

# BRANDEIS BOSTON STORE & SONS

## GIGANTIC BARGAINS TUESDAY IN THE SALE OF TWO ENTIRE

### Dressmakers' Stocks

FROM MME. S. SWITZER of NEW YORK AND HOLLAND FOX CO. of OMAHA

In spite of a tremendous crowd that came to this sale the stocks could not be depleted in one day's selling. The dressmaking stock of Mme. Switzer of New York was so tremendous that we could show only a part of it Monday.

New goods will be brought forward Tuesday and shown for the first time. The assortment will be just as fine and the bargains bigger than ever.

Such bargains may never be offered again.

### RICH LACES AND LACE BOLEROS

All the beautiful laces from the Switzer and Holland Fox stocks will go Tuesday at astonishing bargains. Real Irish lace, hand made cluny and duchess laces; also many beautiful large boleros of duchess, Irish and cluny lace, adapted for entire lingerie waists, dress trimmings, undermuslins, etc.—many boleros worth up to \$25 and \$35—AT A FRACTION OF THEIR VALUE.

### HIGHEST QUALITY DRESS TRIMMINGS

Silk Appliques, Silk Braids, Persian and Oriental Novelities—also silk ribbons of all kinds—new and up-to-date per yard, at 5c-10c-15c-25c-49c

### Silk and Velvets

Silk sheer materials for evening gowns, also embroidered silk mousselines and open work chiffons, Rajahs, rough weave shantung, pompadour silks, brocade velvets, etc., worth up to \$5.00 a yard, at 50c-69c-\$1

### New Spring Dress Goods

Dainty spring and summer materials, finest broadcloths and populars ever imported—new blues, browns, new leather shades, etc., worth up to \$3.00 a yard, at 49c-98c

# BRANDEIS BOSTON STORE & SONS

## Grandest Merchandising Event That Ever Took Place in the West

### Formal Opening

—OF THE—

## Second Floor BRANDEIS' NEW STORE

Next Monday, Mar. 25th

The Store That is Talked About All Over America

Hundreds of Merchants from Every Part of the United States Have Come to Omaha to Visit and Copy From This Store

THE NEW SECOND FLOOR IS THE FINEST, THE MOST ARTISTIC AND THE MOST RICHLY APPOINTED SALES-ROOM IN AMERICA

The Most Lavish Assemblage of Exquisite Imported

### Millinery

## Ladies Apparel

Ever Shown in the West

## Monday Brandeis

**SETTING A DIAMOND**  
properly requires artistic temperament as well as mechanical ability. Our diamond setter is a careful and finished workman—his work is secure and lasting. Let us examine your stone and we will tell you the chances of losing it.

LOOK FOR THE NAME  
**S. W. LINDSAY, Jeweler**  
1516 Douglas Street.

**\$3.50**  
Isn't Much

Yet it's a great deal when you pay it out for a pair of men's shoes that are worth no more, and for all you know, until you have worn them a week, a great deal less.

### Our \$3.50 Specials for Men

Every pair has more than \$3.50 value to them and our guarantee is—your money back if you are not satisfied.

Patent colt, velour, box calf and vic kid. All the new and latest lasts.

**Drexel Shoe Co.**  
1419 Farnam St.

### Every woman should have a bank account of her own

You realize how convenient it will be to pay bills with a check rather than have to tear up the carpet every time the grocer comes to collect. Open an account in the

### Women's Banking Room

**First National Bank**

Having a Bank Account is a Good Habit and a Useful One.

Any Woman May Open an Account for Any Amount.

**First National Bank**  
OMAHA, NEB.

### Money Has No Value

Compared to perfect teeth. The necessity of mastication cannot be overestimated. We make a specialty of putting teeth in perfect condition, and where they have to be extracted, we remove them painlessly.

Fillings ..... 75c  
Crowns, 22k ..... \$5.00

**TAFT'S DENTAL ROOMS**  
1517 Douglas Street.

WE ALWAYS HAVE  
**ROCK SPRINGS**  
PHONES 1221-1695  
CENTRAL COAL AND COKE CO.  
15 & HARNEY STS.

### BAILEY & MACH

DENTISTS  
Third Floor, Paxton Block  
Highest Grade Dentistry

### For Rent... OLD BEE BUILDING

....At 916 Farnam St.

This is a four-story and basement brick building in the wholesale district with trackage in the rear.

Has steam heat and electric light and a freight elevator.

The upper three floors are occupied at present for storage purposes.

There is a lease on the building, which expires the 30th of June, 1909, which would have to be assumed or a new one made.

If interested, call and see

**GEORGE R. WRIGHT,**

At Bee Office,

Seventeenth and Farnam Sts.

### Try The New Way

**CITY STEAM LAUNDRY**  
207 So. 11th Street  
LEGAL NOTICE.

# BENNETT'S

## Omaha's Advance

### Opening in Women's Tailor-Made Suits and Millinery Sections

This unique and peerless advance showing of Spring and Easter-fashion-styles is a whetter of appetite. It's intended primarily to educate your expectations and incidentally touch up competitors to the end that Omaha may surpass herself in superb merchandise display.

Of course, you've been enthralled, entranced and tickled half to death with what you've seen in one short little day—Monday, March 18th—and you'll be back again Tuesday and Wednesday and all following days and you'll see the gradual, irresistible evolution of a COMPLETE AND PERFECT NEW SPRING SHOW, as you will not see it elsewhere in this hustling and plucky metropolis.

Omaha's discriminating buyers have declared us STYLE-LEADERS and have given it out that nothing is authentic or in proper vogue without our discriminating approval.

As a consequence, "the next move is ours." Yes!

## ENTRANCING MILLINERY

THERE'S NO DOUBT WHAT-EVER ABOUT IT

FASHION'S Brightest Reflex is on Bennett's Second Floor. It's there you'll find the most exquisite English, French and American styles, with the superb products of our own work rooms in supplement.

There's No Other Place in This City That Offers You A Greater Variety of Easter Styles.

Prove This By A Visit. See Windows.

## Tuesday in Silks

- 19-in. Colored Taffeta Silks—Spring shades, fine for drop skirts or lining purposes, worth 75c yd., Tuesday, yard ..... 29c
- Elegant Black and White Check Silks—Especially desirable for lining purposes under shoe materials, etc., Tuesday, yard ..... 59c
- Black Taffeta—21-in. Chiffon Taffeta, same grade you pay 85c for everywhere, Tuesday (every yard guaranteed) yd. 49c
- 24-in. Black Taffeta—Will wear, oil boiled, very heavy, has fine touch, lustrous, beautiful for suits, etc., worth \$1.10, yd. 79c

THE FAMOUS RAJAH—In all plain shades and fancy designs.

## High-Grade Linings

Every good lining cloth that's made, and every shade and grade.

- The famous "SUNBURST SILK," 36-in. wide, about 75 different shades, yard ..... 35c
- SPUNGLASS LINING—Genuine quality, best grade, 36-in. wide, new light shades—pretty as silk—yard ..... 30c
- HEATHERBLOOM—In all colors, on sale, yard ..... 35c

## Great Sale of Dressmakers' Supplies

Extraordinary economies. You'll find the prices low, despite increased general wholesale prices.

DRESS SHIELDS—Quality fully guaranteed, sizes 2, 3 and 4, long flap and crescent shape, light weight Nainsook, covered and washable, worth 25c pair, at ..... 10c

SPOOL SILK, "Climax" brand, black only, dozen spools ..... 19c

SEAM BINDING, 4 1/2 line, Taffeta Silk, all colors ..... 8c

Double Silk Serge Waist Belting, 1-inch wide, yard ..... 8c

LENOX DRESSMAKERS' PINS, 1/2-lb. boxes, box at ..... 29c

THE SAMSON PIN SHEETS, best English Pins, 3 sheets for ..... 5c

KIRBY DRESSMAKERS' DIAMOND PINS, 1/2-lb. boxes, box at ..... 20c

WARREN'S FEATHERBONE, silk covered, yard ..... 8c

Silk Covered Collar Bone, yard ..... 8c

IMPERIAL HOOKS and EYES, hump style, 2 cards for ..... 5c

500 yards Basting Cotton, spool at 4c

LENOX WHITE TAPE, all widths, 4 pieces for ..... 5c

SKIIT MARKERS, worth 60c each, at ..... 39c

SILK SOUTACHE BRAID, 12 yards to bolt, per bolt ..... 19c

## Tuesday in Shoes

WOMEN'S DRESS SHOES FOR SPRING! Patent Kid or Colt, with dull tops, many of them worth \$3.50—none less than \$3.00 a pair, Tuesday, a pair ..... 1.98

GIRLS' and CHILDREN'S SHOES—Box calf and vic kid, neat styles of lace shoes—you've had to pay \$1.25 for, sizes 9 to 2—Tuesday, a pair ..... 98c

THEY'RE ALWAYS RIGHT

**MERCANTILE**

Made of the BEST HAVANA TOBACCO.  
F. R. Rice Mercantile Cigar Co., Manufacturers, St. Louis.

See Our Hat, Schaffner and Marx Spring Suits.

**HAYDEN'S**  
THE RELIABLE STORE

Sole Agents for Hall-Borchert Dress Forms

## Special Bargains Tuesday

### Ladies' Covert and Cravenette Coats

New Covert Coats—\$7.50 values, satin lined throughout, Tuesday only ..... 3.95

New Covert Coats—\$10 values in pony, loose and tight-fitting and new Gibson styles—Tuesday ..... 6.95

\$10 and \$12 Cravenette Coats—Manufacturers' surplus stock—Tuesday, choice ..... 5.95

**Be Sure & Attend Our Famous Hourly Sales**

8:30 THU 9:30 A. M.—We will sell extra heavy Unbleached Muslin, worth 3 1/2c a yard, not over 12 yards to a customer, at, per yard ..... 2 1/2c

10 THU 11 A. M.—We will sell 25 dozen all linen Huckaback Towels, extra large and extra heavy, regular 15c grade and only four pair to a customer, at, each ..... 7 1/2c

2:30 to 3:30 P. M.—We will sell Mer-

cerized White Waltings, regular 25c and 35c goods, in stripes and figures, these goods are made in Manchester, England, and are as bright as silk, not over 12 yards to a customer, at, per yard ..... 9 1/2c

4 THU 5 P. M.—We will sell 12 1/2c Printed Battises in all colors, colors perfectly fast, not over 12 yards to a customer, at, per yard ..... 2 1/2c

## For All Day

Best Dress Gingham made, yard ..... 5c

Best Apron Checks, at, yard ..... 5c

Best Standard Prints, Indigo, Silver Grays, Blacks and Whites and Fancies, at, per yard ..... 5c

Best Percales made, at, yard ..... 10c

12 1/2c Percales, at, per yard ..... 7 1/2c

10c Percales, at, per yard ..... 5c

75c, 85c and \$1.00 All Linen Table Damask, at, per yard ..... 39c

Several other sales during the day.

## High Grade Wool Dress Goods Dept.

9 THU 10 A. M.—We will sell \$1.00 and \$1.25 Novelties, Angora Suitings, the finest Spring Novelties made, in all the new shades, grays, tans, visible checks, invisible checks, not over one pattern to a customer, at, per

yard ..... 59c

3 THU 4 P. M.—We will sell French Serge in all colors and black, regular \$1.00 goods, strictly all wool, fine colorings, not over one pattern to a customer, at, per yard ..... 36c

**HAYDEN'S, the Greatest Money-Saving Grocery Department in the West**

HAYDEN'S, THE GREATEST PURE FOOD GROCERY DEPARTMENT IN THE WEST. When you buy at Hayden's you buy the best and save yourself from 25 to 50 per cent on your living expenses.

22 POUNDS BEST PURE GRAN-ULATED SUGAR ..... \$1.00

10-lb. best Wisconsin Hand Picked Navy Beans ..... 50c

16-lb. best Minnesota Rolled Breakfast Oatmeal ..... 50c

Shredded Wheat Biscuit, per pkg ..... 5c

Grape-Nuts, per pkg ..... 5c

Dr. Price's Breakfast Food, per pkg ..... 5c

Oil or Mustard Sardines, per can ..... 30c

1-lb. pkg. Corn Starch ..... 40c

Cold Water Starch, per pkg ..... 30c

Bromacelion, Jellycon or Jell-O, per package ..... 75c

2-lb. can best Sweet Sugar Corn ..... 45c

2-lb. can fancy Wax, String or Lima Beans ..... 60c

Best Soda or Oyster Crackers, lb ..... 6c

3-lb. cans Golden Pumpkins, Hominy, Squash, Sauer Kraut, Baked Beans, Apples ..... 75c

1-lb. can Baked Beans ..... 35c

Purina Self-Rising Pancake Flour, per package ..... 75c

Quart bottle Pure Ohio Maple Syrup ..... 50c

10-lb. sack best Pure Buckwheat Flour ..... 50c

10-lb. sack best white or yellow Corn meal ..... 10c

HAYDEN'S, THE GREATEST FRESH FRUIT AND VEGETABLE MARKET IN THE WEST.

LARGE BRAZIL COCONUTS—each ..... 3c

Extra large, fancy Highland Navel Oranges, 15 size—lowest retail elsewhere for 50c per dozen; our price for this special sale, per dozen ..... 35c

Fancy Imported Figs, per package ..... 35c

California Figs, per package ..... 35c

Fresh Roasted Peanuts, per quart ..... 50c

Two heads Lettuce ..... 50c

Pie Plant, per bunch ..... 50c

Fancy Ripe Tomatoes, per lb ..... 15c

2 bunches Fresh Radishes ..... 40c

2 bunches Fresh Turnips ..... 50c

3 bunches Fresh Young Carrots ..... 50c

3 bunches Fresh Young Beets ..... 50c

Fresh Spinach, per peck ..... 10c

DON'T FAIL TO VISIT OUR MARKET DEPARTMENT.

# HAYDEN BROS.

**DR. BRADBURY, Dentist, 16 Years**  
1506 FARNAM ST., OMAHA. Phone Douglas 1756

Extracting ..... 35c  
Porcelain Fills ..... \$1 up  
Crowns ..... \$2.50 up  
Bridge Work ..... \$2.50 up  
Plates ..... \$2.00 up

We make a specialty of metal and rootless plates. Painless work in all operations. Work guaranteed 10 years.

**\$2500 TO**

California Oregon Washington VIA **UNION PACIFIC**

Every day to April 30, 1907.

**One-Way Colonist**

rates are in effect to San Francisco, Los Angeles and many other California points. To Portland, Tacoma, Seattle and many other Oregon and Washington points. Colonist one-way rates also in effect to many points in Kansas, Colorado and Wyoming every Tuesday in March and April.

Inquire at CITY TICKET OFFICE  
1204 Farnam St.  
Phone Douglas 324.

## No Matter What You Want Bee Want Ads Will Get It

### Matthews, the Painless Dentist

Does just what he advertises to do. \$1,000 worth of the highest grade teeth manufactured always on hand to select from. You know what you are getting when you get your teeth made by Matthews. \$5 is all it costs you for the best teeth made. Room 4 Bushman Block, 16th and Douglas, over Fry Shoe Store corner, Telephone Doug. 0711. Open Evenings until 9:00; Sundays, 10:00 to 3:00.

**BEAUTIFY YOUR LAWN**

with our Iron and Wire fence. Trellises and Arbors for vines. Flower guards, chairs, seats, tables, tree guards, hitching posts, window guards, barn fixtures and chicken fences.

**CHAMPION FENCE COMPANY,**  
611 South 16th Street. Tel. Douglas 1900.  
Send for Catalogue.