



FALL OPENING SALE

When you come to Omaha make J. L. Brandeis & Sons, "Boston Store," your headquarters.

Arrange to meet your friends here. Get your parcels checked in our cloak room. Make use of writing rooms, dressing rooms, etc., all cost you nothing. We have special reception rooms for ladies.

Commencing September 25th—during Street Fair and Ak-Sar-Ben Festivities—all railroads coming in to Omaha give either half rates or nearly so.

The sights will be wonderful and you can save enough on your trip to pay your expenses and a little more.

J. L. Brandeis & Sons Bankers
4 Per Cent Interest Paid on Deposits

To out-of-town customers—In our new banking department we will be pleased to cash your checks, order drafts, or be of any assistance to you financially during your stay in Omaha—J. L. Brandeis & Sons, Bankers.



Silk Skirts at \$9.98
\$12.50 and \$17.50 Silk Skirts at \$9.98—Absolutely the biggest silk skirt bargain of the season—silk skirts of every description, in values ranging from \$12.50 to \$17.50—at..... **9.98**

BRANDEIS "BOSTON STORE" & SONS

\$1 Ostrich Tips—A special value during our opening of fall millinery, at..... **39c**

Cloaks, Suits and Furs in Charming Array

The Brandeis store has rightly earned the name of the style shop of Omaha. Nowhere else can such fashionable, smart costumes be found. We inaugurate our great fall selling of suits and cloaks while the stocks are practically unbroken. Our swell suits have a tone and individuality that you will be unable to find elsewhere.

New 27-inch Coats at \$7.50—Very smart coats in elegant kerseys, good heavy satin linings, beautifully stitched with double strap back and inverted pleat, at..... **7.50**

Monte Carlo Coats at 9.98—Fine Monte Carlo Coats, beaver collar—gauranteed satin lining—made of good, heavy kerseys—colors red, castors, navies and blacks, at..... **9.98**

Superb Showing of Furs
In our fur department will be found all the newest and handsomest things in jackets, sealskins, otters, Persian lambs, krimers, near seals, astrachan, etc. A special value in our fur jackets is our guaranteed astrachan coat, 24-in. long, **24.50**

Scarfs in Isabella, sable fox, minks, stone martens, etc.—Prices **4.98 up to \$39**

Swell Walking Suits, \$39 down to \$8.98
Walking Suits—All this season's styles in the swell walking suits—made in the latest fall materials, styles and colors—slit seams, self-strapped, etc., from \$8.98 to \$39..... **8.98 to \$39**

Walking and Dress Suits at \$12.50—Walking and Dress Suits at \$12.50—Made of the new snowflakes, tweeds, chevots, meltons, etc.—skirts with yoke and side pleat effects at..... **12.50**

\$45 Sample Suits for \$24.50—The greatest possible values in fine sample suits—we place on sale nearly seventy-five high grade suits, many of them samples—the new Norfolk blouses, Francis and Prince Henry effects—Monday at..... **24.50**

The Season's Smartest Suits—Here are the new blouse, Norfolk, Francis and peplin suits, new black and white novelties with the new paguin, serpentine and flared skirts, all the new colors of the season, from..... **14.85 to \$89**

Fall Millinery Opening a Grand Display

On Monday we will exhibit our own importations of the world's famous millinery novelties, models created by the masters of the art. We have the choicest patterns of the Mme. Georgette, Suzanne Blum, Esther Meyer, Mons. Lewis and Vivot Berthe, who are among the foremost Parisian milliners. We also show the most beautiful models of Joseph, Lichtenstein, Bendel, Wanamaker and other celebrated milliners of New York. Besides we have a most imposing array of our own productions, which have made Brandeis millinery pre-eminent in the western millinery world. In order to signalize this opening event we have prepared a rare feast of bargains.

Special Pattern Hats at \$15.00
Your choice of several hundred pattern hats of our own importation, which have served their purpose for copying and will be placed on sale at the ridiculously low price of \$15.00. These hats cost \$25.00 each to land at the New York custom house. The assortment is tremendous, but we would advise you to select without delay. Monday at..... **\$15**

Our \$4.95 Trimmed Hats are known throughout the West as the greatest values obtainable. Our line this season exceeds all previous efforts from a point of style and quality. They're hand-made of all silk, mirrored and plain velvet—bewitching creations having the individuality and tone of a \$10 specimen, at..... **4.95**

\$1.50 Black Ostrich Plumes—1,000 black Amazon plumes bought from an overstocked manufacturer, easily worth \$1.50, at..... **75c**

Children's Wool Felt Hats at 64c—All colors children's American wool felt untrimmed hats, new shapes, new colors, a good assortment, sold everywhere for \$1.00—Monday at..... **64c**

\$2.25 Street Hats **IN THE BASEMENT**
at \$1.45 **Ladies' Trimmed Hats**

Monday will be another rush day with the street hats, the special feature of which will be one large assortment of \$2.25 hats—**1.45**
Hundreds of good trimmed hats, made of choice materials, such as velvets, breasts, silks, etc. Regular \$3.00 and \$4.00 values, at..... **2.45**

Fashionable Dress Goods at Tempting Prices

Panama Cloth for Tailoring—50 in. latest tweedish mixtures; \$1.25 value at.... **75c**

Tweed Cloths—50 in., from England—the chic styles prevalent in Europe, at.... **\$1.00**

Panama Canvas Cloth—12 oz. cloth, in all the rich, warm colors that the French produce..... **1.00**

English Doeskin—54 in. elegant satin-like cloth, sold in best markets in country at \$1.75, at..... **1.00**

Real Irish Kersey Cloth—14 to 16 oz. cloth, for lined skirts and tailoring worth \$2.50, at..... **1.65**

Plaids—The real slaggy and snug camel's hair effects. Later demands will be enormous. A \$2 cloth at..... **1.00**

We have imported Scotch and English Worsteds in Panamas, flaked black and white mixtures, etc., in separate patterns and full pieces. Special offerings Monday at
98c, \$1.25, \$1.50, \$2.00

For Evening and Dinner Gowns.

Silk and Wool Crepe Eolienne—Dainty material, costs \$1.35 elsewhere, at..... **85c**

Crepe Woolens—The demand enormous at..... **\$1.10**

Cheviot, Panama and English doeskin, wide welt, diagonal, etc., we will sell at 75c, \$1.10, \$1.50, **1.75**

Black Dress Goods.

French Voile Etamine—20 pieces, 46 in., \$1 and \$1.25 grades..... **75c**

Mistral Etamine—10 pieces, 54 in. wide, \$1.35 grade at..... **75c**

Canvas Etamine—10 pieces, 60 in. wide, \$1.25 grade at..... **85c**

Panama Camel's Hair—\$1.50 cloth at.... **1.00**

Zibeline Camel's Hair—the shaggy kind, \$2.25 grade, at..... **1.50**

Waistings—Scotch shrunken Flannel, stripes in all colors and French combinations, at..... **75c**

We are selling the newest waistings, regular 85c grades, at
49c, 55c and 69c.

Stupendous Selling of High Grade Silks.

We are showing a very complete line of Black Silks—everything entirely new. We make a special mention of our magnificent line of the celebrated "Bonnet" dress silks and taffetas, also the Phenix Mills black taffetas, the best American taffetas on the market today, and they all go on special sale Monday.

50 pieces black crepe de chene, all the new goods bought from the manufacturer at 1/2 their value—all perfect, beautiful luster.

21-inch Bonnet Taffeta, worth 75c, at..... **55c**

24-inch Bonnet Taffeta, worth \$1, at..... **69c**

22-in. Pure Dye Bonnet Taffeta, worth \$1.25, at..... **83c**

24-in. Pure Dye Bonnet Taffeta, worth \$1.50, at..... **95c**

22-in. Bonnet Blk. Peau de Soie, worth \$1.39, at..... **98c**

22-in. Bonnet Blk. Peau de Soie, worth \$1.75, at..... **1.25**

21-in. Phenix Mills Blk. Taffeta, worth \$1.25, at..... **75c**

36-in. Phenix Mills Taffeta, worth \$1.50, at..... **1.00**

Velvet Specials for Monday—Black Silk Velvet, \$1.25 quality 75c 27-in. Coat Velvet, \$3.50 quality 1.98



Black Crepe de Chine

50 pieces black Crepe de Chine, all the new goods bought from the manufacturer at 1/2 their value, all perfect, beautiful luster.

10 pieces, 24-inch, at..... **58c**

10 pieces, 24-inch, at..... **68c**

10 pieces, 24-inch, at..... **78c**

10 pieces, 24-inch, at..... **88c**

10 pieces, 24-inch, at..... **1.98**

\$1.00 and \$2.50 high class Silks, at..... 75c

One great lot of fine silks, consisting of 27 and 36-inch plain hemstitched and fancy Velour Silks; also Black Dress Silks and Moire Antique for raglans, etc.—Taffeta and Peau de Soie, extra heavy—the finest ever displayed by us—Special Monday at

75c Yard

GRAND OPENING NEW SHOE DEPT. SECOND FLOOR

Special Infant's shoe department, 50 new styles fancy soft sole shoes—moccasins and sandals go at— **50c**

Special Child's and Misses' Shoes 12 new styles extension sole shoes **1.39-1.59**

Special Ladies' new Button shoe. Made to retail at \$4.00. Special Opening price— **1.98**

Special Ladies' Golf and Skating Boot, made to retail at \$4.00. Special Opening price, **2.50**

Special Ladies' new hand turned and welt sole shoes. Over 200 styles, all new, **2.50-\$5**

Special Men's Shoes. The celebrated Lazarre **2.50**

Special We are sole agents for Dr. Reed's Cushion Shoe for Men. 20 different styles, **\$5**

Grand Display and Sale of Rings

The greatest display of GOLD SHELL RINGS ever shown in the west—these rings are pretty, well set, durable and bound to last for years—nothing like them ever offered for such low figures. This entire line of handsome rings in dozens and dozens of attractive varieties, at 25c and 50c.

Every Ring Warranted to Wear Five Years

In this comprehensive line are wedding rings in plain and oval shapes—beautiful set rings in fine imitation stones—the settings are artistically cut and resemble the genuine stones so minutely that they can only with difficulty be distinguished from the fine set rings which are sold for many times the price we ask. These rings come in ladies', gent's and children's sizes.

Imitation sapphires, emeralds, opals, garnet, turquoise Gift Rings—

We mention a great number of our rings particularly adapted for gifts—the prettiest solitaire imitation gems and clusters—very durable and worth three or four times what we ask.

Baby Rings—in great varieties—all sizes—all styles—each one a beauty—with sets or plain bands.

Any ring not giving satisfaction will be replaced by a new one. Handsome rings—hundreds of styles to choose from—all go together at the unheard of price of..... **25c-50c**

The Great Rug Sale is Monday

This is by far the greatest Rug event of the season.

We have held a great many rug sales and always have given our customers greater values than we advertise, but never before have we been in a position to offer such remarkable values in high class rugs as we will offer Monday morning.

Just about one year ago we held a most remarkable rug sale. The Trade Journals all over the country commented on it, but the sale that we are going to have Monday will even eclipse that one. The rugs we will offer Monday morning are the entire stock of a well known eastern merchant retiring from the rug business. We bought this stock at such an extremely low price that we are enabled to offer Monday the highest class rugs in most instances at less than half their regular value. They are all strictly high class rugs, bought for this season's trade and are right up-to-date. On account of their superior grade and the most magnificent line of patterns of these rugs this is a sale of more than ordinary importance, considering the fact that they will be sold at one-half and in many instances at one-fourth their regular value. The stock consists chiefly of the finest grades of Wilton, Moquette, Axminster and Body Brussels Rugs, all in room sizes. We earnestly solicit your attendance at this sale Monday.

\$50 Rugs for \$29.98—In this lot, all the finest grades of Royal Wilton Rugs, such as Lowell's Selkirks, Bundahr Burton's and the celebrated seamless Wilton Velvet Rugs—very newest medallion center and all our Oriental designs. They are in the 9x12 size and most of them in this lot are retailing in the best stores in the country at \$50—your choice **29.98**

\$35 Rugs for \$15.98—In this lot, all the finest grades, 7 1/2 x 10 1/2 all wool Smyrna Rugs—all 5 1/2 x 10 1/2 Smith Axminster Rugs—hundreds of elegant patterns—oriental and Florentine designs, at..... **15.98**

\$19 Rugs for \$8.98—In this lot, all the 6x10 1/2 Sanford Brussels Rugs, and 7 1/2 x 10 1/2 Oriental Smyrna Rugs—all designs, absolutely new—this season's production—worth \$19.98, at..... **8.98**

\$40 Rugs for \$19.98—In this lot, all the very best quality 9x12 Bromley, all wool Smyrna Rugs, rich coloring, 9x12 size. Smith Axminster Rugs—finest grades Hartford Body Brussels—all the old style Axminster Rugs, in 9x12 styles—all new and most beautiful patterns—worth \$40..... **19.98**

\$20 Rugs for \$12.98—All the elegant Sanford Brussels Rugs, 9x12—10 wire Brussels—newest medallion center and all over patterns—also 9x12 Oriental Smyrna rugs—immense variety would be rare bargains at \$20—Monday at..... **12.98**

\$5 Moquette Rugs for \$1.98—In this lot, all the 36x72 Smith Moquette Rugs—floral and oriental designs—handsome and substantial rugs, selling in Omaha today for \$5.00, Monday at..... **1.98**

Ladies' Fall Underwear Special Sale

We offer on Monday a fine line of fall weight underwear for ladies, misses, children and boys—all of these garments are good grade and the prices are the lowest ever quoted for underwear at the beginning of the season.

Misses', Children's and Boys' 35c Underwear at 15c—Misses', children's and boys' Vests and Pants, jersey ribbed and fleece lined, silk bound vests, pearl buttons, just the right weight for the coming fall season. All sizes up to 34. Monday at, each..... **15c**

Infant's Finest Wool Vests—Silk trimmed and silk stitched—these garments are worth up to 75c each—on **25c**

Misses' Fine Ribbed Underwear—Silk taped, soft fleecing, worth from 2 to 3 times the value we ask for these fall un- **25c**

Ladies' Medium Weight Underwear—High grade ribbed Vests and Pants, all with light fleecing, every size, very special at, each..... **25c**

Ladies' Princess Underwear—Fine ribbed Vests and Pants, medium weight, handsomely trimmed in pink, blue and ecru—worth easily 75c, at..... **39c**

Medium Weight Underwear—Vests and Pants, in medium and heavy weight, made of the finest cotton, every garment ribbed, vests are hand silk crocheted necks and fronts, all sizes, at, each..... **49c**

\$1.00 Underwear at 69c—Ladies' fine wool, Austrian wool Vests and Pants, vests with silk ribbon front and silk croch. neck; also plain all wool camel's hair and natural wool Vests and Pants, worth \$1.00—anywhere, at..... **69c**