pair, go at 75c, 98c and \$1.50



15 different styles in black and tan, kid top and fancy vesting top oxford ties made to retail at \$3 and \$3.50, go at \$2.25 and \$2

FOR TOMORROW'S SALE

We show the greatest selection of men's black and tan shoes to be seen in town. It surpasses everything shown in men's footwear that is correct in shape, correct in style and correct in price. All of the new fancy vesting top shoes, all the new shades of tan shoes and vicid kid shoes, and in fact all the fine shoes that are now so popular, as well as the medium light weight and heavy weight box calf shoes, which are now worn so much, Men's \$5 Tan Shoes at \$3. All the very latest shoes, calf, Harvard calf and vicid kid tan colored shoes, all extreme novelties, all sizes and widths, made to retail for \$5, go on our main floor at \$3. 800 pair men's \$2.50 calf shoe at \$1.59

Men's \$5 Black Shoes \$3. 1,200 pair men's fine calf, kangaroo and vicid kid shoes, with kid and cloth tops, also box calf shoes, made to retail at \$5, go on our main floor at \$3. 600 pair men's \$4 black and tan shoes at \$2.50



Every Pair Warranted.