



THE GRANDEST WEEK IN THE HISTORY OF THE GREATEST STORE IN THE WEST

REMEMBER THE TWO-CENT RAILROAD FARE

Brandeis welcomes the thousands of visitors to the Great Ak-Sar-Ben Carnival—We extend to you all the privileges of this great store. We are prepared to care for the biggest crowd that ever came to Omaha. Our great store is decorated in the most lavish and artistic manner. See the most beautiful window displays ever beheld in the west.

REMEMBER THE TWO-CENT RAILROAD FARE

See This Million Dollar Store in a Brilliant Blaze of Electric Light Every Night This Week

Elegant Fall Millinery

A visit in Omaha is not complete without a visit here. The fall hats were never so pretty and graceful. You can buy at a very moderate figure.



Most Sumptuously Appointed Millinery Dept. in America.

Stunning Hats, at \$10

You will be delighted with the dressy up-to-date hats in the newest shapes and colors, the new large hats are stunning, at..... \$10

Up To Date Fall Hats at \$5

Prettiest trimmings—every hat is in the very newest styles. We never offered such handsome hats to sell for such a modest price— \$5

Brandeis Bewitching Millinery at \$25

These are those exquisite real French hats imported by us direct from Paris—every one is a perfect gem of beauty \$25

BOSTON STORE

Grand Extra Special Bargains Kid Gloves

Elbow Length Gloves—Real French Kid in black, white and leather shades, worth \$3.50, all sizes at, pair..... 2.50



Long Kid Gloves—16 button length, black, tan and white, real kid, worth \$4 pair, at..... \$2.98

Two clasp, black, brown, tan, red, and grey, best French Lamb-skin, worth \$1.39 \$1.19

Sole agents in Omaha for Perrin's Kid Gloves. We have just received our first shipment for fall, including complete line of colors and sizes, in 8, 12, 16 and 20 button lengths for street and evening wear—also 2 clasp Kid and Cape Gloves.

Embroideries and Laces

18-inch fine cambric embroidered skirting and corset cover embroideries, pretty open work patterns, worth up to 25c yard, at, yard..... 16 1/2c

New 45-inch all over lace—white, cream and ecru—fine, choice new designs, very special, yard, 3 1/4 and..... 69c

Fine French and German Val laces and insertions, new shipment, choice new designs, very special, yard, 3 1/4 and..... 5c

Extensive assortment of high grade novelty laces and dress trimmings—all moderately priced.

Special Sales of Fall and Winter Underwear

Women's vests and pants—also women's union suits, medium and heavy weight—fine ribbed and light fleece lining, worth up to 75c at—

Misses', children's and boys, medium and heavy ribbed vests, pants and drawers, all sizes—

Infants' wool vests—regular price is 50c, we sell all sizes at—

39c 15c and 25c 19c

Omaha's Greatest Silk Store

Black Dress Silks
75c black Taffeta, 20-in. yd. 50c
\$1 black Taffeta, 27-in. yd. 59c
\$1.50 black Taffeta, 30-in. yd. 88c
\$1.25 black Peau de Soie, 36-in. yard..... 1.00
\$2.00 black Peau de Soie, 36-in. yard..... 1.48
\$1.50 black Peau de Soie, 27-in. yard..... 98c
\$1.50 fancy weaves Bonnet & Cie celebrated black silk, yard. 1.00

2 Special Bargains
Brandeis' reputation for selling good silks cheap is so well known, all come here for silks. Fancy silks, plaid and stripe silks, black taffetas, crepe de chine and lousine silks, broadcloths, pompadours and Dresden silks, worth from \$1.00 to \$1.50 yd., at..... 49c-69c

Plaid Silks
French and American makes, silk plaids in the handsomest silk dept. west of Chicago. Plaids that are exclusive in patterns and colors, yd..... 59c to 1.50

Velvet Special
Silk Paon, Boulevard velvets, Velvet cords and fancy velvet waistings worth \$1.00 to \$1.25 yd., at..... 69c

BOSTON STORE

FALL DRESS GOODS

Of the Highest Character Always Found at Brandeis

By special shipments from our Paris and New York offices everything that is desirable, new, exclusive patterns. Broadcloths are the strong factors this fall.
Our \$2 Victoria Broadcloth in every new shade and black, yd., \$1.25
Our \$2.50 Venetian Broadcloth, beautifully finished, black and all colors, yard..... \$1.65
Our \$3 Austrian Broadcloth, yard..... \$2.00
Broadcloths in the various stripes, 48 to 54 inch panamas, fancy suitings, Lapin's black dress goods finest in the market, real \$1.50 values, at, yard..... 1.00
Dress Goods on Bargain Squares—Newest fall dress goods in medium and winter weights, broadcloths, English and French suitings, fine Sicilians, plaid and tailor suitings—usually sell at \$1.00 to \$1.50 yard, at..... 49c-69c-98c
Bright wool plaids in our basement, 75c quality of mohair, black and colors, yard..... 37c 49c
\$1.25 heavy suitings and storm serges, yd..... 69c
50c wool challis, mostly light shades, yard..... 29c

BRANDEIS "BOSTON STORE" & SONS OMAHA



A VIEW OF THE COMPLETED NEW BUILDING
16th Street—Douglas Street—17th Street—Omaha
Omaha's Proudest Boast is the Brandeis Store
One Block Long—One Half Block Wide—8 Stories High
Biggest Store West of Chicago, 8 1/2 Acres of Floor Space
See the Two Big Tunnels Under Douglas Street.

When You Come to Omaha, Make Your Headquarters at Boston Store
Come at once to Boston Store—check your baggage and parcels free—make use of our waiting rooms with all conveniences—use our free telephones. Checks on all banks cashed free. Make yourselves at home. Our information bureau is at your service. Meet your friends here. You are always welcome at the Boston Store.

SHOES for Man, Woman & Child

Women's Stylish Footwear for Fall—Newest lace button Shoes made for comfort and style as well. Prices \$2.00 to \$5.00.
New White Ribbon (W. C. T. U.) Shoes at \$3.50 and \$4.00.
Men's Shoes—Best Shoes ever made in the world to sell for \$3.00 and \$3.50.
School Shoes for Children—everything for style, comfort and economy. Beautifully appointed shoe dept., Main Floor, Old Store.



Sale of Blankets and Comforters

Read these extraordinary bargains in Bedding all this week at Boston Store.
Full size silkline covered Comforters—filled with pure white cotton—only two to a customer, \$1.50 values, at..... 85c
Full size Comforters with white sanitary cotton and cotton down filled, hand tied or scroll stitched, at \$1.25, \$1.39, \$1.75, \$2.50 and up to..... \$5.00
Cotton Blankets—10-4, 11-4 or 12-4, at pair, 49c to \$2.75 pair.
Imported Fancy Wrappers or Bath Robe Blankets, \$3 and \$4 values at \$1.25 each.
All wool and part wool Blankets, \$1.98, \$2.50, \$3.98 and \$4.50.
Strictly all wool Blankets—white or grey and tan—would sell regularly at \$7.50—very special at \$5

WALL PAPER SHEET MUSIC

On our third floor, new store, we show the best and newest wall paper at lowest prices ever offered by a store in the west.
Newest Musical Hits—latest popular Music at lowest prices, free concerts.

OUR NOTION SECTION and Art Needles

are filled with big special bargains for Ak-Sar-Ben week.
Courtney's Restaurant 2d. Floor Courtney's store. Moderate prices Watch and Jewelry repairing. Main floor New Store. Drugs and Prescriptions, New Store—South Side—Special Sale Monday.

RUGS and CARPETS

A week of great bargains in our new daylight carpet and rug department on the third floor. All new high grade goods.
Velvet Rugs—9x12—all new designs, a \$27.50 rug for..... \$20
Brussels Rugs—9x12—one seam only, a \$22.50 rug for..... \$15
\$30 Wilton Velvet Rugs—9x12 and seamless—newest line of patterns..... 22.50
\$9 Ingrain Rug, 9x12, at \$7.
\$8 Ingrain Rug, 9x10-6 at \$6.
\$6 Ingrain Rug, 7-6x9 at \$4
We carry these Rugs in all sizes.
75c all wool Ingrain Carpet at 59c yard.
50c Best Union Ingrain Carpet, at yard 39c.
All kinds and sizes small Rugs, worth up to \$5, at \$1.98.

Lace Curtains and Draperies

Here are specials from the best lace Curtain department in the west.
\$1.50 Lace Curtains 95c pair.
Extra large \$2.25 double net curtains \$1.50 pair.
\$4 fine Novelty and Cable Net Curtains \$1.98 pair.
\$5 Cluny and French Net linen edge Curtains at \$2.98 pair.
Real hand made Arabian and Battenberg Curtains regular price up to \$15, \$6.98, \$7.98, \$8.50.
\$7.50 parlor Curtains, very fine, \$4.98 pair.
Latest things in Portieres at \$1.69, \$2.98, \$3.98, \$4.98 and \$7.50.
\$1 full size Couch Covers 69c each.
\$1.50 full size Couch Covers, 98c.
Snow Flake Curtains, all colors, 98c each.
\$1.25 Ruffled Swiss Curtains, at 75c pair.
25c Curtain Swiss, at 12 1/2c yard.

Men's Hats

Buy a new hat while you are in Omaha. Brandeis has the best line of new fall shapes (derby or soft hats) at the very lowest prices, \$1.50 to \$3.50.
We sell Stetson Hats for men at \$3.50.

HOUSEFURNISHING AND HARDWARE

In Basement—Old Store
Stoves, Tools, Paints, house necessities—the best values in Omaha.
Big Bargains in China and Glass-ware—West Arcade.
Hairdressing and Manicuring Parlors—on Our 2d floor.
100 Calling Cards, any style, printed while you wait for 39c.

Newest, Smartest Styles in Women's Tailored Suits

Skirts, Cloaks, Waists, Etc.

Women's Tailored Suits in up-to-date styles for fall, 1907—newest colors and materials—worth regularly up to \$25, at..... 14 1/2

The Stylish Prince Chap Tailored Suits—The most popular style of the year—such dressy suits never sold at less than \$27.50—special, Ak-Sar-Ben week, at..... \$19

"Fashionable" Suits for Women—The style aristocrats—stunning models in a wide range of exclusive models, at..... \$25

Women's fine pleated Panama Skirts..... 3 98

Women's fine French voile skirts, at..... 6 98

Fashionable Long Black Broadcloth Coats—Full satin lined and wide brad trimmed, a great bargain, at..... 9 98

Very Stunning Long Loose Coats—Broadcloth with heavy satin lining, beautifully trimmed with wide brad and velvet..... 14 85

Women's \$12.50 Quality Cravette Coats—plain and belted backs, three colors, Ak-Sar-Ben special, at..... 8 98

\$1.50 Heavy Fall Waists, mohair and cotton, at..... 98c

\$4.00 Waists of fine pleated linen veiling and mohair, for..... 2 50

Plaid Silk Taffeta, lace and net waists, worth up to \$5, at..... 4 98



BIG JEWELRY SPECIALS

Sale of Solid Gold Rings for \$2

Here is the jewelry bargain of a lifetime—1,000 solid gold 10k and 14k rings, bought from Stein Bros., 33 Gold street, New York—no two alike—all Tiffany and up-to-date settings, in cluster and single stone—no more than two to a customer, positively worth up to \$8, at..... \$2

You must see these latest arrivals in LaValliers, fobs, hat pins, cam pendants, buckles, real jet bracelets, etc., moderately priced.

Ingersoll Midget Watch—O size, perfect time piece, warranted for time one year, with leather watch fob complete, at..... 2 50

Ladies' Leather Bags, square with fringe tops, extra large..... 50c | Steel Studded Belts, imported fine silk elastic, at \$1.25, 75c and..... 50c

Finest line of Leather Bags, Belts and Purses west of Chicago.

Flannels, Flannelettes, Etc.—Basement Old Store

50c heavy and medium weight wool flannels, three shades of blue, at, yard..... 25c
35c pink checked all wool flannel waisting, at, yard..... 19c
Silk embroidered baby flannels at, yd. \$1.50 down to..... 49c
Plain and twilled, all wool flannels at, yd., \$1.25 down to..... 25c
50c navy blue wool flannels at, yd. 15c
Bath robe flannels, pretty new patterns—colors absolutely fast, at, yard..... 29c
Arnold's book fold 36-in. flannelette at, a yard..... 12 1/2c
12 1/2c light and dark outing flannels—checks, stripes and plaids at, yard, 8 1/2c
15c mercerized flannelette waisting, waist length and full bolts, at, yard..... 5c
Three Big Bargains
Yard wide very fine silklines, yd., 3 1/4c
36c full width bleached table damask, mercerized, at, yard..... 15c
36-in. bleached muslin and fine combric, 10c and 12 1/2c values, at, yard..... 6 1/2c
Teddy Bears, white or brown—all sizes—cute toys, at, each, \$7.50 down to..... 49c

Brandeis' Famous Linen Department

The finest collection and selection of lines to be found west of Chicago.
See the new scalloped edge pattern table cloths for round tables. See the very latest brocade damask table cloths. See the drummer's sample pattern table cloths at half price. See the \$6 and \$7 pattern table cloths for \$2.50 and \$3.50 each. See the napkins that match any of the table cloths. See the finest lot of fancy linens ever offered in Omaha. See the beautiful real claw lace center pieces, scarfs and dollies. See the elegant hand drawn Japanese fancy linens. See everything in our beautiful linen department at great bargains.

You Pay Less But Dress Better Men's SUITS and OVERCOATS

Right Up-to-Date in Every Way. Clothes With Style

These are the high class, correctly fitting clothes that good dressers demand—in refined styles and patterns—best wearing fabrics—by far the best overcoats and suits priced at—

\$10-12.50-15

Brandeis is sole agents for the "Rogers-Peet" Clothes for men. The highest class apparel for men of taste. Fall and Winter styles are here.

BOYS' and CHILDREN'S CLOTHES

The most complete and up-to-date assortment of overcoats and suits for boys and children shown in our homelike children's clothing department on second floor, old store. You can outfit your boy for little money.



BOSTON STORE OMAHA

"Sweetland" in EAST ARCADE
The finest Candies at moderate prices. Visit our Electric Soda Fountain.

THE LATEST BOOKS
Always found in Our Book Department
Finest line of Souvenir Postals in Omaha

Expert Optician.
Main Floor
Be properly fitted to glasses. Satisfaction guaranteed.

BOSTON STORE, Omaha