

# GRAND OPENING

## NEW FALL GOODS

STORE OPEN

Until **10** Saturday Night

Artistic Souvenirs Free to Everyone

Elaborate Electric Illumination

Music Morning, Afternoon and Night

STORE OPEN

Until **10** Saturday Night

# BOSTON OMAHA STORE

J.L. BRANDEIS & SONS. 161 DOUGLAS

Two occasions of each year are awaited by everybody in Omaha with pleasurable anxiety. These events are our Spring and Fall Openings. And each opening surpasses the previous one in every particular. The great and growing every day increase in our business has led us to enlarge the stocks and assortments in every department of our establishment this fall, until we are at a loss to know where to put it all. Moreover everything has been purchased with so much discretion, such excellent judgment and perfect taste that everybody will have a good word to say in our favor.

This fall we have clearly outdone all former openings. From every market at home and abroad, our buyers have gathered the choicest, the best and daintiest. Saturday we clothe our immense establishment in holiday attire, decorate it dazzlingly with thousands of electric lights, with flowers and ferns and palms, with flags and drapings of brilliant colors. Music will fill the air with melody, and we will show you a store and a stock that not only Omaha, but the whole west may well be proud of. Our unlimited resources have afforded us the largest and best varied stock of staple and fancy Fall merchandise at the very lowest prices consistent with their excellent quality that we have ever known. We offer you every advantage possible to find in any store, and our opening bargains are bound to make a pleasing, lasting and favorable impression upon every one who enters our establishment.

For this Grand Event Messrs. J. L. Brandeis & Sons beg to announce

**EXQUISITE NEW FALL COSTUMES and WRAPS—also a grand collection of IMPORTED DRIVING COATS, ULSTERS, NEWMARKETS, WALKING JACKETS, EVENING WRAPS and CARRIAGE MANTLES—**

**\$25 Silk Lined Suits, \$16.50.**

Ladies' beautiful silk lined suits, of fine new wide Vale, Cheviot, serge or clove woven extra good quality Venetian cloth, in all new shades, workmanship and material throughout are the highest grade. These are regular \$25.00 suits, but for our Grand Opening Sale, all sizes, at \$16.50.....

**\$15 All Wool Homespun Suits \$7.50.**

A magnificent line of Ladies' new all wool Oxford mixtures, home spun suits, gray and brown, in double or single breasted, new scalloped effect jacket, with new pointed tunic skirt, jacket silk lined throughout. Manufacturers value them at \$15, we offer them at just one-half price, Saturday \$7.50.

**New Fall Skirts, 3.98.**

New habit shaped back and open front twilled homespun skirts, excellent pebble lining, velvet facing, heavy ribbon band, stitched, lapped seams, all sizes, light and dark gray. Grand Opening Price.....

**\$40 All Silk Lined Tailor Suits \$27.50**

A grand collection of all silk lined tailor suits, comprising the new pearl camels hair, all wool basket weaves invisible plaids, new Oxford mixtures, all wool chevrons, serge combinations, herring bone chevrons, twilled homespuns, finished with silk reverses, heavily attached peau de soie faced, matchless assortment of \$40.00 and \$40.00 suits, all go at one price, Saturday.....

**2750**

**\$18 Ladies' New Style Jackets, 9.98**

A grand, special, new jacket bargain. 12 jackets in light and medium weight, suitable for present wear in ladies' cloth, cover cloth and kersey, double breasted, box front, also some single breasted ones, tight fitting backs, fancy taffeta lining throughout, some with silk velvet inside collar, in tan, navy, pearl, royal and black all alike, none worth less than \$18.00. Grand Opening Sale price, \$9.98.....

**998**

**EXQUISITE IMPORTED EVENING AND STREET COSTUMES—**

A rare purchase and grand opportunity, a few new choice creations, ladies' exquisite imported evening and street costumes, possibly some 25 in all. The handsomest yet seen from European work rooms. They are on sale during our grand opening at \$45.00 each. These are of the choicest new materials, heavily embroidered, applique, brocade bodice, shaped tulle, handsomely beaded and spangled, net overskirt, gold braided bolero effects, choice Saturday.....

**4500**

**\$10.00 ELECTRIC SILK SEAL COLLARETTES \$7.50.**

Superior quality electric silk seal collarettes, new broad tall for yokes, extra high roll collar, lined throughout with new bright colored satin lining, special for the opening.....

**750**



**NEW FALL Dress Goods**

An elaborate showing of new foreign and domestic Dress Goods planned to appeal most strongly to all fashionable dressers. An opportunity to obtain extremely well dressed fabrics at less than the ordinary price. By far the richest, the largest and most stylish stock of Black and Colored Dress Goods in Omaha.

**New Golf Skirting, \$1.49 and \$1.98**  
25 pieces of double faced Golf Skirting—a most complete line of new reversible skirting in all shades—just the thing for street wear. These goods are beyond comparison, both in price and quality. As a special offering for the Opening they go on sale at.....

**\$3.00 Black Crepons \$1.25.**  
4-inch Silk Blister Crepons—very effective designs, with that glossy, high-class finish—many different styles. These goods readily command a price as high as \$3.00 yard—on special sale at, yard.....

**\$2.50 Dress Goods at 69c and 89c.**  
A special that will cause a genuine sensation among well posted shoppers—including such weaves as vicunas, chevrons, new rough camel's hair plaids, pebble suitings, novelty checks and Venetian cloths, in all the correct shades and combinations—ranging in price up to \$2.50 yard. This selection we offer in our Fall Opening Special Sale at, yard.....

As an extra special for our Opening Sale we place on sale 20 pieces silk and wool Rulings, all wool Scotch Tweeds, English Armures, imported Homespuns, beautiful Mercerized Silk and Wool Novelties, in two-toned and shot effects. These goods retail all over up to \$1.00 yard. For our Opening Sale we place the entire line on front bargain square at.....

**29c Yd**

**Opening Bargain KID GLOVES**  
10,000 pair of fine imported lamb skin and real Kid Gloves. They were bought especially for our grand Opening Sale. This is one of the finest lots of Kid Gloves that we have ever shown in Omaha. They come in black and all the latest fall shades, and are worth in the regular way up to \$2.00—go on bargain square and at glove department at, pair, 98c and.....

**59c**

**HOSIERY**  
Immense lots of ladies' fast black, full seamless, fine gauge and heavy ribbed hose—all sizes and styles—some worth up to 35c pair—go on sale at.....

**6c**  
Ladies' and misses' extra fine gauge, fine finished fast black hose—in all sizes—go at.....

**10c**

**HANDKERCHIEFS**  
Thousands of dozens Fancy Japanese Silk Embroidered Handkerchiefs, go at, each.....

**5c**  
Large bargain table with all kinds of fine Hemstitched Handkerchiefs—in plain white and with fancy borders—regular price up to 25c—all in this Opening Sale at, each.....

### NEW SILKS

For our Opening we make the most complete and up-to-date showing of Silks that will be shown this season, including all the very best and finest of imported and American silks, in both plain and fancy weaves. In Black Silks we display an immense assortment of the most reliable weaves, such as peau de soie, plain and fancy poplins, satin duchesse, armures, failles, bengalins, taffetas and moire veours.

**\$5.00 Evening Brocades \$2.98.**  
Evening brocades and Fancy Silks, in rich and handsome designs—in pink, lavender, blue, heliotrope, ecru and brown—the very newest for evening wear—worth \$5.00 yard—on Opening Sale.....

**\$2.25 Imported Silks at \$1.49.**  
22-inch Peau de Soie and Satin Duchesse—extra heavy—pure dye—made to retail at \$2.25 yard—will be sold at our Opening for.....

**\$1.49**

**\$2.50 Silks at \$1.39.**  
The richest and most elegant fall Novelty Silks—embracing all the latest two-toned corded, striped, printed warp taffetas—jacquards, corded taffetas, broche, etc. These are the most up-to-date silks for waists—worth \$2.50 yard—go in our Opening Sale at.....

**\$1.39**

**\$2.00 BLACK SILK, \$1.19.**  
For our Fall Opening we will place on sale the grandest values in black silk ever offered in Omaha, including the richest black Peau de Soie, Satin Duchesse, Armure Royal, Satin Duchesse, Merveilleux and Cuir de Soie—worth \$2.00—go at our Opening Sale for.....

**\$1.19**

**59c**

We show some of the finest French Lisle thread, silk and fancy hosiery that was ever shown in the west.

Men's extra fine quality, silk plated Half Hose, in black and colors, go at, pair.....

**15c**  
Ladies' High Neck and German Lisle Thread Hose, in plain fast black, fancy stripes, plaids—including all the new fall novelties—the regular price up to \$1.50 a pair—go in three lots at.....

**25c, 35c and 49c pair.**

### NEW NEW NEW FALL SHOES.

**FOR LADIES.**  
THE NEW MANNISH SHOES. THE NEW FULL DRESS SHOES. THE NEW STREET SHOES. THE NEW SEMI-DRESS SHOES. THE NEW SLIPPERS.

**FOR CHILDREN AND MISSES**  
THE NEW FOOT FORM OR ORTHO-PEDIC SHOES.

**FOR MEN AND BOYS.**

**New Patent Leathers New Winter Tans, New Button Shoes, New Bluchers, New Vici Kids New Box Calfs New Enamels.**

**5.00**

### OPENING SALE BLANKETS

Our blanket stock this year is full of some of the biggest bargains that we have ever offered. These blankets were bought last season when wool was cheap. We made some large contracts, which will clearly stamp us as the Blanket Trading Center of the West.

We have one big assortment of white, gray, tan and scarlet strictly all wool high class California Blankets, that if we bought them in the regular way we would have to sell them at \$10.00 a pair. We put these all in one lot at, pair.....

**5.00**



### OPENING SALE LINENS

An entire new fresh stock, new patterns, new ideas, new designs—all at wonderfully cheap prices.

One lot of our own importation, 70 and 72-inch, finest quality Barnsey bleached Double Satin Damask—extra fine and heavy—and all absolutely new designs—worth \$1.00 and \$1.50 yard—we will sell it at the Opening Sale.....

**85c**

72-inch all linen Satin Damask—new and easy patterns, with napkins to match, go at.....

**75c**

72-inch all linen German Damask—64-inch all linen Silver Bleached Damask—72-inch fine all linen Silver Bleached Damask—that generally sell at 65c yard—we offer them at.....

**39c**

Heavy Cream Linen Damask that generally sells at 25c—we offer at.....

**15c**

Large size BLEACHED NAPKINS, dozen.....

**75c**

14-inch German Silver Bleached Damask Napkins, dozen.....

**\$1.25**

3-4 size full bleached Damask Napkins—of the celebrated J. B. Locke & Potts manufacture—that which there is no better they are the \$2.50 grade—we offer them at, dozen.....

**\$1.50**

Special Towel Bargain for Opening

5,000 dozen large size full Satin Damask Towels—knotted fringe and very fine—beautiful borders—the regular 25c grade—we offer them in the Opening.....

**15c**

Immense bargain in Crash, bleached and unbleached, at, yard.....

**3c, 6c, 7c, 10c and 12c**

Full line of Fronting Linen, Linen Lawns, and round thread Embroidery linen.....

**\$1.50**

### Grand Fall Showing Carpets

We are showing this fall the greatest line of fine and medium grade carpets that has ever been displayed in the west. The prices that we make on these carpets has long since established us as the carpet house of Omaha.

We have ten patterns of absolutely new Smith's Savonnerie carpet, the patterns, of which have never been seen in Omaha. We show them Saturday for the first time, the regular price is \$2.10, for our Opening sale we offer them.....

**\$1.39**

We are showing over 100 patterns of absolutely new to Omaha Smith's velvet, Axminster and Moquette carpet. Our regular price on these is \$1.25, but for our Opening Sale and to emphatically show you how cheap we sell carpets, we will give you 25c off on all our velvet, Axminster and Moquette carpet Saturday, \$1.00. We will sell them with or without border, and have them in parlor, hall and stair patterns.....

**85c**

We will sell at the Opening 50 rolls absolutely new tapestry Brussels carpet, of which we have 250 yds. at \$1.00 yard, for 35c yard.....

**39c**

We will sell all the best grade strictly all wool Ingrain, such as Towell, Hartford and other well known makes, the regular price of which is \$2.00 yard, for the opening sale our price will be.....

**65c**

We will sell all the 75c grade of strictly all wool Ingrain carpet, in absolutely new Fall patterns, just received, at.....

**50c**

We will sell half wool Ingrain carpet, the 50c quality, at, yard.....

**39c**

The very heaviest union Ingrain carpet, we will offer to sell at the opening for 25c yard.....

**25c**

**Extra Special Rug Bargains**

We will offer Saturday 100 Smith's E Moquette rug, 50 Wilton rug, 50 Bromley rug, all 12x12, 12x14, 12x16, 12x18, 12x20, 12x22, 12x24, 12x26, 12x28, 12x30, 12x32, 12x34, 12x36, 12x38, 12x40, 12x42, 12x44, 12x46, 12x48, 12x50, 12x52, 12x54, 12x56, 12x58, 12x60, 12x62, 12x64, 12x66, 12x68, 12x70, 12x72, 12x74, 12x76, 12x78, 12x80, 12x82, 12x84, 12x86, 12x88, 12x90, 12x92, 12x94, 12x96, 12x98, 12x100, 12x102, 12x104, 12x106, 12x108, 12x110, 12x112, 12x114, 12x116, 12x118, 12x120, 12x122, 12x124, 12x126, 12x128, 12x130, 12x132, 12x134, 12x136, 12x138, 12x140, 12x142, 12x144, 12x146, 12x148, 12x150, 12x152, 12x154, 12x156, 12x158, 12x160, 12x162, 12x164, 12x166, 12x168, 12x170, 12x172, 12x174, 12x176, 12x178, 12x180, 12x182, 12x184, 12x186, 12x188, 12x190, 12x192, 12x194, 12x196, 12x198, 12x200, 12x202, 12x204, 12x206, 12x208, 12x210, 12x212, 12x214, 12x216, 12x218, 12x220, 12x222, 12x224, 12x226, 12x228, 12x230, 12x232, 12x234, 12x236, 12x238, 12x240, 12x242, 12x244, 12x246, 12x248, 12x250, 12x252, 12x254, 12x256, 12x258, 12x260, 12x262, 12x264, 12x266, 12x268, 12x270, 12x272, 12x274, 12x276, 12x278, 12x280, 12x282, 12x284, 12x286, 12x288, 12x290, 12x292, 12x294, 12x296, 12x298, 12x300, 12x302, 12x304, 12x306, 12x308, 12x310, 12x312, 12x314, 12x316, 12x318, 12x320, 12x322, 12x324, 12x326, 12x328, 12x330, 12x332, 12x334, 12x336, 12x338, 12x340, 12x342, 12x344, 12x346, 12x348, 12x350, 12x352, 12x354, 12x356, 12x358, 12x360, 12x362, 12x364, 12x366, 12x368, 12x370, 12x372, 12x374, 12x376, 12x378, 12x380, 12x382, 12x384, 12x386, 12x388, 12x390, 12x392, 12x394, 12x396, 12x398, 12x400, 12x402, 12x404, 12x406, 12x408, 12x410, 12x412, 12x414, 12x416, 12x418, 12x420, 12x422, 12x424, 12x426, 12x428, 12x430, 12x432, 12x434, 12x436, 12x438, 12x440, 12x442, 12x444, 12x446, 12x448, 12x450, 12x452, 12x454, 12x456, 12x458, 12x460, 12x462, 12x464, 12x466, 12x468, 12x470, 12x472, 12x474, 12x476, 12x478, 12x480, 12x482, 12x484, 12x486, 12x488, 12x490, 12x492, 12x494, 12x496, 12x498, 12x500, 12x502, 12x504, 12x506, 12x508, 12x510, 12x512, 12x514, 12x516, 12x518, 12x520, 12x522, 12x524, 12x526, 12x528, 12x530, 12x532, 12x534, 12x536, 12x538, 12x540, 12x542, 12x544, 12x546, 12x548, 12x550, 12x552, 12x554, 12x556, 12x558, 12x560, 12x562, 12x564, 12x566, 12x568, 12x570, 12x572, 12x574, 12x576, 12x578, 12x580, 12x582, 12x584, 12x586, 12x588, 12x590, 12x592, 12x594, 12x596, 12x598, 12x600, 12x602, 12x604, 12x606, 12x608, 12x610, 12x612, 12x614, 12x616, 12x618, 12x620, 12x622, 12x624, 12x626, 12x628, 12x630, 12x632, 12x634, 12x636, 12x638, 12x640, 12x642, 12x644, 12x646, 12x648, 12x650, 12x652, 12x654, 12x656, 12x658, 12x660, 12x662, 12x664, 12x666, 12x668, 12x670, 12x672, 12x674, 12x676, 12x678, 12x680, 12x682, 12x684, 12x686, 12x688, 12x690, 12x692, 12x694, 12x696, 12x698, 12x700, 12x702, 12x704, 12x706, 12x708, 12x710, 12x712, 12x714, 12x716, 12x718, 12x720, 12x722, 12x724, 12x726, 12x728, 12x730, 12x732, 12x734, 12x736, 12x738, 12x740, 12x742, 12x744, 12x746, 12x748, 12x750, 12x752, 12x754, 12x756, 12x758, 12x760, 12x762, 12x764, 12x766, 12x768, 12x770, 12x772, 12x774, 12x776, 12x778, 12x780, 12x782, 12x784, 12x786, 12x788, 12x790, 12x792, 12x794, 12x796, 12x798, 12x800, 12x802, 12x804, 12x806, 12x808, 12x810, 12x812, 12x814, 12x816, 12x818, 12x820, 12x822, 12x824, 12x826, 12x828, 12x830, 12x832, 12x834, 12x836, 12x838, 12x840, 12x842, 12x844, 12x846, 12x848, 12x850, 12x852, 12x854, 12x856, 12x858, 12x860, 12x862, 12x864, 12x866, 12x868, 12x870, 12x872, 12x874, 12x876, 12x878, 12x880, 12x882, 12x884, 12x886, 12x888, 12x890, 12x892, 12x894, 12x896, 12x898, 12x900, 12x902, 12x904, 12x906, 12x908, 12x910, 12x912, 12x914, 12x916, 12x918, 12x920, 12x922, 12x924, 12x926, 12x928, 12x930, 12x932, 12x934, 12x936, 12x938, 12x940, 12x942, 12x944, 12x946, 12x948, 12x950, 12x952, 12x954, 12x956, 12x958, 12x960, 12x962, 12x964, 12x966, 12x968, 12x970, 12x972, 12x974, 12x976, 12x978, 12x980, 12x982, 12x984, 12x986, 12x988, 12x990, 12x992, 12x994, 12x996, 12x998, 12x1000, 12x1002, 12x1004, 12x1006, 12x1008, 12x1010, 12x1012, 12x1014, 12x1016, 12x1018, 12x1020, 12x1022, 12x1024, 12x1026, 12x1028, 12x1030, 12x1032, 12x1034, 12x1036, 12x1038, 12x1040, 12x1042, 12x1044, 12x1046, 12x1048, 12x1050, 12x1052, 12x1054, 12x1056, 12x1058, 12x1060, 12x1062, 12x1064, 12x1066, 12x1068, 12x1070, 12x1072, 12x1074, 12x1076, 12x1078, 12x1080, 12x1082, 12x1084, 12x1086, 12x1088, 12x1090, 12x1092, 12x1094, 12x1096, 12x1098, 12x1100, 12x1102, 12x1104, 12x1106, 12x1108, 12x1110, 12x1112, 12x1114, 12x1116, 12x1118, 12x1120, 12x1122, 12x1124, 12x1126, 12x1128, 12x1130, 12x1132, 12x1134, 12x1136, 12x1138, 12x1140, 12x1142, 12x1144, 12x1146, 12x1148, 12x1150, 12x1152, 12x1154, 12x1156, 12x1158, 12x1160, 12x1162, 12x1164, 12x1166, 12x1168, 12x1170, 12x1172, 12x1174, 12x1176, 12x1178, 12x1180, 12x1182, 12x1184, 12x1186, 12x1188, 12x1190, 12x1192, 12x1194, 12x1196, 12x1198, 12x1200, 12x1202, 12x1204, 12x