

100 Calling Cards at 39c Arcade

BRANDEIS & SONS

BOSTON STORE

ODD LOTS AND REMNANTS FROM THE

Shelley Stock

AT MOST EXTRAORDINARY BARGAINS FRIDAY

All of Shelley's 50c and 75c stock lace collars, where there is only one or two of a kind, go in two lots, in new store. **10c-15c**

All of the short lengths of Velvets that Shelley sold up to \$2.50 per yard, black and all the colors of the rainbow, in lengths from 1 to 5 yards, go on sale, new store, front bargain square, at **45c**

All of Shelley's 10c Ribbon Remnants, on sale in new store at—per yard—only **1c**

All of Shelley's Remnants of Vellings—Long enough for face veils and automobile veils, that he sold up to \$1.50 per yard—go in two lots in new store, at, per yard **12c-25c**

REMNANTS OF SILKS

Odd lots of silks, running from 2 1/2 to 15 yards, left over from the Shelley stock, fancy taffetas, plain taffetas, Louisiana, Beau de Cagne, Jap silks, etc., sold at special sales up to the yard on bargain square, at **25c**

Importer's silk samples, traveler's samples—over 2,000 of them in all kinds of high grade silks, many to match, worth from 80c to \$1 yard, mostly one yard pieces, at each—second section silk department, new store, per yard **39c**

Dress Taffetas, in 27-inch and 29-inch plain and glace effects, the same as sold last Monday—second section silk department, new store, per yard **39c**

Embroideries—Fine Embroideries and Insertings, in medium widths, also finest corset cover embroideries, newest patterns, on bargain square, new store, yard **15c-25c**

LACES FROM SHELLEY STOCK—Fine Torchon, Point de Paris and fancy laces and insertings, various widths, worth up to 10c yard, at, yard— **3 1/2c and 5c**

DRESS GOODS

Yard for every style, color and quality. Dress Goods, up to \$1 yard. 3 to 8 yards. **25c**

Yard for many exclusive patterns, English worsteds, French novelites, broadcloths, Venetians and all skirt, coat and suit lengths, worth up to \$2.50. **49c**

Yard for gray suiting cloths and every skirt and suit length, black and colors. Sold up to \$1.50 yard. **39c**

Yard, in basement, old store, for French Flannels, Scotch Flannels, Wool Dress Goods and hundreds of lengths for children's dresses. Sold at 50c yard. **15c**

The Biggest Remnant Bargains of the Season are in the Basement Friday

Special white goods bargains in white goods aisle, new building. One big lot India linens, long cloth and nainsook remnants, worth up to 25c yard, long lengths, at, per yard **6 1/2c**

Full standard yard wide percale, all new styles, for fall wear. They are regular 12 1/2c quality, in long mill lengths, at, per yard **5c**

Heavy quality Swansdown flannel, new patterns, sell elsewhere at fifteen cents a yard, mill lengths, at, per yard **5c**

Large assortment very best grade light and dark Outing Flannel, stripes and checks, in all colors, at, yard **8 1/2c**

Arnold's Superfine Flannel, all desirable new patterns, Persian and Jap effects, perfect long lengths, at, yard **10c**

Thousands of yards new Dress Prints, the very best quality, at, yard **3 1/2c**

Great special lot regular 8c Cotton Towels, slightly imperfect, at, each **2 1/2c**

New lot 36-inch Silkoline, splendid comfort style, the regular 12 1/2c grade. In the forenoon at, yard **2 1/2c**

5,000 yards Cotton Challies, all pretty patterns, very desirable cloth for comfort covering, dressing sacques, etc. In the forenoon at, yard **2 1/2c**

BRANDEIS & SONS

On Sale Beginning **SATURDAY**

A \$67,550 STOCK of Men's Suits and Overcoats

Entire Stock of a Leading New York Wholesaler

At About 1-2 Price

See the High-Grade Clothes in the Window.

BRANDEIS & SONS

OUR GREATEST SALE OF Portieres and Couch Covers

NEXT MONDAY Oct. 22

Never before has Brandeis offered such bargains as these. Finest tapestries at about one-fourth their real value.

See the Window Display.

Courtney's

17th and Douglas Streets
Phone Douglas 647.
Private Exchange Connects all the Departments.
Entrance through Brandeis' New Store—west arcade

Some People Think Because

Our Bakery Goods

are the Finest in the City—that necessarily they are high priced.

Such is not the case.

We sell full sized layer fruit flavors, at, each **3c**

Sandwich Buns, per dozen **10c**

French Rolls, per dozen **10c**

Raisin Bread, very fine, per loaf **10c**

Ralston Whole Wheat Bread, per loaf **5c**

When other people make better stuff than ours, we buy it.

We have just received a ton of Princess Fruit Cake, made at Little Rock, Arkansas, and which all connoisseurs say is the finest fruit cake in the whole world. This ton of cake, while it lasts, at 50c per pound. It comes in 1, 2, 3 and 5-pound tins.

Friday's Special in Fish Dept.

1,000 pounds Halibut, at, per pound **10c**

Our Lunch Counter

At entrance to Brandeis' west Arcade.

Bun Sandwich and Coffee, each **5c**

Courtney's

17th and Douglas St.

OVER ALL

Next to an easy Conscience, choose easy feet!

Choose **ONIMOD** Shoes

and your ease will be complete.

Hand-built Onimods are superb—unexcelled in quality, style and comfort—\$5 and \$6.

Bench-made Onimods are comfortable, durable and neat—\$4, \$5.50 and \$2.50 Onimods are the best low priced shoes made—easy on the feet.

New Fall and Winter Shapes **Regent 205 SHOE & S. 15th St.**

BRANDEIS & SONS

On Sale Beginning **SATURDAY**

A \$67,550 STOCK of Men's Suits and Overcoats

Entire Stock of a Leading New York Wholesaler

At About 1-2 Price

See the High-Grade Clothes in the Window.

BRANDEIS & SONS

OUR GREATEST SALE OF Portieres and Couch Covers

NEXT MONDAY Oct. 22

Never before has Brandeis offered such bargains as these. Finest tapestries at about one-fourth their real value.

See the Window Display.

Boys' Sweaters

We are showing two grades of Boys' Sweaters this season—One all wool at \$1.00, and the other all worsted at \$1.50 each—which are by far the best value in the city; all first-class and made in Omaha; new and fresh; no shelf-worn goods. Give them a look before buying.

Our line of Hosiery for fall and winter was never better. All the new weaves at prices in reach of all. Child's fleeced Hose, 15c and 25c a pair; wool from 25c up. Ladies' and Gents' Wool Hose from 25c up.

If you are in need of Underwear we have a complete line of Ladies', Gents' and Children's; prices always right.

A big line of Beads and Jewels and the largest line of YARNS in the west.

Agents for Pictorial Review Patterns.

JOS. F. BILZ
322 So. 16th St. OMAHA

Don't Miss This Opportunity.

You are fitted by graduates of Europe at the lowest possible charge to introduce our work. These glasses will relieve eye strain, blur, etc. Satisfaction guaranteed. Examination free.

323 N. Y. Life Bldg., Omaha, Tel. 672.

TWENTIETH CENTURY FARMER

Only One Dollar a Year.

BENNETT'S

OMAHA WEATHER FORECAST—Friday, Fair.

YOUR MONEY'S WORTH OR YOUR MONEY BACK.

A Roaring Sale of Gloves for Bargain Friday

REPAIRED KID GLOVES.

Worth from \$1 to \$1.50. In the art of modern glove making there is inevitably a percentage of imperfections. These are repaired and sold at what they will bring. We offer one hundred dozen at, a pair **49c**

SEE THE GORGEOUS HORSE SHOW WINDOWS. GREATEST YET PRODUCED. COMPETITION HEARTILY INVITED

WOMEN'S NECKWEAR SPECIALS FOR BARGAIN FRIDAY

3-Yd. Chiffon Veils, worth 75c, at **49c**

Fancy Box Ruchings, six assorted patterns to box, per box **21c**

100 Dozen Fancy Plaid Tab Stocks, worth 25c each **12 1/2c**

RIBBONS

6-in. Messaline Ribbons, all popular colorings, worth 35c a yard, at **19c**

4-inch Satin Edge Fancy Flowered Ribbons, worth 35c a yard, at **19c**

Linens! Linens!

For Cream Table Damask, good value for 30c, at **22 1/2c**

For Cream Table Damask, regular quality, at **29c**

For Bleached Table Damask, regular price 50c, yard **39c**

For Hemmed Bed Spreads, full size, regular 85c, at **75c**

For Bleached Turkish Towels, size 18x45, regular 12 1/2c quality, at **9c**

Bargain Friday in SILKS

Large Lot Fancy Silks of various lengths, many different weaves, taffetas and Louisines, etc.; **19c**

Silk Velvets, one of the best \$1 grades offered, dark green, navy, wine, etc.—will go off Bargain Friday, **39c**

27-in. Black Peau de Soie, an exceptional bargain at \$1.50, double faced and extremely heavy, right for waists, dresses or coats, on sale Bargain Friday, **1.08**

30c China Silks, in all colors, 27 inches wide, on sale Bargain Friday, a **29c**

Bargains Friday, in Dress Goods.

50-inch fine English Mohair Suitings, in check effects, dark green predominating, very pretty cloth for \$1, bargain Friday, a yard **39c**

All Wool French Flannel, in plain colorings with pretty border effects, also embroidered and check effects—these are worth 50c, on sale at— **29c**

\$1.75 Black Broadcloth Mole-skin, one of the best wool stuffs for handsome, rich black suits or coats, will make up beautifully, on sale Bargain Friday, a yard **98c**

New Plaids, 36 inches wide, for children's dresses or waists, worth 50c, on sale Bargain Friday, a yard **29c**

We sponge and shrink wool stuffs, all work guaranteed—a yard **5c**

...BARGAIN FRIDAY IN...

Ladies' Gowns, Wrappers, Dressing Sacques, Petticoats,

Sample Snaps from sample lines for Bargain Friday

Ladies' Flannel Gown, made in Hubbard style, 54-inch long, neatly trimmed in braid—Bargain Friday **48c**

Ladies' Flannel Wrapper, made with deep flounce, ruffs over shoulder, neatly trimmed with braid—Bargain Friday **69c**

Ladies' Flannel Dressing Sacque, in light or dark colors, excellent variety, choice, Bargain Friday **37c**

Sample Line of Black Satteen Petticoats, made with deep flounce, some trimmed with two and three ruffles at bottom, some are worth \$1.25 each, choice Bargain Friday **69c**

Domestics, Etc.

Double Green Trading Stamps on Wash Goods and Domestics

10c Flannellettes for **5c**

15c Flannellettes for **9c**

36-inch Bleached Muslin for **4 1/2c**

Heavy Apron Gingham for **5c**

Good Prints, all colors, for **3 1/2c**

Extra Heavy Shirting for **10c**

Special Showing of Blankets and Comfortables.

Double Green Trading Stamps with Every Purchase.

SHOES

\$2.50 LACED AND BUTTON SHOES, at, a pair **1.95**

These are taken from regular stock and offered at a sacrifice.

Patent colt, laced, with calf tops, Cuban heels and extension soles.

Velvet kid, patent tipped, light or heavy soles, mat calf or vic kid tops, Cuban heels, all sizes, 2 1/2 to 8.

Genuine Turkish Bed Room Slippers, 50c values, at **39c**

Glycerole Shoe Polish, best made, 25c kind for **15c**

Watch Ads for Specials in Children's Shoes.

CROCKERY

30 Green Trading Stamps on every \$1 Purchase.

200 Seven-Piece Berry or Fruit Sets, pink, blue, green, large bowl and six saucers, marked 75c, Friday **50c**

And Five Times Green Trading Stamps.

See the New Gas Light, each in box, with white globe—complete **50c**

And Five Times Green Trading Stamps.

SECOND FLOOR.

HAYDEN'S

THE RELIABLE STORE

Friday's Bargain Bulletin

Never better bargains shown than in this week's sales, every item of special economical interest.

Silks and Velvets

A FEW VERY SPECIAL ITEMS FOR FRIDAY

Remnants of Silk Velvets, slightly soiled, in good line of colors, FROM 3 A. M. TILL 10 A. M. limit of one pattern to a customer, at, per yard **15c**

Great line of colors and patterns in novelty and plain silks, suitable for fancy work and neckties, 15-inch lengths, 7 1/2 yard lengths, 7 1/2 yard lengths, at, per yard **5c**

Remnants of Silk Velvets—All new goods, lengths from 1 to 4 yards, \$1.50 yard, 15c quantities, at, per yard **49c**

Friday's Grand Specials

RIBBONS FOR THE HORSE SHOW—The finest line of high grade printed warp fancy ribbons, prices ranging from, per yard, \$1.00 down to, One lot of extreme fancy ribbons, 12 inches wide, worth \$4 per yard, will go at, per yard **\$1.98**

A Beautiful Quality of All-Silk Taffeta Ribbons, 1 1/2 to 2 inches, all colors, on sale, at, yard **15c**

Ladies' 1 1/2 Neckwear, special **5c**

5,000 Macrame Cord Shopping Bags, each **5c**

15c Pure Linen Handkerchiefs, special Friday, at **7 1/2c**

We have the sole agency for the state of the **Roberts Mill Dress Forms**. Inquire at lace counter.

Wool Dress Goods Sale

5,000 yards of fine Mohairs, all colors and cream, from 38-inch to 54 inches wide, in lengths from 2 1/2 to 8 yards, and sells regularly from 75c to \$1.25 yard, Friday all at, a yard **25c**

2,500 yards of Henriettas, all colors and cream, in lengths from 2 1/2 to 6 yards, sold from 35c to 75c yard, all at, a yard **25c**

Danish Cloth, in lengths from 2 1/2 to 10 yards, all colors and cream, will go at, a yard **8 1/2c**

Broadcloths, all colors and cream, 50 to 54 inches wide, quality from \$1.00 to \$2.50 yard, lengths from 2 1/2 to 8 yards, will go in three lots—yard **50c, 49c and 39c**

Extra Specials on Linens and Odd Lots in High Grade Dept.

Remnants of Table Linen—in odd lengths, from 1 1/2 to 3 1/2 yards long, in bleached, silver bleached and unbleached, short lengths from regular stock and sold up to \$1.75 yard, in three lots, at, yard **50c, 49c, 39c**

Odd Lots of Napkins—in bleached and unbleached, all linen and mercerized, sold up to \$2.00 per dozen, at, dozen **98c and 60c**

Odd Lot of Towels—in linen huck, bleached and unbleached, extra large size, worth up to 25c apiece, at, apiece **12 1/2c**

Odd Lot of Toweling—in lengths from 1 to 4 yards long, all linen and union, both bleached and unbleached, sold regularly up to 15c yard, at, yard **9c, 7 1/2c and 5c**

Bed Spreads—Extra large size, in Marseilles and honeycomb patterns, slightly soiled, sold regularly up to \$2.25 apiece, to close at, apiece **98c**

Cotton Dress Goods Dept.

Toll du Nord Gingham, Scotch Gingham, plaids, Cotton Suitings, Organadies, etc., that sold up to 50c yard, all will go at, yard, 10c and 5c

Draperies and Curtains

200 pairs of Bonne Femme Lace Curtains, that sold up to \$15.00 each, will go in two lots, at, each, \$2.98 and **\$1.08**

Novelty Net, that sold up to 50c yard, to close at, a yard **5c, 10c and 15c**

Fringe that sold up to 25c yard, will go at, yard **1c and 2c**

Tassels, worth up to 25c will go at, dozen **1c**

Omaha's Greatest Bargain Room

36 great tables piled high with staple merchandise, at bargain prices unequalled. Every item means a substantial saving.

One big table of long mill remnants of wash goods, worth up to **2c**

10c yard-wide, 20 yard lengths, in good heavy quality, worth up to 10c yard **6 1/2c**

All kinds of wash goods, long remnants, worth up to 15c yard **3c**

12 1/2c snow white canvas, 36 inches wide, wide at, yard **5c**

15c Shirting Madras, loom ends, great bargain, yard **5c**

Apron Check Gingham, colors, 5c quality—at, per yard **5c**

Flannel Back Flannel, the most complete stock in Omaha, at money-saving prices. Get our prices before you buy **5c**

10c quality Hope bleached muslin—Friday, at, yard **6 1/2c**

10c quality Flannel, in good heavy quality, 20 yard lengths, at, yard **6 1/2c**

10c quality Flannel, extra heavy quality, at, yard **4c**

10c Cotton Flannel, extra heavy quality, at, yard **8 1/2c**

COMFORTS AND BLANKETS—the most complete stock in Omaha, at money-saving prices. Get our prices before you buy **5c**

Omaha's Greatest Grocery Dept. Prices

Hayden's, the Great Universal Providers

Butter and Cheese Sale.

Fancy Separator Creamery Butter, per pound **25c**

Fancy Full Cream Wisconsin Cheese, per pound **15c**

Fancy Full Cream Brick or Limburger, per pound **15c**

Sap Sago Cheese, each **7 1/2c**

Omaha's Greatest Fresh Fruit and Vegetable Department.

Fancy Keifer Peas for Canning—Six-basket crates Fancy Keifer Peas for canning, per crate **\$1.10**

Single baskets **20c**

1/2-bu. baskets Fancy Green Tomatoes for canning **15c**

Fresh Spinach, per peck **10c**

Six bunches Fresh Radishes **5c**

Four heads Fresh Lettuce **5c**

Fancy Sweet Potatoes, pound **1 1/2c**

Fresh Turnips, Carrots, Beets or Pumpkin, pound **1 1/2c**

Two bunches Fresh Parsley **5c**

Large heads New Cabbage **10c**

Large Hubbard Squash, each **5c**

New Honey, per rack **15c**

1/2-lb. pkgs. California Figs **5c**

Italian Blue Plums, per basket **25c**

Fancy Jonathan Apples, peck **25c**

Fancy Winesap Apples, peck **25c**

Fancy Sweet Apples, peck **25c**

Special Friday Furnishing Bargains

These Friday Furnishing Goods Sales are always a delight to the economical buyer. This week they will prove exceptionally interesting.

MEN'S UNDERWEAR—All sizes, heavy, 50c—at, per garment **19c**

MEN'S MADRAS SHIRTS—in light and dark patterns, 50c to 75c—choice **35c**

BOYS' WOOL SUITERS—in Buster Brown style, blue or fancy colors, worth 50c to \$1.00— **25c**

At choice **25c**

Woolen Stocking Caps—regular 25c values— **10c**

CHILDREN'S FLEECE UNDERWEAR—very heavy quality, in all sizes—at, per pair **19c**

CHILDREN'S HEAVY RIBBED STOCKINGS—great value— **15c**

LADIES' HOSE—heavy fleece lined, with ribbed top or in cashmere— **12 1/2c**

LADIES' CORSETS—with 2 sets of hose supporters attached—come in white or drab, 75c values—at **45c**

HAYDEN BROS.

THE FRENCH WAY

GARMENTS CLEANED

If it stands you in hand to be economical, see us about cleaning or dyeing your last season's garments. We make them look like new.

FRENCH DRY CLEANING WORKS.

Tel. Doug. 4172. 1908 Farnam Street

Bee Want Ads Produce Results

OPERA GLASSES

for the Horse Show—We have a fine line in Pearl, Gatte, Percha, Lehigh, Bismarck—the genuine Colman, Berthold and Lemaire—These glasses range from \$5.00 to \$15.00—spend a few minutes looking through over. Look You'll Be Sure.

S. W. LINDSAY, JEWELER.
1014 Douglas Street.