

**BRANDEIS BOSTON STORE & SONS**

Entire Bankrupt Stock of  
**SHELLEY'S**

1511 Douglas Street, Omaha

Bought by Brandeis at a Wholesale Reduction

On Sale **THURSDAY** OCT. 11th

at **Just One-Half Shelley's Price**

SEE BIG AD ON PAGE 5

NEWLY ENLARGED QUARTERS  
LARGEST, BEST SELECTED STOCK IN OMAHA

**Ladies' and Men's Shoes**

We are better situated than ever to satisfy Omaha's shoe buyers who want the best shoes, carefully fitted at a moderate price.

Separate section for men's shoes.  
Separate section for women's shoes.

**Ladies' Fashionable Footwear**—New styles in lace and button, all the correct lasts, in all heels from common sense to the extreme French and Cuban heels, form fitting and splendid wearing, at..... **\$3-3.50**

**Red Cross Shoes**—The sole bends with the foot, perfect shoe comfort and style, at..... **\$4**

**Dr. Reed's Cushion Sole Shoes for Ladies**—Absolute ease in walking, stylish new lasts, at..... **\$5**

**HIGH GRADE SHOES FOR MEN**

Men's heavy and medium weight shoes in refined styles—well selected leathers—shoes for service, style and economy—best values in Omaha, at..... **\$3-3.50**

"Florsheim Shoes"—For the man who cares—every good feature that a shoe should contain—we can fit you perfectly—most styles are..... **\$5**

**NEXT SATURDAY WILL BE DOLL'S DAY**  
FREE STOCKINGS FOR EVERY DOLL

Every little girl accompanied by her mother or some grown person and bringing her doll can get a pair of

**BURSON'S FASHIONED HOSE**

for her doll. This will be a great day for fitting all the family with the best hose made.

**EXTRAORDINARY ANNOUNCEMENT!**  
Next Tuesday at Brandeis Will Be

**CHILDREN'S SOUVENIR DAY**

Every Child Accompanied By Grown Person Will Receive

**A Large Toy Balloon Free**

These Balloons are of Prodigious Size—Paris Novelties Secured in Europe by Our Own Buyers.

WATCH FOR FURTHER ANNOUNCEMENTS.

**Courtney's**

The New Down Town Grocery and Meat Market  
Douglas and 17th Sts., Omaha.

You Can Reach the Courtney Grocery Through the New West Tunnel of Brandeis' Store.

**PURE FOOD CENTER OF OMAHA**

We have just received from the Customs House a great shipment of Huntley & Palmer's (Reading and London)

**FAMOUS ENGLISH BISCUITS,**  
in the greatest variety of delicate flavors.

**When You Think of Coal, Think of Sunderland**

The big Yell-O wagons are ready to serve you. Our powerful heavy teams can draw a load of coal to almost any bin.

It is not far from some one of our various yards to your place, and that means prompt, satisfactory service.

Automatic screens clean the coal. Best qualities are due you. No counterfeit coal. Correct weight always.

Best hard coal in the world—\$10.50 today. Economy Washed Nut, \$6.00.

**Think of Sunderland and Buy From Sunderland**  
1608 Harney Street.

**INDEPENDENCE**

Our aim is NOT to follow others, but assert our independence and lead with the NEWEST and BEST obtainable. In looking over our Mounted Diamonds, Bracelets, Rings, Brooches, Watches, Cut Glass, Etc., you will be not slow, that this is true, so & For The Name.

**S. W. LINDSAY, JEWELER**  
1510 Douglas Street.

**FOOT Comfort Shoes.**

That's what we call our Cushion Sole Shoes. And those who have worn them say "there is more real comfort to the square inch in a pair of those shoes than any kind they ever wore."

It's the only real Cushion Sole Shoe on the market—hand sewed, which makes it flexible and easy—made on a broad foot form last, which allows the foot to rest squarely on the sole, as it should, and not on the uppers, as most so-called cushion soled shoes do.

We have them for both men and women.

**Drexel Shoe Co.**  
1419 Farnam St.

**THE SECRET**

MANY MEN—after carefully examining the excellent quality of the cloth—the high grade of trimmings—and the perfect tailoring on our garments—seem anxious to know why there should be such a vast difference in the price—as compared with that asked by the exclusive credit tailor.

There is no secret about it. It's the result of nearly a half century's tailoring experience. Better talk to one of our salesmen today.

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

**Nicoll THE TAILOR**  
WILLIAM JERREMS' SONS.  
209-11 So. 15th St.

**Hot Springs, Arkansas**

is easily and comfortably reached by leaving Nebraska and Iowa points in the forenoon, arriving Kansas City in time to connect with the Southeastern Limited of the

**FRISCO**

Leaving Kansas City daily 6:30 p. m., carrying Pullman Drawing Room Sleeper through without change. Any ticket agent in Nebraska or Iowa will cheerfully reserve berths in this sleeper and sell through round trip tickets at greatly reduced rates.

**Storz**

**STORZ MALT EXTRACT** is a delicious non-alcoholic liquid food and tonic, comprised of malted barley and Bohemian hops. It is the greatest flesh builder and nerve food known to medical science. If you feel languid, run down, nervous, or suffer from indigestion, Storz Malt Extract will make you robust and well. Write for our beautiful illustrated booklet. It contains endorsements from the greatest physicians in the west, and tells why Storz Malt Extract will help you.

**Storz Malt Extract Dept., Omaha, D5**

**MALT EXTRACT**

For Sale by All Leading Druggists.

**HOTELS.**

**HOTEL KUPPER**  
Kansas City, Missouri

This magnificent hotel has 20 beautiful rooms and is located at 11th and McGee streets in the shopping district. Only half a block from the Emory, Bird, Thayer dry goods store; near all the theaters.

100 Private Baths.  
Telephones in All Rooms. Hot and Cold Running Water in Every Room. Unexcelled Cafe. Perfect Cuisine. City Breakfasts and Table D'Hotel Dinners Served in Cafe. Rates \$1 a Day and Upward.

European Plan  
Reservations may be made by telegraph at our expense.

**KUPPER-BENSON HOTEL CO.**  
F. A. BENSON, Manager.

OMAHA WEATHER FORECAST—Thursday, Fair.

**BENNETT'S**  
GREEN TRADING STAMPS EVERY TIME

Another Main Floor Sensation  
for Thursday

TRIPLE TRADING STAMPS! TRIPLE TRADING STAMPS!  
THREE TIMES GREEN TRADING STAMPS!  
ON ALL SILKS, ON ALL DRESS GOODS, ON ALL LININGS AND ON ALL FLANNELLETTES AND BLANKETS.  
THREE TIMES GREEN TRADING STAMPS!  
THIRTY IN PLACE OF TEN!

**New Dress Goods**

NEW OMBRE SUITINGS—in late fall colorings—plaids, broadcloths, chevrons, serges, henriettas, etc., at bargain prices.

EXTRA SPECIAL NO. 1—54-inch Suitings, in new shades of brown, blue and red, with dashes of white or half-line stripes—the proper weight for suits or skirts—worth \$1.25 a yard—**75c**

EXTRA SPECIAL NO. 2—Very large line of all wool, plain and fancy wool flannels, in every shade—these goods sell regularly for 50c and 75c—our sale price, per yard..... **23c**

BLACK SATIN STRIPED CHALLIES—Elegant quality—these Challies are especially adapted for gowns, waists or sacques—on sale Thursday, a yard..... **29c**

WHITE FANCY MOHAIR—in neat little designs—elegant quality for waists—worth 50c—on sale at..... **39c**

WE SPONGE AND SHRINK DRESS GOODS at a yard..... **5c**

**Triple Green Trading Stamps on All Silks**

27-INCH BLACK PEAU DE SOLE—Heavy and lustrous—for dresses, waists, skirts or coats—beautiful rich black—a rare bargain—Thursday, a yard..... **89c**

26-INCH BLACK TAFFETA—Very heavy quality—for waists and dresses—chiffon finish—you can recognize this silk by a white selvage—our price, a yard..... **73c**

27-INCH BLACK TAFFETA—Very heavy quality—for waists and dresses—chiffon finish—you can recognize this silk by a white selvage—our price, a yard..... **73c**

26-INCH BLACK TAFFETA—This quality is used for linings or bouffants, drop skirts—our sale price, a yard..... **29c**

BLACK PEAU DE CREPE—This silk sells for \$1 everywhere—we secured 10 pieces—they are not so perfect as other silks we handle, but the price sells them Thursday..... **45c**

**TRIPLE GREEN TRADING STAMPS IN LINING SECTION.**

Lining Cambrics in all colors, per yard..... **35c**

"Sunburst Silk" Satenee, in about sixty different colorings, per yard..... **35c**

27 in. Skirting Moreen, in every conceivable shade—white, blue, green, brown, etc., per yard..... **25c**

EXTRAORDINARY OFFER ON FLANNELLETTES.

Every Piece is New, Fresh, and Styles Surpass All Other Lines.

Good Heavy Flannellette, 27 in., about fifty different styles, a yard, at 12 1/2c..... **8c**

Double Fold Flannels in all designs, yard at 15c..... **10c**

**Triple Green Trading Stamps Thursday On COTTON AND WOOL BLANKETS**

EXTRAORDINARILY CUT PRICES AND HEAPS OF EXTRA GREEN TRADING STAMPS FOR ONE DAY ONLY.

LARGE COTTON BLANKET—very heavy—at..... **69c**

FANCY ROBE BLANKET—large size..... **98c**

EXTRA HEAVY LARGE SIZE COTTON BLANKET—special..... **\$1.39**

**WOOL BLANKETS!**

Prices from \$8 to \$20 a Pair—Choice and Most Complete Line in City.

LONSDALE MUSLIN—per yard..... **8c**

BEST AMERICAN PRINTS—per yard..... **5c**

DOUBLE FOLD MEN'S SHIRTING—yard..... **12 1/2c**

26-INCH SILKOLINE—best grade..... **12 1/2c**

FINE QUALITY COTTON BATTING—each..... **15c**

GOOD QUALITY SHAKER FLANNEL—per yard..... **4c**

**Winter Underwear**

..We claim we have the best line of ladies' and children's underwear in the city. Every garment new and clean—none shopworn or carried over from last season.

LADIES' COTTON RIBBED VESTS AND PANTS—at 69c..... **25c**

LADIES' COTTON RIBBED UNION SUITS—\$1.00, 75c, 69c..... **39c**

LADIES' WOOL VESTS AND PANTS—at \$1.00, \$1.25, \$1 and..... **1.25**

SUITS—from \$1.25 to..... **25c**

CHILDREN'S RIBBED UNION SUITS—from \$1.25 to..... **25c**

CHILDREN'S RIBBED COTTON VESTS AND PANTS..... **5c**

TRIPLE GREEN TRADING STAMPS IN UNDERWEAR—THURSDAY.

**Omaha's Leading GROCERY.**

Interesting Items Daily in this Basting Dept.

Basket dried Japan tea, lb..... **40c**

And forty green trading stamps

Pepper, ground, black, pure, can..... **13c**

And ten green trading stamps

Special offer, pound can Palace Car jam..... **13c**

24 1/2 oz. bean pickled..... **13c**

**EIGHT POUNDS**

EXTRA GREEN TRADING STAMPS WITH IMPORTED OLIVE OIL

Worcester table salt, 5 lb sack..... **10c**

And ten green trading stamps

Campbell's salad dressing, bottle..... **10c**

And ten green trading stamps

Blood of Grape, 2-pt. bottles..... **50c**

One hundred green trading stamps

Japan rice, 2 pounds..... **14c**

And twenty green trading stamps

POP CORN—special, 2 lbs. for..... **10c**

Atkinson's cocoa, can..... **10c**

Pure honey-plum, jar..... **25c**

And thirty green trading stamps

Schep's coconut, 4 1/2-lb. pkg..... **25c**

And ten green trading stamps

Chocolate Meringue, pound..... **6c**

And thirty green trading stamps

Bennett's Capitol wheat, pkg..... **10c**

And ten green trading stamps

Bennett's Capitol cake, pkg..... **10c**

And ten green trading stamps

**CLOTHING!**

Such an Overcoat as this for \$15.00. Think of it—you've probably paid \$30.00 in times past for an overcoat no better.

Look at the style, the perfect fit, the shoulders, notice how snugly the coat fits over the shoulders and around the neck—the vital points in a coat—and remember they will always fit as well. On this point you have our guarantee, and Kohn Brothers—the makers. These coats will keep their shape—sold exclusively—

at **\$30 to \$10**

Remember Brokaw Bros.' fine Suits and Overcoats are ready for the season.

ATTEND CUR HOUR SALES THURSDAY.

**HAYDEN'S**  
THE RELIABLE STORE

50 CENT SILK RIBBON, THURSDAY, 15 CENTS.

Great Manufact'rs' Stock of Women's Suits and Coats.  
On Sale Thursday.

Women's Fine Tailored Suits, in English Suitings—all new styles and shades—\$15.00 value—Thursday at..... **8.90**

225 Women's Man Tailored Suits, in navy, brown, green and fancy plaids—manufactured to sell at \$20.00 and \$22.50—Thursday, only..... **14.90**

300 Women's Coats, in all wool felizes and fancy mixtures—newest styles—regular \$10.00—at..... **5.95**

Women's Coats, in plaid mixtures and plain colors—all new, novelty styles—worth \$15.00—at..... **9.90**

215 Sample Coats, in all colors and styles—\$20.00 and \$25.00 values—at..... **14.90**

**EXTRA SPECIALS**

400 Women's Skirts, in Panamas' voiles, serges and chevrons—in all colors and styles—\$8.00 value—for..... **4.95**

Children's Bearskin Coats, in all colors and white—regular \$7.50 value—for..... **3.95**

Women's New Plaid Waists, in fine Panamas and silks—also plain colors—regular \$5.00 value—for..... **2.95**

8:00 to 9:00, women's long..... **59c**

8:30 to 9:30 women's \$1.50 elder-down dressing..... **69c**

9:00 to 10:00, women's \$1.50 moire and satenee undershirts, at..... **79c**

9:30 to 10:30, children's wool dresses, \$1.50 value, at..... **79c**

**50c Silk Ribbons for 15c.**

We are selling all colors of the popular No. 1700 all silk Taneta Ribbons, 5 in. wide, at per yard..... **15c**

50c per dozen yards, for per dozen yards..... **17c**

**Val. Laces**

All colors of 4 yd. Chiffon Veils; regular price, \$1.00; now on sale only, each..... **50c**

**Thursday's Bargains in Yarn.**

Thursday we will place on sale over 5,000 lbs. of yarn, consisting of Zephyrs and Flosses, the celebrated "Bear" brand, the best yarn on the market today. This is all nice, clean stock, in the best colors, and we offer them at less than our regular prices. Best quality of Saxony wool, worth 12 1/2c, Thursday at..... **7c**

Best quality of Saxony wool, worth 12 1/2c, at..... **7c**

German town Zephyrs, in all colors and shades, worth 12c, at..... **8c**

Spanish Knitting yarn, best quality, worth 15c, at..... **12c**

Knitting Yarn, finest on the market, all colors, quarter pound skeins, worth 15c, Thursday only..... **10c**

We also include in this sale a new up-to-date stock of Wool, Silk and Shawls, at about half their value. They are for Thursday only.

**Thursday in the Bargain Room**

Extra heavy all-linen bleached Napkins, 15 in. square; regular \$2.00..... **69c**

100 doz. Dresser Scarfs, 45 in. long, 2 1/2 yds. wide, Thursday only..... **15c**

Snow white union pattern Table Cloths, 24 yds. long, \$1.00 value, Thursday at..... **59c**

Shelf Oil Cloth, assorted patterns, regular 1/2 yd. value, Thursday, a yard..... **5c**

One big square Outing Flannel, dark and light patterns, 7 1/2 yd. value, Thursday, a yard..... **41c**

A. F. C. Dress Gingham, long mill end, regular 12 1/2c quality, Thursday, a yard..... **5c**

Yard wide English Flannellette, big range of patterns, 13 1/2c quality, Thursday, a yard..... **5c**

15c Bird's-Eye Flannel, colors red, blue, pink, Thursday, a yard..... **67c**

**Thursday's Millinery Sale**

Hats trimmed with large plumes, roses, and fancy feathers, ribbons, velvets, etc.; the best values of the season. These hats are all made in our work room and many of them are copies of more expensive patterns; materials and workmanship guaranteed to be the best. Choice Thursday only..... **4.98**

Chic little street hats, worth up to \$2.25, at..... **98c**

Untrimmed felt hats, worth 75c to \$2.00, for..... **39c**

Children's hats and caps, the largest assortment in the city, and ranging in price from \$1.00 down to..... **25c**

**Linen Sale—High Grade Department**

From 10 to 11 A. M. From 2 to 4 P. M.

We will sell 25 dozen large Huck Towels, regular 12 1/2c and 15c values, only six towels to customer, one hour only, each..... **71c**

We will sell 10 pieces of all linen Damask, Irish manufacture, bleached, regular \$1 per yard, at a yard..... **62c**

Three specials on Muslins for all day Monday Sales.

**Wool Dress Goods**

From 10 to 11 A. M. From 3 to 4 P. M.

We will sell 50 pieces of silk and wool Dress Goods—sublime, crepes, collettes, etc.—goods that sold from \$1.00 to \$2.50 per yard, one hour only..... **33c**

We will sell 100 pairs of \$1.00 Curtains, 3 yards and 3 1/2 yards long, 54 in. wide, only 1/2 pair to one customer..... **58c**

Cream Danish cloth in long remnants, at a yard..... **81c**

**Drapery Dept. (Main Floor)**

For all day 75c fine Drapery Silk, all styles and bordered..... **48c**

at a yard..... **63c**

6,000 pair of new rope Portieres, just arrived, on sale for all day at special price.

**Omaha's Greatest Fresh Fruit, Vegetable and Grocery Dept.**

**Haydens, the Great Universal Providers.**

Six basket crates of fancy Keifer Pears—basket..... **\$1.10**

Single basket—each..... **10c**

**GREEN TOMATOES FOR PICKLES.**

Tomatoes..... **15c**

**ONE-THIRD BUSHEL BASKET OF FANCY GREEN TOMATOES**

10-lb. sack pure Buckwheat Flour..... **35c**

10-lb. sack best brands Laundry Soap..... **25c**

10-lb. sack best granulated Cornmeal..... **25c**

4-lb. can Walter Baker's Cocoa..... **40c**

5-lb. pkg. Walter Baker's Chocolate..... **45c**

1-lb. can assorted Raisins..... **5c**

1-lb. pkg. Macaroni..... **5c**

Choice Tea Siftings, per lb..... **12 1/2c**

Fancy Santos Coffee, per lb..... **15c**

4 pigs. Uneda Biscuits..... **15c**

**QUINCES AND SWEET APPLES.**

Fancy California Quinces, per box..... **\$1.50**

Per dozen..... **25c**

Fancy sweet apples, per peck..... **50c**

5 bunches fresh radishes..... **5c**

4 heads fresh lettuce..... **5c**

Sweet potatoes, per lb..... **10c**

Hubbard squash, each..... **5c**

Fancy blue plums, per basket..... **25c**

**HAYDEN BROS.**

1508 Douglas Street.

**Popular Prices**

Our Millinery Business Greater Than Ever Before.

**Why?** Because we are selling HIGH GRADE PRETTY MILLINERY cheaper than any other house in Omaha.

POPULAR PRICES TELL THE TALE!

**ON SALE THURSDAY**

Hundreds of Exquisite Dress and Street Hats at

**\$3.75, \$5, \$6.50, \$8.75.**

INVESTIGATE. IT PAYS. GET PRICES.

IF YOU ENJOY a cool, delicious, satisfying smoke—one that will banish your cares and make life worth living, be sure and call for the old reliable

**MERCANTILE**

F. R. Rice Mercantile Cigar Co., Manufacturers, St. Louis.