



See the Unique Window Display of Irish Lace.

BRANDEIS "BOSTON STORE & SONS"

You have often Marveled at the Beauty of the real Irish Lace. Come to Brandeis Monday and see Them Made.



Embroideries

18 to 27-inch fine embroidered flouncings, skirtings and corset cover widths—also wide bands and galloons—elegant new Japanese, shadow, filet, Grecian and blind effects, on beautiful fabrics—worth up to 75c per yard—at, yd.,

19c-25c-39c

Medium and Wide Embroideries

in Nainsook, Swiss and Cambric—many fine insertings and beadings—all new designs, including a variety of fine hand loom embroideries—many to match—worth up to 25c a yard, at.....

5c-10c

Real Irish Lace Will Be Made at Brandeis

We announce the engagement of three expert Irish lace makers, who will demonstrate the art of making hand made lace at Brandeis' store. Come and see those exquisite hand made laces, made by 3 young Irish girls from County Roscommon

These girls achieve the most wonderful results with hand made laces. They work the laces in the beautiful patterns that have made the real Irish laces so much sought after. Pretentious examples of their skill are shown in lace collars, collar

Irish Crochet, Irish Point, Carrick Macross, Irish Applique

This is by far the most interesting and instructive display of its kind ever seen in Omaha. It is a treat no lover of dainty laces should miss. The demonstration is held under the most favorable conditions. We devote a large section of our lace aisle to this showing. The scene will be characteristic of the conditions under which these experts work in their home county in Ireland. Father M. O'Flanagan the young Irish priest who has brought these girls to America will be in attendance.

We wish you to regard this a Personal Invitation to come to Brandeis' store Monday and view the making of Real Irish Hand Made Lace.

Embroidered Frontings and Waistings

Very fine French batistes. This is a new shipment in elegant striped effects, spaced to allow for tucking—entirely new effects—worth as high as \$2.50 per yard, at.....

98c

Laces and Insertings

Fine French and German Val. Laces and Insertings, in pretty new designs—many to match—worth to 12 1/2c a yard, at.....

5c

Kayser's Long Silk Gloves

12 and 16-button lengths—new shades of russet, tan, Copenhagen, navy, green and red; also black and white, per pair.....

1.25-1.49

Our millinery business of the week before Easter was so enormous that we disposed of practically every hat in our entire stock. Monday we show a complete new assemblage of the later spring models displayed now for the first time. A glorious array of Paris and New York designs as well as our beautiful creations.

Exquisite New Spring Hats



The later models in spring millinery are actually more beautiful, more graceful and more becoming than the Easter hats. We have received many of the most delightful styles from Paris and the most elegant designs from New York, all revealing the very latest and most stunning style ideas. Our luxurious millinery salon is a gallery of new masterpieces. Come Monday while the new designs are still on display.

We mention a rich assemblage of new hats, none of which have been shown before—newest innovations in trimmings—scores of graceful late spring and early summer models, at.....

\$25

Smart New Arrivals in Dress Hats
The large richly trimmed models predominate in this group, many dress and evening hats—elaborate trimmings of the newest flower effects—two moderate priced groups, at.....

\$10 and \$15

Later Styles in our \$5 Millinery
In all our history we never displayed even one half so many charming hats to sell at this price. The very height of style—every fashionable shape—many of the newer and still more stunning Merry Widow Sailors, at.....

\$5

Charming Designs in Spring Hats for Misses and Children

We devote a separate section to juvenile hats and a separate force of trimmers trim these styles exclusively. We show prettier and more becoming hats for misses and children than any millinery store west of Chicago. The new poke bonnets and childish Charlotte Cordays are prominent.

New Styles Will Reign Supreme Monday—Later Arrivals Show Delightful Novelties

Women's Ready-to-Wear Spring Apparel

Many new styles in women's apparel have arrived in the past few days that we have been unable to show. Monday these beautiful new designs, the choicest and the fetching of the entire season will be shown.

An Entirely New Shipment of Imported Tailored Suits

Many of these are simple garments from the hands of French designers—others are swagger New York creations—all the latest style features are shown, no two garments are alike—we bought them very cheaply and offer them at much below their value—in one special group.....

\$39

New Fashionable Suits for Women

These aristocrats of spring fashion are more attractive than ever. We add to our showing Monday nearly 100 new ones straight from the famous Fashionable designers—showing later style ideas not seen before this year.....

\$25

Here's a Stunning New Tailored Suit for \$19

Very special values in fine Worsted Prince Chaps, embroidered chiffon panama effects in all colors—all have silk lined jackets—extra special offer for Monday, at.....

\$19

New Spring Skirts

We show many of the fashionable new walking skirts in our good pleated styles, etc.—worth up to \$10.00, at.....

4.98

High Grade French Voile Skirts—Very finely tailored and actually worth \$17.50, if sold in the regular way—special at.....

9.98

New Braid Coats

This is the latest style that is creating such a furore everywhere—they are the extreme novelties of the season, a fine variety, at.....

9.98-14.85-19

Three Specials Monday in Dainty Spring Waists

Lingerie Waists—An entirely new group of these charming styles—many of them very elaborate with new Butterfly sleeve and other late 1908 features, very well made.....

4.98

Lingerie and Linen Waists

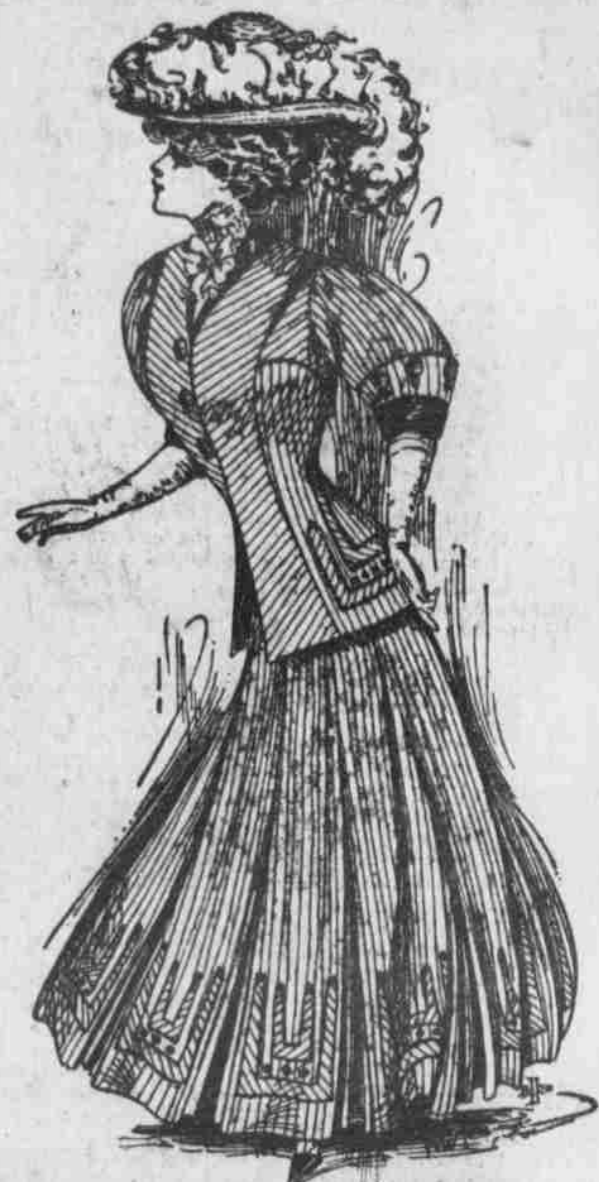
A score of new style features—made of fine sheer materials, all the new style ideas of the summer are included a special.....

2.98

\$2.00 Waists at 98c

—We have never shown such pretty waists for such a small price—long and short sleeves—daintily lace and embroidered effects, and well as these smart plain tailored waists—very special at.....

98c



SALE OF CELEBRATED ROUBAIX, FRANCE, IMPORTED BLACK VOILES

Special purchase of 50 pieces of the world's renown [Roubaix, France] black voiles, at a startling reduction. They come in a very close medium and Altman weaves. All Roubaix French voiles are noted for their rich, deep black and crisp quality, 46 to 54 inches wide, divided into three lots at about half price—positively worth from \$1.25 to \$2.00 a yard, at, a yard—

69c-1-1.29

SPECIAL—DRESS GOODS NOVELTIES

Strictly all wool fancy shadow-stripes and checks, medium weight batistes in small invisible checks and more elaborate barred patterns—values up to \$1.50 a yard, at.....

59c

DRESS GOODS ON BARGAIN SQUARES

Chiffon, Popinette, Panamas, French and English fancy tailor suitings, 54-inch costume suitings, French serges—newest spring colorings—all go at, yard.....

48c and 79c

In our basement, special Dress Goods Dept. Novelty Suitings, Henriettas, Nuns Veiling, Mohair, Jamestown Suitings, etc., worth 50c, at, yard.....

19c

In Main Floor Dress Goods Dept.—New High-Class Wash Goods and Fabrics, 3d section—Pin Stripe Sheer Novelty English Summer Fabrics—novelty 50c yard, at, yard.....

17 1/2c

Monday's Special Silk Bargains

Monday we sell \$1.00 silks, consisting of fancy silk suitings, fine taffetas, Paillette de Soie, printed Foulards, rough Pongee silks, in plain and fancy weaves and the very newest colorings, including a fine lot of changeable taffetas, at, a yard.....

39c

Another lot of nearly pure dye dress silks from the Missetoe mills at a big reduction—every yard has the wear guarantee woven in the selvage.

Our Black Taffeta Silk Sales

All the 36-inch mistletoe black taffetas, regular price \$1.35, yard..... **79c**
All the 27-inch mistletoe black taffetas, regular price \$1.25, yd..... **69c**
All the 29-inch mistletoe black taffetas, regular price 90c, yard..... **59c**
Mail orders filled.

New Shipment of the Swellest Rough Dress Silks

Novelties confined to us for Omaha and a grand assortment of patterns—rough silks Pongee in plain, shadow stripe, ring and dot patterns, rough silk shantung with beautiful borders and satin stripes—especially priced at, yard.....

69c-81-1.25 and 1.50

By Far the Most Satisfactory Selection in Omaha.

HIGH GRADE RUGS

You'll probably need a new rug within a few weeks at least. Let us show you the best and most complete assortment of desirable new rugs in Omaha. Every rug selected with care for its beauty and its fine wearing qualities. Make a selection at Brandeis' tomorrow and we will hold it until you are ready to have it sent out.

The Famous Room Size Seamless English Wilton Rug

This is the rug that has caused more talk and has won more friends in Omaha than any other rug ever shown here. It is a genuine 9x12 real Wilton rug, all in one piece. The richest, most elegant Persian patterns—other stores would sell a rug of this character at \$60—our price is.....

\$39.00

Seamless Brussels Rugs

9x12 size, all bright new patterns and actually worth \$25.00—a beautiful new 1908 line at.....

\$18

Axminster Rugs

The Sanford and Smith Axminster in very desirable Oriental geometrical and floral patterns—rugs that cannot be surpassed anywhere at the prices.....

22.50-325

Brussels Rugs

9x12 room size Brussels rugs in Oriental and floral designs—this is a genuine bargain.....

13.50

We have received our newest patterns in inlaid floor linoleums, plain linoleums, fibre matting, oil cloths, etc.

The quality ranges from the finest to the least expensive materials. Every yard is reliable.

Seamless Velvet Rugs

9x12 size—these rugs are usually priced at \$30—a fine line of new patterns are being shown, at.....

22.50

100 Visiting Cards 39c

In any style type—printed in a few minutes, 300 business cards at \$1.25. Add 2c for mailing.

Free Cooking School

in housefurnishing department, basement, old store. Every woman in Omaha should see this exhibition of scientific cake making—come at any time.

Special Demonstration and Sale of the Famous LA VIDA CORSETS

We are pleased to announce that Miss M. E. Nolan, the manufacturer's special corsetier, will be in attendance through this week, and her services will be at your disposal. The La Vida corsets are the finest fitting most hygienic and most scientifically constructed corset that can be bought. We are sole agents for these superior corsets in Omaha. La Vida corsets are priced at.....

\$4 to \$25

BRANDEIS

Exceptional Bargains Monday IN THE BASEMENT

40-inch wide Batiste Suitings, white blue and tan—extra heavy finish and looks just like the real linen suiting that retails at 85c a yard, at, yard.....

15c

Ask to see the new white material, Flaxon, finer than India linen, more sheer than imported batiste or Persian lawn—the prettiest of all plain white materials—new lot just received by express—38 inches wide, at, yard.....

25c

No. 2500 Long Cloth, the kind you all are accustomed to see at 22c a yard, Monday at, yard.....

15c

Imported Floral Organdies, lisle finish, 25c value at, yard.....

15c

Beautiful imported voiles, 44-inches wide—white, cream and every wanted shade—specially priced, at.....

25c

Water shrunk dress linens, all the wanted colors—our regular 50c quality, Monday, at, yard.....

39c

ON BASEMENT BARGAIN SQUARES

Regular 15c white and black lace lawns—full pieces—sold off the bolt, Monday, yard.....

3 1/2c

25c mercerized Gingham, sold from the bolt, Monday, yd.....

5c

Desirable lengths India Linens, worth 19c a yard, will go at, yard.....

6 1/2c

All the popular shades, plain dress voiles, also fancy silk embroidered voiles in plaids, checks and stripes—every yard worth 25c, very special price for Monday at, per yard.....

10c

All the odd lengths printed batiste and dress lawns, accumulated from the great sales at the regular wash goods section; 15c and 19c values, during the forenoon will be sold at, yard.....

3 1/2c

SPECIALS IN DRAPERY DEPARTMENT

Muslin curtains, 3 yds. long, worth \$1, at, pair..... **75c**
Tapestry Portieres, 3 yards long, heavy fringe top and bottom, at, pair..... **\$1.50**
Snow Flake Curtains—new line of colors, worth up to \$1.75, pair..... **98c**
New line of lace curtains in Cable Net, double Net Nottingham, worth up to \$3.50, pair..... **\$1.98**
Cluny Curtains, in white and Arabian, 42 inches wide and 3 yards long, pair..... **\$2.88**

Rope Portieres for double doors—in all colors, worth \$5, special for Monday, pair, each..... **\$2.98**
Couch covers—all our regular \$1.00 Artlook couch covers, at..... **\$4.98**
Drapery Swiss—all our fine imported Swiss, worth as high as 30c yard, at, yard..... **15c**
Irish Point Door Panels, worth up to 75c, each..... **25c**
Linen window shades—3x6 complete, each..... **29c**