

WE ARE DETERMINED NOT TO CARRY OVER ONE DOLLAR'S WORTH OF SUMMER GOODS.

We positively Guarantee to Sell Every Article at or Below Cost, which is Even a Little Better than Giving them Away.

THE FAIR WILL DRAW the LARGEST CROWD Ever Seen in Any Store in the City. We Have had Sales Before, but this will be the Sale of Our Life

This Sale Means A Loss of Thousands of Dollars to Us.

To close one of the greatest and most successful seasons in our business career, we have decided not only to give the people of Omaha one of the greatest possible benefits, 'in selling good goods for almost a mere nothing, but we will wind up with a sale that shall cause such talk, that it must prove a better advertisement than thousands of dollars spent in the newspapers.

The Only Genuine Sale in the City, and Don't You Forget It.

BE ON TIME.

The Goods and Prices Will Tell the Whole Story.

Every piece yard wide Bleached Muslin, including the following Lonsdale Muslin, Fruit of the Loom And 10 other brands equally as good,

5c Yard

Regular price 9 to 12 1/2c.

850 Lengths of choice, best quality AMERICAN SATEENS

In lengths from 2 to 10 yards, your choice,

2 1/2c Yard

810 lengths Imitation of Real French Sateen,

6c Yard

worth up to 20c.

3 1/2c Yard

Every yard of our best quality Sherley Calico.

2 1/2c Yard

Every yard of our American best quality

Figured Lawns.

1c yard

Best quality Kid Finished Dress Linings.

5c yard

Best quality Waist Lining.

SILKS

DRESS GOODS

China Silks. 27 pcs Figured China Silks, all reduced from 39c per yard.

25 pcs Figured China Silks, all reduced from 49c per yard.

400 Pieces Double Fold Fine Wool DRESS GOODS, 12 1/2c per yard.

180 Pieces All Wool Double Fold DRESS GOODS, 19c per yard.

All the Finest Imported Novelty Dress Goods and Imported Henrietta, 35c per yard.

MILLINERY

Our Entire Stock, All the Latest Shapes, Ladies' Union Milan Hats, Children's Sailor Hats, Misses' Trimmed Hats, Worth up to \$1.00. All the Latest Shapes in French Milan Hats, 49c.

Our Entire Stock, Latest Styles LADIES' TRIMMED HATS, Over 800 Different Styles, Of Our Former Already At Half REDUCED PRICES! RIBBONS, Worth from 75c to \$2.00, 15c to 25c.

LADIES' WHITE EMBROIDERED DRESSES, We have still on hand over 800 Ladies' White Embroidered dresses which we will close out at less than cost of material, as the following prices show:

India Linon Suits \$2.50, Pretty India Linon Suits \$3.50, ALL OVER EMBROIDERED SUITS \$6.75, FINE ALL OVER EMBROIDERED SUITS \$8.50.

White Goods.

Fine White India Linen and Check Nainsook, 4 1/2c.

40-Inch Very Finest Imported India Linens and Lace Stripe Goods, 9c.

Our Entire Stock Satin Striped Nainsooks and Check and Plain LINEN LAWSNS, 12c.

IMPORTED PURE Linen Lawns, 19c.

Fine Quality Black INDIA LINENS, 8 1/2c.

SHOES

Every Pair Warranted to Give Reasonable Satisfaction or Replaced by New Ones.

We intend to close out these Shoes at such a fearful sacrifice and at such astonishingly low prices that you will come out of pure curiosity and go away loaded with bargains, satisfaction AND SHOES.

BARGAIN NO. 1, \$1.00 Men's Good Solid Lace Shoes, worth \$2.25, go for \$1.00.

SACRIFICE NO. 2, \$1.40 Men's Fine Calf Shoe, Seamless Vamp, worth \$3.

CHILD'S SHOES, Bargain No. 3, 99c. INFANTS' SHOES, Bargain No. 4, 35c.

SACRIFICED To Close Out the Whole Lot. Wonderful Bargain! Men's Fine Calf Shoes, Seamless Vamp, in Lace Front, Solid Sole Leather, Countess Soles and Inner Soles, worth \$4.

BARGAIN NO. 6. MEN'S FINE CONGRESS SHOES, \$2.75. Regular \$5.00 and \$6.00 values, every pair strictly warranted; cut down to \$2.75.

Greatest and most wonderful sacrifice of all, each and every one of our Men's Hand-Sewed French Calf Shoes, on all the latest style lasts; regular \$7 and \$8 Shoes; to close \$4.20.

Ladies' Shoes \$2.35. McKeon & Appleton's hand turned French Kid fly, silk button hole, silk ankle lining worth \$5. Ever pair warranted. In order to close, 75c Toe Slippers 19c go for.

HENDERSON'S \$3 Shoes \$1.75. Fine Kid; every pair stamped and warranted.

PARASOLS

Prices cut to the Core. These Must Go. 150 Elegant colored satin PARASOLS, worth \$2, 85c. 150 twilled silk gold handle sun UMBRELLAS, reduced from \$1.75, 98c. 200 Latoca PARASOLS silver knob handles, reduced from \$2.50, \$1.25. 86 twilled silk UMBRELLAS 12 inch oxidized silver handles, reduced from \$3.50, \$1.75.

OUR \$10, \$15 AND \$20 MEN'S SUITS

CONSISTING OF FINEST All Wool Imported Cheviots, Scotch Plaids, Diagonal Worsteds, Fancy Silk Mixed, and Plain Cassimeres, Corkscrew Worsteds.



All Go at the Same Price.

\$5

EVERY ONE OF THE SUITS MEANS A POSITIVE LOSS TO US, BUT WE ARE BOTND TO CAUSE A SENSATION, AND THESE SUITS WILL DO IT.

OUR \$2.50, \$3.50 AND \$5 BOYS' WOOL SUITS

Every one cut in the very latest styles, pleated, silk finished, and each suit a perfect fit and model of what a suit should be.



All New, All Fresh, All GO at the Same Price Regardless of Cost.

\$1.49

ALL SIZES FROM 4 TO 13 YEARS.

MEN'S LAUNDRIED SHIRTS

Full reinforced, good Muslin, All stayed, well made, regular 75c quality, bands, bosoms and wrists, 29c.



48c



CHILD'S WAISTS. FANCY CALICO. All sizes, Great Snap, worth 50c. 9c.

Fine Percale Waist ALL NEW PATTERNS, Worth 75c. 25c. FRENCH PLANNELETTE WAISTS Very neat: Worth \$1.00. 48c.

J.L. BRANDEIS & SONS Corner 13th and Howard. NINE STORES UNDER ONE ROOF.

THE FAIR OPEN EVENINGS. 502, 504, 506, 508, 510 South 13th Street. OPEN EVENINGS.

J.L. BRANDEIS & SONS 502, 504, 506, 508, 510, 512 South Thirteenth Street.