



BOSTON STORE

J. L. BRANDEIS & SONS
16 AND DOUGLAS STS. OMAHA



GRAND FALL OPENING

Continued Tomorrow and all Week.

The unqualified approval and earnest as well as eager demands of all Omaha—based on the deserved merits of the sensational bargains and magnificent display of our fall opening, have led us to continue the sale another week. Out of town people are particularly advised to come this week on the very cheap railroad

EXCURSIONS TO OMAHA

And reap the manifold advantages offered by us to save money on their fall purchases.

New Fall Suits, Skirts, Jackets, Capes

- \$22.50 SAMPLE SUITS \$12.50—Splendid man-tailored Suits, in covert and Venetian cloth, unfinished worsted and heavy serge; some all silk lined, some have new percaline lined skirts, jacket collars, strapped waist, tunic skirts, habit back, tomorrow, special.
- \$15.00 HOMESPUN SUITS \$13.50—In new all wool homespuns, medium and dark gray; tailor finished skirts, lined and interlined, new close fitting jackets, taffeta lined, faced with satin, stitched collars, new sleeves—special tomorrow at.
- \$10.00 TAILOR MADE SUITS \$9.98—Entire ladies' Suits for \$9.98, tailor made in every detail, by front, new double-breasted jackets, lined throughout with mercerized cloth, velvet-lined bound, corduroy edged skirts; worth up to \$10.00, tomorrow special price.
- \$6.98 BOUCLE CAPES \$2.50—Choice of over 400 ladies' new medium and heavy weight English mohair and boucle Capes, 32 inches long, lined throughout with the best quality Skinner's satin, regular \$9.98 value, special tomorrow at.
- \$7.00 SILK SEAL PLYSK CAPES \$3.50—Ladies' new silk seal plush Capes, 24 inches long, heavily headed and braided, edged with Thibet fur, new high collars, lined throughout with silk serge and positively \$7.00 value—special tomorrow
- ENGLISH MOHAIR CURL COATS \$3.98—Some 200 new coats, made of heavy black English mohair curl, good cold weather jackets, 3/4 lined with very solid serge, all sizes, special for Monday.
- \$12.50 LADIES' WINTER JACKETS \$9.50—Ladies' new Winter Jackets, heavy melton cloth, double-breasted, storm and turn-over collars, new heavy satin lining—special tomorrow at.
- MISSIE'S NEW DOUBLE-BREASTED all wool Jersey reefer Jack etc, lined with heavy satin rhadame, storm and turn-down collars, black and colors, worth \$8.00—special tomorrow

THERE IS NO FINER MILLINERY THAN OURS.
FIRST EXHIBIT OF AUTUMN STYLES IN

MILLINERY

This fall season's correct foreign and domestic designs. A bewildering array of French, English and American Pattern Hats, in all that is new and artistic in color, material and ideas, showing the handwork of the world's most famous designers of women's hats, such as Viro, Fouyenne, Caroline Ribot, Carlier, Julia, Faulkner, Marchand, etc., at \$15.00, \$17.50 and \$20.00.

\$15.00, \$17.50 AND \$25.00

To create and add to this most interesting display and sale we offer duplicates of expensive pattern hats at \$5.00, \$7.50 and \$10.00.

\$5, \$7.50 and \$10

The originals of which cost three and four times the price of these clever copies. We also place on sale many original designs of our own hand trimmings, executed by skilled hands in our own work rooms. A collection of the most handsome effects in Trimmings Millinery at prices that represent about half their actual value—\$1.95, \$2.50 and \$3.98.

\$1.95, \$2.50 AND \$3.98.

TO OUR OUT OF TOWN FRIENDS,
WE INVITE YOU
to make "Boston Store" your store,
your meeting place, your resting place,
your office, yours for any purpose you
see fit; your wash-up, your lunch
room, your reading place during the
day. We will take care of your pack-
ages and check them free of charge.
A special reception room for ladies.

BOSTON STORE

J. L. BRANDEIS & SONS
16 AND DOUGLAS STS. OMAHA

Grand Special Sales
In every department—money never
brought on so great a return—nor did
you ever see such a grand lot of bar-
gains as we offer now in
EVERYTHING YOU WEAR.

OPENING BARGAINS IN NEW FALL DRESS GOODS AND NEW FALL SILKS

AN ALMOST inexhaustible exhibit of the choicest foreign and domestic fabrics in every weave, in every whim and fad, in every material. There never was a time or place, where and when you could be so quickly suited as you may be now at our store. No matter what the color, or style, or quality, or material or fancy you may ask for, we have it ready to show you, and furthermore we have it at a price that is just about half what you would expect to pay for it.

FOR THE continuation of our fall silk sale, we offer endless variety of the most popular, the newest and finest silks that money can buy, and what is better still, we are able to make such remarkable bargain prices for the sale tomorrow that our silk department will be one grand sensational selling all day long.

AT **\$1.00 Novelty Dress Goods 29c.**

29c

Grand Fall opening bargain, consisting of 200 pieces fancy silk and wool novelty dress goods, including granite cloth, mohair, jacquards, diagonals, Scotch tweeds, English homespuns, French debelges and many other choice, new fall materials in all the new popular up-to-date plaids, well worth up to \$1.00 a yard, but will be sold on front bargain square Monday at 29c.

At **61.50 New Fall Dress Goods 49c.**

49c

Extra bargain for Monday, 200 pieces plain and fancy suitings in light, medium and dark shades, also 46-inch reversible chevots, 50-inch herring bone stripes, 42-inch tailor suitings in plain and corded taffeta, all imported to retail for \$2.00 and \$2.25 a yard, go on sale Monday at \$1.39.

\$2.25 and \$2.00 New Fall Silks \$1.39.

At **\$1.39**

New autumn silks, including corded crepons, new Persian novelties, poplin metalique imported French bengalines, regence plaids and corded taffeta, all imported to retail for \$2.00 and \$2.25 a yard, go on sale Monday at \$1.39.

\$1.75 Fall Novelty Silks 98c.

At **98c**

150 pieces of the very newest and prettiest fall silks, including satin stripes, taffetas, new pompadour taffeta, printed taffetas and new Persian silks, imported to retail for \$1.75 a yard, go on sale Monday at 98c a yard.

At **\$2.00 Imported Novelty Dress Goods 98c.**

98c

EXTRA DRESS GOODS BARGAIN—The swellest collection of new imported fall Persian novelties in exclusive designs, including heavy silk and wool crystal bengalines, two-toned silk and wool poplins, wide coating serges, imported Venetian and covert cloth. In fact an almost endless variety of weaves and patterns, ranging as high as \$2.00 a yard, but which will be sold Monday in our dress goods department as extra special value for 98c a yard.

At **\$1.25 and Black Dress Goods Sale.**

\$1.49

Black crepon, the most popular of all black fabrics, heavy silk matallesse crepon, goods in the richest patterns, fresh from the best English and French looms, extra fine finish, the most desirable and best crepons, that sell at \$2.00 and \$2.50 a yard. Go on sale in black dress goods department Monday at \$1.25 and \$1.49 yard.

At **BLACK SILK BARGAINS.**

89c

50 pieces all silk satin duchesse, extra heavy and of very brilliant finish. Also 50 pieces imported French peau de soie, and 40 pieces extra heavy brocaded satin in beautiful designs. None of these goods are worth less than \$1.50 a yard, and all go on sale Monday at 89c a yard.

At **\$1.50 Novelty Silks 39c and 49c.**

39c and 49c

Thousands of yards of fancy silk gros grains, novelty silks, plain and fancy satins, brocaded silk, etc., worth from \$1.25 to \$1.50 a yard. Many of these come in waist and skirt lengths, all go at 39c and 49c on bargain square.

GRAND OPENING BARGAINS IN NEW UP-TO-DATE FALL STYLE CLOTHING FOR MEN and BOYS

\$5 Men's Business Suits. Neat, genteel effects in checks, plaids, mixtures and plain, made of all wool caesimers 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, caesimere 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, caesimers and fancy chevots, single and double breasted vests, splendidly lined and made by the best tailors, worth \$12.00. Our opening sale price is only \$9.98.

\$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—special price, \$5.00.

\$5 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. Greatest value at **\$5.00**.

\$6.50 Boys' Long Pants Suits \$3.50. All sizes 11 to 15 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..... **\$3.50**

\$1.00 Boy's School Knee Pants 35c. These are boys' strictly all wool, heavy durable fall style, caesimere, twined 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**.

\$12.50 to \$25 Fall and Winter Overcoats. We invite you to see our magnificent lines of new fall overcoats. They are made of the very best imported and domestic goods and equal in every respect to the custom tailored articles, which sell from \$25 to \$40..... **\$12.50 to \$25**

OPENING SHOE BARGAIN

\$2.50

3,000 pairs ladies' plain and fancy vesting top shoes, worth up to \$4.00 a pair, in light and heavy soles.

All sizes
All widths
All toes
All new up-to-date fine ladies' shoes.

MEN'S SHOES

The entire lot of the celebrated Boston Ease Man's \$5 Shoe on special sale at **\$3 and \$3.50**

Grand Special Opening Sale of New Fall CARPETS

Smith's Tapestry Brussels carpet in all the new fall patterns, that generally sell at \$60—go at 39c yd..... **39c**

The best grade Tapestry Brussels carpet, none better at any price. It generally retails at \$60 yd goes tomorrow in all new patterns— at 65c a yard..... **65c**

Sloan's best grade Moquette, Axminster and Velvet carpet—we make one uniform price on the \$1.15 goods, for the opening sale only, 85c yd—These are with or without borders—and are in hall and stair patterns to match—price..... **85c**

Extra heavy Union Ingrain carpet—25c yard—worth 50c at..... **25c**

Strictly all wool, very heavy ingrain carpet, all new designs—go at 50c yd..... **50c**

All wool, cotton chain, Ingrain, 39c yard—worth 65c..... **39c**

All the best grade Ingrain carpet, such well known makes as Lowell, Hartford, etc. that generally sell at \$1 yd., go at 65c yd..... **65c**

Great Special Sale of Damaged OIL CLOTH.

Tomorrow we offer the balance of the Oil Cloth in short lengths, but many patterns of one kind—making enough of any one pattern for any size room. We will sell all the Oil Cloth at 15c yd—worth up to 75c..... **15c**

All the balance of table oil cloth at 6c yd..... **6c**

All the balance of shelf oil cloth at 2 1/2c yd..... **2 1/2c**

All the linoleum, no matter what the quality, and most of them are the \$1.00 kind, at 25c sq. yd..... **25c**

Great Special Sale of BLANKETS

Strictly all wool silver gray blankets, worth \$4 pair—we now offer at \$2.50 pair..... **\$2.50**

Very fine all wool plaid \$5 blankets. They are in pink and white, light blue and white, black and white and red and white plaids. Equal to any \$5 blankets in Omaha—\$5 blankets go at \$3.50 pair..... **\$3.50**

Very heavy white, all wool California blankets at \$5.00 pair. This is our regular \$7.50 blankets..... **\$5.00**

Very heavy soft, fleecy cotton blankets..... **\$1.25**

White and gray, full size, very soft cotton blankets—75c pair..... **75c**

The regular 50c cotton blankets go at 39c pair, in white, gray and tan..... **39c**

Single Crib Blankets, 15c each, worth..... **15c**

Grand Special Bargain in COMFORTS
Extra large eateen and silkolene comforts, our own make and filled with the finest grade of white cotton, hand tufted, go at \$1.50 each..... **\$1.50**

Bargains in LINEN DEPT.

1,000 dozen satin damask, knotted fringe, towels, extra large size, worth 25c & 35c, go at **15c**

25c turkey red damask, as long as it lasts, go at **12c**

Extra heavy all linen Scotch table damask, 25c yard, worth 50c..... **25c**

Very finest grade of German silver bleached damask, 50c a yard, worth 75c..... **50c**

Extra large size all linen napkins, 75c dozen, worth \$1.50..... **75c**

All linen Barnley satin damask napkins, \$1.75 dozen, would be cheap at \$2.25..... **\$1.75**

One big lot of twilled roller toweling, 2 1/2c yard, worth 5c..... **2 1/2c**

Extra heavy buck and fancy roller toweling, 3 1/2c yard, worth 7 1/2c..... **3 1/2c**

Some Special Bargains in BASEMENT

Full standard comfort prints, full pieces, not remnants, 2 1/2c yard..... **2 1/2c**

36-inch wide percale, go at 5c yard..... **5c**

Best grade of Outing Flannel, go at 6 1/2c yard..... **6 1/2c**

Fleece back Wrapper Flannel, go at 6 1/2c yard..... **6 1/2c**

Full size Lace Curtains, go at 15c each..... **15c**

5-foot poles, without trimmings, go at 2c each..... **2c**

Extra heavy Cotton Flannel, go at 5c yard..... **5c**

All grades of bleached muslin and cambric, worth 12 1/2c, go at 5c yard..... **5c**

Best grades of unbleached muslin, go at 2 1/2c yard..... **2 1/2c**

All kinds Eiderdown Flannel, all colors, 25c yard, worth 50c..... **25c**