

GRAND EASTER SALE BEGINS TOMORROW AND LASTS THE WHOLE WEEK

For tomorrow and all next week, we hold a sale of the grandest lots of new goods, ever shown in Omaha. Everything in this sale will be shown tomorrow for the first time, Easter and our Spring opening falling at about the same time, form a combination that is impossible to resist. Preparations for both these events were made on such a liberal scale that the result could not fail to be startling. Never were such elegant materials shown in Omaha, nor is this quality confined to any one department in our establishment. One vies with the other in showing the novelties of the season, and each one of our departments proves its tremendous superiority in everything in comparison to others elsewhere in the same line.

39c Persian pattern silks, light and dark grounds. **9c yd**

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

\$1.00 lawn and percale wrappers, light and dark grounds. **39c**

75c satin striped, silk mousselin de soie, floral designs, yard, **39c**

Ladies' separate black brilliantine skirts, lined and interfaced; the \$1.50 quality, **69c**

Ready to wear trimmed walking hats and new sailors, **35c**

50c and 75c flowers with foliage, every variety imaginable, **10c, 25c**

25c Braids, 1c straw braids, all qualities and all colors—yard, **1c**

Embroidered silk Mousselin de soie, including plain colors, yard **39c**

Children's broad-cloth Tam O'Shanter, all colors, trimmed with quills, 50c quality, **9c**

100 Boston Shopping Bags, **25c**

All kind embroidery wash silk, skein, **1c**

Best grade darning cotton, big ball, **1c**

Turkey red marking cotton, 1c for two balls **1c**

Sewing Silk, 1c a spool **1c**

Silk Fringe, yard, **3c**

Ball fringe, all colors and white, yard, **2c**

Hand painted Easter eggs, each, **5c, 10c, 15c**

Rubber embroidery hoops, worth 50c, **15c**

Rubber Dressing Combs, **3c**

Silk cord, worth 15c, go at **3c**

Our Ribbon Department is overflowing with all the new 1899 ribbon novelties, all the new shirred effects, all the new plaids, all the draw string ribbons, all the lace edged ribbons, all the new lavender shades, all the narrow fancy ribbons, at **5c, 10c, 15c, 19c, 25c, 35c.** Our ribbon dept. is the ribbon center of Omaha.

Ladies' Silk Waists Special offering for Opening Sale in Waist Department. Fine taffeta waists with cluster of tucks and cording, the new sleeves, black and colors, manufactured to retail at \$12.50, on sale at **\$4.98 and \$5.98.**

EASTER KID GLOVES Monday we place on sale 2,000 pair real French kid gloves, direct from the New York Custom House, consigned to a large Importer especially for Easter sale. This grade lot of gloves are in all shades, all sizes and guaranteed perfect in every respect, and fitted to the hand if desired; worth up to \$2 pair, go at **98c**

EASTER LACE worth 75c yard go at **5c 10c and 19c yard.** This is one of the grandest lots of fine lace ever shown west of New York. It includes French and German Valenciennes, point d'esprit, net top oriental, black and cream silk applique; many worth 75c yard, go in three lots at **5c, 10c and 19c yard.**

20c Misses' and children's Jersey ribbed underwear, **6c**

1,000 ladies' Jersey ribbed 25c vests, white and ecru, in long and short sleeves, each **5c, 10c**

Children's and boys' 25c fast black hose fine and heavy ribbon, pair, **6c**

Ladies' full seam-less fast black hose, all sizes, pair, **6c**

Gent's full seam-less, extra fine gauge and heavy weight hose, black and tan, **6 1/2c**

50c, 27-inch embroidered skirt flouncing, yard, **19c**

All the fine 35c Swiss, Hamburg and painsook embroidery and insertions, yard, **6c, 10c**

20c plain and fancy colored all silk ties, **5c**

Extra fine 25c imported Swiss embroidered handkerchiefs, **5c**

5,000 perfect fitting summer corsets, extra well made, all sizes, **19c**

1,000 yards French valenciennes lace, yard, **1c**

3,000 dozen all style, all sizes, plain white and fancy colored pearl buttons, worth 35c dozen, **5c**

10,000 doz. boys' fancy colored percale shirt waists, all sizes, **15c**

All the 10c double warp silk finished velveteen and corduroy shirt binding, yard, **3 1/2c**

Six piece chocolate sets—set, **50c**

10c, 15c and 25c finishing braid, each, **5c**

50c black ribbon, yard, **19c**

25c ribbon, yard, **10c**

EASTER OPENING SALE of SILKS.

The newest things in novelty silks for waists or entire gowns, stripes, plaids, checks, large brocades, satin duchesse, evening shades and street colors in bewildering combinations. The most desirable silks shown this season, and at moderate prices, really worth \$1.50 yard, Easter sale price, yard, **98c**

4,000 yards genuine French dye plain and changeable colored taffeta in every color imaginable, sold all over at \$1.00, in this Easter sale 59c yard, **59c**

200 pieces checked, striped and plaid Habuta silk, plain China silk, brocaded taffeta silks, pretty for waists, children's dresses, etc., manufactured to sell at 69c yard, go at **25c and 39c yard**

EASTER SALE HIGH CLASS COLORED DRESS GOODS

25 unmade dress robes in silk crepon, imported high class broadcloth, covert cloth and Venetian cloth, all these come in new shades of gray, tan, etc., on sale at \$19.50 per robe, **19 50**

All the 50-inch French Bengaline, Crepon, all the colorings in silk and wool raised novelties, silk finished coverts, broad cloths, including black crepons, all in this sale at 98c yard, **98c**

48-inch all wool covert, chevot, bengaline in all the new colors for tailor made suits, new checks, stripes in silk and wool mixtures, value up to \$1.50 yard, Easter sale price 69c yard, **69c**

40 pieces of silk on bargain counter, the like of which we have never been able to place at this price before. Consisting of black and colors, plain, figured, checked, striped and changeable taffeta, foulard silk in all the new designs, many worth up to \$1.50 yard, in the Easter Opening Sale—**49c and 59c**

50 pieces black brocaded silk, plain satin duchesse, plain black gros grain and plain black taffeta—every yard worth 65c, in this sale at 49c yard, **49c**

Hundreds of pieces of all wool henrietta and serge, black brilliantine, plain or figured, and strictly all wool camel's hair in the new shades of gray and tan, actually worth 75c yd on bargain square 39c yard, **39c**

100 pieces Mercerized silk and wool changeable and brocaded dress goods, beautifully harmonizing colors, for early spring wear, navy blues and black brilliantine, plain & figured, all in this Easter sale, yd **29c**

50c Dress Goods 15c yard—Yard wide new spring fabrics in checks and small plaids, gray and tan mixtures, Mercerized and linen fabrics, so stylish for waists and children's dresses, or entire suits, in this sale 15c yd **15c**

Our Millinery Dept

All Omaha has been to our opening. Everybody is talking about beauty of the department and the exquisiteness and style of hats that are shown in this department. Every lady admits that our milliner is taking the first place in thought of fashions followers.

Monday we show for the first time 40 very swell pattern hats that have just arrived. These are the latest creations—and we guarantee none will be duplicated—on sale **\$15.00**

200 choice, stylishly trimmed hats, large variety, including swell styles, trimmed with gauze, laces, buckles, quills, etc., all of them made hats—never equalled elsewhere under \$10.00—your choice Monday **\$5.00**

Large variety ready to wear hats in new sailor and walking styles, on sale at **50c** Children's trimmed hats, on sale **69c** Large assortment flow-ers, every variety imaginable on sale **10c, 25c**

Easter Suits, Skirts and Jackets

With the great success of Opening days we offer values that are simply wonderful, when the choice style, handsome fabrics and skilled workmanship are considered.

Ladies' cloth suits in tan, fly front, coat silk lined, new skirt, at **\$4.98**

Ladies' fine pin checked suits, made in the latest style, at **\$7.50**

Elegant Venetian cloth, broadcloth, and covert cloth suits in all the new colors, royal blue, tans, modes and grays on sale at **\$9.98 \$12.50 and \$15**

20 elaborate choice costumes, only one of a kind, shown Monday for the first time at **\$25, \$39, \$50**

Extraordinary values in ladies' all wool jackets, tans, blues and black, silk lined at **\$2.50, \$3.98, \$5**

EASTER BARGAINS MONDAY IN OUR BASEMENT.

White Goods and Wash Goods Bargains

1,000 yards plain white heavy welt pique, 90 yard, worth 25c.

68-inch wide Organdies and Swiss, 6c a 65c, go at 15c a yard.

22-inch wide Organdy and Swiss, 6c a yard, worth 25c.

Fine dotted Swiss, 6 1/2c a yard, worth 12 1/2c.

Plain white India Linen, 6c a yard, worth 15c.

Fine striped, corded and plaid Nainsook, 8 1/2c a yard, worth 25c.

New fancy plaid and striped Pique, 12 1/2c a yard, worth 19c.

Remnants of 2 1/2 yards wide Wamasuta sheeting, 15c a yard, worth 35c.

Full pieces Fruit of the Loom, Lonsdale and imported Muslin, 6c a yard, worth 8 1/2c.

All the new spring Prints, full pieces, no remnants, 3 1/2c a yard, worth 7 1/2c.

New Spring Lawns, 2 1/2c, worth 5c.

Fine new Lawns, 3 1/2c a yard, worth 12 1/2c.

One immense counter fine black Henrietta Saten, 5c a yard, worth 15c.

One small lot, 2,000 yards, Curtain Serim, as long as it lasts, 2c a yard, worth 12 1/2c.

Drapery Bargains.

Ruffled Swiss Curtains, \$1.25 a pair.

Robinet Curtains, \$1.98.

Immense sale Nottingham Lace Curtains, 50c, 75c, 95c, \$1.25, \$1.50 and \$2.50 a pair.

Our own importation Brussels net curtains at \$2.98 and \$7.50.

New Irish Point Lace Curtains, our own importation, at \$1.25 to \$10.00 a pair.

New wave Portiers, worth \$2.50, go at \$1.25 a pair.

Satin Derby Portieres, \$2.98 a pair.

Heavy Rep Portieres, \$2.98 a pair.

Fancy Ottoman weave, plain and fancy colored Portieres, heavy fringed, all new 1899 designs, at \$5.98 a pair.

Carpets.

New spring patterns shown tomorrow for the first time, all new 1899 designs, on exhibition in our carpet department.

The largest line of Velvet carpets in Omaha. Smith's extra and double extra Velvet Carpet at \$12 a yard, worth \$15.00 with or without border.

New line of Axminster and Moquette Carpet at \$5c, worth \$12.50.

All the new patterns Brussels Carpet with or without borders, at 49c, 59c and 65c.

For Monday we will offer our entire line of best grade body Brussels Carpet, worth \$1.25, at 69c a yard.

New Ingrains.

Extra heavy Union Ingrain Carpet, 25c a yard.

Extra super, wool filled, Ingrain Carpet, 29c a yard.

Extra super all wool Ingrain Carpet, new 1899 patterns, at 50c yard.

Best grade Hartford Ingrain Carpet, none better at any price, go at 56c a yard.

Our own importation Straw Matting, on sale for the first time, all new patterns, many exclusively confined to Boston Store, at 12 1/2c, 19c, 25c, 29c and 35c a yard.

Smyrna Rugs.

Special display, 16x30 size, worth \$12.50, go at 59c.

21x45 Smyrna rugs, \$1.25, worth \$2.50.

30x60 Smyrna rugs, \$1.50, worth \$3.00.

36x72 Smyrna rugs, \$2.50, worth \$4.00.

6x9-foot Smyrna rugs, \$6.98, worth \$10.00.

7-8x10-6-ft. Smyrna rugs, \$9.98, worth \$15.00.

9x12 Smyrna Rugs, \$12.50; worth \$30.00.

18x30 Moquette Rugs, 59c; worth \$1.50.

26x50 Moquette Rugs, \$1.50; worth \$2.50.

36x72 Moquette Rugs, \$2.50; worth \$3.50.

8-8x10-6 Moquette rugs, \$15.00, worth \$25.

9x12 Moquette rugs, \$19.98, worth \$30.00.