

16th and Douglas Streets **BRANDEIS BOSTON STORE & SONS** Douglas Streets

Store Open Tonight Until 8:30 O'clock

Make Yourself at Home in Brandeis' Great Boston Store

Come here as soon as you reach Omaha and check your baggage and parcels free. You will be welcome here.

This is the Place FREE

16th and Douglas Streets. Free Waiting Rooms

Greatest Store in the West. Free Wash Rooms

500 to 1,000 Clerks the Year Round. Free Telephones

BOSTON STORE. Parcels Delivered Free

Checks Cash'd Free in Bank

Visit Our New Annex
First Section of Brandeis' New Million Dollar Building

SEE OUR NEW SUBWAY
The Most Interesting Sight in Omaha

Runs Under Douglas Street and Connects Our Main Building With Our New Annex

Use Our Store as a Meeting Place with Friends And Take Advantage of Our

Wonderful Bargain Sales

Ladies' Cloaks and Suits

Long Kersey Coat—Very fashionable 45-inch kersey coat—half lined—blended Belgian Sable Collar—a big bargain in a fine stylish coat, at **7.50**

Fall Tailored Suit—Long and street coat styles—the fashion's favorites for street and dress wear—latest colors, at **8.98**

Ladies' Walking Skirts—Pleated skirts in mannish cloths—correct length—fall and winter weights—smartest styles, at **3.98**

Cravenette Rain Coats—The best and most popular coat for fall—lots of style and a perfect rain coat—new fall mixtures, at **9.98**

Ladies' Waists—Wool plaids and sateen waists—new fall novelty style—a big value—will go at **98c**

Ladies' Kid Glove Sale

Finest kid gloves for street wear and evening wear, driving gloves, heavy walking gloves, etc. with large pearl clasps, all street and dress shades for fall. Evening gloves in white, black and colors. 12 to 16 inches long. The biggest bargains and the finest gloves ever offered, at pair **69c, \$1 and 3.50**

Brandeis Millinery

Beautiful Fall Hats at \$5.00

Made in the very latest and most stunning styles—every innovation in fall millinery. These hats are made of splendid materials and are copies of expensive models—a genuine \$10 hat, at **\$5**

Street Trimmed Hats at \$2.50

Hippodrome sailors, turbans, trimmers, high backs, etc. leading fall shapes of the season, at **2.50**

Street Hats at \$1.00

All this fall's new styles—good quality hat—neatly and prettily made—ready-to-wear, at **\$1**

Specials for our New Annex

\$1.50 Ferns at 59c—Exceptionally large, vigorous plants on sale in floral department—annex, at **59c**

Read These Amazing Bargains in **W. A. Rogers Silverware**

W. A. Rogers' full standard extra plate berry spoons, fancy handles, at **69c**

W. A. Rogers' extra plate coffee spoons, fancy handles, set of six, at **49c**

W. A. Rogers' full standard pickle forks, at **49c**

W. A. Rogers' odd pieces—butter knives, forks, tea spoons, dessert spoons, etc., 10c.

W. A. Rogers' cucumber servers, at each **98c**

W. A. Rogers' cold meat forks, servers, will go at, each **69c**

W. A. Rogers' void meat forks, each one in fancy box, fancy handle, at each **49c**

Optical Dept. Satisfaction guaranteed. ANNEX

100 Calling Cards Printed while you wait. JAPANESE CORNER—Dainty novelties moderately priced. **39c**

Best Shoes Ever Sold at \$3

Ladies' Shoes—Men's Shoes

Every pair made of the best selected leathers for this fall's stylish trade—shoes for every use—all sizes, for men and women and hundreds of styles to choose from.

BRANDEIS BOSTON STORE & SONS

LIKE MOTHER USED TO MAKE

NONE SUCH MINCE MEAT

IN 2-PIE 10c PACKAGES. MERRELL-SOULE CO., SYRACUSE, N.Y.

Nicoll THE TAILOR

WILLIAM JERREM'S SONS
209-211 So. 15th Street

It's a Toss-Up



with some men—whether to have their garments made to measure—or to buy ready-made garments.

It wouldn't be—if they knew the kind of fabrics—the kind of tailoring—and the moderate prices—to be found at Nicoll's.

We'll meet the price of ready-made—with better garments to measure.

Trousers, \$5 to \$12 Suits, \$20 to \$50

We would as soon try to hold water in a sieve—and save it—as to offer our trade—a mean style—poor workmanship—or an unfair price.

Over a hundred fabrics to select a \$20.00 suit from—and the assurance that garments at this price will receive the same careful attention as do the higher priced fabrics.

FRED PAFFENRATH, Mgr.

Gun Metal Calf

The popular leathers for women's shoes—calfskin with a dull finish, is called gun metal calf.

The popular fall shoe. Button or Blucher's—new drop toe—full extension soles—extreme or medium military heels.

Price \$3.50

Drexel Shoe Co.
1419 Farnam St.
New fall and winter catalogue now ready.

the Travelers TIME SAVER RAILWAY GUIDE

Write for sample copy. Indexed guide to train times for Neb., Ia., S. D., etc. See a copy.

TRAVELERS GUIDE COMPANY.
301 Bee Building, Omaha.

Spanish Pefector Cigars

Four for 25 Cents

All This Week.

Myers-Dillon Drug Co.
16th and Farnam Streets for Cigar Cuts.

SCHOOLS AND COLLEGES.

YOUR BOY'S PROGRESS

desirable much upon his comfort and happiness. We aim to make our boys happy, bringing them intelligent, personal relations with instructors, give them every opportunity to learn self-control rather than be controlled, and while training to their highest attainable instruction and discipline of the highest order. Thus we build their self-reliance, manly character, ultimate preparation for their future. Most desirable. Send for booklet.

NEARBY MILITARY ACADEMY, KEARNEY, NEB.

OMAHA WEATHER FORECAST—Thursday Fair.

BENNETT'S

Green Trading Stamps—Main Floor.

Thursday's Shoe Sale

1,200 pairs Ladies' Viet Kid Patent Leather Tip and Quarter Foxing Dull Top Bluchers \$3.00 shoes **2.00**

600 pairs Ladies' Gun Metal Calf Lace Shoes, stylish last, \$2.50 shoes **2.00**

Men's Gun Metal Calf Button Boots (Ed Clapp) torpedo last, \$5.00 value, at **3.50**

Men's Patent Pong Colt Button, blucher and balmorals (Ed Clapp) shapes, \$5.00 value, at **4.00**

To Carnival Visitors and Sight-Seeers Generally:

The best spot for a full view of Ak-Sar-Ben's gorgeous Electrical Pageant Thursday evening is around the Bennett windows

There isn't another spot on the entire route from which you will get a better view, or around which you will find a more respectable and orderly crowd.

MAKE IT YOURS!

"Sinclair" "Sinclair" "Sinclair"

Millinery Millinery

Superb Showing of Exclusive Models for Horse Show Wear.

HATS FOR THE AFTERNOON:
Costume hats in the new plum, gun metal and purple shading.

HATS FOR THE EVENING:
Beautiful creations of Priceless lace combined with Ermine, the exclusive Bendal blocked hat in dainty light two-tone shading with trimming of the magnificent Aigrette so much in vogue, gold and silver roses, furs of various sorts.

All these ideas are direct from Paris to the "Sinclair" Millinery, and are modifications and copies of the most expensive modes. **YOURS AT ALL PRICES.**

"Sinclair" suits everybody's taste and everybody's purse.

THURSDAY SPECIALS, NO. 1:
A drab velvet turban, comes in all colors with neat ribbon and wing trimming, regular price \$2.49, for Thursday **1.98**

THURSDAY SPECIAL, NO. 2:
Dress hats, pressed felts, all-velvets, braid hats, etc., an immense assortment, charming styles, positive \$5.00 value, Thursday **3.49**

Special Sale of Fine Silks

50 pieces New Novelty Silks of the latest character, for handsome waists and dresses—new pompadour effects, new print warp novelties, new Jacquard effects, new plaid of the newest and latest styles—this is just an advance sale of these new fabrics merely as an introduction—they are all worth and selling regularly at \$1.25—on sale Thursday at—per yard **1.00**

French Broadcloths

54 inches wide fine all wool French Broadcloths—in all the new fall colorings, including blacks—equal in quality and finish to any \$2.00 cloth—our standard quality Olympia—per yard **1.50**

10 Pieces of Fine Bleached Table Linen—66 inches wide—special for Thursday—per yard **59c**

100 Dozen of Bleached Linen Napkins—20x20—worth \$1.95—Thursday only—per dozen **1.50**

100 Dozen Fine Linen Huck Towels—Large sizes—worth 23c—Thursday only—each **15c**

Bed Spreads, Fringed—Extra heavy quality and full size—special for Thursday—each, only **1.25**

Dress Flannelettes—In very pretty colors and patterns—yard **8c**

Kimona Flannels—A very heavy quality—in pretty floral and Oriental patterns—worth 25c yard—Thursday only—per yard **15c**

Thursday Will Be a Day of Sensational Bargains in Our Ladies' and Children's Ready-to-Wear Dept.

First Bargain—100 Ladies' Silk Waists—sold from \$5.00 to \$8.50—all at **1.98**

Second Bargain—Autumn weight Covert Jacket—¾ length—loose back with belt—nicely tailored **6.95**

Third Bargain—Autumn weight Covert Coat—¾ length, with collar—loose back with stitched strap—double-breasted **10.75**

Fourth Bargain—200 Walking Skirts—in tweeds, moltons, homespun, ladies' cloth—nicely tailored, latest cut—regular \$5.00 to \$7.90 value—on sale **3.95**

Fifth Bargain—100 Ladies' Suits—the newest materials and latest styles—worth up to \$20—all at **12.50**

Sixth Bargain—Ladies' 46-inch fine Broadcloth Coats—full lining of best natural squirrel—a \$25.00 Coat—**15.00**

Other bargains in every garment worn by ladies, misses and children. Come and secure them.

Furniture, Carpets, Draperies

THE MOST SELECT AND REASONABLY PRICED LINE

Extraordinary values this week in Furniture Section

Verona Couches, former price \$14.99, Thursday at **9.73**

Sentary Col, regular \$1.50, Thursday at **2.48**

Go-Cart, regular \$5.85, Thursday at **3.75**

Rockers, regular \$2.00, Thursday at **4.98**

Rockers, regular \$4.75, Thursday at **3.00**

Rockers, regular \$14.50, Thursday at **9.48**

CARPET SECTION:

A big lot of 5x12 Axminster Rugs, regular \$25.00 values, while they last, a pair **19.98**

Another lot of 5x12 Tapestry Brussels Rugs, worth \$19.00, **15.98**

In small Rugs, 3x300 Smyrna Rugs, good values at \$1.50, while they last, **98c**

Beau Vais Rugs, in all sizes, exclusive patterns at prices astonishingly low.

CURTAINS, CURTAINS.

5c per pair—a good line of Curtains worth from \$1.25 to \$1.75, in at least 12 different patterns, while they last, a pair **98c**

\$1.25 per pair for a line of Curtains ranging in price from \$2.25 to \$2.50, some plain centers with narrow borders, others all-over effects, 50 inches wide, an excellent **1.98**

\$2.98 per pair—one of the best lines ever shown at this price, some curtains that are worth from \$4.00 to \$4.50 a pair, per pair **2.98**

Hardware Specials Thursday

Twenty Green Trading Stamps with 1½-quart Oatmeal Cooker, Thursday only **45c**

Twenty Green Trading Stamps with 2-quart Oatmeal Cooker, Thursday only **55c**

Square Granite Covered Buckets, regular 25c, Thursday **18c**

Forty Green Trading Stamps with Galvanized Tub, 72c, 6c., Thursday only **56c**

Forty Green Trading Stamps with Wash Boiler, up from **96c**

Egg Beater, Thursday **2c**

Pocket Knives, some slightly damaged, your choice, **40c**

Ten Green Trading Stamps with Nickel Folding Cupboard, **15c**

Dish **10c** | Hand Brushes, **3c**

Ten Green Trading Stamps with can Yellow Label Stove Polish, **2c**

Potato Mashers **3c**

Apples--Apples

15 boxes of those fancy Colorado Apples—Bellflowers, Jonathans, Greenings—as long as they last, per box **1.75**

And Fifty Green Trading Stamps with each box.

Concord Grapes, per pound **20c**

Lemons, per dozen **20c**

Tokay Grapes, per pound **7c**

5th Day of the Great Carnival Sale

HAYDEN'S THE RELIABLE STORE.

GREAT BARGAINS IN SILKS Special Sale of Wool Dress Goods

Ladies' Cloaks and Suits

The entire stock of Cloaks and Suits of Meyer, Wolf & Dillen, Fifth avenue, New York, was secured at sheriff's sale by our New York buyer at a price far below its actual worth. This firm had been in business only a short time and the goods are all new, fresh and up-to-date styles. This stock is now on sale and offers to our customers unparalleled opportunities for bargain getting.

All the \$15.00 and \$17.50 Ladies' Suits from this great purchase, newest styles and best fabrics, while they last, at **10.00**

All \$20.00 and \$22.50 Tailor Suits from the Meyer, Wolf & Dillen stock are now on sale, at **14.90**

All \$35.00 Suits from the Meyer, Wolf & Dillen stock will go at, choice, **24.75**

750 Stylish Cravenette Coats in this great purchase, all newest styles, made for New York trade, unparalleled bargains.

\$8.50 Cravenette Coats, **5.98** | \$15.00 Cravenette Coats, **8.90**

\$22.50 Cravenette Coats, **14.90**

LADIES' SKIRTS FROM THE M. W. & D. STOCK

\$5.00 Skirts, **2.98** | \$5.00 Skirts, **4.98** | \$12.50 Skirts, **7.50**

NEW WINTER COATS—in great variety of style, color and fabric that sold at \$15.00, choice, **8.90**

\$18.50 and \$20.00 Ladies' Winter Coats, at **14.90**

Other Rousing Thursday Specials

Handsome Silk Waists, regular \$5.00 values, at **2.98**

Women's \$1.00 Wrappers, **69c**

SEE THE NEW LINGERIE WAISTS—An immense assortment attractively priced, at \$12.50, \$15.00, \$20.00, \$25.00 and **2.98**

Children's \$5.00 Bear Skin Coats, **2.98**

EXQUISITE COSTUMES—The most complete and finest display in the city, splendid values at \$25, \$30, \$40, \$45 and **\$50**

Women's \$10 Dressing Sacques, **35c**



SPECIAL FURNISHING GOODS BARGAINS

\$1.00 Globe Corsets Thursday 59c

A lucky chance placed in our hands a large consignment of THE CELEBRATED GLOBE CORSETS at a price which enables us to give our customers the bargain opportunity of a lifetime. These corsets come in all the latest models, drab or white, with hose supporters attached—a splendid \$1.00 corset—**59c**

all sizes, on sale Thursday, at **59c**

LADIES' HEAVY RIBBED VESTS AND PANTS—Worth up to \$6, Thursday **1.9c**

LADIES' OUTFITTING FLANNEL GOWN—Splendid quality, extra full and long, regular \$5 values, at **49c**

MEN'S \$5 HOSE—Heavy Woolen, in blue, black and greys, greatest snap ever offered, at, pair **12c**

LADIES' FANCY HOSE—in all the new shades and silk embroidered, 2c quantity, at **12c**

CHILDREN'S \$5 HOSE—Extra heavy, all sizes, a great snap Thursday, **7c**

FRUIT, FRUIT, FRUIT

3 measures Fresh Roasted Peanuts, **10c**

table use of catsup, **3c**

Colorado Honey, per rack, **10c**

Large Juicy Lemons, per dozen, **20c**

Fancy new Eggs, per package, **4c**

Large Ripe Bananas, per dozen, **10c**

"KNOWLTON" MILLINERY

SPECIALS FOR THURSDAY.

\$3.00 Ladies' Trimmed Street Hats **1.98**

\$1.50 Ladies' Trimmed Street Hats **1.00**

\$3.50 Ladies' Hand-Made Trimmed Jet Turbans **1.98**

Misses' and children's Tourist and Buster Brown Caps **40c-25c**

60c Bunches Velvet Piliages and Roses **25c**

75c Fancy Wings and Pom-Poms **40c**

75c Face Veilings, all the new colors **40c**

HAYDEN BROS.

Sunbeam Lamps

BRIGHTEST LIGHT LEAST CURRENT

SOLD IN OMAHA BY

WESTERN ELECTRICAL COMPANY

TELEPHONE 456. 1212 FARIAM STREET

DEALERS IN ELECTRICAL SUPPLIES

AK-SAR-BEN VISITORS

Are more than welcome in our store. We'll take pleasure in showing you our elegant stock of sterling silver, gold jewelry, diamonds, in suits, set rings, chains, charms, watches, cut glass. Come in and spend a few minutes in our store. Look for the name.

S. W. LINDSAY, Jeweler,
1516 Douglas Street.

ON THE IRRIGATED FARMS

In the valleys of the Grand, Gunnison, North Fork and Roaring Fork Rivers and in the San Luis and Uncompahgre Valleys, of Colorado, and the Farmington district of New Mexico,—farming, stockraising and fruit growing are carried on in a way that is a revelation to the farmer in the east.

For those who desire to make new homes, there is no other region that offers better advantages than western Colorado—a land of blue skies and sunshine, with a temperate and even climate, where the arid desert needs but to be tilled and watered in order to verily "blossom as the rose." Several illustrated publications, giving valuable information in regard to the agricultural horticultural and live stock interests of this great western section, have been prepared by the DENVER & RIO GRANDE RAILROAD, and can be obtained by addressing

S. K. HOOPER, G. P. & T. A., Denver, Colo.

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A fine room with a vault—heat—light—water—janitor service—in a fire proof office building for \$18.00—The Bee Building.

PEACE and COMFORT are sure to come to those who smoke

MERCANTILE

A FIRST-CLASS CIGAR MADE OF A FINE QUALITY HAVANA TOBACCU

TRY THEM

F. R. ROE MERCANTILE CIGAR CO. ST. LOUIS.