

MONDAY WILL BE A DAY OF RARE BARGAINS

EXTRA SPECIAL SILK SALE

125 pieces genuine Lyons dye Imported Printed Habutal Silk on white grounds, printings are of the Dresden and Persian effects, showing all the pretty light and medium combinations of old rose, French blue, sea greens, lilac with shadings of soft browns, resedas, etc.—specially adapted for house gowns, kimonoes, party gowns and if bought in the regular way would retail at \$1 per yard—Monday at—per yard.....

49c

Peau De Gupid Silks

100 pieces new shipment of new Peau de Cupid Silks. In 65 different shades, including the much wanted and scarce blues, grays, old rose, new greens, etc. We recommend Peau de Cupid for most every purpose, shirt waist suits, waists, children's dresses, etc.—large bargain square—yard.....

39c

Fancy Silk Suitings at \$1 Yard

Fancy Silk Suitings, new Alice grays, French blues and new navy colorings, in neat, small and medium Jacquard figures, small barred silks, overhot silks, narrow and wide stripes so much in vogue.....

\$1

White Japanese Silks

Our own importation at fully 25 per cent under regular prices—all selected goods, ranging in widths from 24 to 36-inch.

Extra heavy 27-inch Jap Silks, worth 69c, at..... **39c**
Extra heavy 36-inch Jap Silks, worth \$1, at..... **59c**

100 PIECES OF BLACK SILKS

At One-Third Off Regular Price
Heavy, rustling, oil boiled Taffeta, 20-inch, worth 89c, at..... **55c**
Heavy, rustling, oil boiled Taffeta, 27-inch, worth \$1.25, at..... **75c**
Heavy, rustling, oil boiled Taffeta, 36-inch, worth \$1.50, at..... **98c**
Black Peau de Sole, extra finish, deep black, suitable for the new coats, worth \$1.50, at..... **95c**



J. BRANDEIS "BOSTON STORE" & SONS



First Showing of Ladies' Summer Apparel

WASH SUITS, WHITE SUMMER DRESSES, LINEN JACKET SUITS

Brandeis is invariably first to display the new goods in advance of the season. Omaha women always look to us for the first correct expression of fashion. Monday our display of the new summer apparel will be complete enough to give a splendid idea of the ruling modes next season.

White Serge Suits—Natty little polo, pony and Eton jacket effects with the round circular cut skirts, 88 1/2 trimmed, at..... **14.85-19-25-\$35**

A Pretty Novelty This Season is the White Serge and Mohair Skirt

It is bound to be the swaggar thing for summer wear. One absolutely new number is a white serge with bands of black velvet ribbon around the bottom, pleated and circular, prices..... **4.98 up to 22.50**

White linen skirts, in a big array of the new style ideas—all fresh this season..... **1.50-4.98**

Chic Little Two-Piece Linen Jacket Suits

The new round bolero and Eton coats, daintily lace and hand embroidered, skirts trimmed to match..... **9.98-12.50 up to \$35**

Covert Jackets—These coats are extremely smart and dressy for any outdoor occasion..... **6.98-9.98**

New Styles in Lingerie Walsts

So many dainty new effects in these waists—that description is almost useless. The materials are the sheers, the trimmings are elaborate or simple, just as your fancy may select. prices are..... **2.98-3.98-4.98**



Ladies' Tailored Suits at \$14.85

The suits in this group are very modish, the new shades, Alice blue, grey, Reseda, old rose, coral, etc., very new..... **14.85**

Ladies' Walking Skirts at \$4.98 and \$6.98

Some brand new arrivals are shown in this group, the skirts are plain or mixed cloths, made in circular or pleated styles, prices are..... **4.98-6.98**

New Arrivals of Our Popular "Fashionseal" Suits

This shipment from the "Fashionseal" factory just arrived Saturday. To those ladies who have not yet viewed this matchless line of suits, we extend a special invitation tomorrow. The most beautiful range of spring style, the greatest refinement and the very best suits ever sold..... **\$25**

SPECIAL SALE OF Embroideries

New lots of extra fine Embroideries go on bargain square tomorrow—elaborate and dainty patterns, many matched sets, fine bands and insertings. In this lot are some very fine sheer nainsook embroideries and insertings—actually worth up to 50c a yard, at—yard.....

10c-15c-25c

Wash and Trimming Laces

Mechlines, Vals, Torchons, Net Tops, etc.—a great variety of widths, newest patterns, scores of new effects—pled high on bargain tables Monday—yard..... **3c-5c-7c**

Ladies' Summer Underwear

Our immense stock of ladies' fine Summer Underwear is here. The finest Vests, Pants and Union Suits that are made in the leading mills of the country.

Special—Ladies' Vests and Pants, summer weight, fine cotton and lisle, some silk mercerized, many hand crocheted—prices..... **15c-25c**

Ladies' Vests, Pants and Union Suits, in white and fancy colors, beautifully lace trimmed, very special Monday..... **49c**



During the Phenomenal Business of the Week Preceding Easter We Sold Practically Every Hat in Our Tremendous Stock. Monday We Start with An Entirely

NEW SHOWING OF ELEGANT MILLINERY, MODESTLY PRICED

Such an Easter millinery season was never known before. Our resources were taxed to the utmost, but our preparations had been complete and we supplied fashionable Omaha with Easter headwear of the most beautiful character. The hats are all new Monday. We invite you to view the new assemblage.

New York Model Hats at \$10

There are some hats just received from the work rooms of the most noted Fifth avenue, New York, designers—they follow out the latest style die..... **\$10**

Natty Little Street Hats at \$1.50

Smart and fetching styles for for spring and summer wear—newest models, at..... **1.50**



New Creations to Sell at \$5

You will agree there was never before such dashing style shown in modest priced millinery—our most talented designers have used their best ideas in fashioning these smart creations after the latest French and American designs—2 hundred absolutely new effects—Monday, at..... **\$5**

New Suit Hats at \$2.50

A charm about these simple but dressy little hats that makes them great favorites. All the new colors—the small sailors are popular..... **2.50**

First Showing of the Smart Summer Millinery—Outing Hats, Summer Street Hats, Etc.

White is a favorite color in millinery, just as in all apparel for summer wear. An assemblage of the freshest, daintiest headwear ever shown by an American house—hats for every fashionable occasion of late spring or mid-summer—a range of moderate prices.

Novelties Just Received

DRESS GOODS

High Grade Wash Dress Goods
Fine quality Imported Swiss—infinesimal dots—go at—per yard..... **25c-39c-49c-59c-75c-\$1**
Embroidered rich designs St. Gall Swiss—yard..... **59c**
Chiffon Lisse, new checks and plaids, dainty diaphanous goods—yard..... **25c**
Pure Irish Linen, sheer and the heavier grades..... **39c-49-59 up to \$2**
Special 48-inch Hand Made French Linen—yard..... **59c**
Hand Embroidered Robes, lingerie lawns and fine linen, \$35 and \$40 dresses, of the most elegant work and style, each..... **17.50**
Lingerie Waist Patterns at just one-third of regular price..... **2.80-1.75-1.50-1.25**
French Organdies, 25c grade—yard..... **15c**
Printed Silk Poplins, pretty effects, regular 60c and 75c grades, at—yard..... **39c**
Silk Louisene (washable), new tones—yard..... **39c**

Spring Dress Goods at 49c Yard
Bargain square with hundreds of choice styles Panamas, worth \$1, and all the most desirable weaves of this season—yard..... **49c**
The surplus stock of a foreign importer and Jamestown manufacturer, \$1.50 and \$2 dress goods, Chiffon Panama, Silk Velveteen, Silk Boutonne, Crepe Chiffon, elegant Black Dress Goods—yard..... **69c**
Cream Dress Goods, Yachting Serge, \$1.50 grade, 54-yard, shrunk and sponged—yard..... **\$1**
\$1.25 Cream Serge Diagonal—yard..... **\$1**
800 yards Cream Sicilian, Panama and Storm Serge, \$1.39 and \$1.50 grade—yard..... **\$1**
Cream Mohair, 50c grade, at—yard..... **39c**

The Shoe That Bends With the Foot RED CROSS Shoes for Women

You'll never know what real shoe comfort means till you've worn the Red Cross. The sole is flexible, yet made of solid leather; even the heaviest soles can be bent double. Cushion heels relieve all strain and jar. Styles are correct and trim. The flexible soles outwear the stiff soles.
Red Cross Oxfords for summer wear at **\$3.00 and 3.50**
Ladies' High Shoes—Every new last correct. The heel and fashionable leather, at..... **3.50**
The New White and Linen Color SHOES FOR SPRING
White and Linen Shoes will have more popularity than in the previous year. Everything in costumes runs to white, and shoes are right abreast of the times with brand new novelties.
Sea Island White Canvas Pumps, \$1.65 and \$2.50.
New White Court Ties at \$1.50, \$1.65 and \$2.50.
The Gray Canvas Ties, fine linen, at \$2.50.
College Widow Shoes, 3.50



Special Sale in Drapery Dept.

Couch covers, extra large sizes and heavy, at..... **1.59**
Portieres, new spring line, both in plain with tapestry borders or figured, at—pair..... **3.98**
Lace Curtains, 60 inches wide, 3 1/2 yds. long, pair..... **1.50**
Flat Curtains with Battenburg edge, in Arabian color—pair..... **1.98**
Rope Portieres, new spring line, extra heavy cord, can be made 7 feet wide, at—pair..... **3.98**
Snowflake Curtains go at..... **98c**
Window Shades in all colors, complete, each..... **25c**
Curtain Swais, in figures and dots—yard..... **10c**

Extra Special Sale of Carpets and Rugs

We have planned to make Monday a very special day in Carpets and Rugs. The entire department filled with specially good bargains that will appeal strongly to every household. Every price quoted means a genuine big saving. A visit on Monday will be greatly to your advantage.
Velvet Carpet, with or without border to match, floral and Oriental patterns—yard..... **90c**
Brussels Carpet, the very best grade, at—yard..... **79c**
The best 9x12 Tapestry Rug at..... **\$15**
Fine Axminster Rugs, 9x12, at..... **22.50**
Body Brussels 5-frame Rugs, 9x12, at..... **\$25**
The best all wool Ingrain Carpet, at, yard..... **65c**
New line of Straw Mat—12c to 35c
4-yard wide Linoleum, best quality, square yard..... **65c**

FINE FEATHERS

RESOLVED THAT IF YOU WEAR THE OLD WINTER SUIT IN SPRING, YOU LOOK LIKE A STRAW HAT ON CHRISTMAS DAY. BE SURE THE STYLES ARE RIGHT. GO TO BRANDEIS.

BUSTER BROWN

FACTS ABOUT CLOTHES

YOU DON'T NEED TO SPEND DAYS AND DAYS STUDYING STYLES EVERY SEASON UNLESS YOU MAKE YOUR OWN CLOTHES. SELECT THE STORE THAT STANDS FOR THE HIGHEST QUALITY AND PERFECT STYLE—THAT'S BRANDEIS. WE MAKE A STUDY OF STYLE AND ALL OUR APPAREL SHOWS IT. THIS SPRING OUR VARIETIES ARE GREATER THAN EVER BEFORE.

Men's Suit Sale

THE SALE THAT ESTABLISHES A NEW RECORD

ENTIRE SURPLUS STOCK

Of Fashionable Spring Clothes for Men

B. ROTHSCHILD & CO.
ROCHESTER, N. Y.

Makers of the Famous "Newport" Clothes

There never was such a response to a clothing sale in Omaha. Throngs of men visited our clothing department Saturday, and the high character of the clothing, together with the wonderfully low prices, made the event one that stands without an equal. The stock was so enormous that the best patterns remain for your selection Monday.

Choice of all B. Rothschild & Co.'s MEN'S SUITS, worth \$15, at..... **8.50**

Choice of all B. Rothschild & Co.'s MEN'S SUITS, worth \$20, at..... **12.50**

Choice of all B. Rothschild & Co.'s MEN'S SUITS, worth \$22.50 and \$25.00, at..... **15.00**

BRANDEIS "BOSTON STORE" & SONS

Wash Goods Sale In the Basement

Special fine lot Madras Shirting and Waisting, black and colored dots, small figures, circles, etc.—this material is made from the finest cotton, and the printings are also absolutely fast—25c quality for..... **10c**

Mill remnants sheer India Linon, Mulls, Persian Lawns, up to 40 inch wide, values up to 35c yard—one of the biggest bargains ever offered—sale price Monday—yard..... **7 1/2c**

Finest white material for undergarments, 15c grade Long Cloths, Nainsooks, Cambrics and muslins in long lengths, for—yard..... **6 1/2c**

From 8 to 10 a. m. In Afternoon at 1:30

Genuine Amoskeag Apron Checked Gingham and Fancy Dress Gingham, regular 10c values, in long lengths—from 8 to 10 in the morning for—yard..... **3 1/2c**

Fancy Dress Gingham, styles that are new, a quality worth making up—thousands of yards for—per yard..... **8 1/2c**

One lot various grades and lengths 9-4 Bleached Sheetings—as long as they last for—yard..... **10c**

We will sell Printed Lawns and Batistes—light or dark styles—full bolts—regular twelve and one-half cent quality—yard..... **5c**

"TAPERING WAIST" R & G CORSETS

The graceful, rounded form that distinguishes the style of this season is best secured with the Tapering Waist Model of the famous R. & G. Corsets.

We have all sizes and styles, including the new R. & G. Lingerie Corset, for which we predict tremendous popularity.

Every R. & G. Corset is guaranteed. Prices, **\$1 to \$3**

Linen Specials
10c Tenerife Dolies—each..... **2c**
10c Battenburg Dolies—each..... **5c**
5c Fringed Linen Napkins each..... **1c**
10c Hemmed Huck Towels—each..... **5c**
15c Bleached Turkish Towels—each..... **7c**
35c All Linen Huck Towels—each..... **18c**
60-inch Bleached and Cream Table Damask, worth 30c, yard..... **15c**
All linen Silver Bleached 59c quality Table Damask—yard..... **39c**
\$1.25 quality all linen Full Bleached 2-yard Table Damask—yard..... **85c**
One lot of Dinner Napkins—worth up to \$1.75, for—dozen..... **\$1**