

Opening Exhibit of Spring Millinery and Costumes

A fashion show that excels any previous exposition of millinery held in the west—Our millinery dept., occupying the entire 3d floor, is the largest, most complete millinery store from Chicago to San Francisco.

A Superb Array of

SPRING MILLINERY MODELS

We bring forward for special display tomorrow the choicest confections of the millinery art that the world's best designers have executed for this season. Scores of bewitchingly beautiful creations from Paris and New York that carry the air of exclusive and correct fashion wherever they appear—specials, at **\$10-\$12-\$15 up to \$25**

A Splendid Trimmed Hat at **\$6.98**—As a special number of Monday we offer one of the most fetching designs in spring trimmed hats ever shown by us—a charming variety of these exquisite hats—no two of them alike, large hats, turbans, etc., trimmed in all the latest garniture—very specially priced, at **6.98**

All the new effects in the early spring season millinery—the ultra fashionable shapes in fancy straw, chiffons, malines, braids, etc.—worth easily **\$7.50 to \$12.50**, at **\$5**
Handsome Trimmed Hats at **\$2.98**—Made in the latest and best styles—elaborately trimmed with laces, ribbons and flowers, at **2.98**
Fancy Straw Hats at **\$1.69**—Ladies' and misses' hats with ribbon and flower trimming, at **1.69**



Our French Pattern Rooms shows the most exclusive millinery modes

A display of ladies' fashionable apparel such as Omaha has never beheld will greet the eyes of shoppers in our newly enlarged department of ladies' outer garments—hundreds of the daintiest and cleverest designs in spring garments that were ever conceived—all of them bear that chic style so noticeable in Brandeis tailored apparel.

The Season's Swellest

LADIES' SPRING SUITS AND COATS

The swellest and most elaborate modes for spring 1904—in all the cloths and colors that are destined to the greatest fashionable popularity—nothing so elaborate has ever been attempted in a style show in the west—many entirely exclusive ideas—are on display **\$98-\$89-\$75-\$49-\$35-\$24.50** at.....

A Display of the New Shower Proof Coats—This is an array of the very swellest rain proof garments—some in the new Cravenette silks, pongees, etc.—very exclusive, new leading colors..... **9.98 to \$45**

Elegant Spring Coats—The best and most attractive styles in the new coats for spring wear—the swell new overcoats—new silk coats, etc.—a wide and beautiful variety at..... **\$7.50 and up**

Ladies' Suits at **\$9.98**—A special value for Monday in spring suits of swell design and texture—a most unusual value, at **9.98**
High Grade Suits at **\$14.85**—Handsome and stunning designs in tailored suits—all the late style features are embodied—Monday special **14.85**

Beautiful Dress Skirts—in French voiles, new Colonial style, etc, great array, at..... **7.50-\$49**

Walking Skirts—The new Dutch pleated effects—now so popular—extraordinary value for Monday..... **\$3.98 to \$19**

New Waist Dept.

On Second Floor
A charming assemblage of the latest and most perfectly fashioned waists—an excellent variety of the best spring ideas.



Exclusive Costumes

A superb showing of the elegant new evening and street costumes—made of the dainty foreign dress stuffs—absolutely correct in point of style—artistically wrought by expert artisans—a most unusual showing in our suit department.

High Class Spring Silks

We place on special sale Monday, 200 pieces of high class silks—many new patterns in navys and browns—also the new shirt waist silks that are creating a furor—also genuine imported dye pongees, in a beautiful array of colors—also black and white—special for Monday is a 36-inch, fancy, small figured shirt waist silk—**98c** worth **\$1.75** a yard—at yard.....

Shirt Waist Silks—21 and 27 inches wide, in new patterns, choice colorings, browns, navys, browns and greens, worth up to **\$1.50**—at..... **79c**

Check and Stripe Taffetas—very popular, woven figured shantung (natural) for shirt waist suits, very fine lot of printed foulards—Monday—yard..... **49c**
21-inch white China silks—**25c** at yard
27-inch white China silks—**39c** at yard
36-inch white China silks—**55c** at yard
30-inch corded wash silks—**39c** at yard
25-inch heavy quality white pongee silks—**59c** at yard
30-inch white wash and glace taffetas—**49c** at yard
24-inch white crepe de chine—**59c** at yard

Colored Taffetas at **55c** a Yard—100 pcs of fresh new taffetas, every shade, also white and black, the best taffeta value ever offered—at, yard..... **55c**

Grenadines, Embroidered Dress Chiffons—printed chiffon cloths, in single patterns, printed gauzes, positively worth up to **\$3.50**, at, yard..... **69c to 1.50**
\$1.50 and \$1.00 Silks at **69c** Yard—Bargain squares of very fine shirt waist silks, good lining silks, waisting silks, pongees, etc., at, yard..... **69c**

Special Ribbon Values

IN RIBBON DEPARTMENT.

Some of the most beautiful ribbon ever displayed for neck, hair and corsage ribbons, as well as ribbons for decoration—all at extraordinary prices.

Special—New line of fine ribbons—8 1/2-in. warp prints, Oriental, Ombré taffetas, all spring shades—polka dots, etc.—just the thing for sashes and belts—at, a yard..... **65c**
4-in. black taffeta ribbon—black, white, pink, blue and red—worth 25c yard—at..... **15c**

Men's Swell SPRING CLOTHING

Rogers, Peet & Co. Suits

Absolutely the finest clothing for men that is manufactured. No ready-to-wear clothing can give the smart and ultra stylish appearance of the Rogers, Peet & Co. suits for spring, at.... **\$15-\$25**

Brandeis Special Suits—Suits that are all hand tailored and made of the very swellest and latest spring patterns and fabrics—would be good values at **\$10-12.50** \$18 and \$20, at.....

Men's \$12 Suits at **\$7.50**—Made of all wool materials—late spring styles—good for dress or business, **7.50** at.....

Spring Top Coats—The swell lengths and the correct colors, **\$5,-7.50,-\$10** at.....

In Our Children's and Boys Clothing Department—3rd Floor

The finest clothing for the little fellows that was ever shown in Omaha. An immense variety.



The Great Oriental Rug Sale Takes Place Tomorrow

WE recently purchased at public auction a large collection of Oriental Rugs that were consigned to a well known Baltimore dry goods house that makes a specialty of fine Oriental Carpets. On their arrival in this country they were refused by the consignee. The entire lot was sold at public auction in bale lots to the trade. We were large buyers and secured some big bargains. Oriental rugs are not one of our regular lines, so we will sell them tomorrow at prices that are bound to clear them all out very quickly.

It is impossible on paper to give a description of these fine Oriental Rugs. They must be seen to be appreciated. To give you an idea of how cheap we are going to sell them, we will mention

One bale of large size rugs of various makes that regularly sell from **\$15 to \$25** each, which will go on sale tomorrow at **\$6.98**.

We will sell one bale of Anatolian Mats, that generally sell from **\$2.50 to \$3.50**, at **\$1.49** each.

There are Long Hall Runners from **\$25** each and up.

Room size Persian Rugs from **\$50.00** up.

There are Antique Bokharas from **\$19.00** up.

Silk Rugs at **\$39** that would be cheap at **\$100**.

Numerous very handsome Shirvan, Soumac, Kazak, Afghanistan, Cabanista, Savalan, Rolay Sennal, Sarak, Kurdistan, Persian Silk, Ghiordes, Kula, Anatolian silk, Shiraz, Kermansha, Tabriz and many other well known grades of Oriental rugs.

This sale is very much out of the ordinary, and merits your attention.

Embroideries At Less Than Cost to Import

An elegant array of embroideries—bought straight from the New York Customs House—They are all the trial strips, sample lengths and factory ends of some of the

very highest class embroideries.—They come in embroideries, insertings, beadings, bands and galloons—including fine wide, showy embroideries in Swiss, nainsook, cambric and Hamburg—worth as high as **3 1/2c, 5c, 7 1/2c, 10c**
35c a yard, on big bargain squares, at yd.

Special Sale of Fine New Laces

Nearly 50,000 yards of fine new laces, including the latest styles in point lierre, net top Orientals, point d'Paris and Venice applique, all widths of galloons, bands and insertings, hardly two pieces are alike—on large bargain square tomorrow, at yard..... **10c, 15c, 25c**

All Extra Wide Embroidery Flouncings, suitable for corset covers and children's dresses—they are up to 27 inches wide, very special, at a yard..... **15c and 21c**

Special Offers in Linens

Monday in the Basement

- 15c Doilies, at each..... **5c**
- 10c wide unbleached linen toweling, at yard..... **5c**
- 10c hemmed huck towels, at, each..... **5c**
- 25c doilies, at, each..... **10c**
- 30c pillow shams and scarfs..... **19c**
- 30c linen doilies and scarfs..... **19c**
- 10c extra special dresser scarfs and shams, each..... **25c**
- 75c hemstitched linen scarfs and squares, each..... **39c**
- 11 fine hemstitched linen squares, scarfs and shams, each..... **49c**
- 41 very fine damask and huck towels, at, each..... **49c**
- 12 quality, 7 1/2 inch double satin table damask, full bleached, and extra heavy, new and elaborate designs, at, yard..... **1.39**
- 35 inch napkins to match, worth \$3.00 dozen, at, dozen..... **4.98**

Special Sale of Pictures

Monday in the Basement

- 75c Pictures at 39c**—Handsome white and black pictures, 10 inch round, frames veneered—an excellent assortment to select from, worth 75c each, at.... **39c**
- \$1 Pictures at 49c**—Combination of three Anna Held fencing girls—in black Flemish frames—very handsome and popular pictures that usually sell for \$1 each, tomorrow at, each..... **49c**
- 1 1/2 inch oak finish room moulding, per foot..... **1c**
- Moulding hooks..... **3c**
- Picture wire, per roll..... **3c**
- Screw eyes, dozen..... **3c**
- Moulding hooks, dozen..... **5c**
- Passpartout binding, 8c each..... **8c**
- Wire photo holders, each..... **5c**
- Plate racks, 2x2 1/2, at, each..... **20c**



A Charming Street Hat at \$3.50

Our display of street hats is greater and more complete than ever before—hats of horsehair braids, fancy straw and chiffons, finely trimmed—**3.50** at.....

STREET HATS—made from the new straws, in black and colors, trimmed with ribbons and feathers—**5.00** at.....

Children's Hats

Our display of children's hats reveals hundreds of attractive shapes for the little ones.

Beautiful Array of Flowers and Foliage.

Flowers and foliage for this season are more than usually beautiful—in variety and excellence our display stands without an equal in the west. Every popular flower for trimming.

New Spring Dress Goods.

- Black Chiffon Voile—An elegant and sheer French fabric; regular selling price \$1.00, at, yard..... **75c**
- Silk Voile, black; a regular \$1.25 fashionable spring stuff at, yard..... **85c**
- Chiffon Crepe, black, regular \$1.50 goods, at, yard..... **1.00**
- Black Broadcloth, silk finished; our regular \$1.39 grade, at, yard..... **1.00**
- Colored Dress Goods—Mohair Sicilian Melange—a \$1.00 value, at..... **69c**
- Scotch Cloths—Smart appearing and serviceable, at, yard..... **85c**
- Reproof Skirting—66 inches wide, regular \$1.39 value, at, yard..... **98c**
- Sicilian—Of silky texture, in all colors, regular \$1.39 grade, at, yard..... **1.00**
- Cravenette or rain proof cloths, finest grade and regular \$2.00 value, at, yard..... **1.98**
- High Art Dress Goods—Many exclusive styles of the best foreign dress stuffs—our own importations—Illusion Voiles—Chiffon cloth Bargees Voiles—Deauville Voiles—Chiffon Voiles—these in all pastel tints and unusual colorings—exclusive patterns in fancy weaves—no duplicates—modest prices.

Street Costumes and Tailoring

Individuality is a marked feature here with our foreign cloths, prices yd..... **\$1 to 3.50**

For Summer Wear

Linen shirt waist dress stuffs are extremely popular—linen crashes, flock etamines, golf crashes, etc., at, yard..... **49c**

On Bargain Squares

- \$1 Dress Goods—48 inch voiles, etc., mines, panamas, serges, etc., at, yard..... **49c**
- 50c silk mousselines at, a yard..... **25c**
- Cashmeres, albatrosses, French flannels, etc., at, a yard..... **39c**
- \$1.50 Dress Goods—Cloths, etamines, sicilians, fancy mohairs, etc., at, yard..... **69c**
- All wool voiles, at, a yard..... **29c**

Specials in Jewelry Dept.

"Peggy from Paris"—Beautiful walrus leather wrist bags, with card case, smelling bottle and change purses—lined with moire silk—colors brown, tan, gray, black—worth **\$2.50**—at..... **1.49**

Ladies' Golf Hat Pins—Sterling silver—fancy leather caddy bags—engraved Omaha— at, set of two..... **49c**



New Spring Styles

Ladies' custom made welt and turn shoes, military heels and full Louis XIV. \$4, \$5, \$6, \$8 heels, at.....

The New Street Shoe

A smart shape giving perfect curve lines to the arch of the foot and ankle—surpass kid—patent tips..... **\$3.50**

1,000 Pairs More Added

Child's and misses' hand sewed strap sandals, Roman sandals, slippers and Oxford ties, made by the best manufacturer in Lynn, Mass., Mrs. A. R. King. They were made to sell at One Dollar, a Dollar and a Half and Two Dollars—

on sale Monday **59c** at.....

Two new spring styles of our regular "Phil Eezo" shoe in light hand turn sole for dress, or light welt shoe for street wear at, pair..... **\$3**

