



TAKE ADVANTAGE OF THE
HALF FARE RATES

On all the railroads this coming week and you'll make money coming, going, and while you're here.

BRANDEIS
"BOSTON STORE"
& SONS

YOU RIDE ON THE RAILROADS AT
HALF PRICE to OMAHA

And you can buy goods at the Boston Store, Omaha, at half the price you can at home.



SIX DAYS OF THE GREATEST BARGAIN GIVING EVER KNOWN

FREE, COSTS YOU NOTHING

J. L. Brandeis & Sons cordially invite you to make Boston Store, Omaha, your daylight home when you come to the city. Make it your headquarters, and use it for your meeting place with your friends and for your own accommodation in every way.

- Free Waiting, Sitting and Reception Rooms
- Free Telephone Service—Free Dressing Rooms
- Free Baggage and Parcel Checking
- Free Delivery of all Purchases
- Free Banking Accommodations
- Checks and Drafts Cashied Free in Our Bank
- Souvenirs Given Away Free to all Out of Town Customers.



Six Days to Buy the Most Sensational Bargains in Modern Merchandise. Over a Million Dollars Worth on Sale During the Week at Irresistible Prices.

BOSTON STORE
N. W. Cor. 16th and Douglas Omaha

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Bargains in Dress Goods for Carnival Week

- \$1.00 and \$1.25 Black Dress Goods at 59c**—Up-to-date weaves of voiles, mistral, etamines, crases, canvas, melrose chevriots, serges, cashmere, etc.—on sale at main dress goods department this week for **59c**
- Silk Embroidered French Flannel**
\$1.25 quality of silk embroidered French flannel in old rose, pinks, helios and blues, suitable for ladies' waists, house gowns, kimono and children's dresses, on sale on main floor—per yard, at **49c**
- Unmade Dress Robes \$1.98**
For Monday we will place on sale 600 unmade dress robes in all wool basket cloth in fall colorings—Including black; suitings of all descriptions, serges and Henriettes; each robe containing 7 yds. of double fold goods which is enough for a ladies' entire dress, on front bargain square **1.98**
- Entire Dress Robe \$2.98**
All the different materials in these robes are imported fabrics, silk and wool novelties, plain goods in fall colorings, including black, smooth and tufted materials; every yard of goods in these robes worth from \$1 to \$1.25, on sale on main floor—for an entire robe, at **2.98**
- Dress Patterns in Our Basement Dress Goods Dept.**
50c for an entire dress pattern containing 7 yards of double fold tufted material in checks and plaids, and all wool homespuns in checks and plaids, enough material for an entire dress. This goods is guaranteed to be worth up to 29c a yard—an entire dress pattern for **85c**
- English broadcloth—66-in. wide—silk finished—sold elsewhere at \$1.50, for **1.00****
- Exclusive Patterns of New Woolens**
From England and Scotland—Panama, camel's hair, ribline, canvas and rope worsted, at **12.50**
For party dresses—Crepe eolienne—silk and wool—all colors—regular price \$1.35, at **85c**
- FINE ENGLISH BLACK DOESKIN**, \$1.50 quality, at **\$1.00**
- PANAMA CANVAS**—the extreme fashion **\$1.10**
- CAMEL'S HAIR ZIBELINE**—\$2.00 value, at **\$1.25**
- New Fancy Striped Waistings**
VERY STYLISH WAISTINGS—7c value, at **49c**
- CHEVIOT—SUPERFINE DRESS CLOTH**—worth 75c, at **49c**
- SCOTCH SUITINGS—PANAMA WORSTEDS**—the new black and white flaked cloths—regular \$1.50 grade **\$1.00**

Special Sale of New Fall Silks

- Black Silk Special**
\$1 quality black moire velours, at **65c**
\$1 quality black Bonnet taffeta... **59c**
\$1 quality black peau de soie... **69c**
\$1 quality 27-in. Phoenix taffeta **75c**
\$1 quality peau regent **75c**
\$1 quality peau de levant, at **69c**
\$1 quality Bonnet satin duchesse **69c**
- \$15 Silk Dress Pattern at \$9.85**
Fine black silk dress pattern, containing thirteen yards of 22-inch reversible black peau de soie, very fine finish and guaranteed to wear well—Monday and all week—for full pattern—at **9.85**
- \$10 Taffeta Skirt Pattern at \$6.50**
Black taffeta skirt pattern, full yard wide, made by the Phoenix mills, celebrated black taffeta manufacturers—wear guaranteed and each pattern contains yards—special price—**6.50**
- Silk Waist Pattern at \$2.98**
Splendid silk waist pattern—each containing 3/4 or 4 yards of very handsome plain and fancy silk, including all the new metallic print velvets and new velours—extra special—per pattern—**2.98**
- Metallic Prints at 75c**
60 pieces of those very scarce metallic prints, boulevard velvets in 10 different styles—dots and geometrical effects in blue and silver, black and silver, brown and silver, including a very fine lot of printed Persian velvets, at, yard **75c**
- Colored Silk Special**
\$1 quality 27-in. washable taffeta... **69c**
\$1 quality moire antique... **69c**
\$1 quality 20-in. taffetas... **55c**
\$1 quality new French plaids... **69c**
\$1 quality black and all colors crepe de chine... **69c**
\$1 quality 36-inch wash Japanese silk... **50c**
\$1 quality black and white check Louisiana... **59c**

Bargains in Bewitching Millinery



- On Monday we will show for your pleasure a vast gathering of over 5,000 trimmed hats each one possessing that fineness of character which depicts the master mind in the millinery art. Our buying, selling and manufacturing organization is a perfect system as can command and we feel that the hats we offer you today have almost double the value of those in other stores and contain more correct style. Our hats at \$4.95 are as good a value as you will find in any city of this country. Special display for Monday, at **4.95**
- The Hit of the Season**
Nap Beaver Hats 2.55
100 dozen genuine nap beaver hats in several shapes—cardinal, castor, black, green, navy and brown—sold generally at \$4.00—**2.55**
 - Children's School Hats 37c**
Handsome hats, embroidered in white cord and trimmed with cloth tabs with tassels ends. Pretty rolling brim effect. Should be \$1.00—**37c**
 - Girl's Ping Pong Caps 43c**
1,000 assorted ping pong caps for girls—Louis and automobile caps for girls—a real 75c value—in millinery department, at **43c**
 - Russian Felt Hats 85c**
All colors of good quality Russian felt hats with nine rows of stitching on brim—sold everywhere at \$1.50, for **85c**
 - \$2.50 Ostrich Plumes at \$1.37**
75 dozen black and white Egyptian stock. Amazon curl plumes, 20 inches long—a positive \$2.50 value—**1.37**
 - Street Hats 95c and \$1.45**
Tomorrow will be another rush day with the street hats, the special feature of which will be one large assortment of \$1.25 and \$2.50 hats **95c, 1.45**
 - 75c Pompoms at 25c**
 - 75c Feather Brooms at 25c**
 - 50c Steel Ornaments at 15c**
 - 50c Black Flowers at 25c**
 - 50c Jet Ornaments at 25c**

Swell Fall Suits and Cloaks at Lowest Prices

- Monday will open a week of great bargains in the cloak and suit department. The quality, style and finish of our ultra fashionable ladies' suits and coats is beyond all criticism. A beautiful and complete line of the latest eastern modes at prices marvellously low for this week.
- \$3.50 Golf Skirts at \$1.98**
One huge purchase of smart and stylish golf skirts at nearly half—all the correct colors and materials for fall, a good value at \$3.50—**1.98** tomorrow at
 - Walking and Dress Skirts at \$12.50**
This suit surpasses everything in the market for the price we ask. Made in the smartest fashion, of new snowflakes, tweeds, etc. The skirts have the popular yoke and side pleat effect, at **12.50**
 - \$2.50 Golf Skirts at \$1.25**
Made in the latest style with all the little features that give tone to the fashionable skirts—a \$2.50 skirt, at **1.25**
 - Silk Skirts at \$7.50**
No silk skirt value ever offered in this store can compare with this—rows of ruffles around the bottom and the new fluted ribbon—over drop linings worth \$12.50, at **7.50**
 - Monte Carlo Coats at \$9.98**
The ultra fashionable Monte Carlo coat—with beaver collar, guaranteed satin lining—worth easily \$15.00, at **9.98**
 - NEW FUR SCARFS**
A magnificent new line and they come at very low prices. Isabella and sable fox furs, etc. Visit our splendid display.
 - Monte Carlo Coats at \$4.98**
Wool kersey, guaranteed lining, velvet collar and pleated back—a swell coat, **4.98** at
 - High Grade Coats at \$2.98**
Kerseys, lined throughout. In all the fashionable fall colors—a stylish, **2.98** well made coat, at
 - 27-inch Coats at \$7.50**
In elegant kersey, with good heavy satin lining, with double strap back and inverted pleat, at **7.50**
 - Golf Skirts at \$3.98**
Golf skirts in melton, novelty chevriots, etc., corded and stitched, separate flounces, at **3.98**



MONDAY MORNING BEGINS THE GREAT LACE CURTAIN SALE

Two immense stocks, comprising thousands of pairs of every grade and style of lace curtains on sale Monday, making this decidedly the greatest curtain event of the year, and a money saving opportunity that seldom occurs and should be taken advantage of.

Our eastern representatives, always on the alert for bargains for our customers, have succeeded in securing the entire stock of a well known Philadelphia curtain manufacturer, consisting of thousands of pairs of best grade American, Arabian, Imitation Brussels and best Nottingham Lace Curtains. Included in this lot are hundreds of odd curtains, one pair, two-pair and three-pair lots; also an immense quantity of curtain samples.

We also secured the entire end of the season stock of a well known New York importer. These are all fine imported goods, such as Real Brussels, Irish Point, Rocco, Point de Calais and other high class lace curtains. Buying such immense quantities, we secured them at a price that will make this a sale that will be remembered for years.

- At \$1.98 a Pair**
We will offer an immense assortment of fine lace curtains, consisting of hundreds of pairs of elegant Irish Point, rich Cable Nets, fine Nottinghams and light lacy ruffled nets with lace edges and insertion, not a pair in the lot worth less than \$2.50, all in one big lot at per pair **1.98**
- At \$2.98 a Pair**
This lot comprises about 700 pairs of handsome Cable Net curtains, Irish Point curtains, Domestic Arabian curtains, very fine Nottingham curtains, and the delectable prettiest line of ruffled net curtains, with fine wide lace on ruffle and wide insertion we have ever shown. These goods are actually worth \$5.46 and even \$7 a pair, we will give you your choice for per pair **2.94**
- At \$3.98 a Pair**
An immense lot, consisting of about 1,000 pairs of all very fine goods, suitable for parlor draperies; fine Brussels lace curtains handsome American Arabian curtains, elegant Cable Net curtains, Irish Point curtains with wide heavy border, and all the very finest Imitation Brussels curtains made. Goods in this lot worth to sell up to \$10 a pair, all on sale at per pair **3.94**
- At \$4.98 a Pair**
We will sell the cream of the purchase. they consist of about 500 pairs of really elegant lace curtains, all the finest Brussels Net curtains, all the heaviest and richest Irish Point curtains, all the handsomest American Arabian curtains, all the elegant Rocco and Point-de-Calais curtains, not a pair in the lot worth less than twice the price we ask for them, a pair **4.98**
- At 49c Each**
One immense bargain square of odd curtains and small lots, comprising hundreds of the finest grades of Cable Nets, Arabians, fine Nottinghams, etc., which in pairs would be worth up to \$7.00 a pair, all in one big lot at each **49c**
- At 25c Each**
About 1,000 curtains in this lot, which comprises all the off Nottingham lace curtains, which in regular stock in pairs would be worth up to \$3.00 a pair. These will be thrown out on one big bargain square at each **25c**
- At 15c Each**
We will offer all the sample curtains of all grades. Those are curtains used by drummers to sell from, and are from 1/2 to 3/4 full length curtains; all qualities up to the best; in one big lot at each **15c**
- \$1.00 Bobbinet at 15c a Yard**—One big table of all One big table of all kinds and grades of fine bobbinet, up to 72-in. wide, all sizes and grades of meshes, from the very finest to the heaviest, all go at, yard **15c**
- 50c Lace Curtain Net at 10c a Yard**—100 pieces of Nottingham lace curtain net and fancy fish nets, would be cheap at 50c a yard—all go at, **10c**
- \$1.50 Sash Nets at 25c a Yard**—One lot of the finest quality of genuine Brussels lace, Rocco lace and Irish point sash nets. These are just the thing for vestibule windows, bay windows, etc.—they are 27 inches wide and generally sell at \$1.50 a yard, as long as they last they will go at, yard **25c**
- Make Your Furniture Look Like New**. One big lot of the finest quality of silk furniture fringes. These are the entire stock on hand of a well known New York upholsterer. They are all kinds, styles and grades of silk fringes—they go in three lots—worth up to \$1.00 a yard—go at 15c, 10c and **5c**

Grand Sale Men's Fall Suits and Overcoats



- Our immense stocks, every garment made to our own order, embrace all the newest and most attractive styles. During our great special sale all week we will offer the best and most stylish clothing at prices lower than you pay elsewhere for poorer goods.
- Fine Suits and Overcoats**
Here are fine all wool suits and overcoats made to sell for \$12.50, excellent materials, latest style and cut—proper fall materials and colors—a special offer. **7.50**
 - Men's Swell Fall Suits**
Stylish coronation tweeds, fancy Scotch mixtures, etc. This is the best clothing that can be bought. **12.50 to \$25**
 - YOUTH'S SUITS AND OVERCOATS**—Ages 15 to 20—highest class of clothing **\$5 to \$15**
 - Elegant Suits and Overcoats**
These suits and overcoats are worth all of \$15 to \$18—newest and choicest fabrics, fashionable cuts—better than you can usually get at nearly double the money, at **\$10**
 - Men's Fine Fall Overcoats**
Swell fall overcoats in the paletot, Chesterfield and short box styles—these garments are absolutely faultless. **12.50 to \$35**
 - BOYS' SUITS**—Sailor, Norfolk, Russian and single and double breasted vestee suits **1.50 to \$5.00**
- We are sole agents in Omaha for the famous ROGERS, PEET & CO.'S CLOTHING. The finest ready-to-wear garments in the world—the clothing that appeals to the gentleman—SUITS AND OVERCOATS. **\$17.50**

SHOES SECOND FLOOR

We especially request your attendance Monday and all the week at the **GRAND OPENING NEW SHOE DEPT.** Special Bargains in Men's, Women's and Childs' Shoes The largest, Finest and most attractive stock of Shoes in the West

- Exclusive special separate departments for each line of Shoes. Men's, Women's and Child's dept. each by itself.
- Visit our Basement Economy Shoe Department for shoes and Slippers from \$2.50 to \$1.59.
- Ladies' Slippers, 29c
- Shoe Polish, 3c
- Shoes, 5 Pairs for 85c
- Sole Agents Dr. Reed's Cushion \$5 Shoes For Men.