

IMPORTANT BARGAIN NEWS FOR MONDAY

Greatest Bargains of the Sale

TWO DRESSMAKING STOCKS

W. W. Gosling—New York and Newport

All high class, reasonable goods direct from the work-rooms of one of the most exclusive of the fashionable dress-makers of New York and Newport. Every yard of these goods was carefully selected to satisfy women of the most fashionable circles. The goods are such as you would pay more than three times this price for if bought at another time or place.

\$3 DRESS GOODS AT 69c YARD

Scores of new goods that have not yet been shown. Beautiful goods in black and all colors for spring costumes—French voiles, Panamas, silk eoliennes, silk crepes, broadcloths, worsteds, tailoring cloths, highest class mohairs and Sicilians, shirt waist suitings, etc.—worth as high as \$3 a yard—at, yard..... **69c**

Splendid goods from the dressmaking stocks, in 3, 5 and 10 yd. pieces—voiles, crepes, eoliennes, mohairs, broad-cloths, Panamas and tailoring suitings—worth up to \$1.50 a yard—at..... **39c**

New Goods in Regular Department

Shepherd check wool suitings, at, yard..... **39c**
 Cream all wool mus welling, at, yard..... **29c**
 Shepherd check Panamas, new greens, brown, tan and navy, at, yard..... **89c**
 Cream mohair Sicilian, at, yard..... **49c**

HIGH CLASS WASH DRESS GOODS

Check Voiles, at, yard..... **25c**
 Mercerized Shepherd Checks, at, yard..... **25c**

Linen Tub Suitings, at, yard..... **25c**
 Finest Imported Organdies, silk and fine sheer cotton, at, yd..... **39c**

High Class Silks

From the Dressmaking Stocks

Exclusive single dress patterns in the finest imported silk suitings, poplins, messalines, chiffon and chameleon taffetas, black, white and delicate tints in the finest melrose crepes, pompadour chiffons and many handsome evening silks—all at..... **98c**

STUNNING SILKS FOR SUITS—Newest and most favored spring shades and styles—popular Louisiane stripes and checks, new jacquard taffetas, changeable effects—also 25 pieces of 27-inch wide pure silk black chiffon taffeta, at, yard..... **69c**

Fresh Lot of the Fine Pure Silk Colored Rustling Taffetas that created such a furore last week—handsome novelties for waists and suits—twenty pieces Cloth of Gold Pongee— at, yard..... **49c**

Chiffon Taffeta French Plaids—Cum- Yard Wide White Habutai Wash
 bination green and brown, turquoise
 Silk—100 pieces—this fine quality
 and gold, blue and greens, season's
 prettiest novelties—confined to 75 cents a
 yard—at, yard..... **50c**
 Brandeis in Omaha—yard..... **1.69**

Brandeis is Omaha Agent for the Popular Winslow Taffetas—the fine Black Winslow Taffeta with name woven in selvage—scarce shades of green, blue, brown, etc.—at, yard..... **\$1**

DRESS TRIMMINGS From the Gosling Stocks

All the highest class dress trimmings, braids, Persian bands, black and white fancy applique, fine variety at, yard..... **19c and 10c**

All the most elaborate dress trimmings from the great stock—hand-some novelties from the New York and Newport shops, at, yard..... **50c**

LACES from the Dressmaking Stocks

All the finest dress trimming laces, bands, galloons and insertings—hundreds of beautiful styles— at, yard..... **15c-19c-25c-50c**

All-over net laces, 18 inches wide, suitable for entire waists—worth up to \$1 a yard—at, yard..... **39c**

MONDAY---EXTRAORDINARY BARGAINS IN THE BASEMENT

Extra Fine Quality of Bleached Muslin for 5c Per Yard— This is one of the best bleached muslins made. It is superior to Lonsdale or Fruit of the Loom; it has never been sold in Omaha for less than 10c per yard. We will sell it as long as 10,000 yards last—at, per yard..... **5c**

Unbleached Muslin—This is the brand known as Pound Sterling; there is no better. It retails in some stores as high as 12c per yard. As long as 10,000 yards lasts, on Monday, we will sell it for, per yard..... **5c**

A. F. C. and Toil de Nord Gingham—in long mill lengths—worth 15c—per yard..... **8½c**

Drapery Denim, Drapery Ticking and Cretonne—worth 25c— at, per yard..... **10c**

New Spring Plain Splashed Voiles—These are in full pieces, not remnants—some stores in Omaha are selling them for 35c per yard—on Monday we will sell them at, per yard..... **10c**

One table of fancy lace striped and dotted Silk Mousse-line de Soies—these are worth up to 65c per yard—we will sell them Monday, yd..... **19c**

Plain Silk Mull and Mousse-line de Soie we will sell Monday at, per yard..... **10c**

Mill Lengths of Various Kinds of Lawns and Dimities, worth 50c per yard—will go at, per yard..... **3½c**



BRANDEIS "BOSTON STORE" & SONS

Springs Leading Millinery Modes

The season's choicest innovations are correctly interpreted in Brandeis' artistic and becoming hats.

The demands which fashion followers make of us, as the leading millinery house of Omaha, have been gratified in every way. We are every day convincing the lovers of artistic beauty in millinery that Brandeis hats this spring set the standard of correct styles in the west. Both in the wide assortment of styles and the extremely modish character of every hat, our display is manifestly superior to any showing of millinery west of Chicago.

If you buy an exclusive Brandeis hat that individual style is yours

Stunning Trimmed Hats, \$10
 —Our assemblage of hats to sell at this price embraces the most favored creations of the designers art. The exquisite blending of colors is marked in our higher class of millinery and the unvarying good taste that marks Brandeis hats is always evident. A splendid assortment at..... **\$10**

Imported Pattern Hats—Also a great number of hats from noted American designers that reflect the most charming millinery ideas for spring. Exquisitely wrought of expensive materials—scores of absolutely original styles, at..... **\$15 to \$25**

Smart Trimmed and Street Hats at \$4.98—The new tricone hats, the small tilted turbans, the new polo turbans, etc.—leading styles, relieved by touches of originality that every woman of fashion appreciates in her hat, at..... **4.98**

Street and Trimmed Hats at \$5.50—Made of soft straw combinations and chiffon bodies—daintily trimmed with flowers and popular ornaments—the leading shapes for spring—specials at..... **3.50**

A Street Hat Special at \$1.98—The small straw turbans, also the larger shapes—trimmed in the latest approved fashion for ready-to-wear hats—every hat has the smart, dressy style that every Brandeis hat possesses—a hundred becoming modes, at..... **\$1.98**

Lace Curtain Specials

Do not fail to visit this department on Monday—it will be a day of remarkable bargains.

LACE CURTAIN SPECIAL—Big assortment of full size and extra large lace curtains, worth up to \$2.25 a pair, Monday at..... **1.25**

\$2.50 and \$3.00 QUALITY LACE CURTAINS—Newest spring goods, very special for Monday, at pair..... **1.98**

PARLOR CURTAINS—Irish Point, Brussels, Antique, Arabian, and numerous other styles, suitable for parlor windows, special value, at pair..... **3.98**

COUCH COVERS—An attractive new spring line in all the most favored colors, at..... **98c**

CURTAIN SWISS—In full pieces—perfect 38 inch and 40 inch goods—10c at, yard..... **10c**

WHITE ENAMEL POLES—4 feet wide, complete, each..... **19c**

WINDOW SHADES—The best quality oil opaque stock shades—3 feet 7 inches—all colors, Monday, each..... **39c**

ROPE PORTIERS—All styles—the newest and most attractive line to be found in Omaha—special at..... **4.50-2.98-1.98**

SPECIAL RUG SALE

ASK TO SEE THE NEW KERMAN RUG

9x12 Rug, regular \$12.50 value..... **\$10**
 at..... **\$9**
 9x10-6 Rug, regular \$11.50 value..... **\$9**
 at..... **\$8**

These rugs are extremely heavy quality and reversible. Come in nice range of patterns.

Best All Wool Ingrain Art Squares

9x12 at..... **\$9** 9x10-6 at..... **\$8**
 9x9 at..... **\$7** 7-6x9 at..... **\$6**

Delit blue, 2-tone red floral and medallion patterns.

Smith's Axminster Rugs

All the newest patterns for spring 1905—medallion and floral patterns, 9x12, very special for Monday only, at..... **22.50**

Wilton Rugs

The best quality of Wilton rugs—the finest patterns ever shown in Omaha—a wide variety—as an extra special for Monday we show a fine line of 9x12 Wilton rugs, at..... **37.50**

SCORES OF MARVELOUS BARGAINS MONDAY

EXTRA SPECIALS IN THE THREE BIG SALES OF

John Rudd's Entire Jewelry Stock 115 So. 16th St. Omaha. **1.50 to \$7**
Entire Hand Painted China Stock from White Art Co. 380 Ontario St., Chicago
Entire Statuary Stock of Gonnella Bros., 2025 Farnam St., Omaha. **10c**

This triple sale is the most interesting event in Omaha at the present time. Everyone is talking about it. We will make this even more exciting by cutting the prices again. Prices in many instances are about half Saturday's figures—Beautiful goods at one-fourth their value.

EXTRA SPECIAL MONDAY—IMPORTER'S SAMPLE LINE BISQUE FIGURES AT 5c

We bought the entire sample line of an importer of novelty bisque figures. The stock, the greatest of its kind ever seen in Omaha, comprises large and small bisque figures, character and comic pieces. In a regular way they would sell from 25c to \$2.00 each—Monday, at..... **5c**

GOLD WATCHES AND JEWELRY FROM RUDD STOCK AT RARE BARGAINS

All the fine gold watches from the John Rudd stock far below their value—**9.50**
 For instance we mention a 17-jewel Dauber Hampton watch in Dauber Hampton case, actual \$22 val. \$20 to \$25.00, at..... **\$1 to \$5**
 Ladies' Set Rings from Rudd stock—worth \$5.00 to \$10.00, at..... **1.50 to \$7**
 \$5.00 Lockets from the Rudd stock, at..... **50c to 1.50**
 Neck Chains from Rudd stock—worth from \$1 to \$5, at..... **\$1 to \$5**
 All John Rudd's finest ornamental clocks at amazing bargains.

ALL THE BRILLIANT CUT GLASS FROM RUDD STOCK AT ABOUT 1-4 ITS VALUE

Small and large cut glass dishes, perfume bottles, champagne glasses, wine glasses, vases, finger bowls, sugars and creamers, water bottles, etc., at almost ridiculous prices.

HAND-PAINTED CHINA

Such bargains as we offer in this beautiful hand-painted China have never been equaled in this country. All hand painted in a Chicago studio by artists of high standing whose work is recognized throughout Europe and America. **THE BARGAINS ALMOST PASS ALL BELIEF.**

GREAT STATUARY STOCK

Large and small plaster statuary—exquisite decorations. To make a quick clearance, we offer all the pieces that Gonnella Bros. sold up to \$5.00, at..... **10c**

Spring Clothes For Boys

Boys' new spring suits in latest styles including Buster Brown effects with Knickerbocker trousers, at..... **2.50**
 Boys' Rough and Ready Corduroy Knee Pants, at..... **25c**
 Free with every boys' suit, a base ball and bat or a catcher's mitt.

100 Calling Cards at 39c

All the latest and most fashionable style of type.

300 Business Cards, \$1

Printed in a few minutes. SOUVENIR CARD CASES IN THE ARCADE

Kleinert Double Gem DRESS SHIELD

Impervious to Perspiration

IT MATTERS NOT HOW STRONG AND ACID NATURE THE PERSPIRATION MAY BE. WE RECOMMEND THEIR USE.

EXTRA SPECIALS MONDAY IN MRS. BENSON'S FINE STOCK

All the Fresh New Embroideries

New lots of fresh, crisp embroideries just brought forward—these are the finest, newest embroideries bought by Mrs. Benson to sell this spring—embroideries, insertings and galloons, in medium widths—dainty and elaborate patterns—unexcelled bargains—at..... **3½c-7½c-10c**

All the wide embroideries, corset cover embroideries and flouncings that Mrs. Benson bought to sell up to 50c a yard—these are especially attractive patterns, carefully selected—many are suitable for making summer waists—per yard..... **15c-25c**

Laces from Mrs. Benson's Stock

White, cream and ecru laces, in a wide variety of widths—such dainty laces as these rarely sell for anything like these bargain prices—a splendid opportunity for spring clothes making—at..... **3½c-5c-10c**

Gloves from Mrs. Benson's Stock

Gloves of more than ordinary quality—the fine quality kid gloves that usually sell at \$1.50 and \$2.00 a pair—many of them are well known gloves and have never before sold at a special price—they are all new, this spring leading shades—on bargain square..... **\$1**

KNIT UNDERWEAR—Light summer vests, many in colored silk—also ladies' fine union suits, knee length, umbrella style, etc.—just the right weight for warm spring days—each..... **12c-25c-49c**

HOSIERY—Ladies' black, tan and fancy colored hosiery—all-over laces, etc.—full fashioned foot..... **15c-25c-49c**

CORSETS—Many popular brands, all lengths, all sizes—fine French coutil and batiste, worth up to \$3..... **69c-\$1-\$1.50**

LADIES' NECKWEAR—Lace and embroidery turnover collars, lace stocks, jabbeaux, etc.—the widest variety, popular for spring—at, each..... **10c-25c-50c**

SPECIAL SALE OF RIBBONS

All widths of ribbons, both plain and fancy—fine, all silk taffetas—a fresh, new lot just received—special for Monday—at, yard..... **15c**

More SHOES Tomorrow

The Extraordinary Great Bargains in Shoes We Are Offering Every Day Now from the

F. P. KIRKENDALL & CO.'S OMAHA WHOLESALE Shoe Stock

From Eleventh and Marney Streets, Which We Bought from the Insurance Co.

Fill both our shoe departments on the Main floor and in the Basement. The interest which this sale has developed amongst every class of shoe buyers, especially those who are accustomed to really good shoes, has never abated or varied from the moment the sale started.

MEN'S OMAHA MADE CUSTOM WORK BLACK AND TAN SHOES 2.50

Made to retail for not less than \$3.50 and up to \$5.00 a pair.

ON BARGAIN SQUARE

- Men's \$2.50 Pat. Leathers..... **1.59**
- Men's Tan Vic's Shoes..... **1.59**
- Men's Black Vic's Shoes..... **1.59**
- Men's Calf Skin Shoes—Double Soles..... **98c**
- Men's Vic's Shoes—Single Soles..... **98c**

WONDERFUL VALUES—TREMENDOUS BARGAINS Ladies' Shoes

\$1.59 FROM THE KIRKENDALL WHOLESALE STOCK **\$1.98**

This gives you the choice of every pair of Ladies' shoes in the entire purchase—Welt soles or turn soles or McKay sewed, and include all the Patent Kid and Coltskin shoes, and all the fine vic vic shoes. Those at \$1.59 are in the basement and all the others are on the main floor—on bargain squares as well as those in their usual cases and cartons in the aisles.

STILL MORE BARGAINS IN CHILDREN'S SHOES.

GIRLS' AND BOYS' SHOES 25c-39c-59c-75c-98c

Sale of Linens

50c Table Padding, at, yard, 25c

- 35c Turkish towels, ea. 19c
- 15c all linen doilies, at 5c
- 20c Turkish towels, ea. 10c
- 50c hemstitched tray cloths and squares, at, each..... **15c**
- 10c Turkish towels, ea. 5c
- 50c qual. scarfs, squares 25c
- Extra large huck towels 5c
- \$1 scarfs and squares at 49c
- 5c Turkish wash cloths, 1c
- \$2 scarfs and squares at 98c
- \$2.50 all linen hemstitched 10-4 table cloths, at..... **1.59**
- \$1 extra heavy bleached table damask, at, yard..... **69c**
- 25c extra heavy full bleached table damask, at, yard..... **1.50**
- \$1.75 Irish all linen satin table damask, newest designs in damask napkins, Monday..... **98c**
- 50c full bleached all linen table damask, at, yard..... **39c**
- \$3 all linen bleached Irish sat in damask napkins, Monday..... **1.69**
- 75c bleached & silver bleached table damask, at, yard..... **49c**
- \$1.00 mercerized line bleached napkins, per dozen..... **59c**
- \$2.00 bleached and silver bleached all linen napkins, at, doz..... **1.25**

MEN'S DRESSY SPRING SUITS

Rogers-Peet & Co. Clothing for Men—The best, the most up-to-date and the most sensible clothing for well dressed men—all the very newest and most approved patterns for dressy spring wear..... **17.50**

A great special—at..... **17.50**

Men's Suits and Top Coats, \$10—Brandeis offers the finest clothing that ever sold for \$10—suits and top coats are the very latest style—hand tailored—well lined, at..... **\$10**

A Big Special Offer in Men's Spring Suits—New novelty mixtures—popular new ideas for spring wear—just such suits as you would expect to pay \$12.50 for—Monday, very special, at..... **6.90**

