

LETTER FROM OUR PARIS OFFICE

J.L. Brandeis & Sons

Rue Ambroise Thomas

Chambre Syndicale

"BRANDEISON" PARIS

The leading Paris dressmakers have started showing their collections, and I have just bought three Worth gowns, which are among the prettiest novelties created by any of the leading designers here. We have shipped you as per memorandum and can assure you that these gowns will reach you in time for the opening of your second floor.

To indicate a decided trend of Paris fashion this season, I may say that the Japanese sleeve is shown by Worth, Paquin and Drouillet. Long gloves in tan and white shades seem to have the run.

At the opening of the Auteuil races last Sunday Natter blue and brown were the shades most in evidence. Pilet and elony lazes seem to be the craze in Paris. At the opera one could notice many beautiful gowns in silk veillings striped in black and white.

It is surprising how quickly the Pony Eton has gained vogue in the tailored suits. It is easily the favorite style to be seen worn by the smartly dressed on the boulevards. Yours truly,

Shodite

See Brandeis' Ad for Ladies' Fashionable Suits, Page 8

The March Fashion Sheets Are Here.

BRANDEIS "BOSTON STORE" & SONS

Ladies' Fashionable Suits at \$25. See the Ad Page 8

Agents for Standard Patterns.

GREAT MARCH SALE OF NEW SPRING SILKS

Heavy demand for ultra fashionable silks shows this queen fabric high in favor for the stylish coat suits, jumper suits and more dressy gown. Brandeis with their elegantly equipped silk department far eclipse anything ever displayed west of Chicago.

Showing the New SPRING SILKS

The new Rajahs, Shantungs, Mirage Silks, new block checks, satin barred Louisene silks, soft clinging calcium silks, check silks—some with lines and jacquard figures running through the checks, silk voiles in the plain weaves, invisible checks, pekin stripes, etc.

\$2.50 down to 98c

Phoenix Mills Unbreakable Dress Taffetas—For suits, petticoats and dress makers' linings, for drop skirts, etc.—superior finish and excellent quality, at, yard **49c-59c**

Black and White Habutai Taffetas—Spot proof Lyons' dye with a fine lustre—27 inches wide—three qualities at, yard **\$1.85c-75c**

Spot Proof Foulards—Inviting patterns in new browns, navys, tans and pastel shades predominate, at, yard **50c to 98c**

Smart Checks—Not shown elsewhere—15 different sizes—the extreme block checks, new greens, navys, new browns, new marine blues; also a special chamois taffeta—price, yard **59c to 1.25**

White Jap Silk—Our own direct importation and we save you 25 per cent on the regular price. 20-inch wide at **17c**
22-inch wide at **20c**
24-inch wide at **23c**
26-inch wide at **26c**

25 pieces Black Spot Proof Japanese Silks, Lyons dye, positively worth 69c a yard, at, yd. **39c**

Fancy Silks, pretty Foulards, black and colored Taffetas, Taffeta and Louisene checks, figured Habutai Silks, worth \$1, at, yard. **49c-38c**

Spring's Daintiest Creations MILLINERY



Every day brings from New York and abroad the most fetching new millinery models. The styles are varied and extremely becoming this season.

We mention special, at, **\$10**

Flower Hats, Dress and Evening Spring Hats—well worth \$10—special at **\$5**

Black Braid Hats—Trimmed with flowers, etc., worth up to \$5, at **25c**

Spring Flowers—Large bunches of the prettiest spring flowers, all varieties, worth up to 75c, at **25c**

GRAND SALE of the NEWEST DRESS GOODS

Black Dress Goods

46-in. black English Brillantines—a silk finish fabric that is worth 75c a yard, at, yard **49c**

Imported black French Voiles: we carry a big line of this much wanted fabric at, yard **69c-85c-1 up to 250**

Black Panama Suitings, a very popular weave, \$1.25 value, at, yard **85c**

65c Suitings at 39c—Fancy worsteds, over plaids, checks, plaids, mohairs and armure suitings—no such values ever before offered in Omaha, at, yard **39c**

85c Dress Goods at 49c—All wool Henriettas, Panamas, Serges, Novelty Suitings, also Wool Crepe & Wool Crepe de Chine, yd. **49c**

\$1 Suitings at 69c—54-inch Gray Suitings, 54-inch Sicillians, black and white fancy Mohairs, gray Panama Suitings, yd. **69c**

54-inch imported gray Panama Fancy Suitings, newest patterns, very nobby fabrics, at, yard **85c-1.1.25**

54-inch all wool French Chiffon Panama Suitings, in the new spring shades of tan, gray, brown, navy, royal, reseda and cadet, worth \$1.75 at, yard **1.25**

Headquarters for high class Silk and Wool Novelties, imported exclusive fabrics, at, per yard **1.50-\$2-2.50 up to \$5**

Black Dress Goods

Black imported all wool Taffeta, 48-in. wide—you cannot match it for less than \$1.39, at, yd. **98c**

56-in. black all wool mannish Serge, an excellent wearing fabric, worth \$1.75, at, yard **1.25**

French and German high grade black goods, Armures, Melrose and many other fancy weaves, worth \$2.00 a yard, at, yd. **1.50**

Monday—The Day of the Big EMBROIDERY SALE

Great bargain squares will be piled high with crisp, snowy embroideries Monday, fresh from their import cases. These embroideries are in the newest and daintiest of patterns, many are the new eyelet effects—all are hand loom embroideries and actually worth up to twenty cents a yard—see the window **5c-12½c**

Embroideries in Medium and Wide Widths—Rich new patterns, made on the very finest fabrics—widths up to 18 in. —on bargain square yard .. **15c-25c**

Sale of Laces

New lots of vals and torchons in white, cream and ecru—all desirable widths for all kinds of trimming—many match sets, at, per yard **3½c-5c**

Thousands of Pairs of New LONG KID GLOVES

We have just received from our own Paris office thousands of pairs of real French kid gloves in elbow length. In this assortment are Perrins, Trefousse, Reyniers and other well known brands—all latest shades for spring.

All the 12-button length gloves—worth up to \$3.50 pair, at, **1.98**

All the 16-button length gloves, worth up to \$4 a pair, at, pair **2.98**

Ladies' Short Kid Gloves—White and all colors—all sizes, some slightly mused, worth up to \$1.50 pair, at, **59c**

Ladies' and Men's Hosiery—All imported samples of the finest hosiery—worth up to \$1 a pair, at, pair **25c**

Allover Laces and Embroideries—These fine allovers are in the richest, most elaborate patterns—suitable for entire waists, yokes, etc.—some of the finest laces and embroideries ever imported—worth **39c-69c** up to \$1.25 a yard, at, yard

Newest Spring Effects LACE CURTAINS

Our Lace Curtain Department is now complete for spring. We import all our fine Lace Curtains direct and can save you at least 33 per cent on high grade curtains.

Hand Made Cluny Curtains, white or Arabian, at, pair **\$2.98**

Hand Made Cluny Curtains, our own importation, at, pair **\$4.50**

Brussels Net Curtains, our own importation, at, per pair **\$3.98**

Brussels Net Curtains, very handsome, at, pair **\$4.50**

Point Maline, in the new two-tone shade, at, **\$5.98**

Battenberg Curtains, mounted on French net, at, \$5

We are also showing Saxony Brussels, Arabian Cluny, Battenberg, Irish Point, in very fine grades and all of this season's newest designs—many of these worth up to \$15—your choice, pair **\$10**

Our Carpet and Rug Department is now located in our new store—main floor—west end. You are invited to inspect the most complete, up-to-date line of spring rugs and carpets in Omaha.

Jewelry Novelties For Easter Gifts, Etc.

Sterling silver and plate, 36-inch, tape lines, in shapes of turtles, flasks, fish, seashells, at **20c**

Sterling Silver Salt and Peppers, flower designs and French gray, at, pair **\$1.00**

Sterling Silver Easter Coffee Spoons, handle Easter lilies, with bowl engraved Easter chicken in shell, at, **20c**

Only six to a customer.

Easter Book Marks, heart, anchor and cross, in sterling silver, at, **25c, 75c and \$1**

Sterling Silver Baby Feed Spoons, with nursery rhymes and figures, gold bowl—no charge for engraving initial, at, each **\$1**

Individual Salt Cellars, filigree stamped sterling silver, six to a customer, at, each **30c**

Margaret Anglin Belt

First showing in Omaha; some of leather and others of silk elastic, in all the newest color tones; about 1½ inches wide, mounted with gilt, gun metal or French gray buckles, in two different styles, at **1.49**

Carload of New Wash Goods and Muslins--On Sale Monday

VERY BEST QUALITY YARD WIDE SOFT FINISH PERCALE—at, yard **5c**

10c QUALITY FANCY CORDED AND CHECKED WHITE GOODS—at, yard **3½c**

15c black cotton dress Voile, sold from the bolt at, per yard, only **6c**

10 and 20-yard lengths pink and blue Dress Gingham at, per yard **2c**

35c Mercerized Madras Waistings, in black and colored designs for early spring wear, over 100 styles, yard **19c**

Genuine Lonsdale Cambric, on sale in our enlarged Muslin Department at, yard **10c**

Extra heavy Unbleached Muslin, equal to Indian Head, at, per yard **6c**

Five bales regular 5c Unbleached Muslin, yard **2c**

Beginning at 1:30 Monday afternoon we will sell a good grade full bleached yard wide muslin—at, yard **3½c**

Extra Specials in LINENS

The finest Table Damask ever sold in Omaha for the money. Regular \$1.50 quality, 3 yards wide, full bleached, Monday, yard **98c**

50c quality full bleached Table Damask, Monday, yard **38c**

Pattern Tablecloths, all linen, bleached and silver bleached, \$3, \$4 and \$5 qualities, Monday, **198-250-298** each

Extra large Huck Towels, 20c values, each **10c**

15c Bleached Turkish Towels, each **10c**

5c Turkish Wash Cloths each 1c

90-inch all linen Sheeting, \$1.25 value, yard **90c**

36-inch Plain Linen, 59c value, yard **38c**

42-inch Plain Linen, 75c value, yard **50c**

Large size fringed crocheted Bed Spreads, with cut corners, \$2 value, each **\$1.25**

Visit Our New Soda Fountain

It is the finest and most complete fountain in Omaha. All the latest drinks so popular in the east. Splendid service; moderate prices. East Arcade.

On Basement Bargain Squares

25c Handkerchiefs, 10c—Ladies' fine India linen and linen handkerchiefs—sample lot and slightly mused—pretty embroidered and worth up to 25c—at, **10c**

Plain and fancy mounted combs, with bands and studded with brilliants, worth up to 50c—at, **10c**

BIG SALE OF CORSETS

A good Corset, all American Lady, W. B. and Reno Corsets, \$1 values, at **49c**

15c Net Shopping Bags, at, **5c**

Best fitting and wearing Corset ever sold anywhere for the money, Warner's, etc., **98c**

NEWEST ARRIVALS IN Ladies' Spring Shoes and Oxfords

In Brandeis' Shoe Section—Old store, Main floor, The highest grade of ladies' footwear, perfectly fitted by experienced shoe salesmen—all the extreme spring novelties.



IN OUR BOOK AND STATIONERY DEPARTMENT

We've a Very Complete Assortment of **CATHOLIC GOODS** FOR THE LENTEN SEASON

Compiling Rosaries, Prayer Books, Statues, Crucifixes, Scapulars, Candelsticks, Fonts, Medals, Pictures, Lamps, etc., as shown by these few samples.

OUR PRICES ARE VERY LOW

Key of Heaven, French seal binding, red under gold edges, clear type, 666 pages, 2½x3½ inches, most complete book of its size published, 35c.

Same padded leather binding, 50c.

Pocket Prayer Book, small, 128 pages, containing all necessary prayers, made to fit men's vest pocket, 2½x3½ inches, French seal binding, at 40c.

Statues, in bisque, 9 inches high, 25c.

Others at 50c, 90c and up to \$1.00.

Small White Metal Statues, 12c.

Pocket Statues in revolving cases, 15c.

Crucifixes, in bisque, 15c, 25c, 35c, 90c and up to \$1.00 per pair.

Rosaries, Pearl Beads with white metal chains Pearl Heart and Cross, at 75c, 90c, 35c, 25c and 15c.

Gold Plated Rosaries, each put up in dainty silk lined box, smaller size, \$1.75; large size, \$1.98.

Can be had in smeltzest, garnet, emerald, pearl. Finer qualities at \$2.50 to \$4.75.

Crucifixes, in bisque, 15c, 25c, 35c, 90c and 60c.

Small Nickel Bound Crosses, 12c, 15c and 25c.

Crosses to stand, with round base, black wood, gilt fringe, 30c and 25c.

Brass Crucifixes, 12 inches high, 25c.

Candelsticks, in brass, 40c per pair up.

We Also Carry German Prayer Books

100 Calling Cards for 39c

Printed in a few minutes—any style type. East Arcade.

POWER FOR ELECTRIC AUTOS

Cost of Current Needlessly High in Many Large Cities.

HOW TWO CLERKS MADE EASY MONEY

Lighting Companies Do Not Realize the Possibilities of the Demand for Their Surplus Product to Charge Vehicles.

Without any doubt the greatest stumbling block in the path of the electric vehicle of the present day—both pleasure and business types—is either the cost or the difficulty of obtaining current with which to charge the batteries. Even in localities where there are electric lighting power house handy it is very frequently practically impossible to secure current, generally owing to the reluctance of the officers of such companies to embark in what they term a "side line."

If the ease with which batteries of electric vehicles may be charged were but impressed upon many of the officers of lighting companies all over the country, it would not only result in an increased use of these clean, neat, quiet and serviceable machines, but it would have a tendency to lower the cost of maintenance of those already in operation. This subject was treated very fully by James Macnaughton, a consulting engineer of Buffalo, in a paper read at a recent meeting of the Association of Electric Vehicle Manufacturers in this city. His remarks were in part as follows: "It is no hardship at all to go out and

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men in regard to the requirements of the electric vehicle is amusing," said Mr. Rice. "They do not know the rate of charge of various batteries, they apparently have never read such a thing as the instruction book of the battery companies, they do not know how much current a vehicle takes, they do not know what to charge for it and, as a rule, they seem to think that the electric carriage user is simply a man to be borne with because he, perhaps, has some influence with them from the purchases of current for other purposes.

"But occasionally we find a city where the central station makes itself known by waking up to the possibilities of the sale of current, and I can cite one little case, that of the town of Rockford, Ill., where there are sixty or seventy electric vehicles, there may be a hundred now, and none of them are charged in a garage. There is not a garage in the place—at least was not—which made a business of charging street car batteries. But a couple of young men in the electric company who had reached about the limit of their salaries in that city for the work they were doing, for they were ambitious, asked their employer if they could sell electric vehicles, and they were given permission to sell vehicles on the side, and incidentally to get customers for the current.

"As I understand it, in the sale of these vehicles he keeps a card index, and if a car is not brought to him in two weeks he sends a postal and requests it to be brought in. Every two weeks is sufficient, it looks at the battery and cleans it if necessary and notifies the customer when it is necessary to clean it again, and if it is necessary to clean it, then the cell is out and the work is done. Now these customers are getting their current for an average of \$4 a month; in other words, an average per year of \$48, and they run their carriages all they want, too."