

# GRAND SPRING



J. L. BRANDEIS & SONS, Props.  
**BOSTON STORE**  
 S. W. Corner 16th and Douglas Streets, Omaha, Neb.

**SILK LINED  
 SPRING  
 OVERCOAT  
 \$9.98.**

**All Wool  
 Covert Cloth  
 SPRING  
 OVERCOAT  
 \$4.98**

## Souvenirs Given Away Men's New Spring Clothing

In entering upon this season we broaden the scope of our clothing business in the fullest sense of the word. We carry now complete lines of the **Finest Ready-to-wear Clothing** that can be made in America—made up under our own special directions by tailors to the trade known to be the best of all—We have determined that our clothing shall be able to satisfy the wants of the most particular—You will see now full and complete lines of the finest

**Satin lined Prince Albert Suits, Imported Clay Worsted Suits, Fancy Striped Worsted Suits, Imported Cassimere, Serge, Cheviot and Tweed Suits.**

To more forcibly impress these facts upon you—that we have these new lines of the highest grades of clothing—already in stock—we make these **Special prices for our Opening Sale:**

**\$9.98 \$12.50 \$15.00 \$17.50**

**All the Men's Heavy Weight Suits go at half the former selling price.**

## Men's Top Coats for spring wear.

An unrivaled and magnificent showing of men's stylish spring overcoats, complete in every detail of refined tailoring in fashion's latest dictate, colorings and materials are in the newest tan and gray herring-bone effects, two-toned English Covert Cloths, Meltons, etc., with plain and silk lining, with velvet collars, coats cut in the different lengths, long, medium or fashionably short cut. The right style, the right kind and the right fit for everybody. We quote the following special prices for our opening sale—

**12.50 9.98 7.50 6.50 4.98 3.50**

## Boys' and Child's Suits second floor

Our Boy's Clothing Department is now complete with the most magnificent display of children's, youths' and boys' spring clothing. Again it proves its superiority as the best place to dress up your boys. The Clothing Markets of two continents have contributed their choicest high grade novelties, as well as medium and lower priced reliable suits. To make this Spring's opening most memorable, pleasant and profitable to you, we courteously invite your presence Saturday to take advantage of our special opening sale prices.

**Vestee and Junior Suits For boys from 3 to 8 years**  
 Trimmings in covert cloth or silk, braided, exquisitely tailored and comprising the newest colors, most stylish fabrics, worth from \$4.00 to \$5.00, for our opening sale **\$1.98**

**Confirmation Suits**  
 And boys' knee pants suits for lads from 8 to 16 years old, in all wool black and blue clay worsted, blue cheviot, serges, tri-cot, fancy cassimeres, etc., worth \$4.50 and \$5.00, but go during our opening sale at **\$2.98**

**Boys' and youth's finest Long Pant Suits**  
 Showing the latest Spring styles, in all wool black, blue and fancy cheviots, cassimeres, black clay worsteds, confirmation suits, etc., worth from \$7.50 to \$10.00, but go during our opening sale at **\$5.00**

**Children's Novelty Vestee Suits, Stylish Junior Suits.**  
 Ages 3 to 8 years.  
 In handsome herring-bone cassimeres, fancy French plaids and plain cheviots, blue serges, etc. Coats finished with full dress silk, faced lapels, plain or silk embroidered vests, buttoning in front, excellently tailored and faultlessly fitting, well worth from \$6 to \$8 a suit, but go Saturday for our opening sale at **\$3.98**

**Boys' Knee Pant Suits Ages 8 to 12 years**  
 In handsome new cassimeres, exquisite light and dark worsteds, fashionable silk faced imported blue serges, worth \$6.50 to \$8.50, but go in our opening sale at **\$5.00**

**Boys' Long Pant Suits**  
 In strictly all wool cassimeres as well as black, blue, gray and brown cheviots, etc., sizes 12 to 16 years, substantially made of pure wool materials, \$4 to \$5 value—but go during our opening sale at **\$2.98**

## Three Extra Great Specials For our opening sale day:

**\$1.50 Children's & Boys' Suits 75c**  
 Children's vestee and boys' knee pants suits, in gray and brown checked cassimeres, well made in sizes, 3 to 15 years, worth \$1.50, go Saturday only at **75c**

**\$2.50 Boys' Cheviot Suits 98c**  
 Boys' black and blue wool cheviot suits and children's vestee and two piece suits in sizes 3 to 15 years, trimmed with fancy colored braids or cloth, really worth \$2.50, on sale Saturday only at **98c**

**\$3.00 Boys' Suits 1.25**  
 Children's vestee suits and boys' knee pants suits in light and dark colors, all wool material, exceptionally good values even at \$2.50 or \$3.00, sizes 3 to 15 years, go during our opening sale at **\$1.25**

## MEN'S New Style SPRING HATS

We are now, without doubt, showing the largest and most varied stock of men's, boys' and children's new spring shape hats and caps in the city, and what is equally to the point at prices far below those of any other store. The proof of this is found in Saturday's sale and every day of the year. For our opening sale Saturday, however, we make such specially low prices that your old hats will be discarded the moment you see our opening bargains.

150 cases men's latest Spring Style Derby-  
 Fedoras in small, medium and full shape, with silk bands and bind-  
 ing, made to retail for \$3.50, but on sale during our opening at **\$2.50**

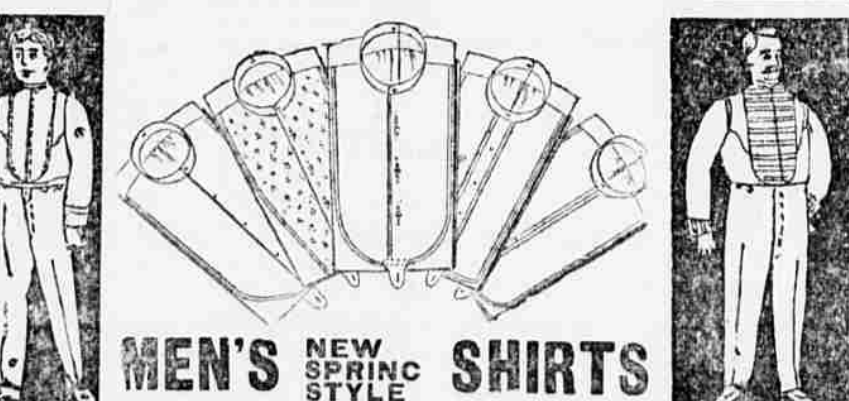
100 cases Men's Nobby Spring Shape Soft  
 Fedoras in small, medium and full shape, in black, brown, pearl and lead color, for our opening sale at **\$1.98 \$2.50**

50 cases men's new spring style soft hats, the newest shapes for street and evening wear, in light weight crush, Fedora, Pasha, neat R. H. and pocket hats, and our own new design "Boston Special" at **98c, \$1.25, \$1.50 and \$1.98**

## Youths', Boys', Child's HATS and CAPS

On our second floor we have the best, lightest and most cheerful hat and cap department for boys and children in all Omaha. Ladies will find it a pleasure to deal here, assured at all times of the most polite attention. This spring we have made an extra special effort to place on sale all the newest, best and prettiest novelties in boys' and children's head wear and at prices that will appeal to the approbation of your pocket books.

Boys' and Children's new Military Caps. . . . **19c and 25c**  
 Boys' and Children's blue, gray Military caps **25c and 39c**  
 Nobby Tam O'Shanters in blue, gray, brown tan, red and fancy mixtures, your choice at **50c**  
 Napoleon and Admiral Hats. . . . . **50c and 75c**  
 Turkish Fez in all colors, special price **25c**  
 Boys' caps, Stanley, gold & bicycle caps from **15c to 50c**



## Every Kind, Color or Combination in Shirts

That will be worn this spring is now in stock ready for you. Never before were so many different styles—so many different colors—so many fancy patterns—or so many excellent makes of men's shirts shown in Omaha—We have endeavored—and succeeded in getting together a stock of shirts which comprises all the choicest materials and the very best and newest designs to be found this spring.

The young man in search of something startling—in shirt bosoms or the very particular-about-his-linen young man can find what he wants in our stock in a minute.

Not only that we carry all the special sizes—such a extra long or short sleeves—extra large neck sizes, etc. In fact we aim to be able to give you anything you can ask for or think of in the way of shirts—white or colored—with or without collars and cuffs—laundered and unlaundered.

at **50c to \$1.50** which would cost you nearly double anywhere else.

## MEN'S UNDERWEAR

Our lines of Underwear comprise everything known to the trade in medium weight—and spring and summer weight goods. For the opening we offer two special bargains—

Bargain No. 1—An elegant lot of medium weight gray and brown and jersey rib Underwear—  
 regular 50c kind **25c**

Bargain No. 2—The highest grade of English Vests and all wool natural gray Underwear—  
 regular \$1.25 kind **69c**

## MEN'S NECKWEAR

A grand lot of all the latest novelties in Men's Neckwear—two special lots for today—  
 100 dozen regular 50c Neckwear—  
 at **25c**  
 100 dozen regular \$1.00 Neckwear—  
 at **50c**

Three times as large a stock and three times as many sales people as in any other shoe store in the west. The best shoes that money can buy—and the best shoes on earth for the money. All new style shoes—not a single old style shoe in the whole house. Your money back in a second if you do half as well elsewhere.



**WE WARRANT EVERY PAIR WE SELL.**  
 All new spring styles in our men's shoe dept.

**RICH'S FAMOUS "JULIA MARLOWE" SHOES**  
 Ladies' Julia Marlowe high-cut shoes **\$3 and \$3.50**  
 Ladies' Julia Marlowe Oxfords **\$2.25 & \$2.50**

**Todd Bancroft**  
 Ladies' novelty shoes as shown above, made to retail for \$7, go on sale **\$4.00** during our opening at . . . . .

**Todd Bancroft**  
 Ladies' finest hand turn, plain and laced vesting top shoes as shown above, made to retail for \$5, go during our opening sale at **\$3.00**

The celebrated **Dr. Reed's Cushion Shoes** that are sold all over the east for \$6 and for which we are the sole agents in Omaha, we sell at **\$4.00**  
 These are strictly new spring styles.

**LITTLE GENT'S SHOES,** in box calf, vic kid and fine American calf, in sizes 9 to 13½, made to retail for **\$1.50 to \$1.75**—we sell for **98c**

**YOUTH'S SHOES,** in sizes 12 to 2—worth from \$2.00 to \$2.25—we sell for **\$1.50**  
 Boys' shoes, made to retail from \$2.50 to \$2.75, we sell for **\$1.75**

Our line of misses' and children's shoes is the largest and finest in the whole town—celebrated makers such as Cox and Maloney Bros. are carried by us and for sale for very much less than they were made to sell for. Prices range from **98c, \$1.25, \$1.50, \$1.75 to \$2**

**CHILD'S AND MISSES' FANCY SLIPPERS.** In white, black, blue, pink, red and tan color, heel and spring heel, from **50c to \$1.00**

Babies wanted! All sizes to fill vacancies in our dainty infant's shoes. We have an unusually attractive assortment of babies' shoes in all colors of the rainbow, and can fit the little tots, including the baby, the little baby and the littlest baby of all.

**Todd Bancroft**  
 Ladies' beautiful black and tan vesting panel top, hand turned vic kid shoes as shown above, made to retail for \$4, go during our opening sale at **\$2.50**

**Todd Bancroft**  
 Ladies' fine sewed lace shoes, plain or patent tip, made to retail for \$3, go in our opening sale at **\$1.98**

The finest line of ladies' fancy silk top patent leather and French heel Oxford ties in the entire west at **\$2.50, \$3.00 and \$3.50**  
 Worth up to \$6.00.

No store in the west can show one-third as many or as beautiful fancy or plain slipper and strap sandals as we do, they range in price from **49c to \$4.00**