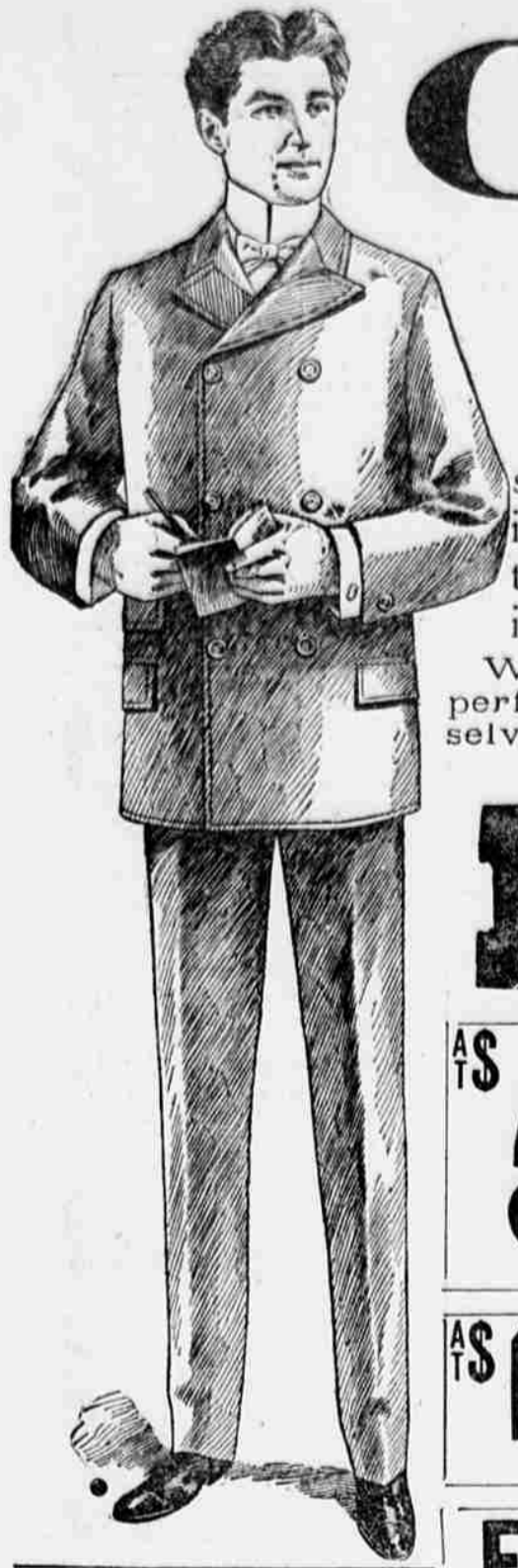


IT'S MONEY—BIG MONEY IN YOUR POCKET THAT YOU SAVE BY ATTENDING THE

# Grand autumn opening sale of CLOTHING

(OPEN UNTIL 10 SATURDAY NIGHT) MEN'S AND BOYS' RELIABLE UP-TO-DATE (OPEN UNTIL 10 SATURDAY NIGHT)



"Boston Store" will start today the fall opening and sale of by far the most artistic, complete and perfect stock of up-to-date fall and winter suits and overcoats to be seen in Omaha. Always growing greater, and increasing its list of pleased purchasers, our clothing department keeps constantly abreast and even ahead of the times, and we are today the practical exponents of all that's new and right in wearing apparel as well as being the inaugurator of low prices and extraordinary good values.

We show today the best suits and overcoats that are made, absolutely perfect in every way, perfect in fit, perfect in style, perfect in workmanship, perfect in material, and more than perfect in price. We pride ourselves on our every day well earned reputation—backed by your own experience, of the absolute facts, of selling

**THE BEST OF CLOTHING AT ABOUT HALF THE USUAL PROFIT ASKED ELSEWHERE.**

## BOSTON OMAHA STORE

L. L. BRANDEIS & SONS. 163 DOUGLAS

**\$5** Men's Business Suits.  
Neat, genteel effects in checks, plaids mixtures and plain, made of all wool cassimeres and chevots, in single and double breasted styles, with deep inner facings, serge linings, well tailored, worth \$7.50. Our opening sale price is only \$5.00.

**\$7.50** Men's Handsome Fall and Winter Suits.  
Made of imported clay worsted, cassimere and fancy chevot, in all styles with durable serge linings, carefully tailored and perfect fitting, worth and made to sell for \$10.00. Our opening sale price only \$7.50.

**\$9.98** Men's Up-to-Date Suits.  
The grandest assortment of new up-to-date suits ever shown in Omaha, made from all the most popular and best known fabrics—swell fancy striped worsteds, imported black and mixed clay worsteds, cassimeres and fancy chevots, single and double breasted vests, splendidly lined and made by the best tailors, worth \$15.00. Our opening sale price is only \$9.98.

**\$12.50** Men's Swell Fall and Winter Suits.  
Made from all the most popular fabrics in all the most desirable patterns, in the most reliable serges, swell striped worsteds, chevots and cassimeres, cut, made and trimmed in rich artistic style, single and double breasted vests, actually worth \$18, but our opening sale price is only \$12.50.

**\$19** Men's Finest Fall and Winter Suits.  
All original and exclusive patterns, made of the finest foreign and domestic fabrics, artistically cut, tailored as well as any \$35 made-to-order suit, lined and trimmed in the best possible manner; our opening sale price is but \$19.00.

### Fall and Winter Overcoats

We invite you to see our magnificent lines of new fall overcoats, no matter whether you are prepared to buy right now or not, you should by all means see them. They are made of the very best imported and domestic goods and equal in every respect to the custom tailored articles, for which you would pay from \$25 to \$40—our opening sale prices run from \$12.50 to \$25.00

**\$12.50 to \$25**

**\$5** Men's Covert Cloth Top Coats \$5.00  
for fall and winter wear in every new, fashionable shade from light tan to stylish oxford and brown, dressy, well-fitting and neat—an ideal up-to-date \$7.50 dress coat—Saturday's special price, \$5.00.

**\$9.98** Gentlemen's LATEST ENGLISH COVERT  
Cloth Dress Overcoats for Fall and Winter, ENTIRE BODY and SLEEVE lining of Skinner's Guaranteed Silk or latest two-toned Fancy Black finish. Excellently tailored like custom made work. Every seam silk piped; any style pocket. Every elegant correct shade and length. Well worth \$15.00, Saturday's greatest value at

**\$1.00 Boys School Knee Pants 35c.**  
These are boys' strictly all wool, heavy durable fall style, cassimere, tweed and chevot School Knee Pants, in sizes from 3 to 15 years. Guaranteed to wear satisfactorily. The regular price is a dollar, but for the opening sale they go at.....

**35c**

**Men's Fall and Winter Pants.**  
Men's trousers made from good, strong cassimere and all-wool fancy chevots, properly cut and tailored by the leading manufacturers of this country, neat patterns, the sort that will not rip, take your pick Saturday from an immense assortment for only

**98c**  
**\$1.75**  
**\$2.50**  
**\$3.50**

Men's trousers made from good, strong cassimere and all-wool fancy chevots, properly cut and tailored by the leading manufacturers of this country, neat patterns, the sort that will not rip, take your pick Saturday from an immense assortment for only

Men's trousers in new fall weights, hairline cassimeres, medium and dark striped and pin-check patterns, durably tailored and guaranteed not to rip, stylish neat patterns, desirable colors, well made trousers that the manufacturer thought would be retailed for \$2.50, for they are really worth that, our special price Saturday is.....

Men's fine trousers, a lot of heavy weights, in fancy worsteds and strictly all wool tweeds, also a line of new fall weights in the latest striped patterns, every pair perfect fitting and carefully made, properly cut and well tailored, most stores would ask \$3.25 and \$3.50, we offer them for sale Saturday at

Men's fine trousers, fancy worsteds, in new fall styles, newest and handsomest semi-dress stripes and checks in medium and dark shades, every pair guaranteed



### Boys' and Youths' Suits

**\$3.50 Boys' School Suits at \$1.98**  
—Sizes 3 to 15 years—in Sailor, Brownie, Vestee, Plain and Double-breasted styles—newest patterns for fall '99. Pure woolen fabrics and strongest reliable tailoring—worth up to \$3.50—Special opening sale price.....

**\$5 Child's Vestee Suits at \$2.50**  
—ages 2 to 8 years—in highest grade all wool cassimere, worsteds, chevots—in plaids, checks, black and navy blue and brown colorings—all elaborately embroidered in silk or silk thread—variety to please all—worth up to \$5—Opening sale price.....

**\$6.50 Double Breasted Knee Pants Suits at \$3.50**  
—from 8 to 16 years—made of guaranteed pure long staple wool cassimeres in neat fancy gray cassimeres, brown plaids and pin checks—heavy black and navy blue serges, clays, etc. Every seam taped and double sewn—neat, perfect fitting and elegant—worth up to \$6.50—Opening sale's bright and special bargain.....

**\$6.50 Boys' Long Pants Suits \$3.50**  
—all sizes 11 to 19 years—fall and winter weights—in dark and light brown and gray mixtures—all wool materials only—best of inside finish, durability and lowest price guaranteed—elsewhere sold up to \$6.50—Opening sale price.....

**\$8 Boys' Long Pants Suits at \$5.**  
—12 to 19 years—for boys' fall and winter wear—in pure long fibre wool cassimeres, chevots, worsteds, black clays, etc., tailoring and lining are of the best. The new styles and colorings for youth's suits, worth and sold at \$7.50 and \$5, Saturday's sale at

### GRAND OPENING BARGAIN Thousands of Travelingmen's Samples Child's and Boys' Caps

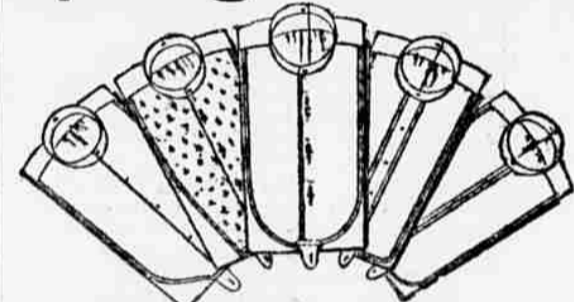
—in all the newest and latest styles and colors—plain, plaid and striped—Colf, Bicycle, Tams, Turbans, Etc.  
Worth up to \$1.50  
go at .... **25c**  
On sale on 2d floor.

### MEN'S FALL HATS

On Main Floor.  
Grand Opening Bargain

All the new fall blocks:  
Dunlap Style—Knox Style  
Young Style—Stetson Style  
Christie & Miller  
**SOFT AND STIFF Hats**  
IN BLACK, BROWNS, NUTRIAS  
**\$1.48**  
Go as a special opening bargain at.....

### Opening Sale Men's New Fall Shirts, & Underwear



### Men's Colored Laundered Shirts

—in the very newest styles and effects with collars and cuffs attached, all sizes—These shirts would be a bargain at a dollar, but go at our opening sale at..

**50c**

**Finest Percale Shirts**  
Your choice today only—for our opening sale—of the finest and highest grade—newest and latest novelties in men's Percale Shirts with collar and cuffs, attached or detached—no finer shirt shown—choice today only.....

**98c**

### 1000 dozen Men's Underwear

—bought from the creditors of one of the largest mills in New England.  
**Bankrupt**  
enables us to offer these goods for **Just One-Half Regular Price.**

Men's heavy natural gray and camel's hair underwear in double and single breast—also heavy rib cotton underwear, all sizes, regular 50c underwear go at 25c per shirt or drawer

**25c**

Men's softest and warmest and best wearing fleece lined garments—silk trimmed and made as good as the very best 75c underwear you could buy anywhere, in this sale very special at.....

Men's finest and purest Australian natural wool and camel's hair underwear, choice pure wool fleece lined shirts and drawers, beautifully made and strongly finished, worth at wholesale from \$12 to \$18 a dozen, and during this sale you can have choice of all at.....

Men's finest cassimeres, silk and wool mixed, and worsted underwear, in brown, fawn, blue, natural and flesh colors, finished to perfection and worth at wholesale from \$24 to \$30 a doz; we offer in all sizes during this sale at the wonderfully low price of.....

**39c**  
**75c**  
**98c**

## OPENING SALE OF ALL THAT'S NEW AND GOOD IN SHOES

### MEN'S SHOES

Better qualities—absolutely newer styles and lower prices than to be found anywhere else.

Florsheim men's shoes, made to retail for \$6.00 a pair—our opening price is FOUR (\$4.00) DOLLARS..... **\$4.00**

Dr. Reed's \$5 and \$6 cushion insole shoes, in black and tan, in all the different weights of soles—we sell at FOUR (\$4.00) DOLLARS..... **\$4.00**

The "Boston Store" \$5 shoe for men's wear at \$3 for the drill lined shoe, and \$3.50 for the shoe that is lined all through with leather..... **\$3.00**

The Racine Shoe Co.'s \$3 and \$4 shoes for men—in all the new winter styles—we sell at \$1.98 and \$2.50..... **\$2.50**

And the regular \$1.75 and \$2.50 men's shoes we sell at \$1.59 and..... **\$1.39**

Men's \$5.00 patent leathers for \$3.50 and..... **\$3.00**

### Street and Dress Shoes for Women

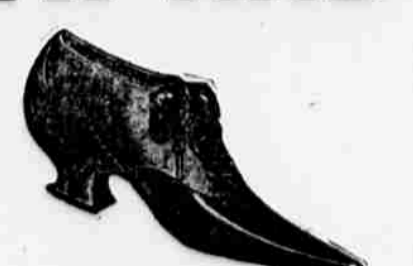
The New Mannish Shoe for Women.  
The new mannish shoe for women's wear—in patent enamel, with heavy soles—the very swell shoe for street—made to retail for six dollars a pair—we sell at \$4.00. The same style, but in the very highest grade of box calf—also made to retail for \$6.00—we sell at \$4.00..... **\$4**

The new round toe, welt sole, for women's wear, in all the different degrees of broadness, with plain kid or patent leather tips, which were made to retail for \$3.50, \$4 and \$5—we sell at..... **\$2.50, \$3.00 AND \$3.50**

The new dress shoe with Louis XV heel, either with fine black cloth topping or all kid top, is made to retail for five and six dollars a pair—go in our opening sale at \$3.50..... **\$3.50**

Fine hand-turn sole shoes for dress wear, in plain kid tops and cloth vesting tops in black and tans, made to retail for up to \$5 a pair—go at \$3..... **\$3.00**

Good shoes for every-day wear in all kid and vesting tops, worth up to \$3.50 and \$4.00—go at **\$1.39, \$1.59, \$1.98 and \$2.50**



### Fancy Slippers, Oxford Ties and Sandals.

Our opening of ladies' ball room slippers, evening slippers, house slippers, oxford ties and strap sandals of every kind, shows everything that will be worn this season. We have them in every width, every size and every color. Prices from \$1, \$1.50, \$2, \$2.50, \$3, \$4 and \$5, and we make them to order for up to \$15 a pair.

### The New Footform Shoes for Infants & Children

We are introducing the new perfect foot-shape shoe for children and recommend them highly. The lines of the sole are true to nature, and differ from the ordinary style, the soles are very slightly and very stylish, and the prices are right.

Foot-form shoes for infants, size 1 to 5, 85c.  
Foot-form shoes for children, size 5 to 8, \$1.35.  
Foot-form shoes for children, size 8 1/2 to 11, \$1.39.  
Foot-form shoes for misses, size 11 1/2 to 2, \$1.50.

**Special Sale Infants' Coin Toe Shoes.**  
Hand turn, button or lace.  
Sizes 1 to 5, worth a dollar, go at 50c.  
Sizes 5 to 8, worth \$1.50, go at 75c.

### IN BASEMENT 19c

1,000 pair ladies' black Overgaiters—the 50c kind—go at 19c.

Infants' fancy colored 39c Kid Moccasins—go at 9c..... **9c**

Women's serge house slippers, 25c.  
Boys' \$1.50 Bicycle shoes, 60c.  
Women's serge congress shoes, 50c.  
Ladies' leather house slippers, 40c.  
Infants' hand sewed button kid shoes, 30c.  
Child's hand sewed kid, button and lace, shoes, 5 to 8, 50c.  
Boys' \$1.50 Bicycle shoes, 50c.  
Small size, ladies' \$2.00 and \$3.00 shoes, 50c.  
Men's velvet embroidered slippers, 50c.  
Little gent's \$1.50 calf shoes, 98c.  
Men's \$2.50 tan heavy welt double sole shoes, \$1.29.  
Ladies' \$2.00 oxford ties, 75c.  
Misses' nice dongola shoes, 50c.

