

# BEGINNING MONDAY THE BIGGEST Carpet, Rug, Oil Cloth and Linoleum Sale

TWO IMMENSE CAR LOADS OF THE FINEST FLOOR COVERINGS.

SALE BEGINS MONDAY MORNING

AT 8 O'CLOCK.

EVER HELD IN OMAHA

## BRANDEIS "BOSTON STORE" & SONS

ALL THE CARPETS AND RUGS IN THIS PURCHASE ON SALE MONDAY ALL THE OIL CLOTH AND LINOLEUM GOES ON SALE TUESDAY MORNING.

From an eastern railroad claim agent we bought two carloads of freight consigned to a well known carpet house.

The first car consisted of 124 pieces of floor oil cloth, 86 bales of 9x12 French Wilton Rugs, 41 bales of Smith Axminster Rugs, 24 bales of room size Smyrna Rugs: Some of the goods from this car are damaged, but the greater portion are sound and perfect. The other car consisted of 92 rolls of best grade Linoleum, all 2 yards wide, 33 rolls of Brussels Carpet of various grades, 25 rolls of Axminster Carpets, 45 rolls Wilton Velvet Carpet. Some of the goods from this car are damaged, but most of them are sound and perfect. The damaged goods are damaged by water only. You should not fail to attend this sale Monday as there will be some of the greatest bargains ever offered in Omaha in high class floor coverings. In view of the fact that the firm to whom these goods were consigned carried only a superior grade of goods, and inasmuch as we bought them extraordinarily cheap, there will be some phenomenal bargains.

**\$50 FRENCH WILTON RUGS at \$25 EACH**  
 In this lot are all the 9x12 French Wilton and Hartford Wilton rugs. These are in high class Art Nouveau and Oriental patterns and are positively the best Wilton rugs made. They are sold in Omaha today at \$50.00 each. Most of these rugs are absolutely sound and perfect. You should be on hand early for this lot, as the handsomest will go first. As long as they last, at..... **\$25**

**\$35 RUGS AT \$19.98 EACH**  
 In this lot are 25 Hartford Axminster and Smith velvet rugs. These are in the most beautiful patterns ever shown and in the very best Axminster carpet made. Every rug in this lot is sound and perfect and go as long as they last, at..... **\$19.98**

**\$25 RUGS AT \$12.98 EACH**  
 In this lot are 25 9x12 Hartford Axminster rugs that are slightly damaged. 50 Brussels rugs slightly damaged and 25 double faced Smyrna rugs. These last ones are absolutely sound and perfect. The rugs in this lot are positively worth \$25.00 each, and are very slightly damaged, go at..... **\$12.98**

**\$10 and \$15 RUGS AT \$5.98 and \$7.50 EACH**  
 In this lot are all the 7-6x10-6 double faced, Smyrna rugs that generally sell for \$15.00, we offer at..... **\$7.50**  
 All the \$10.00 6x9 double faced Smyrna rugs go at, each..... **\$5.98**

**\$5 WILTON RUGS AT \$1.98 EACH**  
 In this lot are all the door size fine Wilton rugs in 27x54-inch size and 36x72 Smyrna rugs. These always sell at \$5.00 each, but go in this sale at, each..... **\$1.98**

**BEAUTIFUL AXMINSTER and SMYRNA RUGS**  
 3 bales of royal Axminster rugs that generally sell up to \$7.50 each, in 36x72-in. size, all new and beautiful patterns, go as long as they last at, each..... **\$2.98**  
 26-inch Smyrna rugs, the \$2.00 kind, will go as long as they last at, each..... **75c**

ALL THE FINE CARPETS BOUGHT FROM THE RAILROAD COMPANY.

**\$1.50 Carpets at 79c Per Yard.**  
 Wilton and Hartford Axminster Carpets, all absolutely new patterns and most of them guaranteed to be absolutely sound and perfect, in parlor, library and sleeping room designs, some with border and some without. Here is a carpet that is sold in Omaha today for \$1.50 per yard. We will offer the entire lot at 79c per yard. You should see this lot to appreciate it. Never again will you get a chance to buy such fine carpet at, per yard..... **79c**

**\$1.25 Carpets at 49c Yard.**  
 In this lot are all the velvet Axminster and Brussels Carpets that were in any way damaged. Many of these were only damaged on the outside folds. We have cut away the damaged portion and will offer for sale only the sound and perfect goods. Of many of them it leaves only enough for halls, sleeping rooms, etc. Of others there are many sound and perfect full rolls. In view of the fact of the high grade goods in this lot and that they are all sound and perfect, at 49c per yard they will not last long. You should be on hand early for this lot..... **49c**

**75c All Wool Ingrain Carpets at 25c**  
 In this lot are many half rolls of ingrain carpet that is worth 75c per yard. These were damaged on the outside folds. We have cut away the damaged portion and will offer for sale only sound and perfect goods. This lot is an exceptional bargain and as the goods that we will offer are all sound and perfect—think of it—75c all wool ingrain carpet for, yard..... **25c**  
 50c Stair Carpet Damaged on the Edges, 15c a Yard—18 rolls of very heavy stair carpet, large variety of patterns and designs, has been wet on the extreme edge only, as long as it lasts it goes at, yard..... **15c**

All the Oil Cloth and Linoleum in This Purchase go on Sale Tuesday Morning.

ON SALE TUESDAY ALL OF THE OIL CLOTH, NO MATTER WHAT THE QUALITY IS, UP TO 2 YARDS WIDE, MOST OF IT WORTH 35c A YARD, WILL GO AT, per square yard 15c

**75c Linoleums at 39c Per Square Yard**—In this lot are all the Linoleums, two yards wide, that you generally pay 75c per square yard for, all in new handsome designs, will go Tuesday, at, per square yard..... **39c**

**\$1 Linoleums at 49c Square yd.**—In this lot are all those extra heavy linoleums, 2 yards wide, in high grade patterns that you would expect to pay, regularly, \$1.00 per square yard. These are all absolutely sound and perfect and will go at, per square yard..... **49c**

**Last Day of the New York Dressmaking Stock**  
 The last day of the New York dressmaking sale will be the greatest of all. We have set aside one great bargain square with goods that have not been shown during the early part of the sale.

**\$3.00 Dress Goods at 95c Yard**  
 Zibelines, Amazons and Broadcloths, Panamas, elegant Silk Eolienne, Voile Etamines, etc.—every style and weave—at..... **95c**

**\$2.00 Dress Goods at 69c Yard**  
 Tailor Cloths, Silk Crepes, Chevots, Voiles, Etamines, etc.—also dainty party shades in sheer woolsens—to make total clearance—a yard..... **69c**

**A FORTUNATE NEW PURCHASE OF FINE DRESS GOODS**  
 New and practical dress goods at 29c a yard. We bought all a jobber had on hand of new and desirable goods—Storm Serges, Granite Cloths, Scotch Worsteds, Flecked Zibelines, Armures, Panamas, etc.—worth 60c and 75c—at..... **29c**

**50-inch Ladies' Cloth, As-trakhan Tailor Cloths, Mohairs and Fancy Suits, at a yard..... 39c**

**60c and 75c French Flannels, new striped Persian dots, etc., Fancy Waistings at a yard..... 39c**

**In the Main Dress Goods Dept.—New Mercerized Waistings, new Mohairs for shirt waist suits, and Canvas Etamines, at a yard..... 49c**

**All the Silks From the Ashley-Bailey Stock**  
**MUST BE CLOSED OUT TOMORROW**  
 All these fine black and colored silks must go Monday—Prices lower than ever before offered in new and fashionable silks—In three lots.

**LOT 1—At 25c Yard—**  
 2650 yards of plain and fancy silks, black and colored brocades, figured silks, Ashley-Bailey wholesale price 50c, at yard..... **25c**

**LOT 2—At 48c Yard—**  
 Stylish shirt waist silks, yard wide lining silks, dress foulards, black peau de soie, etc, Ashley-Bailey wholesale price 75c to \$1 a yard, at a yard..... **48c**

**Lot 3—At 69c Yard—**  
 Choicest silks of the stock—beautiful glace taffetas, pin check hair line silks, three tone brocades, etc, Ashley-Bailey wholesale price \$1.25, at..... **69c**

**100 pieces crepe de chine—every shade, the kind that has created such a furore, at a yard..... 69c**

**Black silk velvets—100 pieces secured at fortunate purchase, worth \$1, at yd..... 49c**

**Waist patterns—Fancy velvets, metallic velvets, Persian panne velvets, full waist patterns, at..... \$1.98-\$2.55**

**SPECIAL SALE OF BONNET BLACK SILKS**  
 C. J. Bonnet & Co., Lyons, celebrated black taffetas, every yard with name woven in selvage—we are direct agents.

**\$1.50 quality taffetas, 27-inch, at..... \$1.00**  
**\$1.00 quality 22-inch oil boiled taffetas at..... 69c**  
**\$2.00 quality black taffeta, 36 inches wide, at..... \$1.29**

**An Inviting Millinery Offer**  
**Exquisite Trimmed Hats at \$6.49**  
 Beautiful and practical trimmed hats in season's most fetching styles—Ostrich trimmed, flower and foliage effects, chenille and silk velvet combinations—the modish close-fitting turbans, medium and large dress hats and toques, in great variety—have been sold as high as \$12.50—Monday at..... **6.49**

**Dress Shapes at \$1.69**  
 French silk long nap beaver shapes and flats, all the prettiest and most desirable shades—actually worth \$3.50—Monday at..... **1.68**

**Black Dress Hats at \$3.49**  
 A stunning black dress hat, materials and workmanship—very serviceable for many occasions—worth \$7.00—at..... **3.49**

**Trimmed Hats in the Basement**  
 All the \$2.50, \$3 and \$3.50 hats in modish effects and all the pretty fall trimmings—a special value for Monday, in the basement, at..... **1.98**

**Splendid Street Hats at 39c**  
 Here are very jaunty and modish street hats in the tailored effects, trimmed prettily with pompoms, quills, ribbons, breasts, etc.—many attractive shapes and all the pretty fall shades. These ready to wear hats are worth as high as \$1.50 and \$2.50—tomorrow in the basement and second floor..... **39c**

**Beautiful New Creations in Cloaks and Suits**  
 Beautiful new suits for tomorrow's sale. We recently purchased 200 elegant dress and walking suits in New York at less than half price—\$24.50—\$35—\$45 all are samples and some are worth as high as \$75 Monday

**65 New Evening Gowns and Coats**—Gowns are beautiful crepe de chine, peau de soie, spangled nets, etc, at..... **\$29 up to \$139**  
 Coats in white broadcloths, white zibelines, doeskins, etc, from..... **\$25 up to \$98**

**DISPLAYS IN HIGH ART FURS**  
 We have taken the most extraordinary pains this season to select the very finest, most desirable and most beautiful fur pieces. Many charming and exclusive effects—  
 Double fox scarfs..... **\$4.98 up to \$39**  
 Mink scarfs..... **\$9.98 up to \$125**  
 Near seal coats..... **\$29 up to \$65**  
 Genuine seal coats, from..... **\$125 up to \$300**  
 Stunning new walking suits—made in entirely new and fetching effects, just purchased—**9.98**  
 Splendid tailor made suits—in the very latest cloths and designs, at..... **14.85**

**New coat modes—fresh new showing of medium and long coat effects—new leaf capes—Watteau capes and military effects, at \$2.50, \$3.00 and..... 14.85**

**Smart new golf skirts—late effects, at..... 3.98**  
**Sample dress skirts—very swell, at..... 6.90**

**Cravenette Coats**  
 Fine cravenette for driving, automobiling or rainy weather. Coats worth \$12.50, at..... **8.98**  
 Coats worth \$17.50, at..... **12.50**

**Special Bargains Monday in Picture Dept.**  
 Carbonettes, assorted pictures, brown frame, very pretty..... **29c**  
 Panel Pictures, gilt frame, fitted with photo colors, regular 7c article, at..... **39c**  
 Anna Held's Fencing Girls, black frame with ornament, worth 98c, at..... **49c**

**The Young Mother, framed with gilt frame, oval or square mat—this is the one you have always wanted—worth 98c, at..... 49c**

**Gilt Frame With Water Color, mounted with double thick white mat, a beauty and cheap at one dollar and a quarter, at..... 69c**

**Twenty-inch Pharaoh's Horses, put up in Florentine pattern frame with gold burnish ornament, the kind you pay \$4.98 for..... 2.98**

**Imported Oeographs, fitted in hardwood frames with gold lining, both parlor and dining room subjects, the six dollar kind—..... 3.69**

See Our Show Windows—All the Advertised Pictures on Display.

**Monday's Big Specials**  
**Ladies' Fall and Winter Underwear**  
 Plain and fleecy lined vests and pants—medium and heavy weight—natural wool, silver gray, etc.—worth up to \$1.25 a garment—at..... **25c-39c-46c-69c**

**Ladies' & Children's Fine Union Suits at 39c-69c-98c**  
**1.50 Kid Gloves** Latest style and colors in fall kid at 59c pair gloves—many real kid—would be good value at \$1.50 a pair—**59c**  
 at, pair.....

**Silk Veils and Beautiful embroidered effects in silk Hat Drapes 49c**—the new browns, new blues, etc.—one and one-half yards long—at..... **49c**

**Turn Over** Lace and embroidered turn over Collars—the pretty and popular fruit effects—worth up to 35c each—at..... **10c**

**Wool Golf** Imported Scotch and camel's hair Gloves at 29c gloves, also cashmere and fleecy lined—all sizes—worth \$1 a pair—**29c**  
 at, pair.....

**Handkerchiefs** Ladies' and men's handkerchiefs, all at 5c and 12c pure linen, plain white and fancy border—all widths of hemstitching—worth up to 25c—**5c-12½c**  
 at.....