

BOSTON STORE J. L. BRANDEIS & SONS BOSTON STORE J. L. BRANDEIS & SONS BOSTON STORE J. L. BRANDEIS & SONS BOSTON STORE

The Greatest and Most Important Sale of

FINE RUGS and CARPETS

Ever Held in Omaha Begins Tomorrow.

845 Fine Rugs and 6,800 yards of Carpets from the stock of Lowry & Goebel, purchased at auction in Chicago at about half price.

TOMORROW'S sale of fine Rugs and Carpets will surpass in magnitude and importance any previous event of a similar nature. It is a rare and splendid opportunity. Just when you are thinking of buying new floor covering you are able to supply your needs for about HALF the usual cost. Could anything be more opportune? We wish to lay particular emphasis on the fact that the patterns are very handsome—all new and stylish. It is needless to state that this stock of Carpets and Rugs will be rapidly depleted, therefore an early attendance is advisable. Read carefully each item mentioned.

\$50 Royal Wilton Rugs for \$25

In this lot we have placed all the finest Royal Wilton rugs that are made. They are all of the best standard make, all 9x12 size, in the most beautiful Oriental and geometrical patterns, and they have that rich luxurious colorings only found in the highest class rugs, seldom sold for less than \$50.00, and some sell as high as \$75.00. Tomorrow you can take your pick—as long as they last for

25.00

\$35 New Style Rugs for \$19.98

In this lot we have placed all the body Brussels rugs, all the Smith's Axminster rugs, all the chenille rugs, all the best grade Smyrna rugs all the Saxony rugs. These are size 9x12 feet, and come in the most recent and up-to-date patterns. It is but rarely that an opportunity presents itself to buy goods of this character at such great reductions. \$19.98 is about half what you would have to pay for these rugs if you bought them in the ordinary way. We wish to lay special stress upon the fact that these goods are all of a superior make. They go at

19.98

\$25 Rugs, size 8-3x10-6, for \$15.98

In this lot you will find all the 8-3x10-6 size Axminster, Smyrna and Body Brussels rugs. This is a most convenient size, being suitable for almost any size room. Many of them are in the new small sleeping room designs, in Oriental patterns, many in handsome floral patterns, all at about half price

15.98

\$22.50 Smyrna & Brussels Rugs 12.98

At \$12.98 an immense quantity of Smyrna and Brussels rugs in the 9x12 size. These are mostly in rich floral and block work patterns, a good substantial rug that is really worth \$22.50, choice at about half price

12.98

\$15 Smyrna and Brussels Rugs \$8.98

At \$8.98, one big counter of Smyrna and Brussels rugs in 7-6x10-6 and 9x10-6 sizes. The rugs in this lot are those usually priced at \$15, as a special bargain at \$8.98 you can readily see how cheap they are

8.98

9x12 Smyrna Rugs for \$6.98

In this lot we have placed a big line of Mottled Smyrna rugs. Think of it, a double faced Smyrna rug, 9x12 size, for \$6.98. These rugs are suitable for sleeping rooms, nursery, dining rooms, etc. They are what is called the "hit and miss" or Mottled pattern. The same quality Rugs, size 6x9 for \$5.98, worth \$10

6.98

\$3.50 Rugs for \$1.25

Max72 Wilton rugs, and three-yard long Brussels carpet rugs, worth up to \$3.50 each, all will go at. Art Square Bargains. Ingrain Art Squares in 5x3 and 7-6x9 size, will go at, each. All wool Art Squares in 2x2 size, and Ingrain Art Squares 7x10-6 and 8x12 size. Think of it all wool Art Squares for, each. They would be cheap at \$3.00. One line of Axminster, Moquette and all wool Smyrna rugs, at, each. They are worth \$2.50.

1.25

2.98

3.98

1.98

\$1.50 Carpets, 69c yd.

Wilton, Wilton Velvet, Axminster, Savonnerie, Extra Axminster, etc. In fact all the best grades of 3-4 carpets, most of them would sell at \$1.50 yard, all absolutely the newest patterns, and they all go in one big lot as long as they last, at, yard—

69c

\$1 Brussels Carpets, 59c yd.

All the best grades of Brussels carpet, the newest and most beautiful patterns, most of them with border to match, none worth less than \$1.00, all go at, yard—

59c

75c Brussels Carpets 39c yd.

In this lot are all grades of Brussels carpet that generally sell at 75c yd. They are in stair, room, parlor designs, some with border to match, all at, yd

39c

75c All-wool Ingrain Carpets 25c yd

All the ingrain carpet from this purchase, many rolls are strictly all wool, in the best known makes, they go as long as they last, at, yard—

25c

Carpet Remnants

All the small pieces of ingrain carpet up to 1 1/2 yds. long, suitable for rugs, go at. All the 1/2 yard pieces of Brussels carpet, Velvet and Moquette carpet, suitable for fringing and making rugs, all go at

19c

49c

Misfit Carpets.

In this purchase there was an immense lot of misfit carpets, most of them are the best grade of velvet, many of them are in Moquette, Body Brussels, Tapestry Brussels, Wilton, etc. These were bought at such a remarkably low price that we will offer them in this sale at less than half regular value.

Great Bargains in Laces Await You Monday

Laces at 2c, 3c and 5c yard—worth up to 25c—Over 3,000 pieces of fine laces and insertions, including Valenciennes, torchon, cluny, Normandy Vals, set top Orientals, silk chantilly and Venice edgings, over one hundred styles, many laces and insertions to match, worth up to 25c, go at, yard. 2c, 3c, 5c

500 pieces high class Laces at 15c, 25c, 39c, 49c and 69c—In this lot will be found the latest novelties in Irish crochet and ecru lace, hundreds of styles of fancy galoons in white, ecru, black and Arabian shades, worth up to \$1.50, go at, yard. 15c, 25c, 39c, 49c, 69c

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Very Fine Embroideries at Very Low Prices

15c and 25c Embroideries at 6c and 10c yard—One thousand pieces of the embroideries and insertions in all widths, including ewes, nainsook and cambric, worth up to 25c, go on bargain squares, at per yard, only. 6 1/2c and 10c

25c and 50c Embroideries, Beadings Galoons at 10c, 15c and 19c yard—250 pieces of fancy embroidered galoons and beadings in all widths, great variety of styles and patterns, many worth up to 50c, go at, yard. 10c, 15c and 19c

BLACK GRENADINE SPECIAL

Plain iron frame and sewing silk grenadines, black only, at, yard. 35c

Black grenadines with satin stripes, ribbon stripes and wide and narrow stripes, all 45 inches wide, and pure silk—worth up to \$1.75 yard—special Monday, at, yard. 75c

EXTRA SPECIAL

Black "Bonnet" guaranteed tafeta—50 pieces more received of this grand quality of pure silk, oil boiled, dress and lining tafeta, \$1.50 values, will be sold in silk department Monday at, yard. 69c

Unusual Offerings in New Silks and Dress Goods

Very Special Sale Tomorrow of the Most Desirable and Most Stylish Fabrics.

Exceptional Dress Goods Offer

Having purchased 800 exclusive dress patterns, no two alike, in plain fabrics, mixtures, silk and wool novelties, all wool novelties, small checks, each pattern containing 6 to 7 yds. of double width imported material, enough for ladies' entire suit; goods actually worth 60c yd., we will place them on sale Monday on bargain square at, per pattern. 1.50

Black & Colored Dress Goods

Monday we will place on sale the following fashionable dress goods. These fabrics are wide, and include the choicest and newest materials imported this season in mixed etamines, voiles, beiges, soie de Hise, canvas cloths, basket cloths, Venetians, etc., in the new shades of tan, castor, brown, navy, rose, reeds, gray, red and ecru, in our dress goods dept., yd. \$1

Mousselines and Grenadines

Swell, exclusive styles, in single dress patterns, fine embroidered mousselines and grenadines, black, also black on white and white on black. Some of these come in the most elaborate designs, all Lyons imported grenadines, worth up to \$5 a yard, special, Monday, at \$1.98, \$2.50, \$2.98

Black and White Moire Antique

This beautiful silk, now so popular for the new spring costumes, and especially adapted for the new Gibson waists, both Moire Antique and Moire Velours, on sale in our new enlarged silk department—at only—per yard. 69c

New Foulard Silks at 75c

A wonderful collection of foulard silks. In order to realize the full significance of this offer and the importance of the low price, compare this line of foulards with any others you have ever seen for the money. These are silks that were made to retail at a much higher price. They are all this season's prints, and go on sale at, yd. 75c

THE MOST FASHIONABLE DRESS FABRICS OF THE SEASON AT VERY SPECIAL PRICES

New granite Melrose 29c yard. Minstrals, 45 inches wide, 85c yard. White silk luster Mohair 65c yard. All wool Batiste 39c yard. Black Voile Etamine 69c yard. Creme Mohair Granite 50c yard. "Kocheline Freres" challis 39c yd. 50-in. black unfinished Worsteds 85c 50-in. Yachting Serge 98c yard. 44-in. Emb'd Swiss styles 59c yd.

SPECIAL PRICES ON DRUGS

Wood Alcohol, full qt. bottle. 25c Witch Hazel, per qt. bottle. 25c Leibig's Beef Extract. 12c Empty Capsules, per 100. 5c 51 bottle Newbro's Herpicide. 59c 51 Cok's Dandruff Cure. 49c 51 Wine of Cardui. 59c 25c Belladonna Plasters. 5c 25c Dandarine. 15c 50c Medicine Atomizer. 25c Cuticura Soap. 17c Good Razor Strop. 15c Williams' Shaving Soap. 5c Colgate's Shaving Soap. 5c Pears' Unscented Soap. 39c Quart bottle Port Wine. 9c Quart bottle Sherry Wine. 39c

Advance Sale of Spring and Summer SHIRT WAISTS



We purchased the entire stock of a large manufacturer of shirt waists, all this coming season's styles, white and colored, percales, dimities, chambrays; many of them embroidered and lace trimmed, every one guaranteed, worth \$1 and up, go on sale on 2nd floor, at. 50c

Silk Waists at \$3.98

An elegant assortment of new silk waists just arrived, new sleeves, new Gibson effects, also fancy silk waists in black and all colors, on bargain square, main floor, at. 3.98

\$1.50 New Wrappers 69c

2000 new this spring's style wrappers, braid and ruffle trimmed, with deep flounce, in light and dark percale, all sizes, on second floor, at. 69c

Our Unparalleled Display of Spring Outergarments

is ready for your inspection. The range of styles is very comprehensive and embraces every recent innovation designed by the most clever artists. This season unusual attention has been given to the trimming of the garments and the many different materials used for that purpose and the diversity of designs gives a totally different aspect to a number that are cut according to any individual style. Every garment that we show possesses that fashion "tone" that distinguishes it from the ordinary production. The air of "exclusiveness" permeates the entire department. We are justified in declaring our exhibit to be without a rival in this section of the United States.

"Gibson" suits of new canvas cloth, jackets tafeta lined, flared flounce, drop skirt lining, new sleeves, in the newest spring shades—very beautifully trim—14.85 med.

"Gibson" and "Maxim" suits of new blind pebble chevots, Venetians and etamines, jackets with new blouse vests—skirts with full ruffled silk drop lining—in blacks, navies, exford and brown, exceptionally fine trim—\$19

Gibson and American Girl suits of the very finest materials, in the new colors, all exclusive designs—the trimmings are very rich, beautiful effects, \$24.50, \$29, \$39 and \$45

Silk Newmarkets and long garments of tafeta, peau de sole, mohair and moire, with single, double and triple capes; lined and unlined yokes, and half fitted backs, beautiful tailored effects, \$9.98, \$14.85, \$19 and up to \$49



Silk and Moire jackets, in elons, blouse and bolero effects, ribbon and braid trimmed, new tucked designs, lined with tafeta and satin, 4.98, 7.50, 9.98, 12.50 and 19.00

Cloth Dress Skirts—elegant dressy effects, made of broadcloths, stainless sibilines and canvas cloths—unlined and with full silk ruffled drop linings, moire and wool braid trimmed, 8.98, 9.98, 12.50, 17.50, 22.50 and 29.00

Costume Skirts in silk, net, peau de sole, lace and moire, trimmed with ruffing, stitching, ribbon and lace; very handsome and fashionable garments, 9.98, 15.00, 19.00 and up to 49.00

MONDAY SPECIALS

An immense lot of \$6 and \$7 cloth dress skirts, for 3.98 A special offering of \$5.00 golf skirts, for 2.98 A choice assortment of fashionable tailor-made suits in small sizes—\$10 values, 4.98 A splendid assortment of silk dress skirts, \$13 values, 6.98

Women's 25c Hosiery 15c

Women's hosiery, full-regular made, spliced heel and double sole, silk finished and lisle thread lace openwork effects, in a great variety of styles, in black, red, brown & evening shades, 25c value's per pair, 15c

\$1.50 Kid Gloves 79c

These are real kid gloves, the \$1.50 quality—they come in all sizes and all the newest shades and styles. We have never before offered such high grade gloves at a bargain price. If you see them you surely will buy at least a couple of pairs—as you would be getting them for the price of one pair—\$1.50 values, for 79c

25c Handkerchiefs 12c

All linen handkerchiefs like these are seldom bought for less than 25c each—but the opportunity is yours tomorrow. We offer 400 dozen real Irish linen handkerchiefs, for men and women, in all widths of hem-stitching, also women's fine awing handkerchiefs, handsomely trimmed with lace and nicely embroidered—all 25c values, for 12 1/2c

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