

# Charming Spring and Summer Apparel Modestly Priced

**Laces**  
Fine wash and trimming laces and insertings—in white, cream and ecru—new patterns—at  
**3½c-5c-7½c**

**Ladies' Neckwear**  
New spring styles braided neckwear—lace and embroidered effects—worth as high as 35c each—at, each  
**10c**

**BRANDEIS**  
"BOSTON STORE"  
& SONS

**Embroideries**  
All medium and extra wide widths, including finest founcings—many are matched sets—all new fresh embroideries—at, yard  
**10c-19c-39c**

**Hosiery**  
Ladies' imported lisle Hosiery. Many are all-over lace and boot effects—highest grade hosiery imported—at  
**25c ; 35c**

**A GRAND SALE OF HIGH CLASS HATS!**  
**Entire New York Millinery Stock**  
Bought at a Big Reduction from H. Samuels, 6 W. 22d St., N. Y.

In all our millinery history we never offered such pretty and stylish millinery as this at such bargain prices—every hat is new and made for fashionable New York trade.

All the \$10 and \$12.50 Hats at \$5  
Every hat is a beautiful creation, trimmed in the very latest style from expensive materials; the most becoming shapes for spring and summer—all new colors..... **\$5**

All the \$20 and \$25 Pattern Hats at \$10  
These are the most stunning individual pattern hats from the Samuels stock—everyone is the original design of master milliners—such exquisite and exclusive spring patterns should readily bring \$20 to \$25 on Broadway—your choice at..... **\$10**

All the \$5 and \$7.50 Hats, \$2.50  
Here are hundreds of the prettiest street and trimmed hats, the newest small sailors, derby crown hats, handsomely trimmed with flowers and foliage, at..... **2.50**

All the \$3 and \$4 Hats \$1 and \$1.50  
These are the prettiest street hats of the season, neatly and effectively trimmed in the latest style—Samuels priced them \$1 and \$1.50 upto \$4 ea., **\$1 and \$1.50**

**FLOWERS**  
All kinds of roses, buds, foliage, daisies, etc.—every popular color for trimming; basement—at, bunch  
**10c and 25c**

**UNTRIMMED HATS**  
These are all this season's ready to trim hats—every shape is new and up to date—a great chance in basement—at  
**10c and 25c**




**Ladies' Wash Suits and Tailored Summer Wear**

The styles for summer were never so fresh and dainty as this season—the summer dresses and suits are brim full of the smartest and newest style features, employed for the very first time.

**The Style Leader for Summer—The STUNNING WHITE WOOL SUITS**  
These very stylish little novelties are bound to lead the fashion this summer everywhere. Extremely dressy for every warm-weather occasion. Made of the cool looking white serges, mohairs, Panamas, etc.—trimmed with black and white combinations, braids, velvets, etc., also the smart black button trimming—the coats are the short Boleros, Etons and ponys—circular skirts—prices  
**14.85-19-25-35**

**THE LITTLE TWO-PIECE LINEN JACKET SUITS**—The Jacket Suits are daintily lace and hand embroidered, the skirts trimmed to match—the coats are the new and popular Boleros, Etons, etc..... **\$9.98, \$12.50 up to \$35**

**A VERY POPULAR NOVELTY IS THE WHITE SERGE AND MOHAIR SKIRT**—the leading popular effect for summer wear—many are of white serges, in the circular cut..... **\$4.98 up to \$22.50**

Linen and Wash Shirt Waist Suits, em- White Linen Skirts, all fresh styles this season—trimmed—at..... **\$4.98 to \$14.85** at..... **\$1.50 to \$4.98**

**NEW TAILORED SKIRTS, SILK SKIRTS, ETC.**—The shadow plaids are prominent in this group, mixed grays, etc., also silk tailored skirts, in black, Alice blue, coral, etc..... **\$6.98-\$9.98-\$12.50**

**THE "FASHIONSEAL" SUITS**—New Arrivals  
Our buyer is now in New York and has sent a brand new shipment of these celebrated Fashionseal Suits from the factory—the styles are the most fetching yet displayed—the price..... **\$25**

Smart and Dressy Tailored Suits at \$12.50

**Stunning New Lingerie Waists**  
Hundreds of the dainty new waist effects shown in our Waist Section—clusters of fine tucks, lace insertion trim mod—made of the sheerest white fabrics—every one a beautiful creation—  
**2.50-3.98-5**



**Ladies' Silk and Lisle Gloves**  
The correct and sensible gloves for summer wear—in white, black and colors—made of fine quality lisle and mercerized silk—all sizes—at regular Glove Department—pair..... **25c-50c-\$1**

**Ladies' Long Lace Gloves**  
These fashionable gloves come in black, white and gray—all the newest styles for summer wear—a great assortment just received, at—\$1-\$1.75 pair..... **\$1-\$1.75**

**SUMMER UNDERWEAR**  
Ladies' fine Egyptian Cotton Vests, taped sleeves and neck—all..... **10c-12½c**

Ladies' fine lisle and silk Mercerized Vests and Pants, crocheted and silk ribbon trimmed, many are gray or white lace edged, at..... **25c-49c**

Ladies' Union Suits, many well known brands, cuff or umbrella knee—25c-49c prices, suit..... **25c-49c**



**SECOND SHIPMENT OF 250 PIECES OF THE HIGHEST GRADE**  
**New Spring Silks**  
From the Paterson, N. J., Mfgs. Stock

Last week's grand silk sale created such a furor that we have been able to secure another lot of these fine silks, especially those heavy, lustrous cheek Louisenes, all the rage this season, also stripes and dots, Taffetas with running vines and Jacquard effects, Pompadour Silks, fine Chiffon Taffetas, etc.—and fine qualities of Printed Habutai Silks, Black Taffetas, Peau de Soie, etc., worth up to \$1.25 yd.

**WHITE JAP SILKS**  
Our own direct importation. We save you 25 per cent from the regular price. From the Nakan Trading Corporation, Yokohama, Japan.

24-inch wide Jap Silk..... **29c**  
27-inch wide Jap Silk..... **39c**  
36-inch wide Jap Silk..... **59c**

**BLACK SILKS**  
Our representative just expressed us 50 pieces of Swiss oil boiled guaranteed Taffetas, purchased at much under price.

20-inch wide, worth 95c—**37½c**  
at a yard.....  
27-inch wide, worth \$1.15 yard—**75c**  
at a yard.....  
30-inch wide, worth \$1.35—**98c**  
at a yard.....

C. J. Bonnet & Co.'s Lyons celebrated Black Taffetas. We are the only house in Omaha importing these fine Taffetas direct—at a yard..... **58c**

**SILKS IN BASEMENT**—2,500 yards genuine Peau de Cupid, made expressly for us in 35 different street and evening shades, including black and white, 23 inches wide and washable, at—a yard..... **39c**

**NEW DRESS GOODS**  
From one of the foremost importers. All that was left on hand of this season's importations. Black and all colors; Silk Eolienne, Crepe Batiste, Taffeta Cloth and Chiffon Panama; sold up to \$1.25 yard; twenty-five pieces new checks, also fine cream suitings, **49c** at, yard.....

25c French Flowered Organadies, hundreds of pretty effects and colors, at, yard..... **15c**

**Cream Waxed Dress Goods.**  
54-inch Panama \$1.00 grade, at, yard..... **69c**  
60-inch Waxed Yachting Serge, 80c at, yard..... **89c**  
46-inch fine French Serge, \$1.00 grade, at, yard..... **69c**  
Cream Mohair outing, 50c and 60c grades, at, yard..... **45c**

**New Grey Dress Goods.**  
Newest weaves, at, yard..... **39c-49c-69c-89c-91**  
Cream Danish Cloth, five to fifteen yard lengths, at..... **10c**

**HIGH GRADE WASH GOODS**—Dress Goods Department  
Fine sheer and heavy French and Irish White Linens, at, yard..... **39c-45c-49c-59c up to 2.50**

Dainty White Swiss, 25c-39c-49c | 44-inch fine Dotted Swiss, at, yard..... **59c**

Lingerie Lawn, all colors and cream, white and black, 45 inches wide, at, yard..... **39c**

Lingerie Waist and Dress Patterns—Full dress pattern eye-let Embroidery, at, each..... **3.95**

Waist Patterns, dainty lace and sheer Hand embroidered robes, linen robes embroidered etc.—75c-1.00-1.25-1.50 | Hand embroidered skirts, at, each..... **7.50-9.50-15.00**

**Newest Styles in LADIES' LOW SHOES and PUMPS**

We show the leading popular novelties. Large eyelet ribbon ties, new button oxfords and pumps—all the favorite bright and dull leathers, new lasts and heels, **2.50-3.00-3.50** at.....

**White Oxfords**  
Ladies' Canvas and Sea Island Linen Oxfords, white, gray, pink and blue, at..... **1.50-1.65-2.75**

**Men's Low Shoes**  
Built for comfort and embodying every correct style—the best selected leathers—prices..... **2.50-\$3**

The Florsheim Oxfords are the best low shoes for men—more than worth the price at..... **\$5**




**Carpet and Rug Specials**  
We are continually showing the very newest patterns in high class carpets and rugs. In our large day-light department we can satisfy every desire in the carpet or rug line.

Best grade Brussels Carpet, all new patterns—floral and oriental effects—usually sells at \$10 yard—at, yard..... **79c**

**LINOLEUM**—The prices are advancing, but we bought early and can save you money on every yard. Linoleum 3 yards and 4 yards wide, worth up to \$10 at, yard..... **49c-59c**

**IN OUR RUG SECTION**  
Larger and better lines of rug than ever before shown in Omaha—all prices and all sizes.

9x12 Brussels Rug—**14.25** | 9x12 Body Brussels—**25.00**  
special at.....  
9x12 Axminster Rug—\$19.22.50 \$25 | 9x12 Wilton Rug—**35.00**  
at.....

Every rug quoted here is a genuine bargain. Hundreds of other values in this section just as tempting. We suggest that you come Monday.

**IN THE LINEN DEPARTMENT**

36-in. plain white dress linens, 25c value—at, 4 yds..... **1.20**  
36-in. bleached all linen crash for skirts and suits, worth 25c yard—at, a yard..... **.17c**  
36-in. and 40-in. all linen table damask, odd pieces to close out—at, a yard..... **.39c**  
Dinner napkins, value up to \$1.75 dozen—down..... **\$1.00**

33.50 and \$4.00 all linen patterns table cloths, 8-4 and 8-10 sizes—at, each..... **1.40**

12½c hemmed huck towels—at, each..... **.65c**

5c Turkish wash cloths, each..... **.10**

One lot of soiled linen doilies, worth up to 10c—at, each..... **.10**

6c value bleached twilled cotton crash toweling at, a yard..... **.35c**

10c Tenerife doilies—at, each..... **.25c**

**MONDAY'S BASEMENT SPECIALS**

New A. F. C. and Tolle du Nord Fancy Dress Gingham Monday at, a yard..... **8c**

Yard wide Dress Percales, light grounds with black and colored figures, made from finest Sea Island cotton, at—a yard..... **8c**

Checked and plaid Nainsooks for aprons, children's dresses, etc., 10c quality, sold from the bolt at—a yard..... **5c**

Beautiful silk dotted Mouselines, desirable shades for evening wear, at—a yard—only..... **19c**

40-inch wide fancy bordered Apron Lawn, 19c value, at—a yard..... **7c**

Dotted and striped white Swiss, suitable for waists, dresses, etc., at—a yard..... **7c**

Fine white Cambric, 36 inches wide, finest Muslin and Long Cloth remnants from the best qualities, at—a yard..... **6c**

40-inch white Lawns, in various grades and lengths, values up to 19c yard, at—a yard..... **5c**

9-4, 10-4 and 11-4 wide Unbleached Sheeting, long lengths, serviceable quality, at—a yard..... **18c**

Regular 12½c Chambray Gingham, in shades of blue and gray, Monday forenoon from the bolt, at, yard..... **6c**

**A SPECIAL SALE OF LACE CURTAINS**  
Our Drapery Department was never so complete as now. We show everything that is new and desirable. We buy direct, in large quantities, from both foreign and domestic mills, and we can show the very best styles at prices that are impossible elsewhere.

Nottingham Curtains, in neat patterns, 3 yards long and up to 60 inches wide, at—pair..... **98c**

Pretty lacy Nottingham Curtains, all new patterns, 3½ yards long, up to 60 inches wide and worth up to \$2.50 pair..... **1.79**

Scotch Nottingham Curtains, white and two-tone, fine dainty nets and rich heavy effects—special at—pair..... **2.98**

Brussels Point Lace, Point d'Arab and fine Nottinghams—special at—pair..... **3.98**

**THE MAY QUEEN**

**RESOLVED THAT EVERY MOTHER WANTS HER LITTLE MARY JANE TO LOOK DAINTY AND NEAT EVERY MAY DAY. LITTLE GIRLS LOOK THEIR PRETTIEST IN NEW DRESSES FROM BRANDEIS' BUSTER BROWN.**



**MORE PRETTY NEW DRESSES FOR CHILDREN AT BRANDEIS' THAN ALL OTHER STORES IN OMAHA.**

**DO WORK OF BRAINWORKERS**  
Some of the Things Which Are Accomplished by Delicate Mechanisms.

It is said that when the inventor of the typesetting machine first endeavored to demonstrate the practicality of his mechanism it was laughed at and soon pushed by old printers. "In order," said they, "to make a machine that will set type you must invent a thing that will think." But the inventor triumphed and today the result of his labor is one of the most valuable of mechanisms. And each year adds to the long list of machines that do the work of brain workers. From the corn miller's little bell, that sets up a terrible amount of linking the moment the hopper runs empty, up to the complicated calculating machines seen in every bank, there are so many mechanical substitutes for the brains that it is really difficult at times for one to realize that after all these machines are machines and not things of intelligence.

In screw factories one will see a machine that, taking hold of a rod of metal, will pull it rapidly along, giving the end of it the general shape of a screw, cutting the thread around it and the slot in the head—finally turning out a perfect screw. So far the process does not strike one as being anything so very remarkable in this age of wonderful inventions, but when the machine exhausts its material and emits a sharp, impatient ring of a bell to summon an attendant to bring more metal, then one does experience an eerie sensation that the contrivance really does think.

There is a machine for printing railway tickets that affords an amazing in-

stance of a "thinking" invention. It is interesting to watch this machine do its work. The tickets that it turns out are not, as might be supposed, printed in large sheets and then cut up. On the contrary the cardboard is first cut into tickets, which are printed afterwards, one by one.

These small blank cards are inserted into what might be termed a perpendicular spool. The tickets that it turns out are not, as might be supposed, printed in large sheets and then cut up. On the contrary the cardboard is first cut into tickets, which are printed afterwards, one by one.

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**ELOCUTION AGAIN IN VOGUE**  
Old Business of Teaching the Art is Revived Under Favorable Conditions.

The business of teaching elocution, which dwindled down to almost nothing a decade or so ago, is now having and for some time has been having a sort of revival, which observers ascribe to a curious cause.

When the theater—at least that part of it which lies on the other side of the footlights—was an unknown ground and a place of mystery to the rank and file, elocution was considered a necessary part of the "finishing" education of most young women, and it was an unfortunate girl, indeed, who could not recite "Curfew Must Not Ring Tonight" or some such

thriller with all the proper tones and inflections carefully placed. Then the stage and the intimate private life of its people began to be exploited by the newspapers, assisted by the press agents. This resulted in the discovery that elocution, though a needed accomplishment of the actress, was, compared with other things, so small a help along her pathway to shining success that the hope of achieving fame that way was seen to be illusive and the teachers of elocution began to disappear.

Then came the women's clubs and the national conventions of women workers in this or that field, and it immediately became apparent that even in the regular school course elocution had fallen into neglect. No one now wanted to recite poetry or tear passion to tatters, but women who desired to make speeches found they couldn't do it; their voices wouldn't reach or their breath wouldn't last or their tongues would persist in tripping and they sought the professional elocutionist. He was principally conspicuous by his absence at first, but he specially appeared in response to this new demand and is now numerous once more. He doesn't teach exactly the same things in exactly the same way as he did before, but he is more serviceable than ever.—Philadelphia Record.

**Men More Foolish.**  
The telegraph tells of a man who paid \$2,000 for an orchid, and of another who paid \$150,000 for a horse. The little worms and bugs will eat a \$2,000 plant as readily as a weed, and a \$150,000 horse is not above the glanders. In view of these purchases and others told every day that are so bad, the charge that only women are foolish when they go shopping is proved untrue.—Ohio State Journal.