

Exceptional Bargain Events Throughout This Great Store

Buster Brown and Tige This picture appears exclusively in Brandeis' ad



RESOLVED THAT WE ARE HERE WITH OUR TRUNK WE ARE GOING TO CAMP WITH YOU A GOOD LONG TIME AND EVERY WEEK WE SHALL TALK TO YOU ABOUT THE CLOTHES YOU OUGHT TO WEAR WEARING GOOD CLOTHES IS THE FOUNDATION OF SUCCESS. WE WILL PROVE THIS TO YOU IF YOU WILL READ EACH WEEK WHAT WE SAY BUSTER BROWN I CARRY MY CLOTHES IN THE TOP TRAY

BUSTER BROWN IS THE BEST DRESSED LITTLE CHAP IN THE COUNTRY. EVERY MOTHER WANTS HER LITTLE BOY TO LOOK JUST LIKE HIM. NO MATTER WHAT HE IS DOING, BUSTER'S CLOTHES ARE ALWAYS DRESSY. THAT'S THE WAY ALL APPAREL SHOULD LOOK—RIGHT UP TO THE MINUTE IN STYLE NO MATTER HOW CONSTANTLY IT IS WORN THAT'S THE SORT OF GOODS BRANDEIS SELLS.

BRANDEIS "BOSTON STORE" & SONS

30,000 YARDS OF NEW SILKS

AT PRICES NEVER BEFORE QUOTED ON SUCH SPLENDID QUALITIES

Brandeis bought from a shirt waist manufacturer a bankrupt stock of up-to-date silks suitable for all purposes. Fancy Silk Suitings, Rough Pongee Silks, Silks from Japan, fine grade of Dress and Lining Taffeta, Peau de Cupid, Checked and Barred Taffetas, Fancy Crepes and Gauzes—20 to 45 inches wide—Monday they go in three lots.

15,000 yards swell combinations, French Plaids, Taffetas, Fancome Louise Silks, with dots and geometrical designs; Chiffons and Rustling Taffetas, 27-inch Check Suitings, white, black and all colors heavy quality Habutal Silks, Peau de sole, etc., worth up to one dollar and a quarter—**49c** at yard.

10,000 yards Rough Pongee Silks, Peau de Cupid, Dress Pongee, Checked Taffeta Suitings, in black and white all the new spring effects—Printed Lyons, Foulards, 27-inch White China Silks, 24-inch Liberty Satins, 27-inch Chiffon Taffetas, worth up to one dollar—**39c** at yard.

Five thousand yards black and colored Shantung Printed Pongee Silks, twenty-seven-inch colored Japanese Silk, White China Silks, Fancy Silk Suitings, Colored Summer Silks—worth up to sixty-nine cents a yard—go in this sale at—per yard—**25c**

We offer 35 pieces of High Class Lyons Novelty, whites and blacks only, worth up to \$4, at yard, **1.39**

25 pieces Black Swiss Taffeta—wear guarantee woven on every yard, 89c value, at—yard, **55c**

MONDAY IS THE DAY FLOOR OIL CLOTH and LINOLEUM SALE

Three Immense Carloads

An Eastern manufacturer was literally forced out of business by competition. His entire stock on hand was seized.

We Bought from the Sheriff

The goods are all new spring patterns, high quality Linoleums and Oil Cloths, going at wonderful bargains Monday in the basement.

One-Half the Actual Cost to Manufacture

Such an immense sale as this could not be conducted by another house except Brandeis'. From coast to coast Brandeis is known as a cash buyer of reliable merchandise. It is because we pay cash that this immense sale with its wonderful bargains is made possible in Omaha.

50c Linoleum at 25c a Yard—This is just the quality of Linoleum that usually sells up to 50c a square yard—most desirable designs at—**25c**

LINOLEUM 39c Worth up to 65c Yard—at yard.

LINOLEUM 49c Worth up to 85c Yard—at yard.

In fine tile and wood patterns—a great variety of desirable goods.

In the most popular wood patterns and tile patterns.

FLOOR OIL CLOTH Sells up to 30c Yard **15c** Square Yard This oilcloth comes in 1 yard, 1½ yard and 2 yard widths—floral and geometrical designs—bring the size of your room and get an exceptional bargain.

FLOOR OIL CLOTH Sells up to 45c Sq. Yd. **25c** Square Yard Widths of this oilcloth are 1 yard, 1½ yards and 2 yards—new designs—We can fit your room in a very fine pattern.

18c Table Oil Cloth for 5c Yard—Big bargain square filled with 18c grade Table Oil Cloth. It will be sold from the bolt during this great Linoleum Sale at, yard **5c**

Entire Basement Will Be Devoted to This Sale Plenty of room to care for crowds and allow selections. It will be the biggest sale in our history—Monday at 8 o'clock.

Charming Novelty Effects in Ladies' Spring Suits

A Stunning Array of Ladies' Tailored Suits—mostly samples—at \$24.50—the most elaborate novelties of the new season are charmingly revealed in these ultra-stylish suits—made of the highest class fabrics and elegantly tailored—new effects for street wear and semi-dress—new colors—Stons, Polo coats, French boulevard costumes, etc.—special—**24.50**

Exclusive Suits—These elegant effects are exact copies of individual Parisian models, the height of fashion for spring, finished in careful manner and made of the highest character of dress fabrics—every new style feature for spring is embodied in this broad showing—special values for Monday at—**\$35-\$39**

Ladies' Covert and Novelty Cloth Jackets and Coats—Ultra fashionable garments of selected fabrics—many extreme novelties for spring—at—**9.98-12.50-14.85**

Ladies' Covert Jackets and Coats—All the newest and smartest effects for spring wear—satin lined, self-straped and self-trimmed. **6.98**

Ladies' Handsomely Tailored Walking Skirts

Stunning new Walking Skirts. The new styles are very dressy, indeed—circular effects predominate—the trimmings are very fetching. We mention specials at

\$7.50, \$9.98, \$12.50 and up to \$35

A Very Special Showing of Ladies' Evening Dresses, Party Gowns, Summer Costumes, Dresses for Reception Wear, Etc.

We are showing a delightful array of absolutely new effects in the Princess and two-piece ideas—every correct novelty for the new season—fabrics are laces, nets, Radium silks, Japs, Eolienenes, Voiles and Lingerie—all the new pastel shades are shown—a range of prices at

\$24.50, \$35, \$49 and up to \$98

BRANDEIS' SPRING SUITS

APPEAL TO MEN WHO KNOW GOOD CLOTHES AND LOOK FOR FIT AND STYLE ON THE OUTSIDE INSTEAD OF A TAILORS LABEL ON THE INSIDE.

The suits that will win the most admiration on the streets of Omaha this spring are **The Rogers-Peet & Co. Suits** An air of refinement and good breeding about every garment that bears this name. Cutting and fitting perfect—the **17.50 up to \$29** prices are—**Brandeis' Special Clothes** Newest cut and the most favored spring suitings—**\$10 up to \$19** prices are

The prettiest styles in children's clothes for spring are shown in our Boys' Separate Section on Third Floor

THE OPENING EXHIBIT OF BRANDEIS' EXCLUSIVE SPRING MILLINERY

Our assemblage of Spring's ultra fashionable models has been the delight of thousands of Omaha ladies during our opening showing. We extend an invitation to every lover of pretty hats to be our guest during this exposition of French and American millinery models.



Brandeis' Patterns, both French and American, are absolutely exclusive. They are not duplicated in less expensive hats.

Our Display of Exclusive French Pattern Hats is the Talk of Fashionable Omaha—The choicest conceits from the fashion centers of the world. Every phase of Parisian style—every accepted whim of fashion as expressed by America's leading authors of style, all combining to make a showing of brilliancy. Many of these hats are individual patterns, no duplicate appearing elsewhere in America.

A Bewitching Array of Model Hats at \$10—These designs are artfully wrought by the master milliners of America. The graceful Countess of Warwick hats, the Vierge La Brun hats, the Princess Lambelle models, the Louis XIV hats, etc.—no such assemblage ever before seen at—**\$10**

Brandeis' Elegant Millinery at \$5—Dashing metropolitan style in these hats. We have spared no effort to show in these hats to sell at a popular price all the leading shapes and prettiest color ideas that are usually confined to high cost millinery. The Brandeis \$5 hat has no equal—**\$5**

Stunning Little Street Sailors at \$2.50—A special lot, all newest styles of sailors—jauntily trimmed—you would declare them to be **250** at

Beautiful Spring Flowers and Foliage for the milliner at home—all the flowers that are the rage for trimming—the beautiful shaded large and small roses—very special prices.

SPRING'S GREATEST DRESS GOODS EVENT SPECIAL BUYING OPPORTUNITIES FOR MONDAY

DRESS FABRICS

\$1.50, \$2 and \$2.50 Silk Eolienenes—French silk and wool fabrics, 46 inches wide, cream, black, chameleon, reseda, grey, etc., at, a yard—**69c**

Regular \$1 Quality Spring Dress Goods from one of the Jamestown, N. Y., mills, all fresh and new, mohairs, panamas, chiffon panamas, taffeta poplins, serges, granites, etc., at, a yard—**49c**

Our new man tailored skirts, made on the premises, have proven a great success and are much appreciated by our customers.

HIGH CLASS WASH GOODS

60c and 75c Silk Printed Eolienenes, Korean Silk, a yard, **39c** at

50c Pongee Louise, Chiffon Lise, Jacquard Silk and Cotton Wash Goods, a yard, **25c**

Elegant embroidered Linens and plain hand made Linens, French Belgium and Austrian.

Our Paris buyer has sent us some of the most exclusive and superior wash dress stuff, the equal of which has never been shown in the city.

New grays—another lot for Monday selling, thirty pieces of the best styles, at yd. **1.00**

New lines in old rose and Allee blues, yard **85c**

Chiffon Taffetas, at **\$1-1.25** Shadow Taffetas, at

Cream Mohair **25c-49c-75c** Monday **89c** Cream Panamas, 50-in., yard, at **89c**

BLACK DRESS GOODS

Our Paris buyer advises us to recommend black for spring and autumn.

Single dress patterns of high class, just received from the import cases. We will sell Tropical Panamas for Monday, at, a yard, **69c-89c**

46-in. and 54-in. wide wool Taffeta and Silk, and wool Taffeta Cloth, yd., **85c-1.10**

Lingerie Lawn Robes 50 fine grade eyelet embroidered Box Robes, \$5.00 values, **3.95** each

Lingerie Waist Patterns Ready to make, effective and stylishly embroidered. A paper pattern with each **1.25**

Imported Sample Robes Bought at just half regular prices, \$35 linen mull or lingerie lawn, exquisite hand work, new models, each **17.50**

NEW IMPORTED LOTS JUST RECEIVED SALE OF HIGH CLASS EMBROIDERIES

Our resident New York buyer secured these embroideries. They had been consigned to a western house and refused because delivery was nearly two months late. We bought all these embroideries at just about what it cost to import them.

Fine Matched Sets. Open Work Embroideries. Matched Baby Sets. Skirt Flouncings. Ribbon Beadings. Corset Cover Embroideries.

Embroideries, Insertings, Bands, Galloons, Separable Medallions **FINEST SHEER SWISSES, NAINSOOKS AND CAMBRICS**—Embroideries like these should sell as high as 60c yard—Monday we offer them at **7½c-12½c-25c**

Fresh New Assortment of Wash and Trimming Laces

Never was there such an assortment of fine laces at such moderate prices—French Vals, German Vals, fine imitation Cluny, Torchons, Sevillas, etc.—many laces and insertings match—worth up to 20c a yard—fresh and clean, on big bargain tables, **3½c-5c-10c** at, a yard



LADIES' LOW SHOES

All the Most Fashionable Shapes for Spring



The new styles this season have a dressy character that stamps them as "brand new." Among the prime favorites are the Court Ties, Christie Ties, Sothra Ties, Oxford Ties and Low Button Oxfords. New plain and dull leathers—quality guaranteed. A moderate range of prices always—**250 \$3 AND 350**

CHILDREN'S SPRING FOOTWEAR

A splendid assortment of children's shoes—every pair built for sterling service. We will be pleased to show you the new styles. Money saved on every pair.

New Spring Effects in Kid Gloves

All the newest and most fashionable shades for street and evening wear, the new 3-clasp effects, the well known for—**\$1-1.50-\$2** eight brands—in regular Glove Dept. Long Party Gloves, 12 and 16-button, black, white and pastel shades—3 clasps or 3 pearl buttons, Ferrins, Royniers and Monarchs, glace and suedes. **\$2-2.50-\$3**