

MONDAY—THE CROWNING BARGAIN EVENT OF THE YEAR TWO ENTIRE DRESSMAKING STOCKS

From W. W. Gosling's Fashionable New York and Newport Establishments

NEW YORK W. W. GOSLING,
4 West 37th St.

All the Highest Class Dress Goods
All the Dress and Evening Silks
All the Unmade and Partly Made Gowns

MOST ELABORATE STOCKS EVER SEEN IN OMAHA

W. W. GOSLING, Newport, R. I.
42 Powell Ave.

All the Superb Imported Costumes
All the Evening and Party Waists
All the Dress Trimmings and Laces



No sale in the history of Omaha can equal this in fashionable importance and no previous event can surpass it in bargain-giving. A leading dressmaking establishment that conducted house in the very centers of American fashion, catering to the most exclusive circles, has sold to Brandeis' its two complete stocks. Omaha women have the same matches variety of strictly high grade goods to select from as the most exacting women of fashion in New York and Newport—only the price is half or less than its former figure. Most of these goods are imported direct for Gosling. The high character of patronage demanded only the best of the world's markets could produce. A sale that brings to Omaha the rarest advantages—a bargain event that commands universal attention.

Elegant New Silks

FROM THE GOSLING DRESSMAKING STOCKS

Exclusive imported patterns from Lyons and Paris. Extremely fashionable single patterns of embroidered chiffons, printed chiffon cloth and grenadines, fleur de soie, highly favored silks with the ultra fashionable set that patronized the Gosling establishments—also ombre messaline, Chameleon chiffon taffetas, rich imported silks for elaborate evening coats, exclusive single patterns in silk suitings, meteor crepes in black and colors—also great quantities of yard wide black taffetas—worth \$1.50, \$2, \$3 and \$4 a yard—

98c

100 Pieces Fine Pure Silk Taffeta

A complete assortment of colors and black—the regular 75c and 85c quality—also the \$1 quality crash pongee, black silks in latest styles—worth up to \$1.50—and hundreds of single dress lengths—in newest spring silk suitings—actually worth up to \$1 yard—from dressmaking stock—at, yard.....

49c

EXCLUSIVE DRESS PATTERNS

New Louisenes and taffeta suitings, 19 and 27 inch black chiffon and messaline guaranteed taffetas, imported foulard patterns, beautiful white silks, print warps and pompadour effects—new barre and Persian ideas—some of Gosling's finest imported silks—on sale, at, yard.....

69c

Here's a Very Special Notice

in regard to
our selling the Shoes
from the

F. P. Kirkendall & Co.
Wholesale Stock

from Eleventh and Harney Streets, Omaha,

sold to us by the

Insurance Companies

There is hardly a man or woman in Omaha who does not know, either by actual experience or by good evidence, how very good the shoes are that are made in Mr. Kirkendall's factory on Tenth street. The same good qualities are found in every pair of shoes that he wholesaled.

Now that we have bought from the Insurance Co. all the absolutely perfect shoes there were in the stock, and are selling them so very much less than they cost to manufacture, it certainly will pay you to attend the sale.

Tomorrow we add many new lots to the sale, and we beg as many as possible to come early in the morning.

J. L. BRANDEIS & SONS.

IN THE DRAPERY DEPARTMENT

ART LOOM PORTIERS and COUCH COVERS

This is the only store in the city where you can get the genuine art loom Portiers and Covers. These goods are copies of the most expensive imported Tapestries.
ART LOOM PORTIERS—We have them in Mercerized Silk, plain centers 3.98
ART LOOM COUCH COVERS—It is hard to tell these covers from the real imported goods, 50 styles to select from, your choice from \$6.98 to \$2.50
RUFFLED BOBBINET—In White and Arabian, at, 25c
FIGURED BURLAP—The latest for floors, walls and box covers, worth 19c
EXTENSION RODS, 6 ft long, at, each..... 20c

CURTAIN DEPARTMENT

We are now showing a larger and more complete line of lace curtains, portiers and curtain material ever shown in the West at our well known popular prices.
New line of ruffled Swiss Curtains in dots and figures, 41 in. wide, 3 yds. long, at a pair..... 98c
Lace Curtains 44 in. wide, 3 1/2 yds. long, worth \$1.50, at, a pair..... 98c



W. W. Gosling's \$3 Dress Goods at 75c Yd.

There is a tremendous assortment of these high class goods—they are all seasonable approved styles that found favor with the extremely high class clientele that patronized the Gosling establishments, both in New York and Newport. The goods are absolutely of the highest class—not an old fabric in the entire array. Best French and German Voiles, Crepe Ondule, Chiffon Voiles, Shepherd Checks, Panamas, Broadcloths, Tailor Cloths, Worsted Suitings. Hundreds of patterns of white Dress Goods, Sicilians, Melange Mohairs and Checks. Hundreds of patterns of the finest black dress fabrics. This class of fine goods sells all over the country at \$2.50 and \$3.00 a yard—Monday at, yard.....

75c

\$1.50 DRESS GOODS AT 39c

The short lengths of seasonable dress goods from the work rooms of W. W. Gosling in New York and Newport—everything of the season's demands—sheer fabrics, cloths and worsteds—not a yard worth less than \$1.50—at, a yard.....

39c

UNFINISHED ROBES

We make particular mention of six elegant silk and linen embroidered Batiste robes that are worth up to \$50 each. Three hand-embroidered tan hand-made French linen unfinished robes—white linen embroidered robes—rich embroidered voiles—silk taffetas, black robes—net Renaissance lace robes, etc.—all go at, each.....

\$5-\$10-\$15

Fine Dress Trimmings

From the Gosling Stocks.

All the highest class dress trimmings, including braids, Persian, bands, black and white fancy applique, etc.—a splendid variety, at, yard.....
19c-10c

All the beautiful and elaborate novelty dress trimmings—the finest in the Gosling stock, at.....
50c

Odds and ends of all kinds of dress trimmings from the stock—worth as high as 50c—per yard, at.....
5c

Beautiful Laces

From the Gosling Stocks.

All the dress trimming laces in bands, galloons and insertings, hundreds of the most elaborate laces ever seen in Omaha—will
15c-19c-25c-50c

All over net laces, 18 inches wide—suitable for entire waists—worth up to one dollar a yard—
39c

The most elaborate laces from the stock, including beautiful hand-made cluny bands, point lerre, point gauze, applique, Irish crochet, etc., scores of elegant patterns, at, yard.....
\$1

Bigger Bargains in Mrs. Benson's Stock

MONDAY WILL BE A DAY OF EXTRA SPECIALS

Fine Embroideries—Fresh and crisp embroideries, bands, galloons and insertings, finest Swiss, nainsook and cambric—hundreds of new patterns, many extra wide for skirt flouncings, corset covers, etc., at, yard.....
7 1/2c-10c-25c

Handkerchiefs—The fine handkerchiefs from the Benson stock—all linen hemstitched—all linen squares, embroidered edge, etc., worth up to 35c each, at, each.....
10c-15c

Ladies' Corsets—All well known brands from the Benson stock—the P. D., J. B., Nemo self-reducing, Royal Worcester, W. C. C., etc.—all lengths, almost every size, regularly priced up to \$2, at, each.....
69c-\$1

Ladies' Summer Vests—All high thread vests, in white and colors, all sizes—Mrs. Benson sold them as high as 50c each—at, each.....
25c

Ladies' Union Underwear—High class summer union suits—umbrella style and close fitting knee—beautifully silk trimmed—also all our silk summer vests—in white and colors, worth up to \$1.00 each, at, each.....
49c

Ladies' Kid Gloves—All the well known and popular brands, including Perrin's dress and street gloves—these are all up to date, new and dependable gloves—all sizes—at, pair.....
\$1

Ladies' Pearl Buttons and Fancy Buttons—All sizes and all kinds—hundreds of styles—all go at, a dozen.....
1c-5c-10c

Ladies' Dress Skirts—The choicest and newest skirts in the Benson stock—all made for this spring's selling—all the popular clothes—new pleated styles—also a splendid line of walking skirts—very nobby in style—worth as high as \$12.50—
2.50 and \$5

All Mrs. Benson's fine grade Undermuslins will be sold at very special bargains to make room for new goods—as a special for Monday we offer all Mrs. Benson's \$4.00 Muslin Underwear at.....
25c

All the beautifully made and elaborately trimmed undermuslins that Mrs. Benson priced at \$5.00 at.....
298

We have gathered all the beautiful lingerie and high grade domestic undermuslins from Mrs. Benson's stock to sell at very special prices—this includes the finest gowns, skirt chemises, skirts, chemises, drawers and corset covers—elegantly made and trimmed—they will be sold at UNHEARD OF BARGAINS.

Jewelry Bargains from the Benson Stock
All Mrs. Benson's fashionable wrist bags, bought for this season's trade—the latest skirt bags, with Vienna handles, etc.—regular \$1.50, \$1.75 and \$2.00 values—at.....
\$1

All Mrs. Benson's pretty hand purses that regularly sold up to 50c and 75c each—
25c

All Mrs. Benson's pearl shirt waist jewelry, in new buckle effects, that sold regularly for 25c—
12c

All Mrs. Benson's fine stick pins, that sold for 25c and 50c—will go, your choice, at.....
15c

Thousands of collar buttons, with Sterling silver backs, sold regularly for 10c each—your choice for.....
2 1/2c

Style and Economy in
Men's Spring Clothing

Men's stylish new suits, top coats and cravattes for spring wear—these garments are all that can be desired in handsome up-to-date and well-fitting clothing. Your tailor cannot do better at twice our price. We invite your inspection.

Here are the best suits and top coats that ever sold at \$10. They all have up-to-date style and perfect fit—your choice at.....
\$10

Spring Styles for
Boys and Children

Juvenile styles in the newest effects for spring wear—the new Buster Brown ideas, with Knickerbocker trousers, Russians, sailors, etc.—\$4 values at.....
2.50

Boys' Wool Knee Pants—double seat and knee—reinforced seams, stoutly made—at.....
45c

Boys' Corduroy Knee Pants—Just the thing for rough and ready wear—25c at, pair.....
25c

Boy's league base ball and bat or catcher's glove FREE with every boy's suit.

Imported Costumes—Evening Gowns, Etc.

FROM THE GOSLING DRESSMAKING STOCK

One \$150 Black Velvet Suit		One black broadcloth suit	YOUR CHOICE	Goaling's price \$75	YOUR CHOICE	Goaling's price \$85
One \$150 Black Chiffon Velvet Suit		One tan broadcloth suit, with novelty trimming	YOUR CHOICE	Goaling's price \$85	YOUR CHOICE	Goaling's price \$75
One \$150 Pleated Chiffon Evening Gown		One cream lace evening gown over pink, Goaling's price \$150	YOUR CHOICE	Goaling's price \$175	YOUR CHOICE	Goaling's price \$165
One \$125 Shantung Demi Costume		One black chantilla lace over light green, evening gown, Goaling's price \$175	YOUR CHOICE	Goaling's price \$150	YOUR CHOICE	Goaling's price \$165
One \$125 Cream Voile Real Lace Costume		One light blue and broadcloth evening cape, Goaling's price \$150	YOUR CHOICE	Goaling's price \$165	YOUR CHOICE	Goaling's price \$165
One \$100 Champagne Voile Suit		One cream lace evening costume—Goaling's price \$100	YOUR CHOICE	Goaling's price \$100	YOUR CHOICE	Goaling's price \$100
One \$100 Pink Novelty Silk and Lace Gown		One light blue broadcloth trimmed cape, Goaling's price \$50	YOUR CHOICE	Goaling's price \$50	YOUR CHOICE	Goaling's price \$50
One \$100 Imported Novelty Mohair Demi Costume		One stylish evening and demi costume cost Goaling's price \$100	YOUR CHOICE	Goaling's price \$100	YOUR CHOICE	Goaling's price \$100
One \$85 Blue Crepe de Chine and Lace Costume		Seven odd suits and gowns, Goaling's price up to \$50	YOUR CHOICE	Goaling's price up to \$50	YOUR CHOICE	Goaling's price up to \$50
One \$75 Blue Foulard Demi Costume		11 swell evening bodices, Goaling's price from \$35 to \$50, at, each.....	YOUR CHOICE	Goaling's price from \$35 to \$50	YOUR CHOICE	Goaling's price from \$35 to \$50
One \$75 Shantung Demi Costume						
One \$85 Cream Voile over Light Green Costume						

MONDAY'S SPECIAL BASEMENT BARGAINS

Hundreds of rolls of best quality of table oilcloth, that retails at 25c per yard, goes at, per yard.....	10c	One big table of new dress percales in dark styles, specially intended for ladies' house dresses, at, per yard.....	6 1/2c
One big table of yard wide bleached muslin and cambric, worth your while to make a special trip down town to buy this quality, at, per yard.....	5c	One big table of white lawns, 40 inches wide. These are mill lengths and always sell at 10c per yard, for Monday only, per yard.....	3 1/2c
One big table of good grade of unbleached muslin, as long as 2 1/2 yards of them will last, at, per yard.....	2 1/2c		

LINEN DEPT. SPECIALS

72 inch extra fine Irish Satin Table Damask, new and elegant designs, worth up to \$1.75, Monday, at, a yard.....	98c	5c Turkish Wash Cloths, each.....	1c
64 inch all linen extra heavy cream table damask, Irish made, worth 66c for a yard.....	39c	10c All Linen Towels, each.....	2c
30c full bleached heavy weight Table Damask, a yard.....	15c	10c Jap. Scrub Cloths, each.....	5c
10c Huck Towels, each.....	4c	35c Tray Cloths and Squares, each.....	15c
15c Huck Towels, each.....	7 1/2c	50c Linen Scarfs and Squares, each.....	25c
20c Huck Towels, each.....	10c	\$1.50 Linen Scarfs and Squares, each.....	69c
25c extra heavy, full bleached, 3/4 yard.....	39c	\$2.00 and \$3.00 all linen hand embroidered and hand drawn work, scarfs, squares and center pieces, for, each.....	98c-1.25-1.50
\$1.50 bleached and silver bleached, Napkins, dozen.....	98c	Round and oval all linen doilies with buttonhole etched edge, worth up to 8c, each, for.....	5c-10c-15c-25c
\$2.50 all linen Belfast, also, full bleached satin damask Napkins, dozen.....	1.69		

New Spring Carpets and Rugs

FOUR SPECIALS FOR MONDAY IN HEAVY REVERSIBLE SMYRNA RUGS

9x12 size at 9.98	7-6x10-6 size at 7.50
6x9 size at 4.98	30x60 size at 1.25

A fine double filled extra heavy Ingrain Carpet—a special for Monday—regular 50c value, at.....
35c

All our regular 45c Union Carpet, Monday.....
29c

Granite Art Squares
Strictly fast colors and reversible, 3rd size 4.50 2 1/2 size 2.98

Straw Matting
A complete new line of China and Japanese Matting, at, yard.....
12c to 35c

Sheet Music Bargains

CAROLINA DINAH, a brand new song 15c	VOCAL—In the Shade of the Old Apple Tree—I'm Wearing My Heart Away for You—Bath—m' Trying So Hard to Forget You—Beulah—My Indian Queen—Mid the Orange Trees and Blossoms, She is Waiting—Good Bye, Little Girl, Good Bye—Buddy—I Would if I Could, But I Can't—Just for Fun—Always in the Way—Grandma There's None Like You.....	15c
INSTRUMENTAL—Karam—Josephine—Heart's Dream Waltzes—Papa's Waltzes—Starry Starry—Roll of Thunder Chicken Charlie, etc.—choice.....		

ALL MAIL ORDERS FILLED—ADD 1c FOR POSTAGE.

