

# GREAT SALE OF EASTER MILLINERY AND LADIES' SUITS

## J. L. Brandeis & Sons, Bankers

### SAFEST BANKS IN AMERICA

One of the Fastest Growing and  
Open an Account With One Dollar.

# J. L. Brandeis & Sons "BOSTON STORE" & SONS

## J. L. Brandeis & Sons, Bankers

### 4 Per Cent Interest Paid on Deposits

Money Can Be Withdrawn at Any Time Without Notice

## Bewitching Millinery at Moderate Cost

In anticipation of having one of the greatest Easter rushes of our business career, we have made unusual preparations to meet the millinery demands of Omaha and vicinity. Our splendidly equipped force of one hundred salespeople and trimmers stands ready to meet the purchasing commands of a vast army of shoppers. In fact, people tell us we get the millinery trade of the greatest portion of the population as it is. Something does it. Guess it's our underselling and wonderful assortment facilities. Yesterday's sales were enormous—Monday's should be greater, as the values are simply remarkable. We are first hands for everything—we are importers, manufacturers, jobbers and retailers. As such we guarantee you a saving on your millinery purchase of from 33 1/2 to 50 per cent on the dollar.

### New Model Dress Hats at \$10, \$12 and \$15

Special exhibit of new arrivals in Paris and New York Dress Hats, beside a most brilliant array of our own ideas, which in many cases are far superior to pattern models on account of their practicability. **\$15 - \$12 - \$10**

### Stunning Tailored Hats at \$4.98, \$3.98, \$2.49, \$1.98

Our Tailored Hat assemblage has never been as profuse in assortment as it is at present. Among America's foremost street hat makers and designers none are more prominent than Bendel, Alland and Strauss. We have a full assortment of their styles—upwards from **4.98-3.49-2.49-1.98**

### BEAUTIFUL TRIMMED HATS AT \$5.00

Again we direct attention to our renowned & Trimmed Hats. These goods at this price are a specialty with us and receive the attention of a corps of designers and trimmers, who are as able as any millinery artists in America. These hats sell readily in most stores at twice our figures. **5.00**

**\$3 and \$4 Trimmed Hats at \$2 and \$1.50**—In Basement We will show upwards of 500 Trimmed Hats that should be **2.00 and 1.50**

**Trimmed Hats at \$3.50**

Each hat embodies some new fad of a Paris or New York modiste, skillfully put together by one of our expert trimmers at **3.50**

**\$1.75 Chiffon Hats at 75c**

Silk wire frames, splendid quality of chiffon on upper and lower brims, the crown being of soft Italian braid. The colors are black, white, cardinal, pink, light blue, maize and tan. worth **1.75**—Monday **75c**

### \$1.00 Untrimmed Hats at 29c

1,000 fine quality rough straw shapes, for ladies, misses and children, small and large, black, white and colors, worth \$1.00, at **29c**

**75c Velvet Goraniums at 25c a Bunch**

Four hundred bunches silk velvet, natural shades of Goraniums, worth 75c bunch—Monday **25c**

**Black Untrimmed Body Hats at 49c**

Upwards of 500 dozen black body Hats which can be shaped any way to meet fashion's severest requirements—with a slight expenditure a stylish hat can be produced for a very moderate cost—sold in other stores at **1.50**—Monday at **49c**

**50c Black Flowers and Foliage at 10c**

Six thousand bunches Black Roses, Follages, light blue, pink and yellow Chrysanthemums, also Flowers, easily worth 50c a bunch—Monday, bunch **10c**



## Smart Suits and Demi-Costumes for Easter Wear.

The style elegance in our Easter Suits and Demi-Costumes has made our ladies' Suit Department distinctly the style center in Omaha. The best ideas of foreign and American style makers are embodied in our superb showing, which is at its height this week. The daintiest Easter creations and the most exclusive ideas are revealed only at Brandeis.

### Two Splendid Offers for Easter at \$24.50 and \$35.00

Two big special offerings tomorrow at \$24.50 and \$35.00. A big assortment of stunning creations, and for clever ideas and styles one of the richest showings it has ever been our pleasure to show for your consideration. They come in black, tan, blue and gray, broadcloths, etamines, canvas weaves, chevrons, Venetians and fancy mixtures, unlined and silk lined throughout, very all new, stylish garments worth from \$35 up to \$50 each—tomorrow your choice at **35.00** and **24.50**

### Display of High Art Suits and Costumes

Our showing of high art costumes is now complete. Having received the remainder of these special garments only in the past few days, including costumes that are correct for every occasion—from 50 to 60 different pieces in this showing there are distinct novelties in style and grade and a great value—in voiles, crepes, net, toulards, taffetas, broadcloths, from **150.00** to **39.00**

### Special Suit Offer at \$9.98

Tomorrow we offer the choice of positively the most beautiful collection of pretty Suits ever offered at a popular price. In all the new late styles, including blouses with poppins and postillion backs, cape and stoff effects, with and without linings, in broadcloths, Venetians, serges, etamines, voiles, etc. All the popular colors—at **9.98**

### CHARMING ARRAY OF SPRING COATS

Correct new ideas in all the prevailing lengths in coverts, a very choice showing of jaunty, stunning, stylish spring outer garments, from the coffee coats down to the full length Silk Carriage Garments, from **37.50** down to **4.98**

We offer two special attractive values in Silk Monte Carlos and Blouse Coats **9.98** and **7.50**

### Acme of Style in Dress and Walking Skirts

The superiority of our skirts over other skirts in this city has been proven the past week in our skirt section. The most up-to-date, complete and new styles where worth the style go received within the last few days. In every high-class material for this season, new voiles, crashes, Panamas, Sicilians, chevrons, etc. Dress and walking skirts at **4.98** and **3.98**

A special value for Monday's offering in one big lot of skirts, worth almost double what we will ask for them. About 40 different styles in the lot. All the different colors and cloths of this season. Your choice of the entire lot for **3.98**



## Great Sale of Black Silks

500 sample pieces Black Taffetas and Peau de Soies just purchased from a large Patterson, N. J., black silk manufacturer at exactly one-half their regular value. This grand lot of black Peau de Soie and Taffeta comes at the opportune time when black Taffetas and Peau de Soie are so much in demand. Monday we announce a Black Silk Sale that will create a sensation. Four special counters loaded with Black Silks.

### ONE COUNTER AT 48c YARD

2,500 yards of 20-inch rustling Taffeta, the kind that wears well, absolutely pure silk, 48c a yard.

### ONE COUNTER BLACK SILKS AT 59c YARD

3,000 yards extra heavy black, guaranteed to wear Taffeta and dress Peau de Soie, very glossy and strong, 59c yard.

### ONE COUNTER BLACK SILKS AT 75c AND 87c

3,500 yards of the finest 27-inch and 36-inch black Taffeta. These black Taffetas are especially adapted for the new short and long coats, entire shirt waist suits, separate skirts and linings. The finest double-face 21 to 24-inch black Peau de Soie, in the new mellow finish, guaranteed for one year to wear well—75c and 87c a yard.

### ONE COUNTER BLACK SILKS AT \$1.17

2,400 yards 27-inch and yard wide, "Wear Guaranteed" woven on selvage yard, a proof that any claim can be made to the manufacturer. No finer goods can be bought regularly at double the price—mail orders filled.

### SILKS FOR SHIRT WAIST SUITS

In our new, enlarged Silk Department every new weave of silk shown in New York is displayed on our counters. New pin checks, new boucle effects in stripes and checks, new seeded taffetas, new glass taffetas with embroidered dots. Special prices Monday in new barred taffetas.

Beautiful patterns in imported and domestic Pongee Silks.

28-inch dyed Pongee Silks—**1.25**

28-inch natural Pongee Silks—**95c**

28-inch navy Shantung Silks—**69c**

28-inch natural Shantung Silks—**59c**

New Basement Bargain SILK DEPARTMENT

Yard wide Black Taffeta—**79c**

28-inch all silk Japanese Silks—**29c**

25 different shades—**25c**

One lot of Corded Silks, worth 50c, at a yard—**25c**

Over 450 yards of all kinds of plain and fancy Silks, pretty Foulards, Taffetas, Louisines, Hair Line Silks, imported Poplins and Peau de Cygne, 36-inch black and white Wash Silks, all go at **49c**

Over 450 yards of all kinds of plain and fancy Silks, pretty Foulards, Taffetas, Louisines, Hair Line Silks, imported Poplins and Peau de Cygne, 36-inch black and white Wash Silks, all go at **69c**

## EMBROIDERIES AND LACES

One of the largest dry goods jobbing houses on Broadway, N. Y., closed out to us their entire accumulation of Laces and Embroideries. This shipment has just been received and has never been on sale before. We bought the lot at a ridiculously low figure, and to make Monday a busy day in our Embroidery and Lace Section we offer you the greatest bargains ever attempted. They are worth up to 75c a yard and will be sold at

# 35c-25c-15c-10c-5c

## LADIES' EASTER NECKWEAR

Large lot of new style turnover collars, with the embroidered tabs, also the latest style stocks, the kind that are so much in demand at present. Your choice Monday **50c - 25c**

## WATER SPLASHED GLOVES AT 85c

The balance of that great purchase of fine imported kid gloves to be sold Monday. These goods are slightly damaged by water, but it takes a keen eye to detect the imperfection. The cases roughly handled at docks and the steamship company adjusted the loss and sold the entire shipment to us. They were originally imported by the best known retail store on Broadway, New York. The lot comprises such famous makes as Valliers, Alexandria and Tre-fousse, none worth less than \$1.50 and up to \$2.50 a pair. They come in all colors and black and white, all sizes, suede and dressed kids—Your choice Monday per pair **85c**

## \$1 CORSETS AND GIRDLES AT 29c

The balance of our recent purchase from a large eastern corset factory. These goods are made of English coutel and French batiste, trimmed in silk ribbons and lace. They come in all lengths and sizes, in fancies, also white, drab and black—special sizes for heavy and slender ladies—your choice of any in the lot Monday at **29c**

### SPECIALS FOR TOMORROW.

## Grand Bargains in Linens and White Goods

### AT THE LINEN COUNTER

35c quality, absolutely fast color, Turkey red table damask, at yard **19c**  
35c quality, extra heavy, half bleached, linen table damask, at yard **19c**  
50c quality, strictly pure all linen loom dice, silver bleached German table damask, 64 inches wide, yard **29c**  
60c quality, new pattern, all pure linen, fine quality German silver bleached table damask, yard **39c**  
75c quality, extra good, all linen German silver bleached and full bleached Irish satin damask, both go tomorrow at only, yard **49c**  
\$1.10 quality, very fine all linen German table damask, the kind that will give perfect satisfaction and is 2 yards wide, beautiful designs, go at, yard **75c**  
Napkins to match this linen—**1.98** at a dozen

### AT THE LINEN COUNTER.

\$1.50 quality, 2 yard wide table damask, some are round thread embossed German goods, others are Irish and Scotch full bleached double satin damask, newest patterns, go in one lot at a **98c** yard.  
100 linen great big, extra heavy homespun napkins, worth \$1.50 a dozen—**98c** go at **1.59**  
100 dozen, assorted kinds of napkins, 1/2 size, bleached and half bleached, all linen, worth \$2.50 a dozen, go at **1.25**  
500 dozen hemstitched table cloths, 54x10 size, good value at \$2.00 each, for this sale only **15c**  
The balance of the 36c knotted fringe, hemmed and hemstitched huck and damask towels, all go in one lot at, each **15c**

### BASEMENT BARGAINS TOMORROW

One big counter of fine ginghams, in long mill lengths, regular 12 1/2c quality, at a yard **8c**  
One big table of 40-inch wide lawns and India linens—**10c** at a yard  
One big counter of fine mercerized and all linen ginghams, worth 50c a yard, at a yard **17c**  
One table of short lengths of fine white mercerized waistings, at a yard **10c**  
One table of mill lengths of heavy mercerized basket weave waistings, that sell up to 75c a yard, go at **25c**  
One table of fine imported Swisses, in long mill lengths, go at a yard **15c**  
One table of drapery satons, ticking, denim, cretonne, etc., at a yard **10c**  
And hundreds of other bargains in the basement for Monday.

### IN THE WHITE GOODS DEPT.

48-inch white batiste, worth 80c yard—**29c** at yard  
48-inch white batiste, regular price 60c yard—**35c** at yard  
48-inch white batiste, regular 70c quality—**39c** at yard  
60-inch French lawn, regular price 75c yard—**50c** at yard  
No. 50 long cloth, in 12-yard bolts, at a bolt **69c**  
A fine line of new mercerized waistings, at yard **29c**  
Handsome white wash chiffon—at **59c**  
White Swiss mull, \$1.00 quality—**69c** at a yard  
Mercerized Oxford basket weaves, in white and all colors, go at a yard **19c**  
A fine line of imported embroidered Swisses, regular 70c quality, for a yard **49c**

## Easter Sale of Dress Goods

Our spring dress goods display is in the zenith of its glory. Never was there such an array of extreme novelties and elegant fabrics shown in Omaha.

Finest French Voiles, black, \$1.25 quality, 85c.  
London Twine Etamines, black, \$1.50 grade, \$1.00  
Sicilian 54-inch, black, \$1.25 quality, 85c  
Cream Sicilian, 50 inches wide, 75c.  
Cream Albatross and all colors, 50c grade, 29c.  
Silk Crepe Voile, 48 inches wide, \$2 grade, \$1.  
Silk Voile, \$1.35 quality, \$1

50c and 75c best French Challis, all styles, small and large, floral and orientals **29c**  
\$1 and \$1.25 French dainty embroideries and tinted summer dress goods, exclusive styles in exquisite diaphanous goods **49c**

On bargain square 49c On bargain square 69c  
75c and \$1 imported high—Values up to \$1.50 in canvas, class dress goods, mohairs, panamas, granada, diagonals, chevrons, veilings, black and cloths, suitings, mahairs, etc., colors, at **49c** at **69c**

## High Grade Wash Stuffs

Wash stuffs of the highest class in dress goods department.  
Hand embroidered white linen waists **4.25**  
36-inch shrunken white waist linen **49c**  
Fleeced linen etamine, new tones **69c**  
White silk mousseline for communion and confirmation dresses **29c**



### AN EASTER NOVELTY.

Miniature Palm and Fern Dish 49c  
The latest fad, sold in our jewelry section only. These are natural growing plants of a miniature size and come encased in a handsome quadruple silver plated fern dish, made especially for us. This novelty is at present in popular demand in New York City. Tomorrow in our jewelry section **49c**

### ON SECOND FLOOR FINEST and LARGEST SHOE STORE IN THE WEST.



## High and Low Cut Shoes For Easter Wear

All the newest, prettiest and most correct styles of All the novelties now the rage in New York, shown in every size and width, and on sale at much below the proper price.  
\$12.00 LADIES' BENCH MADE SHOES AT \$8.00  
\$8.00 LADIES' TURN DRESS SHOES AT \$6.00  
\$7.00 LADIES' TURN and WELT SHOES AT \$5.00  
\$5.00 LADIES' PATENT LEATHERS AT \$3.00  
\$3.00 and \$3.50 LADIES' SHOES AT \$1.98  
\$2.50 LADIES' FINE SHOES AT \$1.50

## Men's Spring Suits at \$10

### A Special Easter Offer

Here is an immense line of Suits that we offer as a special Easter feature. They are smart and attractive for dress and equally serviceable for business wear. Hand tailored, faultlessly finished, made in new styles and novelty fabrics so popular this spring. We assert positively that there was never such a fine suit offered for such a low price. The kind you usually pay \$17.50 for—very special Easter offer **\$10**

### Roger, Peet & Co.'s Clothing

Finest Suits and Top **\$15 to \$25**

Boys Clothing Dept.

On the Third Floor.

Stylish Novelties at \$5.00—

Stylish little Sailor Blouses, Sailor Norfolk single and double-breasted Suits, very highest grade boys garments from \$1.50 to **5.00**

Dressy Suits at \$2.50

Very handsome little Suits for boys, in all the newest styles for spring and popular fabrics, worth \$4. and \$5.00—tomorrow at **2.50**

### BOYS' CONFIRMATION SUITS

Black Suits, either long or short, trousers, great speciality for confirmation, at **\$10.00, \$5.00, \$3.98 and \$2.98**

SOUVENIRS WITH EACH PURCHASE.

# J. L. Brandeis & Sons "BOSTON STORE" & SONS