

\$5.00 and \$7.50 Trimmed Felt and Silk Velvet Hats, elaborately trimmed with silk ribbon, fancy feathers, flowers and ornaments, guaranteed the latest, in new store, choice... **25c**
Aisle 1

All of our \$1 and \$1.50 Children's Sailor Hats, trimmed with silk streamers, in blacks, navies and reds—on sale in new store, at... **25c**
Aisle 1



Choice of 1,000 Ladies' Fall Suits All new styles, **75c** at...
Second Floor, Old Store

All New Styles Ladies' Walking Skirts New Plaids and Checks, worth up to \$5.00—**25c** at...
Second Floor, Old Store

Grand Opening Bargain Sales

BEGIN MONDAY AT BRANDEIS' NEW STORE

To celebrate the tremendous success that has marked the opening of our new store and to prove to all that Brandeis' is the greatest center for genuine bargains in the United States we announce tomorrow a Grand Opening Sale OF THOUSANDS OF WONDERFUL BARGAINS.

Music and Souvenirs Monday

Our new store has been so crowded since our opening last Monday that Omaha people have not been able to properly view our great new building. We invite you to visit the store Monday and take advantage of these bargains, which are positively the Greatest that Brandeis ever offered.

Souvenirs Given Away Monday from 9 till 11 a. m., and from 2 to 5 p. m.

We want all our friends to come and ask for one of these valuable souvenirs to keep as a lasting memento of the opening of our great new store. Music all day.

Brandeis is able to offer these wonderful bargains on account of our perfect buying organization. We buy everything for spot cash and in immense quantities. We are thus able to sell far below regular prices. Every bargain on this page is an extra special for this sale.

You Can Save Money on Everything You Buy at Brandeis--A Store for Everybody

Ladies' Wool and Fur Felt Ready-to-Wear HATS
Trimmed with ribbons, breasts and quilts, all colors, in new store, at... **50c**
Aisle 1

All of the \$1.00 **Velvet Flowers and Velvet Foliages**
Especially stylish this season, in new store, at... **25c**
Aisle 1

\$1.00 Untrimmed **Fur and Wool Felt Hats**
In blacks, blues and browns, in large and small shapes, bargain sale prices in New Building... **10c**
Aisle 1

Taffeta Ribbons
6 inches wide, 6 inches wide, new store, at... **25c**

75c Eiderdown Jackets
For infants and children up to 4 years old. Embroidered edge, ribbon trimmed, in reds, whites and all colors, in New Store... **25c**
Aisle 2

500 Samples of **All Wool Fascinators**
Many of them worth up to \$2, in black, white, and all colors, on sale in New Store, choice... **50c**
Aisle 2

\$1.50 Books at 50c **HOUSE OF DEFENSE**
By E. F. Benson... **50c**
Aisle 2

25c and 50c Lithographed **Pillow Tops**
Aisle 6, New Store... **15c**

75c Battenburg **DOILIES**
Aisle 5, New Store... **39c**

39c Stamped **Center Pieces**
36x36... **25c**
Aisle 6, New Store

NET SHOPPING BAGS
Aisle 6, New Store... **10c**

25c and 50c **Hair Brushes**
Aisle 6, New Store... **15c**

Good Steel **Shears**
Aisle 6, New Store... **19c**

\$1.25 Fancy 6-inch **Ribbon**
Aisle 2, New Store... **59c**

12 1/2-2c Narrow **Fancy Ribbons**
Aisle 2, New Store... **5c**

Sheet Music
So Long Mary, Mary is a Grand Old Name, 45 Minutes from Broadway, See our counter full of hits for most complete stock of Classics in the West at... **18c**
A Copy

ALL KINDS OF LACES Worth up to 20c—Bargain Square 3 1/2c-5c Aisle Five—New Store.	Ladies' Cashmere Fleecy-Lined Gloves BLACK AND COLORED 15c Aisle Five—New Store.	Ladies' and Children's All Wool Golf and Scotch Gloves Worth up to 50c, Black and Colors 25c Aisle Five—New Store.	Ladies' Solid Gold Brooches and Lace Pins, warranted full 10k, worth up to \$6 \$2 NEW STORE	Japanese Peter Pan Purses NOVELTIES 25c NEW STORE
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Astonishing Values in This Great SILK SALE

Brandeis' silk department in the new store occupies more than double the selling space of the old store.

100 pieces all pure Silk Louisene, in a fine range of colors, positively made to retail at 65c, our price, per yard... **29c**

\$1 and \$1.50 SILKS at 49c and 69c a Yard

150 pieces of 27-in. and 20-in. new fall Fancy Silks just received—fancy seeded silks, plain silks, barred and checked silks for suits, waists and petticoats—also a fine lot of dress taffetas,—at yard... **49c-69c**

Plaid Silks
Our Plaid Silks are the talk of Omaha. High class, exclusive French plaids, satin barred plaids, imported direct by us, \$1.50 and \$1.25 values, per yard... **\$1**

Velvets
Celebrated Boulevard Dress Velveteens, finest in the market, 59c values, at, yard... **39c**

3 Specials in Black Silks

36-in. fine Dress Taffeta, guaranteed to wear—worth \$1.50 a yard, at... 95c	36-in. very lustrous deep black Peau Luxor, regular \$1.35 quality, at, yard... 95c	45-inch black Crepe de Chine, Monday only, a yard, at... \$1
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\$10 Oil Painting
In elaborate frame in shadow box, bargain sale price at new store... **\$25**
Aisle 1.

Solid Gold Rings
10k, over 1,000 styles, fancy settings, worth up to \$6.00, at... **\$1**
NEW STORE

CARPETS and RUGS
2nd Floor—Old Store

Alexminster Rugs, the \$3.50 size, at... **1.98**

Fibre Matting, the 65c quality, at, yard... **35c**

Sanitary Carpet, fast colors, wide and reversible, at a yard... **29c**

Fine quality Union Ingrain Carpet, worth 50c yd., at, yd... **29c**

Straw Matting, the 50c grade, at, yard... **30c**

Straw Matting, the 26c grade, at, yard... **12c**

Slightly Damaged **Unbleached Muslin** **1c**

In Forenoon Only **Comforter Silkoline Remnants** **2c yard**

From 8 Till 9:30 a. m., at yard... **WEST ARCADE**



Ladies' white and colored **Kid Gloves**
all sizes—all perfect worth up to \$1.49c pair...
Aisle Five—New Store.

All silk **Veiling**
Hundreds of styles—All colors, yd... **10c**
Aisle Six—New Store

Ladies' and Mens' **Handkerchiefs**
Very fine imported, linen and worth up to 12 1/2c 25c, each... **12 1/2c**
Aisle Three—New Store

Big lots of fancy **Handkerchiefs**
worth up to 15c ea., at... **5c**
Aisle Three—New Store

Our Own Latest Importations from France **LADIES' ELBOW LENGTH KID GLOVES**
In Black and All Colors

Good style **Corsets**
with hose supporters All sizes, all lengths, at... **39c**
Aisle Three—New Store

All Silk **CREPE RUCHING**
white and colors—10c at yard... **10c**
Aisle Three—New Store

Good Heavy **OUTING FLANNEL**
in full pieces worth 12c a yard, at a yard... **5c**
West Arcade

See these Wonderful Bargains in DRESS GOODS

Our new Dress Goods department, in Aisle 4, new building, is replete with bargains. Here are bargain square specials:

50c wool dress goods of every description and color—plaids, Panamas, fancy weaves, silk and wool novelties, etc.—at, yard... **25c**

\$1.50 dress goods—54-inch suitings, chiffon Panamas, tailor suitings, yacht-ing serges, cream worsteds, silk collonnes and crepes, etc., yard... **49c**

Black chiffon broad- cloth, \$2.15 grade, yard... **1.25**

Black chiffon Pana- ma, \$1.00 grade, yard... **69c**

Scotch plaids, 48- inch, \$1.00 grade, yard... **69c**

Scotch plaids, 75c grade, yard... **49c**

Gents' Link Buttons
In 10-k solid gold mono- grams, worth \$1.50 and \$2 up to \$7... **15c and \$2**
New Store

IRIS OPERA GLASSES
Genuine Morocco and fancy cases, acromatic lens—worth \$6.00 and \$7.00— at... **3.98**
New Store

BASEMENT CLOAK DEPT.
Old Store

Ladies' Wool Waists... **39c**

Ladies' Skirts... **\$1.50**

Ladies' Winter Coats... **\$1.98**

Ladies' Suits, at... **\$2.98**

TWO SPECIALS
2nd Floor—Old Store

Ladies' Tailored Suits... **\$9.98**

Ladies' Novelty Cloth Coats, at... **\$6.98**

Very Heaviest **Shaker Flannel** **5c yard**
WEST ARCADE

Full Standard **GREY PRINTS** **3 1/2c yard**
WEST ARCADE



Ladies' New Fall Cravenettes **4.98**
Worth up to \$ 0 at...
Second Floor, Old Store

Ladies' 50-inch Novelty Cloth Coats at... **4.98**
ALL NEWEST STYLES
Second Floor, At Old Store

Ladies' \$4 Shoes Plain toe, Patent Coll, Lace or But- ton, Cuban Heel, at, pair... **1.98**
Main Floor, Old Store

Men's \$3.50 and \$4 **W. L. Douglas Shoes**
Big Bargain at, a pair... **1.98**
Main Floor, Old Store

Children's Cloaks in all sizes for school wear, worth up to \$4 at... **1.98**
Second Floor, Old Store

Ladies' Heavy Cotton and Satton **WAISTS** **98c**
Second Floor, Old Store

Boys' \$4 and \$5 Russian and Box **Overcoats** **\$2.98**
Ages 3 to 8, at...
Main Floor—Old Store

Men's \$12.50 Satin Lined **Suits** **\$6.90**
AT...
Main Floor—Old Store

50c French Flannel Waistings, **15c**
Silk embroidered designs; all styles, in stripes and checks, at New Store, at...
Main Floor—Old Store

Pillow Case **LACE** **1c**
Up to 4 in. wide
In West Arcade

From 8 Till 10:30 a. m. **YARD WIDE BLEACHED MUSLIN** **2c**
Worth 7 1/2c yd., at yd.
West Arcade—New Store

As Long as They Last 5,000 Yards of **Shirting Print Remnants**, at, yd... **2c**
West Arcade