

EVERYTHING NEW.

GOODS NEW.

STYLES NEW.

COLORS NEW.

PATTERNS NEW.

PRICES NEW.

EVERYTHING NEW.

# Grand Advance Sale New Fall and Winter Goods

An object lesson in Boston Store bargains greater than ever given before **Therefore never to be forgotten.**

When you visit Omaha make our store your meeting place, your wash up place, your lunch room, make it your home for the time being and feel at home. We have everything ready for you at no expense to yourself.

## BOSTON STORE

16th and Douglas  
Omaha.  
J. L. BRANDEIS & SONS  
PROPRIETORS.

We will take care of your packages—and check them for you free of charge. Ask any of the floor walkers to show you our reception room and balcony waiting room.

The newest, prettiest, best and most desirable of everything to be worn this winter by man, woman or child.  
**AT PRICES**

So extreme—so radically new—so very much lower than you could or would imagine under any circumstances, that  
**YOU WILL NEVER WANT TO QUIT BUYING.**

### COLORED DRESS GOODS

This is our opening sale of new fall dress goods and we will sell strictly perfect all new fresh goods, most of them our own importation, at special prices.

500 pieces of bright plaids and checks in wool serge effects, so stylish for ladies' waists and children's dresses, actually the 50c quality, on sale at 25c yard.

**25c**

**49c FOR \$1.00 GOODS.**

85 pieces of strictly all wool and silk and wool novelty goods many of them are two colored combinations, all in new colors, also plain goods, Ladies' cloth and Covert cloths, all in this sale in dress goods department, 49c yard.

**49c**

54-inch Granite cloth in the new garnet and other fashionable colors, also silk and wool novelty cloths, all 54 inches wide, these goods cost \$1.50 to import, in dress goods department at 75c yard.

**75c**

### Broadcloths.

Our celebrated new Broadcloths, in the new colors, dyed for us exclusively, have no equal, are 52 inches wide and

On Sale at **\$2.50** Same Goods Others Ask \$3.50 for.

### Reliable Black Goods.

42-inch English Coburg Cloth, fast black henrietta finish, worth 29c, only 25c  
42-inch all wool French Henrietta, worth 39c, only 35c  
42-inch all wool French Serge, worth 49c, only 45c  
42-inch all wool Kersey, worth 65c, only 60c  
42-inch figured Mohair and Wool Novelties, silk finish, 39 styles to select from, worth 50c, only 45c  
42-inch Mohair and Wool English Jacquards, in 35 beautiful and dressy designs, worth \$1.50, only 1.00  
Just received, a complete line of Fall Novelties, in Blouses, Waives, Shell and Crinkle Crepons, \$1.50 up to \$3.00.

### Jackets... Capes... Suits

Special offers in the new fall styles at prices much lower than what these same garments will sell for later—We offer these inducements to attract your attention to these departments—so that you may be convinced that these stocks in size, variety and excellence have not been surpassed—and that our prices are emphatically the lowest.



JACKET SPECIAL No. 1 AT \$4.98

Cape Special—No. 1—500 Ladies' Capes, made of Beaver Cloth, either plain or fur edged and braided, very full sweep, on sale at **\$1.50**

Cape Special—No. 2—Ladies' fine Astrakhan Cloth Capes, 27 inches long, lined throughout, either plain or applied, on sale at **\$3.50**

Cape Special—No. 3—100 Ladies' Capes, fine grade black kersey, or plain plush capes with full sweep, also boucle capes, exceptional quality, on special sale at **\$4.98**

Cape Special—No. 4—Ladies' Fall Capes, in the finest quality black and tan Kersey, strictly tailor made, a l s o elaborately trimmed plush capes—these were all bought to sell at \$15.00 and \$17.00—Special for Monday at **\$10**

Special Dress Bargain

Not to be duplicated later **\$15 and \$19**



Ladies' Dresses, like cut, made of covert cloth, serge and broadcloth, in all new colors—skirt and waist lined with heavy taffeta—either tight-fitting or reefer jacket—all of them with new flounced skirts—in all colors, including military gray, on sale at **\$15 and \$19**

### Exceptional Bargains SILK

5,000 yards of seasonable fancy silks at 29c yard. This without doubt is the biggest bargain in silk we have ever offered, in plain colors, stripes, dark and light grounds, suitable for waists and dress trimmings.

Actually Worth a Dollar—**29c** Yard

At 49c worth \$1.50 5,000 yards Brocaded silks, satin Rhadame, striped sarahs—grograins all colors, and striped taffetas, actually worth \$1.50, on bargain square at 49c **49c**

Black satin rhadame or plain gros grain silks, extra wide and very heavy, in silk department at 74c **74c**  
Extra wide black taffeta, also new black brocades, in all the latest designs, these are exceptionally fine goods, go on sale at 98c **98c**

New plaids, checks and stripes, all beautiful combinations for waists and dress trimmings, in garnet combinations and military combinations, on sale at \$1.49 and \$1.98 **\$1.49 and \$1.98**

### New Fashionable Millinery Attractions

Wonderful are the hats exhibited for tomorrow. Hundreds of new hats exhibited for the first time tomorrow in our French pattern room. All of them new, fascinating creations that will greatly please you with their elegance and chic style, to say nothing of the modest price.

### Ladies' and Girls' Headwear

French, semi-stiff telescopes and soft crown hats, trimmed with silk ribbon and cords, the stylish shapes for the season; choice of any shape, including the popular military hat, all of them ready to wear, at 75c and 98c.

**75c and 98c**

## Special Sale of Men's and Boys' Matchless Clothing.

At peerless and unrivalled low prices—a sale that marks again the superiority and excellence of our clothing department

**Latest Creations in Men's Fall and Winter Suits and Overcoats**

The choicest products of the world's greatest markets are collected and now being shown in our brand new winter stock of men's ready-to-put-on clothes. Everything fashionable and new in styles as well as cloths await your choice here Monday at emphatically and absolutely lowest prices. The beacon lights along the shore of bargains are our suits and overcoats at

**\$4.50, \$7.50, \$9.98, \$12.50, \$15**



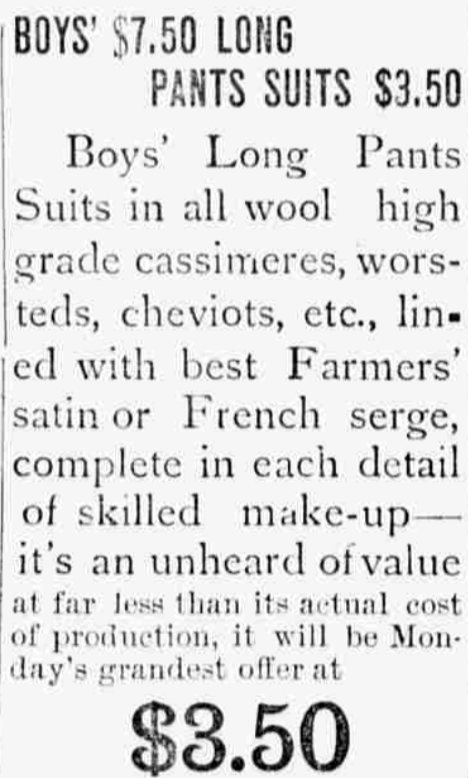
**BOYS' \$5 LONG PANTS SUITS \$2.50**

Suits in all sizes, in particularly fine textures, best \$5.00 values ever known, Monday here at only **\$2.50** for \$5.00 Suits.



**BOYS' \$7.50 LONG PANTS SUITS \$3.50**

Boys' Long Pants Suits in all wool high grade cassimeres, worsteds, chevots, etc., lined with best Farmers' satin or French serge, complete in each detail of skilled make-up—it's an unheard of value at far less than its actual cost of production, it will be Monday's grandest offer at **\$3.50**



**BOYS' \$6 KNEE PANTS SUITS \$2.89**

School will open and many want young hopeful to look his best among his comrades. Your pick tomorrow of our best \$6 and \$6.50 values in knee pants suits of newest, prettiest designs in warranted and tested, pure all wool fabrics, at the small outlay of **\$2.89**

**CHILD'S \$3.50 VESTEE SUITS \$1.98**

Handsomely embroidered in fancy silk and tailored in latest recognized styles—thousands to pick from—tomorrow, only **\$1.98**



**BOYS' \$4 SCHOOL SUITS \$1.25**

School suits for boys from 6 to 16 yrs. of age, double breasted coat or sailor collar, in wear resisting pure all wool heavy and strongest material, substantially sewed and trimmed, they are sold the world over for \$1.00, here Saturday for only **\$1.25**

**Boys' \$5 Knee Pants SUITS \$2.50**

Choicest cloths, perfect make up, unimpaired variety, a suit within the reach of all, intrinsic value \$5, Saturday at the next to nothing price of **\$2.50**



## But the Way We Sell Shoes is the Wonder of the World

**Ladies' Patent Leather Silk Top Toe Slippers—Worth Three Dollars \$1.00**

A great lot of C. M. Henderson's fall weight **Tan Colored Shoes, \$2.50**



**Misses' Dongola Button Shoes In the Basement 49c**

500 PAIR MEN'S FINE **Tan Russia Grain and Black Calfskin Shoes, Worth \$2.50 and \$3.00—all sizes—all styles—lace and congress, go at \$1.50 and \$1.59**

Hundreds of men's finest \$5 quality Patent Leather Shoes, in the very newest and latest styles, all widths, all sizes, go on sale at **\$3**

Thousands of men's finest black and tan, vic kid, willow calf, box calf and French calf shoes—in plain drill lining and calf lining—made to retail at \$5 and \$6—go in this sale at **\$3.00 and \$3.50**



**Ladies' Storm Rubbers In the Basement 17c**

Hundreds of men's black and tan, new style, all leather lined, winter weight **Double Sole Shoes, WORTH \$4.00, \$2.50**



**MEN'S RUBBERS, The Fifty Cent Kind In the Basement 13c**

On Bargain Square on Main Floor 2,000 pair Maloney Bros. finest Rochester made **Shoes for Children and Misses, in all the latest fancy vesting tops, made to retail for up to \$3.00, go at 75c \$1.00 \$1.25 \$1.50**



**Ladies' 50c Black Overgaiters On Main Floor. 19c**

1,500 pair ladies' finest \$3.00 grade **Button and Lace, Black Vic Kid Shoes, All widths, go on sale at \$1.50**



**Infants' Moccasins FANCY ONES. In the Basement 25c**

On Main Floor. Your choice of 5,000 pair Ladies' newest style, fancy vesting top, panel top and plain kid top **Hand Turn Shoes, Made to sell for \$5.00, go on sale at \$3.00**

500 pair of ladies' most beautiful plain and fancy vesting top, finest **Patent Leather High Cut Shoes, With plain leather heel and Louis XV heel, worth \$5.00 and \$5.00 a pair, go at \$3.00**



**Ladies' Comfort House Slippers In the Basement 59c**

1,000 pair of **Ladies' Rochester Made Shoes, In plain and fancy vesting top, black and tan, worth up to \$1.98, on sale at \$1.98.**

ON BARGAIN SQUARES.

