

Tomorrow, Monday, Will Be the Third Day, and the Biggest Day of the Sale.

The biggest day, because people have risen to the occasion—and profiting by the first and second day of the

SALE HYSINGER & ROSENTHAL PEORIA DRY GOODS STOCK

They realize that the choicest, newest, prettiest and best selections of an up-to-date Eastern Dry Goods Store that had just received their entire new Fall and Winter stock, were being sold at a mere fraction of their value—and that such bargains are bound to be picked up mighty quickly—Knowing this, we have put on many more salespeople to make our store service even still better.

THE CLIMAX OF BARGAIN GIVING IS REACHED TOMORROW

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.

Dress Goods Bargains

New stylish fall black and colored dress goods. Everything that is new and stylish in fall dress goods will be displayed Monday in our dress goods department.

- 500 pcs. of newest effects of **Plain and Fancy Dress Goods**, smooth and rough effects, all beautiful combinations in blue and black, red and black, brown and black, on special sale, Monday at yard. **29c**
- 50 inch colored and black broadcloths, ladies' cloths, fancy woven Scotch chevrons, novelty cloth—all of them. 11 yards wide, actually worth \$1, on bargain square—at, yard. **39c**
- 51 Black Dress Goods 59c. Exceptional value in 50 inch black dress goods—fancy weaves, large and small designs, in black goods department—at, yard. **59c**
- Except'nal Value in Storm Serge 50 pieces of high grade, navy blue and black storm serge, and all wool storm chevrons, on special sale, at, yard. **75c**
- English Crepon Novelties and Wool French Henriettas, All wool French granite cloth, of blue and garnet, also French rough Bourettes, all of them worth \$1.25 a yard—on sale at, yard. **75c**
- Imported Covert Cloths, In all the new shades, of blue and garnet, brown and gray, for tailor made costumes, on sale, at, yard. **\$1.39**
- Imported Broadcloths, The handsomest goods ever shown; all the new leading colors, on special sale, at, yard. **\$2.50**
- 8,000 Yards Dress Goods, from the Hysinger & Rosenthal stock, no matter what the original value was, many worth up to \$1.50 yard, in black and colors, on sale at **5c, 10c, 25c.**

SILK BARGAINS—

Pure silk taffetas in a great variety of two toned combinations, changeable effects, plain and brocaded effects, \$1.00 goods, in silk department at 49c yard.

- 49c**
- Black gros grains and Satin Duchesse, special value, 69c yard. **69c**
- Waist silks in fancy plaids, exceptional quality of taffeta, all handsome new combinations, on sale at 98c and \$1.50 yard. **98c A N D \$1.50**
- 6,000 yards plain and fancy silk from the Hysinger & Rosenthal stock marked to sell at \$1.00 a yard, go at 15c, 25c and 39c yard. **15c 25c 39c**

Underwear

From the Peoria Dry Goods Stock.

- All the ladies', misses' and children's underwear from the Hysinger & Rosenthal stock at less than one-quarter their value.
- Misses', children's and boys' camel's hair, natural wool and white merino vests, pants and drawers, all sizes, go at 10c and 15c each; worth 50c.
- All the finest quality nice soft fleec lined camel's hair, natural gray, wool and heavy fleeced vests, pants and drawers, go at 25c and 39c each; worth up to \$1.
- 60c quality ladies' long and short sleeve Jersey ribbed vests, go at 15c each. **15c**
- Ladies' finest Egyptian cotton and natural wool, fleec lined, vests and pants, all sizes, go at 39c; worth up to \$1.00. **39c**
- Ladies' best quality Egyptian, natural wool, union suits that sold up to \$1.25, go at 39c a suit. **39c**
- All the finest French camel's hair and Austrian wool underwear for ladies, all sizes, go at 75c each; worth up to \$1.50. **75c**

MILLINERY OPENING.

Wonderful are the hats exhibited tomorrow for the first time—There is that artistic grace in each that connoisseurs concede to all that emanates from J. L. Brandeis & Son's Pattern Rooms. All new, fascinating creations, that will greatly please you with their elegance and chic style. Our head trimmer, with her assistants, who have spent the past month in New York, among the leading Fifth Avenue millinery parlors, have just returned and we will display a hundred

Pattern Hats from New York and Paris \$25 and put them on sale at

- 600 VELVET MADE HATS trimmed in the very latest style, **\$3.98 \$5 \$7.50 \$9.98**
- Ladies' Trimmed Sailors, the Roosevelt hat and Military hat, all trimmed with ribbons, ready to wear, on sale at **75c and 98c each**

BASEMENT LINEN BARGAINS.

The linen sale tomorrow will cause a sensation long to be remembered, as the bargains we offer tomorrow are something phenomenal.

- 19c DAMASK TOWELS, 6c. We will offer to sell 300 dozen knotted fringe damask towels, very large size, and 100 dozen pure all linen huck towels, worth 19c each, for. **6c**
- We will offer to sell 300 dozen finest regular 35c and 50c Damask Towels, some with hand drawn work, some with knotted fringe, some with open work—none worth less than 35c, most of them worth 50c—go tomorrow at 19c each. **15c**
- 300 large size Turkish wash rags, worth up to 15c, all the different sizes, all kinds, go at, each. **3 1/2c**
- 100 doz, mummy tray cloths, worth 25c, knotted, fringed or hemstitched, tomorrow at, each **10c**
- Immense bargain in table damask. Pure all linen, extra heavy Scotch table damask, silver bleached and half bleached, worth 59c, go tomorrow at 39c yard. **39c**
- One big lot, very fine, extra heavy, German silver bleached table damask, worth 85c, go tomorrow at 50c yard. **50c**
- Grand special bargain in 100 dozen German linen napkins, large size, fine quality, at \$1.25 dozen. **1.25**
- Grand special bargain in toweling. One assorted lot of all kinds of huck, Barnsley and glass cloth toweling, worth up to 12 1/2c yard, in one big lot tomorrow at 6 1/2c yard. Never before was there such a toweling bargain. **6 1/2c**
- Grand special bargain in checked toweling—always sells at 5c yard, tomorrow 2 1/2c. **2 1/2c**
- Grand special bargain in two-yard long damask hemstitched and open worked dresser scarfs, worth up to 95c, on sale tomorrow at 25c each. **25c**

A Sale of Men's and Boys' CLOTHING

Strictly pure all wool suits for men's wear, in handsome, newest cassimere and cheviots, made with best of trimming and inside finish—\$7.50 values—Monday's special sale at

Finest plaid cheviot suits in those latest nobby plaids, fancy stripes, as well as plain effects—in newest choice at your command—they are strictly \$10.00 values—Monday at only



- \$4.98**
- \$7.50**
- Handsome line Men's overcoats in English beavers, meltons, covert cloths, etc., etc.—at **2.98 4.98 7.50 9.98**
- The Boys' and Child's department offers a grand extra special Monday in all wool school suits at **\$1.25**

NEW FALL TAILOR-MADE Suits

at Exceptionally Low Prices.

All our suits are made of the best quality covert cloth, kerseys, cheviot and broadcloth, in tight fitting, reefer and novelty effects, also flounced skirts, in black, tans, browns, grays, blues, all thoroughly finished and tailored, in four great groups, at **\$9.98 \$12.50 \$15 \$19.00**

- SKIRTS** 500 wool brilliantine skirts in plain, figured and striped, worth from \$3.00 to \$5.00; on sale at **\$1.98**
- CAPES** Fine all wool boucle capes, 24 inches long, lined throughout with black silk, either plain or thibet fur trimmed; \$6.50 boucle capes at **\$3.98**
- Collarettes** 200 astrachan fur collarettes, silk lined, on special sale at **\$2.98 and \$5**
- JACKETS** The very latest novelties in ladies' jackets, broadcloth, kersey and boucle, value from \$12.50 to \$20.00; your choice Saturday at **\$9.98**
- Exceptional Bargain in **\$5.00 Collarettes at \$7.50**
- 20 fur collarettes, with tab fronts, with tails and heads in a combination of blue fox and imitation chin-chilla and electric seal, worth \$15.00; on sale, **\$7.50**
- Black kersey and beaver cloth capes, trimmed and braided, at **\$1.50**
- Misses' and children's jackets, all ages, made of imported French boucle, mixed novelties, all of them lined throughout with silk, on special sale at **\$3.98 and \$4.98**

A great lot of C. M. Henderson's fall weight **Tan Colored Shoes**, made by them and stamped by them on the bottom to retail at \$5, go on sale at **\$2.50**

Hundreds of men's finest \$5 quality **PATENT LEATHER SHOES** in the very newest and latest styles, all widths and sizes, go on sale at **\$3.00**

Thousands of men's finest black and tan, vicil 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 and \$3.50**

Hundreds of men's black and tan, new style, all leather lined, winter weight—**DOUBLE SOLED SHOES**, WORTH \$4.00, **\$2.50**

1,000 pair Men's \$2.50 **Black Calf Shoes** lace and congress, every style of toe, all sizes, go at **\$1.59**

In the Basement 263 pairs men's black and tan shoes, odd sizes, mostly 6, 7, 10 and 11. They were made to sell at \$2.50, go at **\$1**

DOCTOR A. REED'S A Man's \$6 Shoe for **\$4**

CUSHION SHOE. To introduce these celebrated Cushion Shoes, for which we are sole agents, we are permitted to offer 250 pair of them, in three different styles of toes, in black as well as tan, in the finest vicil kid leather, the regular selling price of which is \$6.00, at \$4.00 pair, **\$4.00** Worth Six

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, go at **75c \$1.00, \$1.25, \$1.50**

Just like this, Ladies' Storm Rubbers in the Basement **17c**

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

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 \$6.00 a pair, go at **\$3.00**

An even thousand pairs of ladies' \$3 and \$4 black and tan shoes. Tied together—thrown on bargain squares. On sale tomorrow in the basement at Boston Store, Omaha, at **\$1.25** a pair. This includes fancy vesting top shoes, plain kid shoes and inlaid vesting top shoes, in blacks and tans— **\$1.25**