

BRANDEIS "BOSTON STORE" & SONS

Omaha Women Are Praising the Beauties

Our Spring Opening

It is declared to be the most brilliant and complete exposition of style ever given in the west. The superb store decoration is only surpassed in beauty by the exquisite apparel.

The Opening Exhibit Continues All Week

We specially mention the elaborate window displays, the brilliant forest of foliage and blossoms in the rotunda and the wonderfully complete showing of the range of Parisian style.

WE INVITE ALL WOMEN IN OMAHA AND VICINITY TO BE OUR GUESTS THIS WEEK

This Opening Display offers splendid advantages to the women who wish to select practical attire for Spring at prices that are very reasonable.

CHARMING NEW STYLES IN SUITS for WOMEN \$25.00

The style aristocrats for Spring. The suits sold elsewhere for \$35.00 cannot surpass the Fashionseals in style or quality. New arrivals, extremely smart.

Stunning Tailored Suits \$35 of Plain Worsted, etc., on sale at

These are the later spring styles—more graceful and elegant than the earlier models. Women who seek styles of an individual type will select from this splendid group.

Tailored Silk Dresses \$12.50

With new self-trimming and lace yokes—all the correct Spring colors—correct in every style essential.

SILK PETTICOATS—A typical Brandeis garment—by far the best in Omaha for \$3.98

Women's Dainty Lingerie Dresses—Light and summery—many are quite elaborate. Every one up to Brandeis' high standard. \$6.98

The Hat You Buy from Brandeis is Bound to Be Correct in Style.

SPRING MILLINERY

Practical Styles that Are Moderate in Price. Several hundred smart and becoming spring hats on sale Thursday for the first time. The shapes and trimmings are all new and every hat has that touch of correct style that always makes a Brandeis hat the best of its class. You will find exactly the hat for \$5 and \$10 your requirements here

SPRING HATS at \$2.50

In the Basement. Are up to date in style—new shapes, new colors, practical for street and every-day wear. Scores to choose from.

Misses' and Children's Hats

We have more styles in juvenile hats than any western store ever displayed before. Just the hats for school wear and for dressier occasions, too. Straw bonnets, steamer hats, sash hats, hats trimmed with flowers and ribbons. All Brandeis hats are stylish.

See the Girls from Madeira Island and Their Exquisite Embroidery Done by Hand. Table Linen, Shirt Waists, Handkerchiefs and Fancy Linens. Real Madeira Hand Embroidered Handkerchiefs 50c 69c 98c. Initials on linen done by hand while you wait.

EXTRA FINE HAND LOOM EMBROIDERED WAIST FRONTINGS

Very choice new designs on fine French fabrics—a new shipment, extra special—worth up to \$2.00 a yard; 98c at yard.

18-inch Fine Embroidered Flouncings, Skirtings and Corset Cover Embroideries 25c

Swiss, nainsook and cambric—all choice, new designs—worth up to 50c a yard.

10c Fine French and German Val. Laces and Insertions—many to match 5c Yd. Also linen torchon laces—worth up to 10c a yard.

Thursday Is Chocolate Day

ITALIAN BITTER SWEETS at 25c A POUND. The kind with the delicious soft cream centers; pure fruit flavors—strawberry, orange, raspberry, lemon, pineapple—also vanilla, walnut, almond and filbert creamed centers—always sold at 40c a pound—at 1b. 25c

BRANDEIS STORES

BENNETT'S

OUR DELIVERY SYSTEM is accurate and prompt. Our twenty-five wagons cover Omaha and suburbs regularly.

Thursday's Great Suit Sale

The best so far this season. New York shipments just arrived bring astounding values on the handsomest of the season's late models. Women's \$25.00 and \$29.50

TAILORED SUITS \$15 to \$19.50

Hundreds of them. No lack of variety. Absolutely the one big event. With unprecedented money-saving opportunity on every suit. All the new materials, all the newest shades, all sizes, sale Thursday.

Covert Jackets

Very exceptional offerings: Tan Coverts, 30-inch, Jackets—semi-fitted—special, at \$5.95. Striped Covert Jackets—Stylish 30-inch models—at, each \$6.95

Black Serge Jackets

32 and 36-inch models, superbly tailored, silk lined, at—\$10, \$12 and \$15

TEN STYLES WHITE WAISTS at \$1.25

Season's newest and best styles, fine lawn and mull materials, with attractive embroidery and lace fronts. Values to \$2.00, at special price \$1.25

Black Skirts

Handsome black serge skirts of very fine quality, nine gored model, side strap seams, with buttons, regular and extra sizes, at \$10

Muslin Combination Garments

New arrivals, corset cover and drawers, and corset cover and skirt, prettily trimmed with lace embroidery... \$1.25

Bennett's Big Grocery

Bennett's Reliable Coffee, per pound 30c—and 40 green stamps

SPECIAL THURSDAY OFFER—TEAS

Teas, assorted, pound 38c And 40 Stamps. Teas, assorted, pound 48c And 50 Stamps. Tea Siftings, pound 15c And 10 Stamps.

Velvet Glass Starch, 10c package, special. Armour's Sliced Dried Beef Jar 15c—and 10 green stamps. Hartman's Marmalade, 10c jars, special. Stallwork's Chocolate, 1/2 pound 25c—and 10 green stamps. California Olive Oil, 50c cans for 30c. Mignonette Mayonnaise, 3 cans for 25c. Van Houten's Cocoa, per can 15c. Hartley's Pure Fruit Jams, jar 25c. Gaillard's Olive Oil, basket, bottle, for 25c—and 40 green stamps. Nutlet Peanut Butter, large jar, for 25c—and 20 green stamps. Rex Lye, three cans, for 10c—and 10 green stamps. Eddy's Salad Mustard, jar 25c—and 10 green stamps. Minute Gelatine, flavored, 3 packages 25c—and 10 green stamps. Evaporated Peaches, 10c quality for 7c. Cleaned Currants, three pounds, for 25c.

Last Call for Easter

We earnestly request you to place your order at once so as not to disappoint you April 11th. Easter Sunday you will want to appear in a new suit built by us. Suits to Order \$25 to \$40

The London Tailors

207 South Fourteenth Street

\$25 to Oregon Washington and Idaho

LOW ONE WAY COLONIST RATES

Every Day to April 30, 1909. To PORTLAND, TACOMA, SEATTLE and Many Other Points in the Northwest. Train Service and Equipment the Best that Money Can Buy, via

Union Pacific

Electric Block Signals all the way The Safe Road to Travel. Ask about the Alaska-Yukon-Pacific Exposition, Seattle, Wash. Inquire at CITY TICKET OFFICE, 1324 FARNAM ST. 'Phones Bell Doug. 1826 and Ind. A-3231.

SEEDS THAT GROW NEED ANY? SEE THAT THEY COME FROM THE NEBRASKA SEED CO. City Salesroom, 1613 Howard St. Tel. Doug. 1261

The Appearance of a Woman's Foot

is made or unmade by the shoe she wears. A handsome foot in a poor fitting shoe loses its beauty, while a poorly formed foot in a handsome shoe always looks well. Every woman that is fitted at this store has an attractive looking foot. OUR WOMEN'S \$3.50 \$4.00 and \$5.00 OXFORDS. We are showing this spring are the acme of style and beauty. We are showing every new last and heel in golden brown, ideal and brown kid, dull and Russia calf and patent cloth—in gray, black, brown and blue. The nobby two-button patent coil is shown exclusively by us. Pumps that do not slip. The button blucher, turned and welt shoes, cloth and kid tops.

Drexel Shoe Co. 1419 Farnam Street

Updike's PRIDE OF OMAHA Flour

Every sack is uniformly good, for we have 103 elevators gathering the grain to make this flour, and only one grade is accepted—that's the best—and our experts know it's the best. Made in Omaha. \$1.60 Per Sack. At all grocers UPDIKE MILLING COMPANY, OMAHA.

A Sure Cure for Fistula and Piles

That sounds in treating doesn't you have already tried some of the so-called "cures"—that failed to cure. I mean what I say. My simple scientific treatment is a sure cure. I use no knife or chloroform, neither do I subject you to dangerous operations. Hundreds have been cured. The same is possible for you. My treatment is simple, safe and quick. Write me at once. I will send you my free book that tells all about it. Address: Dr. E. R. Tarry, 225 Bee Building, Omaha, Neb.

Cuts

Cuts tell the story quicker than words. If you have an idea which you want translated into a cut, talk to our artist, who will understand what you want. You cannot do this if you write to some out-of-town house. Baker Bros. Engraving Company, Barker Block, Omaha, Neb.

GOLD CROWNS No More \$4 No Less

DR. PERCIVAL Dentist, 10th and Farnam Sts. 319-317 Barker Block.

Reliable Dentistry AT Taff's Dental Rooms

1317 Douglas Street. D. C. SCOTT, D.V.S. (Successor to Dr. H. L. Ramoncello.) ASSISTANT STATE VETERINARIAN, Office and Hospital, 2610 Mason Street.

Called Promptly Answered at All Hours. Branch—Office Barney 997, Ave. Douglas 428. Omaha, Neb.

A Magnificent Display of New Styles for Spring Wear

ONLY 9 MORE BUYING DAYS TILL EASTER. See the New Crown Jewel at \$25.00. You'll Look Your Best in a Hart, Schaffner & Marx Suit. THE RELIABLE STORE



Beautiful New Spring Suits and Dresses

Entire Surplus and Sample Lines of Adolph Cohen, a well known New York Manufacturer, on sale Thursday at ABOUT HALF ACTUAL WORTH.

Charming Street and Evening Dresses in Rajahs, Messalines, Foulards and big assortment of Wool Materials, trimmed with laces and appliques, made to sell at \$25.00, all at one price, Thursday. \$12.50

\$30.00 TAILOR SUITS \$19.90

Choicest new styles, including about 100 Sample Suits, all colors, all sizes, silk and satin lined, over 300 in the lot, Thursday, at \$19.90

NEW SPRING COATS AND JACKETS, silks, bengalines, coverts, black and all colors. \$10 \$12.50 \$15 to \$35

HANDSOME NEW DRESS SKIRTS, voiles, panamas, silks and satins, choicest designs and colorings, at \$7.50 \$10.00 to \$20.00

\$7.50 WALKING SKIRTS \$3.95 Fine panamas and serges, in new flaring effects, big assortment for selection, at \$3.95. A MAGNIFICENT ASSORTMENT OF NEW LINGERIE DRESSES, those who have seen them unanimously vote this the most delightful showing in Omaha \$5 \$7.50 \$10 up to \$35. \$2.00 Long Challie 75c Black Under-\$1.50 Lawn Waists, Kimonos, at 98c skirts, at 29c choice, at 79c

35c Wide Embroideries Thursday 15c. All those beautiful, wide Skirt Flouncings and Corset Cover Embroideries, shown in the windows the past few days, 25c to 35c values, together with short lengths worth to 50c a yard, and a big line of odd pieces from matched sets, and all overs worth to 50c, all at one price, yard. 15c. The Greatest Embroidery Bargains of the Season. Come early Thursday and get first choice.

Extra Specials for Thursday in Our Famous Domestic Room. FROM 8:00 TO 8:30 A. M. FROM 2:00 TO 2:30 P. M. One case of 36-inch Bleached Muslin, 280 Brookdale, regular 10c value, fine for the needle, 10 yards limit, at yard 5c. One case of 19c Unbleached Towels, extra heavy double warp, long, Sea Island cotton, 4 pairs to a customer, at each 11c.

FOR ALL DAY 15c Bedspreads, at each 98c. 20c Bedspreads, at each \$1.19. 25c Bedspreads, at each \$1.65. 10c double faced Percales, yard 6 1/2c. 15c fine Percales, 36-inch wide, yard 8 1/2c. Remnants of 36-inch percales, yard 5c. \$2.50 Curtains, \$1.50. 65c Bedsheets, slightly soiled, 81x90, at 39c. \$1.00 Bedsheets, slightly soiled, 81x90, at 49c. Sheets, each 35c. 12x20 Decorated Flour Cases, only \$1.20. \$3.50 Portieres, \$1.98. HOES, RAKES, SPADES, ETC.

THURSDAY IS CHOCOLATE DAY 40c Pure Whipped Cream Chocolates, all flavors, at 20c per pound.

YOUR GROCERY BILL CAN BE REDUCED From 25 per cent to 50 per cent by trading at Hayden's

The following prices are a sample of hundreds of other items at the same in comparison with prices: 10 bars Diamond C. or Best 'Em All Soap, for 25c. 7 pounds Breakfast Rolled Oatmeal for 25c. 4 pounds of Hand Picked Navy Beans 19c. Three 10c packages Up-to-Date Washing Powder for 25c. The best Pearl Sago or Tapioca, lb. 5c. 24 pound sacks Best Rye Flour, for 45c. Gillette's Washing Crystal, package 10c. Gallon cans Apples or Pumpkins, for 20c. Gallon cans Tomatoes for 20c. Gallon cans Peaches, Plums or String Beans, for 20c. Choice No. 1 Dairy Butter, per pound 21c. Fancy No. 1 Dairy Butter, per pound 22c. Fancy No. 1 Country Creamery Butter, 26c. Since January 1st we have sold to the people of Omaha 15 cars of Highland Navyels. There is nothing like them. The Navyel Orange season will soon close, so large Grape Fruit, each 15c and up.

DON'T FORGET TRY HAYDEN'S FIRST IT PAYS

DR. BRADBURY, DENTIST 1608 FARNAM STREET, 17 YEARS same office. Phone D. 1766. Painless Extracting 50c. Crowns, up from \$2.00. Bridge Work, per tooth, up from \$2.50. Partial Plates, up from \$2.00. Filling, up from \$1.00. Porcelain Filling, up from \$1.50. ALVOCOL WORK. Work guaranteed 10 years.

Moving Today in New Location!

Grand Union Tea Co. 500 BLOCK Opposite Rome Hotel

If You Must Drink, Try the Tea-pet. We will be ready for business tomorrow morning.

Put One in Your Satchel

One of our Gillette Safety Razors—They are a real comfort while traveling. The price blades—They last a lifetime. If you will use one you'll never regret it. Look for the name. S. W. LINDSAY, Jeweler 1214 DOUGLAS STREET