

A Gigantic Sale of Rugs On Our Third Floor Monday

We Bought the Entire Overstock of a Prominent Eastern Mill at Far Less Than Its Actual Value

There are certain times in the course of a year when Rugs of desirable character can be bought more cheaply than at others. Monday is positively the day when you can buy more cheaply than at any other time if you will arrange to attend this sale. Once a year we arrange to take all the overstock and all discontinued patterns of Rugs from one of the most famous mills in America. In order to turn all the surplus into cash this year, the mill manager made us a sensationally low price. That is how you can buy these Rugs from us Monday at so far below the market price and the real value.



Brandeis Stores

The Greater Portion of Our 3d Floor Devoted to this Sale

We will conduct this sale on an immense scale, using an enlarged floor space and offering you the services of more than 100 clerks. Arrangements are so perfect that you will experience no waiting or crowding.

IF YOU NEED NEW RUGS FOR YOUR HOME, YOU CAN DO BETTER AT THIS SALE MONDAY THAN YOU CAN POSSIBLY DO AT ANY OTHER TIME IN THE YEAR

\$25 Axminster and Wilton Velvet Rugs at \$15.98
The rugs in this group are suitable for any home. They include rich medallion patterns and all-over designs, in the varying tones of green, brown and red. They are perfectly woven, and present an unusually fine appearance. All are 9x12 sizes; not one in this group made to sell for less than \$25, and some are actually worth up to \$37.50, at.....



Room Size Axminster Rugs
In most attractive patterns and color effects; also room size velvet rugs. They were made to sell regularly at \$20; special at **\$12.98**

Axminster Rugs
36 x 72, Actually worth \$4.50 **\$2.59**

Axminster and Wilton Rugs
27 x 60, Actually worth \$3, at **\$1.59**

Seamless English Wilton Rugs, at. \$29.98
These are actually \$50 quality rugs. You will instantly recognize these as the highest type of Wilton Rugs made. Their rich quality and refined patterns make them suitable to grace the finest homes. Many are faithful copies of Orientals. In regular way would command \$50.

Quarter Sections Axminster and Hartford Saxony Rugs
\$7.50 values... **\$2.50**

Samples of Wilton Rugs
2-yard lengths, worth \$3.50 **\$1.29**

9x12 Genuine Wilton Rugs
The patterns of the rugs in this group are particularly attractive; they were made to sell at \$35.00; a special feature of the sale at **\$24.50**

9x12 Seamless Brussels Rugs \$9.98
These are rugs of splendid weaving quality and refined appearance. They were made to sell at \$16.50 each; a special feature of this sale at

\$7.98 for Full 9x12 Size Brussels Rugs
Unusually good rugs are these room-size Brussels, in patterns that make them all adaptable for rooms of various kinds; not one made to sell for less than \$13.50.

Various lots of Rugs are to be included in this sale that are not advertised here. The values will be just as attractive. We particularly mention groups of extra large sized Rugs which are greatly underpriced for this special event Monday. No matter what size rug you need, you will find it in this sale.

Demonstration Fleisher Yarns
Mrs. Welch of the Fleisher Co. will give free lessons all this week in all styles of crocheting and knitting. An interesting exhibit of garments. Nebraska Pennants in tan, stamped to be embroidered—something new—each **25c**
Stamped and Tinted Dresser Scarfs and Centerpieces, on burr linen and art ticking—usually sell for 39c and 50c—at, each... **15c**
Hand Crochet Dollies, with linen centers—new designs—usually sell at 25c to 39c—at, each... **19c**
Hand Embroidered Sofa Pillows and Centers—tans and colors—for cross stitch or solid embroidery—values up to \$3.50—at, each... **98c**

MONDAY IS POPLIN DAY
In Our Silk Dept. on Main Floor
We made a special purchase of high class 16-inch silk and wool poplins at big reduction in price. Made from finest imported Italian silk and spun yarn, in forty shades, including smart new blues, wood shades, mahogany, new greens, plum, wistaria, London and French grays; also black and all the evening shades—worth \$1.35 and \$1.69—very special, at, yard—

\$1.19 and 98c
Sublime Ottoman Twill Silk Suitings, in all the new fall colorings; regular price \$2.25; special Monday, at, yard... **\$1.69**
Cheeny Bros. Iridescent Two and Three-Tone Ottoman Velvets—Fully 42 inches wide, at, yard... **\$4.50**
All Our \$10 to \$15 Imported Brocaded Velvets, chiffon grounds with velvet designs, at, yard... **\$5.95 and \$8.95**
Velvet Corda, the hollow cut variety:
27-inch Velvet Corda, worth \$1.35, all shades, at... **79c**
24-inch Hollow Cut Velvet Corda, worth \$1.50, at... **\$1.19**
75c and \$1.50 Boulevard Dress Velveteens, at, yard... **49c and 98c**
Popular priced silks on our famous bargain squares. Many new patterns—
at, yard... **49c to 98c**

Thousands of Yards of Curtain Materials BOUGHT AT CONSIDERABLY LESS THAN MARKET VALUE

On Sale Monday on Our Third Floor at About Half Their Actual Value

No western house ever made a purchase of drapery goods on such an immense scale. Through our New York buyer we secured thousands of yards of the finest Bungalow Net, Fllet Net, Novelty Net, Bobbinet, Colored Madras, Etamine, Scrim, Voile and other drapery fabrics at such a reduction that we can promise you the greatest bargains on Monday that have ever been offered you as a sale in this store.

Choose from almost unlimited assortments of double width Bungalow net, fllet net and novelty net, in the new Egyptian shades, as well as in ivory and white. A range of patterns that will meet every requirement. Made to sell regularly at 40c up to 50c a yard—special feature, yard... **25c**

There are about 500 pieces of woven colored madras in this great purchase and they have all the appearance of \$1 goods. They are shown in this sale in popular shades of green, red, brown and rose color. An unusually attractive lot of curtain materials, yard... **25c**

More than 500 pieces of 46-inch ribbon edge marquisette, etamine, scrim and voile, with plain and fancy centers. Also a large quantity of these goods with colored borders; regular price would be from 40c to 60c a yard—a special feature at, yard... **29c**

For your choice of hundreds of yards of new plain and fancy scrim and etamine. It would sell regularly up to 40c a yard. The quality is excellent. **15c**

BOBBINET
45 inches wide **15c**
54 inches wide **15c**
72 inches wide **15c**
Desirable Quality.

For all the 36-inch and 40-inch marquisette, fllet scrim, etamine and voile that should regularly sell at 30c to 50c a yard—of the biggest bargains of the sale at this special price as long as it lasts. **19c**

All the voile and scrim from this special purchase that is worth 25c a yard—full bolts to buy from, at, yard... **10c**

All the remnants of scrim and marquisette that would be worth 20c a yard if in the full piece—special at, yard... **5c**

All the remnants of Ribbon Edge Etamine that is worth up to 40c a yard are offered in this special at Monday at just, a yard... **10c**

Coronet Hats \$10
Discriminating women remember the Coroet hats as the only moderate priced hats that effectively combine the extreme grace and beauty of the Paris model with the elegance of material and refinement of color tone which characterize the best American creations.
The moderate price for which Coronet Hats sell makes it possible for women of limited incomes to wear hats that are extremely smart and becoming without the dreaded expense of the real French hats. Many of the later fall and early winter designs are wonderfully attractive.

Heavier Underwear of Better Quality
For Monday we offer a remarkably fine line of Women's Union Suits, in medium weights and fleecy lined bleached cotton. All the popular styles are represented in this lot. High neck with long sleeves, Dutch neck and elbow sleeves as well as low neck, sleeveless garments. All are regular \$1.00 quality. Monday, as a special feature, at, a suit... **75c**
Great Lots of Children's and Misses' Fleecy Lined Cotton Undervests, made with high neck, long sleeves, ankle length pants to match—all sizes in these vests for fall and winter wear—values up to 35c, at, a garment... **19c**
Union Suits for Misses, Children and Boys—They are fashioned of fleecy lined cotton in cream and gray colors; all sizes; very special, at, a suit... **50c**
25c Quality M Knit Walists for Girls and Boys—This popular make will be sold Monday at... **12c**

Nowhere Else in Omaha Will You Find Such Excellent Dress Goods Values

High class dress goods from one of the leading woolen mills. All wool 54-inch suitings, mannish effects, diagonals and tweeds; checks and stripes in profusion; any of these splendid weaves on bargain squares Monday; mostly 54-in. materials, at, yd... **59c 79c 98c**
Cleveland Mills Costume Serges—The best all around serges in America. We guarantee every yard of Cleveland Mill serges, which are shown in twenty different colorings:
36-inch width, at... **49c** 52-inch width, at... **98c**
44-inch width, at... **79c** 56-inch width, at... **\$1.25**
Genuine Austrian Sponged and Shrunken Broadcloth—in every wanted shade; also the scarce shades and pastel tints, yard... **\$1.00 to \$2.95**
Full Dress Patterns—Each containing 4 to 6 yds. material, according to width of goods; many \$1 and \$1.25 fabrics; for full dress pattern... **\$1.95 and \$2.95**
Genuine French All Wool Challis—a beautiful collection of all the new patterns and colorings, yd... **59c**

Monday's Specials in Flannels, Muslins, Wash Goods In the Basement

Amoskeag Gingham in even and broken checks; dress lengths on sale in basement, at, yd... **5c**

Standard Prints for dresses, children's wear, comfort covers; thousands of yards in desirable lengths. Monday, in basement, at, yard... **3c**

Soft, fluffy, warm outing flannels in checks and stripes for gowns; also dark colored, extra baby flannels, grounds and Childer at, yard... **8c**

Beacon Robe Flannels are well known for their durability; the colorings are fast; cords to match—at, per yard... **35c**

Our Blanket Department carries the largest and most complete stock west of Chicago. Automobile and carriage robes, wool and down filled comforters, also the celebrated Malah Comforts. The blankets are all strictly high quality, including the well known Beacon Blankets, wool blankets from the best mills and Indian blankets from the famous Oregon mills. Prices here are lower than elsewhere.

Drugs and Toilet Goods MAIN FLOOR
Caldwell's Syrup of Pepsin, 50c size... **50c**
Best Iron and Wine, full pint bottle... **50c**
Gude's Peppermintum, 1.25 size for... **50c**
Witch Hazel, full quart bottle... **50c**
Rubber Gloves—all sizes—50c value, pair... **21c**
Citrate of Magnesia—35c size for... **15c**
Java Rica Face Powder—all shades... **25c**
Kirk's Juvenile Soap—the cake... **50c**
Palm Olive Soap, the cake... **50c**

Special Offers Sweater Coats
For Women and Misses
We announce for Monday a showing of special lots of women's and misses' sweater coats. In the new rough neck and belted effects, at—
\$1.98 \$2.50 \$2.98
Children's Sweaters—Plain fancy stitched; colors are red, gray and white, at... **\$1**

MME. YALE to LECTURE on BEAUTY CULTURE
At Brandeis Theatre, Friday, Oct. 17, 2 P. M.
Complimentary tickets, good for reserved seats, may be had by applying for them at our Toilet Goods Department. As the pioneer of beauty culture and the prime mover in the wave of interest on this subject that has become so universally popular, Mme. Yale has become one of the most interesting of her sex. As a unique character no other woman can quite compare with her. It would be difficult to pass your time more enjoyably or to better advantage than by attending Mme. Yale's high class entertainment. Call early for tickets at Brandeis Stores. We are Omaha agents for Mme. Yale's preparations.

In Picture Dept.—3rd Floor Serving Trays Worth \$2 to \$5, at 98c

200 Serving Trays, in mahogany, rosewood and ebony finish, with tapestry and cretonne filler, good French glass and best brass handles, positively made to sell from \$2 up to \$5; Monday, at... **98c**
Just 48 Oil Paintings by good artists, in burnished gold frames with shadow box complete—size 16x20 inches—positively the most wonderful value ever offered, well worth \$10.00—Monday **\$3.49** special, at...
"September Moon," the new caricature on the famous Chabot September Morn—on sale **38c** Monday, at...
88 Copies of "My Rosary," in colors, in metal frame—the picture that everybody likes—never sold for less than 50c, and rarely at that price. Monday, at... **39c**

EXTRAORDINARY SALE WALL PAPER

Entire Stock of S. Kraus of Waterloo, Ia., Purchased by Us at Less Than 1-3 THE ACTUAL VALUE

All new 1913 patterns for parlors, living rooms, dining rooms, bed rooms, kitchens and bath rooms—on sale Monday at wonderfully reduced prices.
Tekko and Imported Halmel Papers, in new shades of high light and dark colors; worth up to \$1 a roll, Monday, at, roll... **30c**
New Gold Papers, 100 patterns to select from, with crown and cut out borders to match; 35c values; special for Monday, at, roll... **14c**
16,000 rolls fine Bed Room Papers, new stripe, floral and allover patterns; worth up to 25c roll; wonderful lot, at, roll... **10c**
Light Weight Oatmeal Papers, a big selection—worth up to 50c—in two big lots, **15c 22c** at, roll...
This big sale takes place on our Third Floor, southwest corner. Plenty of clerks to wait on you; no waiting.

The Newest Model for Misses' Wear Baby Doll Shoes

These shoes come in patent leather with cloth tops or gun metal tops with low heels, broad plain or tipped toes in button style.

\$3.48
We are Omaha agents for the world renowned Dr. A. Reed Cushion Sole Shoes for Women. A shoe so constructed as to give absolute comfort, graceful, conservative styles—every size to 9 and all widths; at, pair... **\$5**