

ARTISTIC AUTUMN MILLINERY

Correct fashion in millinery is mirrored in our matchless exposition. Each design that bears the Brandeis name reveals the highest standard of millinery excellence. The greatest foreign and American designers are represented.



Fur felt turbans and dress shapes, an immense lot of manufacturer's samples, special at..... **29c**



Pompon—the very sweetest effects for trimmings, that have been selling at 25c to 45c, go at..... **10c**

Birds, natural pigeons, in brown, castor, white, etc., enormous quantity, value \$1.75, at, each..... **59c**

FALL OPENING SALE

THE CORRECT FASHIONS IN LADIES' APPAREL ALWAYS SEEN FIRST AT BRANDEIS.

BRANDEIS

"BOSTON STORE" & SONS

LADIES' SWELL CLOAKS AND SUITS FOR FALL

The highest degree of excellence in ladies' man-tailored suits and wraps is reached in the superb garments which we show in our fall assemblage. Elegance of materials is supplemented by grace and beauty of design.

IMPORTED CREATIONS
Tomorrow we show a remarkably finished exhibit of direct importations from Paris. These are the original hats which are designed by Paris style makers. The unsurpassed elegance of these creations make this assemblage one that is truly remarkable as a fashion event—at..... **\$20 \$15 \$12**

A Splendid Trimmed Hat at \$8.50
Here is the beautiful trimmed hat value of the season. These creations are beautifully trimmed with ostrich plumes, flowers, breasts, etc., and bear that touch of style that is known only in Brandeis millinery. Equal to any **\$12.50 hat—at..... \$8.50**

Trimmed Black Hats at \$3.50
A complete line of black trimmed hats, including turbans, dress shapes and pompons, side flare effects, fully trimmed with wings, satin ribbon, birds, etc., at..... **\$3.50**

THREE GREAT BASEMENT SPECIALS
Splendid velvet dress hats in black and colors, elaborately feather trimmed, \$5 values, at..... **2.50**

Children's Trimmed Hats
Pretty felt hats, silk sash and pompon effects, all the popular colors, a \$2 value, at..... **95c**

Street Hats at \$1.49
Here are fully trimmed hats that answer the double purpose of street and dress wear. A value which surpasses **1.49** any yet this season, at.....

High Art Creations in Costumes and Wraps—A most extraordinary fashion display for Monday will be our showing of the very elaborate costumes, opera coats wraps and gowns for fall and winter 1903. These superb creations—the original designs from the master style makers—show a perfection in detail and a striking beauty that cannot be excelled in ladies' apparel. Wide variety of designs, great range of prices

Ultra Swell Suits at \$39—Here are high art suits faultlessly fashioned from the new zibelines in plain and plaids. The stylish covers, the stunning new Scotch tweeds, etc. Every one a charming design, at..... **\$39**

Novelty Tailor Made Suits—An entirely new assortment of beautiful new ideas just forwarded us by our New York buyer, beautiful novelty suits in both walking and dress effects. Shown tomorrow for the first time at.....

\$22.50, \$24.50, \$29.00, \$32.50

Two Suit Specials—Two opening specials in the suit section will be one lot of suits at \$14.85 and one lot at \$9.98. These will include some entirely new ideas and a great many new and odd suits, on sale tomorrow for the first time, at..... **14.85-9.98**

Louis XIV and Prince Henry Velour Coats—Also some of the new long loose effects, in the new imported novelties in velours and **\$14.85, \$19, \$24.50 and up to \$98**

Beautiful New Box Coat—in all the different colors, new style fall cape, full guaranteed **9.98** satin linings, at.....

Long 45-inch Kersey Coat—combination color effect and fancy velvet and braid trimmings **\$19**

The Smartest Dress Skirts—These beautiful skirts are made by style masters of two continents and have the appearance of smart elegance that is always desired by fashion followers. A splendid variety at..... **22.50 to \$45**

Entire new showing tomorrow of golf and dress skirts **9.98** at.....



Opening of Our Fur Dept.

At the opening of our new fur department we show all the new exclusive ideas and fashionable furs for this coming season from the small neck scarf and Victorines to the most stylish fur jackets.

Fall Dress Goods of Highest Grade

Styles and cloths in high art dress goods which excels any similar display ever made in Omaha.

The new zibelines, the most highly fashionable cloth for suits that the new season has brought forward, in the newest tones including gun-metal, silver blue, laurel, etc. We also show magnificent designs of the mirror and broadtail zibelines, prices, a yard..... **\$3 \$4 and \$5**

We are exhibiting some elegant dress patterns, every one exclusive and without duplicate in this territory.

Fancy zibelines and worsteds, very highly favored, fashionable dress goods, **85c, \$1, \$1.50 and \$1.75** at.....

French voiles in black 44 inches wide, regular \$1.50 quality, a special dress goods offer for Monday, a yard..... **75c**

Canvas etamines and voiles, black and all colors, 69c grade at..... **50c**

A SPECIAL DRESS GOODS VALUE.
Four cases of cloths, suitings, zibelines, broadcloths, Scotch tweeds, Sicilians, shirt waist dress cloths, nothing worth less than \$1.50 and up to \$2.50 at, yard..... **69c**

\$1.00 DRESS GOODS AT 49c.
Regular selling dress goods of \$1.00 value, rainy day skirting, chevrons, fancy suitings, panamas, canvas, etc., at..... **49c**

HIGH GRADE WAISTINGS AT 39c AND 49c.
We bought out the balance of jobbers' stock of waistings—every popular style—single and double width—mohairs, fancy stripes, cords, Persians, French flannels, etc., at..... **39c and 49c**

Special Bargains at the Linen Counter

25c turkey red table damask, yard..... 12½c

35c quality, extra heavy Scotch cream damask, yd 19c

50c quality, 44-inch all linen German silver bleached table damask, yard..... 29c

50c quality, 70-inch, extra heavy linen, cream damask, just the thing for restaurants, boarding houses, etc., yd..... 39c

50c quality, extra heavy, 70-inch, snow white mercerized table damask, yd..... 50c

Regular 70c grade of German bleached table damask, with spoke stitched border, something very new and quite a novelty, yard..... 50c

One lot of napkins worth \$1.00 a dozen go as long as they last **50c** at, dozen.....

100 dozen bleached and half bleached 3-4 napkins, worth \$2.50 **\$1.59** go at, dozen.....

Extra Specials—Fringed Cloths.
One big lot of 4-4 fringed table cloths—these are in all colors of border and are worth \$1.25 each, go at, each..... **85c**

All of the 11-15 fringed cloths with fancy colored borders, \$2.50 size, go at, each..... **1.25**

All of the 11-15 fringed cloths, worth up to \$2.25 each, in several different grades, go at, each, \$1.25, \$1.50 and..... **1.39**

The Blanket Department is Ready

And we offer tomorrow all the new blankets for this season. They are all spick and span, new and fresh goods, none carried over from last year as we cleared out every pair of blankets we had.

Tomorrow we offer the new, spick and span wool blankets, bought direct from the mill for spot cash, at a pair, \$5.98, \$4.98, \$3.98, \$3.50, \$2.98, \$2.50 and..... **\$1.98**

COTTON BLANKETS, at 59c, 75c, 98c, \$1.25, \$1.39 and \$1.98 each.

Elldown Comforters—These are in sateen, silk-line and creton covers, filled with finest white cotton, go at 9c, \$1.25, \$1.39, \$1.98, \$2.50, \$2.98 each.

\$1 Embroideries at 29c and 39c

Monday will be a remarkable embroidery day at Brandeis'. One of the greatest bargains we ever offered in a huge purchase of fine millinery in suisse, nainsook and cambric, extra wide and most beautifully executed.

Embroideries in this lot are worth up to \$1 a yard, for a great Monday's sale, **29c and 39c** at.....

A Display of the Highest Grade Laces.

The newest and most elaborately designed laces, insertings, bands, galleons in cluny, the swell crochet, antique, Venice, spider webs and wood fiber effects, absolutely the most beautiful laces to be found in Omaha, **59c 98c \$1.50 \$2.50 \$3.50** worth up to \$7.50, at.....

NEW FALL KID GLOVES High grade kid gloves in the latest fall colors including pearl, mode, beaver, ox-fords, white and black, all sizes, **59c** At 59c PAIR at.....

50c Handkerchiefs at 15c Ladies' and men's plain and embroidered handkerchiefs of pure linen, 50c quality, **15c** at.....

35c Hosiery at 15c Ladies' and men's medium and heavy weight hosiery, also gauze and lace effects, boys' and girls' school hose, worth 35c, at..... **15c**

Underwear Misses' children's and boys' underwear, medium weights, worth 50c, at..... **19c and 25c** Ladies' underwear, medium and heavy weight, worth \$1 a garment, at..... **49c**

Ladies' 25c and 50c Turn Over Collars at 5c The swell embroidery and lace turn over collars now so popular for early fall wear, suitable for any costume, splendid 25c value, Monday, only, **15c-5c** each.....

Notable Sale of New Silks

With an elaborate showing of the new silks we have coupled an important sale, making our silk section doubly interesting this week.

New printed warp taffetas in Dresden designs, white grounds, \$1 to \$3 a yard.

Gun metal silks, in over 35 different styles, from 69c to \$2 a yard.

Black and white silks—New ideas in black and gray broads, Swiss, Louisenes, figured and striped taffetas, for modish, full costumes, from 75c to \$2.50 a yard.

New Pampadour printed silk, very popular for evening gowns, from \$1 to \$3.50 a yd.

New Paris nets, French printings so much in vogue this season; they come in beautiful floral effects and Dresden figures, special this week **98c a yard**.

New arrivals of swell, exclusive patterns in crepe-de-Reine, Broche, rich satin Liberty prints and broads, all 45 inches wide, at \$10 to \$48 a pattern.

The very latest from Paris, our own importation, velours chiffon for entire costumes, 25 different shades, only shown by us, **\$2 yard**.

SALE OF BONNET BLACK SILKS
These silks are acknowledged by all the leading modistes the finest of all the black silks. For this week we offer from our new shipment the latest weaves as well as the "Bonnet" reliable taffetas.

Peau Mignon, Gros de Londres, Peau Cleo, Louisene-Alexander and Louisene Byzantine, two new weaves for fine dress wear, Miranda Brilliant and Peau-de-Reine—all at one price—**95c** a yard.....

Extra special for Monday only, 30 pieces, 27 inch, wear guaranteed, unbreakable taffeta, a yard..... **75c**

20 pieces, 23-inch, our \$1 special number— a yard..... **67c**

VELVET SPECIALS
New metallic velvets, 50c a yard.

New gun metal velvets, 69c a yard.

New Roman and Persian velvets, 98c and \$1.25.

New extra-soft velveteens (English) 75c.

New French taffeta velvets for coats and jackets, \$1 and \$5 yard.

New colored velvets, 100 different shades, 69c.

10 pieces very fine black silk Croise velvets, 50c.

1.50 Silks at 37c-49c-69c
4,250 yards of new, fashionable silks of all kinds, consisting of fancy taffetas, Louisenes, colored taffetas, fancy foulards, all styles in black silks—worth up to \$1.50 yard—all go at, **37c-49c-69c**

Extra Special Silk Bargain—Imported full 45-inch wide dress Crepe-de-Chine, very lustrous, worth \$3, one day only, yd **1.79**

25c turkey red table damask, yard..... 12½c

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One big lot of 4-4 fringed table cloths—these are in all colors of border and are worth \$1.25 each, go at, each..... **85c**

All of the 11-15 fringed cloths with fancy colored borders, \$2.50 size, go at, each..... **1.25**

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Elldown Comforters—These are in sateen, silk-line and creton covers, filled with finest white cotton, go at 9c, \$1.25, \$1.39, \$1.98, \$2.50, \$2.98 each.

Swellest Styles in Men's Clothing.
The Rogers-Peet & Co.
and the
"Brandeis Special" Suits and Overcoats

We show for the approval of men of taste in Omaha, the most elegant line of high grade suits and overcoats ever seen in the city. These ultra fashionable garments are in every way the equal of high grade custom tailors work. Hundreds of styles and patterns.

\$10 to \$35
A very fine grade of popular priced clothing, all new up-to-date, at \$5-7.50
(Special attention to high school uniforms—made to order.)

Our Boys' Library is Here
A fine library of the newest books for boys—books loaned free to all our boy customers.

Specials in Carpet Department

We offer as special tomorrow an immense range of new Brussels carpets, this fall's patterns in hall, stair, library, parlor and sleeping room designs. We offer the entire stock in 3 lots, as follows, worth up to \$1.25..... **59c-69c-75c yd.**

A special bargain for tomorrow is an immense range of Hartford Axminster carpets that generally sell at \$1.75 a yard. This is the best Axminster carpet and we offer it tomorrow..... **1.25**

We offer tomorrow 15 made-up rugs. These come from our own work room and are from our own accumulated lot of remnants of all grades, qualities and kinds of carpets. Bring in the measurements of your rooms and if we have your size you can secure a good bargain.

J. I. Brandeis & Sons J. I. Brandeis & Sons

Rainy-Day Boots

On second floor—Special tomorrow of 38 different styles ladies' new well sole sewed shoes, in kid and box calf patent leather, regular price \$2.99, all sizes and all widths, tomorrow..... **1.98**

In basement—One lot of nearly a thousand pair of women's kid skin shoes, two styles, all sizes, regular price \$2.50, go at..... **98c**

20 different styles, kid, box calf and velour calf and Dongola lace shoes, all sizes, regular price \$2.50, go at..... **1.50**

Special Sale Shoe Polish—19c
CEROLINE

Swell Shoes
for Women
for Balls,
Parties,
Theater and
Street Wear

Armstrong's Rochester make, \$3.50 button welt shoe, the swell street shoe, on sale at..... **2.50**

31 styles of fine surpassing kid, velour calf and imported enamel, turn and welt sole shoes, made to retail this fall for up to \$5, go tomorrow at..... **3.00**

Two new styles of hand turned kid shoes, imported cloth topplings, on sale at \$3 and..... **3.50**

8 different styles Dr. Reed's Cushion sole shoes, light, medium and heavy weight soles, all the new fall styles, tomorrow..... **5.00**

Four new fall styles of swell dress shoes, in surpassing kid and imported patent kid, with full Louis heel, today..... **6.00**

Girls' shoes for High school, low heel and spring heel, in all the new toes, in every leather as well as all the new regular foot form lasts, sizes 7½ to 8, go at \$1.50, \$1.75, \$1.98, \$2.25 and \$2.50.

Little boys' shoes, sizes 6 to 13½, from kindergarten sizes to 6-year-olds, in nice, soft velour kid and calfskins and just the right kind of soles, neither too heavy nor too light, at 75c, 90c, \$1.25 and \$1.50.

Boys' school shoes, sizes 1 to 2, and 2½ to 3, made of velour kid, box calf, velour and enamel, single, double and triple soles, plain and wire quilted, go at \$1.25, \$1.50, \$1.75, \$1.98 and \$2.50.

Girls' school shoes, sizes 8½ to 11, in first class sewed and Goodyear welt soles, made of kid skin, velour, calf and box calf, lace or button, plain or patent tips, go at 98c, \$1.25, \$1.50, \$1.75 and \$1.98.

Girls' shoes, sizes 11½ to 12, in spring heel and low half heel, made of kid, calf and velour skin, sewed and Goodyear welt soles, plain and patent tips, lace and button, all the new lasts, go at 98c, \$1.25, \$1.50, \$1.75, \$1.98, \$2 and \$2.25.

BRANDEIS
"BOSTON STORE" & SONS