

BRANDEIS STORES

Special Sale of Women's New Fall Dresses, Worth up to \$15, at..... **\$6.98**

This is a special purchase of just 300 unusually attractive silk and wool serge dresses in fall styles that we bought from a New York manufacturer at a remarkable low price. Scores of new autumn style features are shown in this group.

All colors, and each dress is practical for street or dress wear. Values up to \$15.00—Thursday at.....

\$6.98



Smart New Fall Coats for Women

These are all new cloak models that reflect the correct style tendencies for fall as Brandeis styles always do. Many new materials. We especially feature the new reversible cloth rug coats, women's and misses' sizes, at—

\$15, \$17.50, \$19, \$22.50

Women's High Class Tailored Fall Suits at \$35

These tailored garments are fashioned of heavy suitings and wool cloths that are so new and practical this season. Also a number of very pretty effects in slightly trimmed suits.

"Fashionseal" Suits for Women at \$25

These suits are not to be compared in any way with other lines at this price. They surpass most \$35 and \$40 groups. Brandeis is sole agents for Fashionseal suits.

Special Group of Tailored Suits at \$15

These are all new arrivals and all late models in attractive-serviceable fall suits for present wear. The best fall apparel of the season.

Women's Fall Tailored Skirts—In all new panel and side pleated ideas. **\$5**
Women's Messaline Petticoats—All sizes—very practical. at..... **\$2.98**

Misses and Girls Outfits for School and College Wear

New fall models in smart coats and dresses for school girls and college girls—a touch of originality and up-to-dateness in every one that girls like.

Coats at \$6.98, \$8.98, \$10, \$12.50, \$15 to \$25 | Dresses at \$5, \$7.50, \$10, \$12.50, \$15 and Up.

Misses' White Polo Coats—Large full double breasted effects with loose belts—the season's favorites, at..... **\$22.50**

Fall Dressing Sacques—Fleece lined and flannelite, belted and poplin style. **50c** at.....

Women's Waists—Fall styles—A special lot at..... **98c**

New Fall Showing of Women's Pretty House Dresses—**98c** | New Lot of Muslin Underwear of All Kinds—Worth up to \$2.00, at..... **\$1**

Women's Pretty Chiffon, Taffeta and Messaline Waists at..... **\$5**

Hand Embroidered Pillow Tops (Complete, With Back,) Worth Up to \$5.00, each at..... **\$1.98**

Finished complete with satin ruffles, cords and fringes, in rose, poppy, violet, carnation and conventional designs. Hundreds have admired them; values up to \$5.00, Thursday at **\$1.98**.

BRANDEIS STORES—Omaha

Strategy In Advertising

The Climax of Salesmanship-in-Print

The battles of advertising are not won today by men with the largest forces.

Three times in five they are won by men who start with but limited resources. Five times in five, when rightly directed, they are won without any large risk. In a good many cases there is no stake at all.

There is no long waiting—no serious uncertainty—no drawn-out period when expense overtops result. One gets his answer immediately.

Most successful advertising pays dividends from the start. Impossible things are not started at all. And a pretty large part of modern-day advertising finances itself.

Nation-wide distribution and a profitable sale are attained in two months, sometimes.

Weeks do the work of years. Midguts grow to monstrosities with amazing rapidity. Trade conditions are changed overnight.

Ferocious competition, long entrenched, has been almost wiped out by a single maneuver.

All because of a new-born science, called Strategy in Advertising.

An advertising campaign of the modern kind is based on exact information. The attitude of consumers is learned by house-to-house canvass. Trade conditions and competition are learned by a dealer canvass. Selling points are developed by actual selling.

Ten thousand sources are sometimes searched for light on a single problem.

The well-advised advertiser of 1911 ventures nothing on guesswork and theory.

Selling methods today are based on others' experiences, garnered by a wonderful system.

Problems are solved by learning how others have solved them. Pitfalls are avoided by knowing others' mistakes.

Each new undertaking is piloted now by a myriad recorded experiences.

As a result, men are sure of their ground. Errors rarely occur. One takes the short way to his object.

How all this is accomplished is told in a book—a remarkable book which gives a new aspect to advertising. This book, for the first time, puts into print the secrets of our success.

To show how things can be done it cites countless examples of how things have been done.

Any man with a selling problem is welcome to this book. And every such man should have it.

Cut out this reminder; put it in your pocket. Then, when convenient, write us for the book.

A Reminder

to write Lord & Thomas, Trade Building, Chicago, for their latest book, "Real Salesmanship-in-Print."

LORD & THOMAS Advertising

290 Fifth Avenue, NEW YORK

132 North Wabash Avenue. CHICAGO

The Thing To Do

If you lose your pocketbook, umbrella, watch or some other article of value, the thing to do is to follow the example of many other people and advertise without delay in the Lost and Found column of The Bee. That is what most people do when they lose articles of value. Telephone us and tell your loss to all Omaha in a single afternoon.

Put It In The Bee

BENNETT'S

We Sell Ladies' Home Journal Patterns Because they are the best Patterns made.

The Boys' Clothing Business Has Doubled

This month over the same period of last year. There is only one conclusion to draw from that fact—Bennett's are giving better values in boys' clothing than anyone else in Omaha and more people are finding it out.

Our lines for school wear have been a very big factor in the selling, many giving as a reason for their purchase that the school suits we sold them last year gave such great satisfaction. After all, it is in a school suit, where wear is hardest, that the quality of our boys' clothes shows to best advantage.

There are plenty of other reasons why you should buy Bennett clothes for your boy in the suits themselves. Find

Single and double breasted suits for boys 7 to 17 years. Norfolk and sailor blouse suits for boys from 5 to 10 years. Russian blouse suits for little fellows from 3 1/2 to 7 years. Sweaters and coats for all ages. We make a specialty of boys' suits, with two pairs of pants to match, at \$3.50, \$4.00 and \$5.00.

About 50 Boys' Suits in medium and dark patterns for school wear, worth up to \$3.50. Thursday only, \$1.75. Boys' Extra Pants, worth up to 98c. Thursday, 50c. 25c. Boys' Waists, in all colors. Thursday, 25c.

Hats That Help Make a Good Impression—Bennett's Hats

Since your hat is nearer your face than anything else you wear, you should exercise special care in seeing that you are fitted out only with a hat that will make you appear to best advantage.

You will find that particular kind of a hat at this store—Stetson's and other equally reliable, make-and-beside, salesmen who are trained in fitting personalities as well as heads will wait on you.

The newest Stiff Hats—one of the Stetson models is illustrated at the right of this section—\$2.00 to \$3.50 each.

Men's rough finished Hats in all the newest and best shapes for Fall wear, \$2.00 and \$2.50.

Special—One Lot of Cooper's Spring Needle Knit Jersey Sweaters in navy, gray and maroon; all sizes; regular \$2.00 values at **\$1.50**.



Our Challenge Sale of Fine Millinery Begins Friday Morning, Sept. 15th

See our next advertisement for complete particulars of this biggest event of the year.

54-In. \$1.50 Dress Goods, 89c

This is an extra special offer for Thursday only and one which should be taken advantage of by every woman in Omaha who has a Fall or Winter Suit, Skirt, Dress or Coat to make.

The lot is composed of newest fall patterns and colorings in storm serges, chevris, boucle effects, French serges, panamas, diagonal suitings, basket weaves and heavy coating materials. The prevailing striped patterns form a good part of the offering.

Regular \$1.50 goods, Thursday only, 89c the yard.

Extra fancy Utah Elberta peaches, Thursday..... **83c**
Fancy Ripe Tomatoes, the market basket, Thursday..... **25c**
Fancy Jersey Sweet Potatoes, Thursday, the lb..... **5c**

Young Man

We are showing a full line of shoe styles for winter and fall wear. We have

A Shoe for You

that combines all the style found in higher priced shoes with exceptional wearing qualities. They have catchy, exclusive styles that young men like. Our guarantee is back of every pair. They are Drexel's

\$3.50 Special

Made in Velour and Box Calf, Patent Colt, Glazed Kid.

Drexel Shoe Co.

1419 Farnam Street.

Low One Way Rates

to Seattle, Tacoma, Portland, Spokane, Victoria and Vancouver, via Canadian Pacific Railway

Through the famous scenery of the Canadian Rockies and Selkirk. Trains for Pacific Coast points, carrying tourist cars, leaves St. Paul 11:00 A. M. and 10:30 P. M. daily. Tickets on sale September 15th to October 15th, inclusive. For information and literature see the agent of any railway, or write GEO. A. WALTON, Gen. Agent 224 So. Giesz St. Chicago, Ill.

Reliable Dentistry

Taft's Dental Rooms

Cowdrey's

OMAHA'S PURE FOOD CENTER

Specials in Our Fresh Fruit and Vegetable Department.

300 Boxes Utah Elberta Peaches, per box..... **75c**
20 Doz. Large Fancy Eggs Plants, each..... **5c**
2 Large Plain Lettuce..... **5c**
3 Stalks Large Celery..... **10c**
Qt. Fresh Roasted Peanuts..... **5c**

Large Square Baskets Fancy Tokay Grapes, each..... **35c**
Our Best Country Butter (in Sanitary Jars), per pound **90c**
Strictly Fresh Table Eggs, per dozen..... **25c**
Domestic Swiss Cheese, per pound..... **25c**

Celery Relish or Chow Chow, per quart..... **20c**
Dill Pickles, per doz..... **15c**
Sauerkraut, per quart..... **10c**

Where to find The Bee in New York City, N. Y.

Arthur Hotelling, Grand Central Depot News Stand, Astor House.
Harry J. Scullitt, Grand Central Station.
Tyson Co's. News Stands, including Hotel Kalkreuth, Hoffman House, Hotel Manhattan, Holland Hotel, Special Hotel, Hotel Belmont, Murray Hotel, Waldorf-Astoria, Grand Union Hotel.

Beautiful Teeth

There are but few people who have them. Good teeth everywhere might have if they would go to Dr. Bradbury. The quickest, easiest and most painless are the only methods employed by us and hundreds of our patients, both in and out of the city will gladly tell you about the good dental work and our up-to-date ways of doing things. Crowns and bridge work from \$5.00 per tooth. Plates that fit from \$4.00 to \$12.00. Painless extraction of teeth. Nerves of teeth removed without hurting you. Work warranted ten years.

DR. BRADBURY, THE DENTIST

17 Years Same Location. 1506 Farnam St. Phone D. 3759

YOST--High Grade FURS

EXPERT REMODELING

Corner 20th and Farnam. Telephone Douglas 3040.

COMPARE FOR YOURSELF.

Measure The Bee against other local papers in respect of quality as well as quantity of timely news and interesting articles from day to day and The Bee's superiority will be demonstrated

Great Display of Laces and Dress Trimmings Continues One More Day, Thursday. You Can't Afford to Miss This Greatest of All Great Events. See Them Thursday on 3d Floor.

Store Open Till 6 P. M., Except Saturday Till 10 P. M. **HAYDEN'S** THE RELIABLE STORE. Store Open Till 6 P. M., Except Saturday Till 10 P. M.

Sale of Sample Tailored Suits



375 Elegant Sample Tailored Suits, secured by our New York resident buyer from several of New York's best makers at the remarkably low price.

Every suit distinctive in design. No two of them alike. Fashion's favorite fabrics and colorings.

A matchless opportunity to secure new fall tailored suit styles of the highest order of excellence at a price saving of 25 per cent to 40 per cent. Thursday they'll be shown for the first time at prices ranging from **\$25 to \$45**

Crown Jewel Suits \$25—Another big assortment of these beauties just received—the most popular and best suit produced at the price..... **\$25.00**
Tailored Suits at \$12.50—Big special manufacturer's purchase of over 200 stylish tailored suits; fine wool fabrics in good fall colors—to \$25 values **\$12.50**

Our reorganized Alteration Dept. is winning highest commendations from pleased customers, because of the superior finish and perfect fitting of every garment handled.

Five Rousing Thursday Morning Specials

Women's Percalé Wrappers, all sizes, to \$1.25 values, at..... **59c**
Children's Fall Weight Jackets, values to \$5, all colors, sizes 2 to 10 years, at..... **\$1.95**
Women's Colored Tailored Waists, worth \$2.50, choice..... **\$1.00**
Visit our Baby Bazaar on Second Floor.

Omaha's Greatest Rug Sale Continues

With scores of magnificent bargains in absolutely perfect, new fall rugs. We mention four rousers:

\$20.00 Velvet Rugs, in 9x12 size, on sale at..... **\$12.98**
\$15.00 Wilton and Axminster Rugs, 6x9 size, seamless, in full line of patterns, at **\$10**
\$30 Axminster Rugs, in oriental and floral patterns, **\$16.98**
9x12 Seamless Wilton Rugs—Values up to \$40, in fine line of patterns..... **\$25.00**

DON'T BORROW YOUR NEIGHBOR'S CURTAIN STRETCHER when you can buy a 6x12 bass wood stretcher, fitted with non-rustable pins—Thursday for..... **89c**
Water Color Window Shades, 7 ft. long, Thursday, at..... **25c**

Ladies' \$1.50 Silk Gloves 25c

Big Special Purchase of Milanese Gloves with double finger tips and gauntlet tops, in all colors and sizes; every pair guaranteed perfect; to \$1.50 values, choice..... **25c**

Ladies' Outing Flannel Gowns—Best quality and make, values up to \$3, in three lots—**\$1.45, 98c and 75c**

Extra Snaps for Thursday in Our Domestic Room

TIME SALES
At 8:30 a. m.—1 case of yard wide unbleached muslin, regular price 7 1/2c, as long as it lasts, will go at, yd..... **4 1/2c**
At 9:30 p. m.—1 case genuine Amoskeag Apron Choco Ginghams, blue, brown, pink, etc., 10 yards limit, at, yd..... **5c**
At 10 a. m.—1 case Stella sheets, 72x90, regular price 59c, 35c
At 10:30 a. m.—1 case of Bath Towels, 6 limit, at, ea. **3 1/2c**
At 1:30 p. m.—1 case Onawa Pillow Slips, 42x36, 12 1/2c val. at..... **7 1/2c**
At 2 p. m.—1 case 12x12 grey blankets, very heavy, reg. price \$2.50 pairs limit, at, pr. **1.98**
At 3 p. m.—Any Comfortable in the room at exactly half marked price.
At 3:30 p. m.—1 case of Lullaby Crib Blankets, regular price 19c, 5 limit, at, ea. **10c**
At 4 p. m.—1 case 8 1/2c Outing Flannel, fine patterns for night gowns, at, yard..... **3 1/2c**

Special Display of FINE FURS Thursday and Friday, and Sale of FINE FURS on Fourth Floor.

Read the Big Grocery Sale for Thursday. It's Interesting

Hayden's make the prices that set pace. A saving of 25 to 50 per cent on your household necessities. Buy flour now. It's still advancing. As long as our supply lasts we will continue to give the people of Omaha the benefit Thursday, 45 lb. sack best high grade Diamond Brand Family Flour, sack..... **\$1.19**
10 lbs. Best "Em All" or Diamond C Soap..... **25c**
10 lbs. best white or yellow Cornmeal..... **25c**
The best Hand Pickled..... **25c**
1 lb. Assorted Sausages..... **5c**
1 lb. cans Assorted Sausages..... **5c**
The best Bulk Laundry Starch..... **25c**
6 lbs. the fancy Japan Head Rice..... **25c**
Lu Lu, the best scouring soap, per can..... **5c**
Yeast..... **5c**
The best Tea Siftings, lb..... **15c**
Golden Santos Coffee, lb..... **15c**

PUT UP YOUR PEACHES AND PLUMS NOW! Utah Elberta Freestone Peaches and Blue Plums for Thursday—
Elberta Fancy Freestone Peaches, per crate..... **85c**
Don't miss more and throw your money away.
No. 1 Creamery Butter, per lb..... **25c**
The best Dairy Butter, lb..... **25c**
Full Cream Colored Cheese, lb..... **15c**
Full Cream Brick Cheese, lb..... **15c**
Nourished Cheese, each..... **3c**

HAYDEN'S FRESH VEGETABLE MARKET BEATS 'EM ALL!
Market Basket Fancy Ripe Tomatoes for..... **85c**
8 bunches of Radishes..... **5c**
Green Wax or Green Beans, lb..... **7 1/2c**
Green Peppers, dozen..... **5c**
4 bunches fresh Carrots..... **5c**
Fresh Cabbage, two for..... **25c**

DON'T FORGET Try HAYDEN'S First IT PAYS

Measure The Bee against other local papers in respect of quality as well as quantity of timely news and interesting articles from day to day and The Bee's superiority will be demonstrated