

OPENING SALE

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

SPRING MILLINERY

Spring Millinery is here in all the glory of newness, freshness and beauty.

For the past six weeks our buying force for this department were busily engaged in assembling the choicest Millinery to be had in New York City. Also the choice of the finest and most artistic pattern hats that have been imported into this country have been garnered, and today our Millinery Department is without an equal, both in style, beauty and lowness of price.



Trimmed Hats

Bonnets, round hats, toques, etc., all the latest and best creations from all the leading houses of Paris, embracing the greatest number of imported model hats we have ever displayed. Also a very large and attractive collection of dress and suit hats from our own work rooms, go on sale at—
\$5.00 \$7.50 \$10.00 \$15.00

Special Bargains for the Opening Sale

Straw braids, so much used for making hats and trimmings, all widths, worth up to 25c yard, on sale at 1c yard.
 Carnations, large bouquet and foliage, always retail at 50c, on sale at 10c on bargain square.
 Violets, so stylish now, 3c bunch.
 All the grasses and foliage usually at 50c, go at, bunch 5c



200 handsomely trimmed hats, all the latest shapes and trimmed with the newest materials in maline, chiffon, flowers, ornaments and buckles, each one a beauty, and no two alike, special at **\$2.59 and \$3.98**

Sailor Hats and Walking Hats, trimmed ready to wear, 35c each **35c**

SPRING OPENING SALE KID GLOVES

At 98c choice of all the finest French kid gloves, in 2-clasp or Foster's patent lace hook, imported especially for this Easter sale, in new browns, tans, pears, gray, green and white, in fact all shades, all go at 98c pair—worth up to \$2. Every pair guaranteed and fitted to the hand if desired.

98c

\$1.50 Kid Gloves, 59c Pair.
 On our bargain square thousands of pairs of ladies' high grade French kid gloves, in black, tan, brown and white, suitable for street and dress wear, all go at 59c pair—worth up to \$1.50.

59c

SPRING OPENING SALE Ladies' Neckwear

1,000 latest styles patterns and designs in ladies' neckwear, imported for this opening sale, including ladies' plain and embroidered end ties in net, silk and fine sheer muslin, also silk chiffon collars, liberty silk Jabots, many styles fancy silk and lace effect fronts, all will be sold at about one half the regular price. They go in lots at 19c, 25c, 39c, 69c, and 98c each—worth as high as \$2.50.

VEILINGS Bought especially for this opening sale, in all the newest and latest styles, go at 13c, 25c and 39c, for entire veil—many worth \$1

GRAND OPENING

Watches, Pins, Rings, Studs, Belts, Chains, Purses.



Gent's dust proof, screw bevel cases, with fine jeweled Waltham movements, \$3.85
 Gent's 14k filled cases, stamped inside of the case, and warranted 10 years, with fine jeweled Waltham movement, \$8.98
 Gent's 14k filled cases, with the Duber Hampton 17 jeweled movement, fully warranted to be the best movement made, sale price \$14.49, worth \$25.00, **\$14.49**
 Ladies' six size, 14k filled Essex, stamped inside of case with guarantee of ten years, fine Waltham movement, at the low price of \$6.85, jeweler's price, \$12.00, **\$6.85**
 Ladies' six size, fine plated cases, hand engraved, with Trenton movement, \$3.19, **\$3.19**
 The Ingersoll, Yankee watch, the best watch in the world for the price, 98c, **98c**

Spring Opening and Sale Drapery and Lace Curtains

New line of Ruffled Swiss Curtains, \$1.25 and \$1.98
 Ruffled Bobinet Curtains, worth \$3.50, \$1.98
 New patterns in Nottingham Lace Curtains 50c 75c 98c \$1.25 \$1.50 and up to \$2.50 a pair
 Our own importation Brussels Curtains on sale Saturday for the first time—\$3.98 \$4.98 \$5.98 \$7.50 a pair
 New Irish Point Lace Curtains, our own importation, on sale Saturday for the first time—\$1.25 \$1.75 \$2.50 \$4.50 and \$7.98 a pair
 New Bobinet—lace inserted and lace edged—novelties for 1899—\$2.98

Grand Opening Tapestry Portieres

The Omou weave Portieres, worth \$2.50, go at \$1.25
 Satin Derby Portieres, \$2.98 pair
 Heavy Rep Portieres, \$3.98 pair
 Fancy Ottoman weave, plain and fancy colored portieres, heavy fringed, all new 1899 designs \$5.98
 Extra heavy Rope Portieres, very wide and a new line of colors—all new spring designs—at \$2.50 and \$3.50 pair

Grand Opening Sale in Carpet Dept.

New spring patterns shown Saturday for the first time—all new 1899 designs, on exhibition in carpet department.
 The largest line of velvet carpets in Omaha. Smith's extra and double extra velvet carpet at 85c yd., worth \$1.50—with or without border.
 New line of Axminster and Moquette Carpet at 85c, worth \$1.25, 49c 59c 65c
 For our opening sale we will offer our entire line of best grade body brussels carpet, worth \$1.35, at, yard, **59c**

New Ingrain Carpet

Extra Heavy Union Ingrain Carpet, yard, 25c
 Extra Super Wool Filled Ingrain Carpet, yard, 39c
 Extra Super All Wool Ingrain Carpet, new 1899 patterns, yd., 50c
 Best grade Hartford Ingrain Carpet, none better at any price, 59c
 Our own importations Straw Matting, on sale for the first time, all new patterns, many exclusively confined to the Boston Store, at 12c 19c 25c 29c and 35c yard.

Grand Spring Sale and Display of White Goods Etc.

All the new White Plaques at 15c 19c 25c and 35c yd
 All the new, handsome colored Plaques, exclusive patterns for Boston Store, yard, 15c
 All the White Batiste and Perstan Lawn at 25c, 30c, 35c, 45c and 50c yard.
 All the new White and Black Organdy, 6 1/2 inches wide, at 50c, 60c and 75c yard.
 OUR OWN IMPORTATION.
 The largest line of India Linens in Omaha at 10c, 12c, 15c, 19c, 25c, 30c and 45c yard
 Long Cloth—the best values in the west—No. 200—75c for 12 yard bolt. No. 300—\$1.00 for 12 yard bolt. No. 500—\$1.35 for 12 yard bolt.
 Dotted Swiss, our own importation—15c 19c 25c and 35c yd.
 Black Dotted Swiss 25c yd
 Victoria lawns, Bishop lawn, mousselines, dimities, pure linen lawn, and all the new sheer white fabrics—a complete line on sale at Boston Store.
 All the new printed wash fabrics, dimities, cross bars, batiste, dotted Swiss, crown muslins, lapette, etc., from 6 1/2c to 25c per yard.
 Our own importation of German and French Organdy Regular 75c value—four our opening sale at 15c yard....
 NEW SCOTCH GINGHAM at 15c and 25c yard.
 NEW PERCALE at 9c, 12 1/2c and 15c yard.

Suits, Jackets, Skirts.

Grand Opening Sale and exhibit of exclusive styles—and swell effects—to be seen only at "J. L. Brandeis & Sons"—a series of values without counterpart—either in point of price or beauty of design.

Imported Wraps, Suits, Skirts and Capes

of Brussel's net, Peau-de-Soie, silk, satin and fine cloth—richly embellished with embroidery, mohair braid or jet, Special Opening Price... **\$30, \$35, \$45, \$50, \$65**

OTHER SPECIAL GOOD BARGAINS FOR THE OPENING—do not fail to note the prices.

Spring Jackets at \$3.98, \$4.98, \$5.98, \$6.98	Spring Skirts at 98c, 1.50, 1.98, 2.50
Swell Spring Jackets at \$7.50, \$8.50, \$9.98, \$12.50	Swell Pattern Skirts at 2.98, 3.98, 4.98, 5.98
Children's Jackets ages 4 to 12 years 98c, \$1.25, \$1.50, \$2.50	Misses' Jackets ages 12 to 18 years 1.50, 2.50, 3.98, 4.98

Note When and wherever you see a swell suit on an Omaha woman—make up your mind its a "Brandeis & Sons" suit sure.

LADIES' FINE SUITS

\$4.98 Suit worth \$7.50—tailor made in Covert and Cheviot, cut in the latest styles, half lined and well made
\$7.50 Suits worth \$10.00—Suits worth \$10.00, fly front, plain and some braided, very swell, an exceedingly proper and stylish suit.
\$9.98 Suits worth \$15.00—Suits worth \$15.00, lined throughout with silk, fly front and unquestionably the biggest bargain in Omaha.
\$18.00 Suits worth \$28.00—Suits worth \$28, new tight fitting or box front, tailor made suits of genuine cheviot, covert or Venetian cloth, the entire suit lined throughout with pure silk, cut in the very newest shape, excellent value for the price.
\$25.00 Our special price for dresses ordinarily \$35.00 New French foulard silk dresses in several new designs, fancy waists with bright colored silk fronts, trimmed with dainty lace, made with new gored skirt.
\$35.00 The tailor's price would be \$50. New tailor made tight fitting suits of the new silk finished corded material—something entirely new and confined to J. L. Brandeis & Sons. These suits are lined with light taffeta silk and are in light tan, blue and gray.

LADIES SILK WAISTS

Special offering for our Opening sale in Silk Waist department. Fine taffeta waists with cluster of tucks and cording, the new sleeve, black and colors, manufactured to retail at \$12.50, on sale at **\$4.98**

EASTER CANDY

Rabbits, Eggs, Living Picture Eggs, Cats, Dogs, Mice, Birds' Nests, etc.—all in fancy shapes, especially for Easter—at Boston Store popular prices—in our Candy and Lunch Department.

EXTRAORDINARY BARGAINS IN FINE HANDKERCHIEFS.

25c Handkerchiefs, 5c Each. Many thousand dozen ladies' sheer India lawn embroidered and drawn thread open worked handkerchiefs, also gent's extra fine quality plain white and fancy bordered hemstitched handkerchiefs, all go in one lot 5c each—many worth 25c. **5c**
 50c Handkerchiefs, 15c. Hundreds of dozens ladies' and gent's fine imported sheer Irish linen handkerchiefs, handsomely hemstitched, all widths of hems, also beautifully embroidered all pure linen handkerchiefs, worth 50c go in one lot at **15c**

SPRING OPENING SALE HOSIERY

Misses', children's and boys' medium and heavy weight Derby ribbed, fast black hose, all sizes, worth 15c—go at, pair, **6c**
 25c quality girls' and boys' fine and extra heavy ribbed bicycle hose, all sizes, made full seamless, guaranteed fast black and tan, worth 25c—go at 10c and 12 1/2c pair, **10c, 12 1/2c**
 3 immense lots ladies' plaid striped and French lisle thread hose, all new spring patterns worth up to 65c, go at, pair, **10c, 15c, 25c**
 Hundreds of dozens ladies' fast black and tan, full seamless, extra fine guage hose, worth 25c go in 3 lots at, pair, **6c, 10c, 12 1/2c**
 All the ladies' finest imported maco cotton and German lisle thread hose, made with double soles and high spliced heels, medium and heavy 17 1/2c, 25c weight worth 50c, go at, pair, **17 1/2c, 25c**

SPRING OPENING SALE CORSETS

In this department will be found all styles and shapes of all the well known brands of corsets, such as W. C. C. American Lads, Warner Bros, Kabo, R. G. Thompson's Glove Fitting, and many others, in all sizes, will be sold at, each, **98c**
 One lot perfect fitting, French form, high grade corsets—made to sell for \$1.25—will go in this opening sale—including pink, blue, black and drab, at **75c**

SPRING OPENING SALE UNDERWEAR

All the misses', children's and boys' India gauze and balbriggan vests, pants and drawers, all sizes, worth up to 35c, go at 10c & 15c each.
 Ladies' fine guage medium weight Jersey ribbed vests, long and short sleeves, go at 6c, 10c, and 12 1/2c each.
 All the ladies' fine lisle thread, silk trimmed vests, worth up to 75c, go at 15c, 25c and 39c each.
 Ladies' union suits in white eoru and black, all sizes, long and short sleeves, in fine cotton and lisle thread, worth 75c go at 19c, 25c and 39c each.

OPENING SALE OF MUSLIN UNDERWEAR.

Three immense lots extra fine quality handsomely made under muslins, including gowns, drawers, chemise, skirts, etc., all trimmed with the finest lace and embroidery, many different styles, go in three lots—**49c, 69c and 98c Each**
 Many garments in these lots worth up to \$2.00.