

When you visit Omaha make Boston Store your headquarters. Arrange to meet your friends here, get your parcels checked in our check room, make use of our waiting rooms, lavatories, etc., it all costs you nothing.

BRANDEIS "BOSTON STORE" & SONS

All next week—during the Ak-Sar-Ben Festivities—half fare rates will be in effect on all roads coming into Omaha.



Six Days of the Greatest Bargain Giving Ever Known Beginning Monday and Continuing Every Day to Saturday Night

We will sell the best and most desirable grades of NEW FALL AND WINTER MERCHANDISE at prices that will astound and delight the multitudes.

Opening Sale of Millinery

Special Showing of Trimmed Hats at \$10, \$12 and \$15. Here is where the majority of millinery artists fail absolutely.



\$1000 \$1200 \$1500. Trimmed Hats at Five Dollars—A large number of cleverly executed copies of some of our imported hats.

New Fall Dress Goods and Silks Priced Low

All the most desirable goods and newest fashions in new fall materials and weaves in this immense assortment.

Opening Sale of Suits and Skirts

We cordially invite you to inspect our display of new fall suits, wraps, waists, separate skirts, tailor-made gowns, etc.



We Do the Largest Linen Business in the West

for the reason that we sell better linens for less money than can be bought anywhere else.

Sale of Hosiery and Underwear

Ladies' fine medium weight Jersey Ribbed Union Suits, worth 50c, on sale at 29c.



The Clothing Sale of the Year

We have made greater preparations for this sale than for any we ever held—every possible opportunity that offered itself has been taken advantage of.

Suits, Overcoats and Ulsters

in all the latest and newest styles at PRICES WHICH NOBODY ELSE COULD MAKE.



Notion Bargains

Our notion department is the most up-to-date department in Omaha, everything in the small ware line is always found at this counter.

Opening Sale of Blankets

We have this season the most complete stock of blankets and comforts in the west.

Boys' Knee Pants Suits

In this sale we are able to show you a stock of boys' knee pants suits that leaves nothing to wish for.

Boys' Long Pants Suits

Just as big as the bargains are in the men's suits, are the bargains in boys long pants suits and overcoats.

Fall Opening Sale of Carpets and Rugs

In this department we can safely say we are showing the finest line of carpets and rugs west of Chicago.

Yarn Dept.

It is well known that at this department you can buy anything in the yarn line.

Flannel Dept.

In this department we have an entirely new stock. We mention below a few of the prices, but they can give you but the faintest idea of the magnitude of the stock.

Drapery Dept

It is hardly possible through the medium of printers ink to give you an idea just how complete our stock is.