

BRANDEIS
BOSTON STORE & SONS

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VISITORS

To Ak-Sar-Ben Carnival

We invite you to make the Boston Store your headquarters while you are in Omaha. You will find that you can buy here to great advantage during our fall opening sale.

More than a Million Dollars' Worth of Fresh, New, Fall Merchandise at Bargain Prices.

We ask you to avail yourselves of the privileges of our store. FREE WAITING ROOMS—FREE TELEPHONE SERVICE—BAGGAGE AND PARCELS CHECKED FREE—FREE BANKING ACCOMMODATIONS—FREE SOUVENIRS.

A WEEK OF WONDERFUL BARGAIN OFFERS AT THE GREATEST STORE IN THE WEST.

TAKE ADVANTAGE OF THE **HALF-FARE RATES** ON ALL RAILROADS INTO OMAHA.

The Boston Store is the shopping center of Omaha. It has greater departments and a greater stock than any similar house in the west. You can have a wider variety to choose from than you can possibly find in any other store in this state, and you can save from one third to one half on every purchase. Just fancy five huge floors crowded with splendid goods from a million dollar fall stock and you will get an idea of our great store during carnival week.

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GRAND AUTUMN OPENING

A Brilliant Display and Sale of High Class Merchandise for the Next Six Days.

WE want everybody to see the Boston Store in gala attire. After months of careful planning for this event we announce for carnival week a genuine congress of styles at the greatest store in the west. Omaha has never beheld such a display of ultra fashionable apparel. Each department reveals its quota of the freshest novelties in the world's fashion markets. The prices during this week's opening sale will be fully as attractive as the matchless goods that are shown. Dozens of bargains that will save you money in every department. Don't fail to come and see this grand display.

Artistic Brandeis Millinery

Extra Specials for Carnival

A trimmed hat special for carnival week, large silk velvet and chenille hats with velvet foliage and ribbon trimmed, copy from the best models and bearing all the artistic effects so well known to Brandeis millinery at **3.50**

Gainsborough Street Hat

Large mohair Gainsborough, high crown, velvet bands with buckle trimming, three quills across front, very attractive and highly fashionable street hat, special at **1.69**

Silk Beaver Flats

These are the genuine French felt beaver flats that are extremely modish in this country this season. They are worth \$3.50, special for this week at **1.89**

A Special Selling of Natural Pigeons and Blackbirds, handsome for trimming, a remarkable value for **59c**

SPECIAL IN THE BASEMENT

Ladies' Draped Hats, a late and fashionable fad, neat and tasty and worth \$3.00, at **1.49**

Ladies' Suits, Coats and Skirts

A splendid showing of the excellent tailor made suits, coats and skirts at the lowest prices ever quoted for such fashionable wear.

The swell new walking suits, all pretty styles, at **7.50 9.98 12.50**

Hand tailored walking suits, finest cloths at **14.85 up to \$35**

The swell new dress suits, the new materials at **8.50 12.50 14.85**

Highest grade dress suits in late cloths at **17.50 22.50 up to \$75**

Well made golf skirts, new features at **1.98 2.98 3.98**

Higher grade golf skirts, handsomely trimmed at **4.98 up to \$15**

Pretty dress skirts, in the new ideas at **2.98 4.98 6.90**

Very swell costume skirts, at **8.98 up to \$49**

Neat kersey box coats, at **3.98, 4.98 and 6.98**

Very stylish coats, fall weight, at **9.98 up to \$49**

Stunning new long coats, at **7.50, 8.98 and 9.98**

Highest grade dress coats, at **12.50 up to \$85**

Fur cluster scarfs, the newest scarfs at **1.50, 2.98 and 4.98**

Very fine scarfs, the most popular furs, **6.98 up to \$49**

Cravenette rain coats, pretty styles at **9.98, 12.50 and 14.85**

Highest grade scarfs, at **1.19, up to \$39**

Fine Dress Goods and Silks

We offer for Carnival week extra specials in Dress Patterns in every style, color and weave, all wool goods.

Dress Pattern at \$1.98

7-yard patterns of the best all wool dress goods, in black and colors, generally sold at \$3.50 to \$4.75 per pattern—special at **1.98**

Dress Pattern at \$2.98

Full dress patterns, Panama and kersey cloth, zibeline, chevrot, etamines, etc., all wool goods, worth \$5 to \$6.50 a pattern, at **2.98**

High Grade Waistings—Albatrosses, etc.—worth 60c, 60c and 70c a yard—at **39c**

Fancy mohairs, granites, Panamas, etamines, black and colors, worth \$1.25, at **69c**

\$1.25 finest French black voiles, a yard **75c**

50-inch French Zibelines, elegant silky cloth, a yard **1.00**

\$1.25 Black Sicilian, mohair, 54 inches, a yard **75c**

EXTRA SPECIALS IN SILKS

Metallic Velvet Patterns—1,500 elegant patterns in dots, scrolls, extracted colors, also Persian velvet waistings in patterns worth \$4—main also—per piece **1.98**

100 Pieces Silk Velvets, new shades and black, worth \$1 and \$1.25 a yard, at a yard **59c**

\$1 yard wide black taffeta, good quality, a yard **69c**

\$1.50 yard wide black peau-de-seole **98c**

\$1.30 yard wide Phoenix millis taffeta **95c**

\$2 yard wide very fine black peau-de-seole **1.39**

\$1.25 quality Bonnet taffeta 27 in. wide, a yard **75c**

Silks on Bargain Square—All the new fall silks, taffetas, Louissees, foulards, etc. **49c-59c-69c**

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Special Linen Bargains

A well known European exporter sold his entire stock of counter samples, consisting of damask ranging in length from 1 1/2 to 2 1/2 yards, every quality and kind. We bought at about half price. On one big bargain square Monday. Now on display in front show window.

60-inch very heavy half bleached Scotch cream damask, and 64-inch snow white, soft finished table damask, 50c values, per yard **29c**

60-inch pure white, grass bleached, heavy Irish damask, 72-inch all linen heavy Irish cream damask, worth 50c, for per yard **39c**

70-inch snow white, mercerized table damask, extra heavy 64-inch German bleached damask with spoke stitched border, all the values, per yard **50c**

72-inch heavy weight German silver bleached, pure linen damask, and 70-inch full bleached all linen satin damask, \$1.50 values, per yard **75c**

72-inch very fine full bleached satin damask, always sells at \$1.50, for per yard, for, per yard **85c**

Full bleached soft finished double satin damask, 2 yards wide, worth \$1.25 per yard, for, per yard **1.25**

NAPKIN BARGAIN—1,000 dozen drummer's samples at less than half value, in 5 lots, at, per dozen, \$2.98, \$1.98, \$1.25, \$1.00 and **75c**

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Women's \$3 Shoes for \$3—15 new fall styles dress and street shoes—made by Armstrong of Rochester, to retail at \$6.00, in patents, **3.00**

Women's \$2.50 Dorsac Button Shoes, \$2.50—200 pairs of the new fall style famous \$3.50 "Dorsac" button kid shoe—genuine west sole—go on sale at **2.50**

Women's \$3 Dress Shoes for \$1.98—More than 1,000 pairs—11 different styles—kisskin, box calf and patent calf shoes—made to retail at \$2.50, go at **1.98**

Women's \$2.50 Shoes for \$1.25—in the basement we offer 300 pairs women's kid shoes, at 90c and 1.30 pair kid, box calf and patent leather, at **98c-1.59**

These were made to sell for up to \$2.50 a pair.

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Carpet and Rug Department

We are now located in new quarters on the third floor. In shape to show everything that is new, desirable and up-to-date. Our line of room size rugs is especially strong in Ingrain, Brussels, Axminster, Velvete and Royal Wilton. Thousands to select from—we know we can suit you.

Fine Smyrna Rugs, size 9x12, in all the Persian and Oriental colors, would be cheap at \$17.50, opening price **12.98**

Elegant Smith and Hartford Axminster Rugs, size 9x12, never quoted less than \$27.50 and \$30.00, opening price **22.50**

Beautiful Wilton Velvet Carpets, in all the new designs, with or without border, worth \$1.50 a yard, opening price, per yard **98c**

All Wool Ingrain Carpets, that are being sold all over town at 75c a yard, opening price, per yard **59c**

40 Rolls of the Heaviest Half Wool Filled Union Ingrain Carpet, big selection of patterns, worth 40c a yard, opening price, per yard **25c**

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Men's Fall Hats, Shirts, Etc.

"Brandeis Special" hats in the newest stiff and soft shapes, new English browns, tans, blacks, etc, well worth \$3, at **2**

Swell fall style hats, at **\$3 down to 98c**

The renowned John B. Stetson hats, latest ideas, special **3.49**

New and handsome fall neckwear, new and exclusive ideas, very swell, **45c**

Fall shirts—fancy stiff bosom shirts, special for opening, at **98c, 1.50 and \$2**

The highest grade medium weight fall underwear for men and boys at **35c, 45c, 69c and \$1.25**



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Men's Fall Clothing

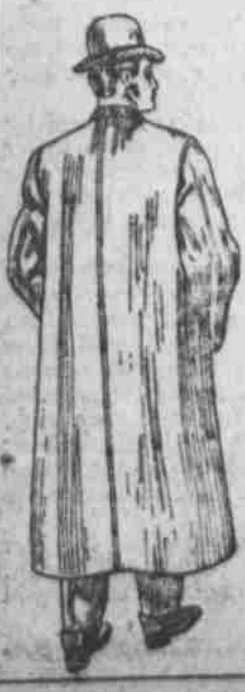
Men's Suits and Overcoats at **\$7.50**—An excellent suit or overcoat for business or semi-dress wear—all wool, new styles and colors, good values at \$12.50 and \$15, opening price **\$7.50**

Men's Suits and Overcoats at **\$10**—Perfectly fashioned garments, in splendid assortment, equal to \$16.50 and \$18 garments, opening price **\$10**

The Brandeis Special Hand Made Suits and Overcoats—every swell style and mixture—our great special offer at **\$12.50 and \$15**

The Rogers Peet & Co. finest ready-to-wear suits and overcoats in America at **\$17.50 to \$35**

We also show a splendid array of boys' and children's clothing—special dept., 3rd floor.



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Basement Specials.

Yard wide indigo blue calico, the 10c kind, for yard **3 1/2c**

One table of outing flannel, shaker flannel and Canton flannel, of various kinds and grades, at yard **5c**

Extra good quality of comfort calico, yard **2 1/2c**

One Table of cottonade remnants, suitable for skirts, boys' pants, etc., worth 12c, a yard **2c**

One table of all the new mercerized waistings, worth up to 65c yard, these are in long mill remnants, go at **25c**

One table of all wool dress goods remnants, of all descriptions, both long and short remnants, most of them sufficient for a dress pattern, worth up to 60c a yard, go at **25c**

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Specials in the Jewelry Dep't

Automobile bags—the smart red and blue automobile bags, fitted card cases etc., big value at **98c**

Waist sets—Dutch silver waist sets—3 pins and belt pin, worth \$1.00, at **39c**

Two Picture Dep't Specials

Gold plated Florentine pattern cabinet photo frames—made with easel stand, worth \$1.00, at **49c**

Carbon photos—Cupid Awake, Cupid Asleep, and 20 other subjects, fitted in veneer frames, very fine, \$1.25 value, at **69c**