



# TOMORROW MOST EXTRAORDINARY SALE OF CARPETS AND RUGS

EVER KNOWN IN THE HISTORY OF OMAHA

**\$5 Rugs \$1.98**  
In this lot are all the 36x72 Smyrna Rugs, a large all wool rug that you would expect to pay \$5 for, nearly all of them absolutely sound and perfect, go at, each..... **1.98**

## BRANDEIS "BOSTON STORE" & SONS

**250 Rugs 59c-98c**  
In this lot are all the balance of the small rugs from this purchase that have been shown in our show windows and created so much excitement. They go, as long as they last, at— **59c @ 98c**

From a New York auction company we bought an entire retail stock, comprising three solid carloads of carpets and rugs. Some of these had been slightly damaged by water by reason of the breaking of the automatic sprinkler system. We bought at about half its real worth. No cheap goods are in the lot, none are badly damaged, most of them absolutely sound and perfect. Both carpets and rugs are of the very best grade.

We have had big carpet sales before. We have given to the people of Omaha extraordinary bargains. Some of our sales have set the commercial world wondering "How can they sell so cheap?" The answer to it is very simple—We take advantage of every opportunity; we buy in such large quantities, and we always buy for cash, no matter how large the stock. That is why many of the best bargains in the United States are offered first to us. We have never yet been able to place on sale such extraordinary bargains in high-class carpet and rugs as go on sale Monday, September 11th.

### \$40 Room Size Rugs at \$15.98

In this lot are all the Axminster, Moquette and Wilton Rugs. They are all in 9x12 size, new and beautiful patterns, and almost all of them absolutely sound and perfect; a very few of them slightly damaged. There is not a rug in this lot worth less than \$25, and many of them worth \$40, all will go at **15.98**

### All the CARPETS from the Great Purchase

All of the Moquette Carpet, all the Wilton Carpets, all the Brussels Carpet, all the Savonnerie Carpet—most of the carpets in this lot sold at \$1.50 per yard; some of these are damaged. We have placed them in three lots, at, per yard..... **49c-59c-69c**  
We have never shown anything in our show windows that has created so much talk as these carpets. Everybody wants to know "How can they sell these carpets for those prices?" It is very simple, we bought them extraordinarily cheap.

**\$12.50 Room Size Rugs at \$5.98** In this lot are all the mottled Smyrna Rugs. These are reversible, can be used on both sides, are all sound and perfect. They are worth fifteen dollars each, but as we bought them so cheap we offer them tomorrow at, each..... **5.98**

**\$15 and \$20 Rugs at \$9.98** These are all of the Brussels Oriental Rugs in those rich colorings, a more serviceable rug than this is not made; they would sell in a regular way from \$15 to \$20 each. None of these are badly damaged, most of them absolutely sound and perfect—they go at, each..... **9.98**

**Highest Class Room Size Rugs \$19.98 Each** In this lot are all the absolutely best rugs from this purchase. They are those high pile moquettes, those rich extra axminsters in patterns that are seen only in the highest quality of rugs. In the regular way these rugs would sell from \$25 to \$40 each. They are all 9x12 size, etc..... **19.98**

## BRANDEIS' STUNNING Fall Millinery

Tomorrow as a special style showing before our regular opening we will bring forward a great number of the new season's most attractive and becoming modes, beautifully made by skilled milliners and exact in smart metropolitan style. We price them all at a most unusual bargain in order to introduce these stunning \$5 all latest fall color effects—special.



Street and Dress Hats at \$2.50—These hats are all this fall's correct styles, designed according to latest dictates of fashion—specially priced for Monday, at..... **2.50**  
Extreme Millinery Novelties at \$7.50—Many of the hats in this assortment are Paris designs—they are beautifully wrought of expensive materials and are the most exquisite styles, at..... **7.50**

## Grand Assemblage of Fall Dress Goods and Silks

We have put forward exceptional efforts this season to give to Omaha's style lovers the most representative showing of fall goods ever brought to a western city. The markets of Europe, searched by Brandeis' buyers, have yielded their choicest and most exclusive silks and their highest class novelties in dress goods. Fabrics that enjoy popularity in fashionable circles, hundreds of patterns absolutely confined to Brandeis in Omaha. Not a store in the west shows such a great variety of absolutely new and extreme novelties in dress fabrics.

**LEADING DRESS GOODS NOVELTIES FOR FALL**  
DRAP D'ETE—Most famous of this season's styles, every tone and color, yard..... **\$1**  
PRUNELLAS—Every line 69c @ \$1  
\$2.00 WATERPROOF CLOTHS AND RAINCOATINGS—In new shades, gun metal, blue, olive, tan and brown, at, yard..... **98c**  
High Class Exclusive Dress Goods—Imported direct from abroad fashionably popular—confined boxed robes, at..... **1.75-1.95-2.25-2.50**  
Chiffon Broadcloths in all the new tints—pastels and high shades for horse show costumes, at, per yard..... **2.50-\$3**  
Also new weaves confined to Brandeis in bargain tole cloth, ombre poplin, drap carreaux, etc.  
**Black Dress Goods**  
Separate skirts are again in vogue and black dress goods are much in demand. Our stock in this section was never so well assorted in highest grade qualities of goods.  
Tulle Carreaux, 50c yard.  
Poplin at 50c yard.  
Fine Henrietta at 90c yard.  
Broadcloth at \$1 yard.  
French serge at \$2 yard.  
Sailor serge at \$1 yard.  
**On Bargain Squares**  
New and fresh dress goods, the balance of our New York jobber stock, has retailed up to \$1.50 yard, at..... **69c**  
On bargain square at 40c yard are fine lustrous, granites, serges, Henrietta, 56 inch skirtings, etc., at, yard..... **49c**  
Scotch Flannels and fancy waistings, selling everywhere at 60c yard, at, yard..... **25c**

**SPECIALS IN THE LEADING SILK DEPT. OF THE WEST**  
Moire Silks for Suits and Plaid Silks for Waists take the lead for fall—Picot and Snakeskin Moire, 19 and 27 inches wide are leading street shades; **89c and 1.15** special, yard.....  
Fine French, Swiss and Scotch Plaid Silks—in chiffon taffeta and the new Rep silks, in 59 new combinations—in our great silk department—at, a yard..... **85c, 98c, 1.25 @ 1.50**  
A Silk Novelty—Radium Silk—The latest and most stunning creation, for evening wear—a pronounced eastern favorite, 45 inches wide; special for **1.25** Monday at, yard.....  
We Sell the Best 27 Inch Wide Colored Taffeta in America and Guarantee every yard we Sell to Wear. 100 colors, plain and changeable—at, **\$1** yard.....  
New Crepe de Chines—In all the very latest and daintiest shades, the best grade and extremely mod-ish—at, yard..... **\$1**  
Chiffon Velvet Gowns—More popular this season than ever before—an exclusive showing in all shades of IMPORTED CHIFFON VELVETS—all pure silk—at, yard..... **1.65 @ \$2**  
Thousands of yards of new fall silk on bargain square—black taffeta, peau de soles, new plaids, changeable Swiss taffeta, etc.—at, yard..... **49c, 59c @ 69c**

## New Fall Goods IN THE BASEMENT

Big special lot, of high grade mercerized white waistings, mill lengths, worth up to 25c a yard, at, a **6 1/2c** yard.....  
Good quality of Standard H.A.M. 7 1/2c value APRON CHECK GINGHAM cut from the bolt, for, yard..... **3c**  
Mill length of Outing Flannel, useful lengths, regular 8 1/2c quality, will go at, a yard..... **3c**  
Thousands of yards unbleached Shaker and Canton Flannels, from the bolt in **3c** Mill Lengths, for yard.....  
Very best grade of Silko-line, new fall patterns, the 12 1/2c quality cut from the bolt, at, per yard..... **6c**  
Heavy fleeced cotton Bed Blankets, extra large size, if perfect would be worth 75c ea.—all colors, at, each..... **29c**

## IN JEWELRY DEP'T

Marguerite and Alice Roosevelt Bracelets  
The most popular bracelets of the year—will be the reigning fad this fall. Positive guarantee with every bracelet.  
New Hand Etched bracelets, **1.98-2.98-3.98** at.....  
Plain Gold Bracelets, **1.98** at.....  
Round Bracelet, plate for monogram, **1.98**  
Hand Engraved Sterling Bracelets, **2.49** at.....

## Shoe Sale Monday

The Famous American Girl Shoe—**2.50** Made in all leathers, at.....  
Royercroft Shoe for Men—All shapes and sizes, in patent colt, velour, etc.—sold for \$3.50, \$4 and \$5, at..... **2.50**  
Misses' School Shoes, mat top, double welt soles, patent or plain tip, at..... **1.59**  
Boys' School Shoes—Ages 2 1/2 to 6, at..... **1.59-1.98**

## Special Sale Linens

10c hemmed huck towels—at, each..... **5c**  
Turkish half towels, suitable for wash cloths, worth 10c each, at..... **11c**  
10c extra large towels, **10c**  
1 1/2 and 2 1/2 extra quality Irish and Scotch all linen full bleached satin table damask—Monday, at..... **98c**  
1c fringed linen napkins—at, each..... **1c**  
1 1/2 quality 10-4 pattern table cloths, border all around, each..... **98c**  
20-inch napkins to match cloths, \$1.75 value—at, dozen..... **\$1**

## Extra Wide Embroideries

Medium width embroideries, including bouncings and corset cover embroideries—new patterns up to 15 inches wide—worth up to 50c yard, at..... **5c, 10c, 15c and 25c**

## Authoritative Styles in Ladies' Tailored Suits



The fall styles in Ladies' Tailored Suits are extremely becoming this season. Brandeis has, as usual, the greatest profusion of original models, whose charming style features are exclusive with us. Such a stunning assemblage of fashion never seen before in the west. Long Coat Suits, Short Jacket Effects, Bolero styles, Newest Paddock Suits and the Handsome Hussar styles—**\$19 to \$98** Prices range.....  
Ladies' Tailored Suits at \$12.50—About 10 different style ideas in this assortment—blacks, blues, grays and greens..... **12.50**  
These suits have the style character of the finest made-to-order suits—all the latest fabrics and shade for autumn..... **17.50**  
**FIRST APPEARANCE OF THE LADIES' AUTUMN WALKING SKIRTS**  
The late novelties in Fall Model Skirts are seen for the first time—plain colors and mannish mixtures—made with silk drops or unlined. Prices..... **7.50 to \$35**  
A Smart Fall Golf Skirt at \$4.98—Finely tailored Walking Skirts, made of Panamas, serges, chevrons, novelty cloth, etc.—the season's leading styles—go at..... **4.98**  
**FIRST SHOWING OF NEW FALL WAIST STYLES**  
The new styles show long cuff sleeves, slightly shorter shoulders, very high collars, fullness of bust width—newest fall materials—a wide assortment, with prices ranging..... **2.98 up to \$25**  
Special Silk Waist \$3.98—Taffetas, crepe de soles, crepe de chine, etc.—special at..... **3.98**  
Mohair Waist at \$1.98—Pleated tailored waists in, black, navy and gray mohair, at..... **1.98**  
First showing of Flannelette Underwear, Gowns, etc., ladies' and children's Kilt Petticoats and Short Skirts, Bath Robes and Dressing Seques of elderdown and French flannel.

BRANDEIS "BOSTON STORE" & SONS

## Men's Fall Clothes

We are headquarters for the fashion leaders in men's fall clothes. Every late pattern, perfectly tailored and made of the most carefully selected woolsens.  
Stylish Fall Suits \$10  
The most up-to-date clothing that ever sold at a moderate price—fits well in every particular—leading fall patterns—good service in every suit—an immense variety at..... **\$10**  
Rogers, Post & Co.'s Suits and Top Coats, the height of fall fashion—best hand tailored clothing in America..... **17.50-\$30**  
Men's Top Coats and Cravenette Coats  
Fall's leading fashions in light weight dress coats—the correct lengths for autumn wear—all are well tailored—new style features are very prominent..... **\$5-7.50-\$10**

