

# GREATEST BARGAIN DAY OF THE YEAR--MONDAY

## C. J. BONNET et Cie Black Taffeta \$1.25 Value, 59c Yd. 27 Inch Wide

100 pieces of the celebrated Bonnet 27-inch black guaranteed taffeta, known all over both continents as having no superior for wear, luster and beautiful weave. We are direct importers of Bonnet silks, insuring you fresh, reliable goods—the only genuine has name C. J. Bonnet & Co., wear guaranteed, woven in white on every yard; also the trade mark on every piece. Yellow Horse and Jockey. Made expressly for J. L. Brandeis & Sons, Omaha, U. S. A.—yard.



**59c**

## 2 Extra Specials In DRESS GOODS

75c Dress Goods at 25c Yd.—Black and all colors, plaids, silk and wool fancies, Melrose, serges, cashmeres, etc., 25c yard.  
All broken lines sold up to \$1.25 yd. at 49c yard—Chiffon Panama, mountain serge, coatings, waterproof gray plaids, black and colored dress goods of every description—49c at yard.

## EXCEPTIONAL BARGAINS In Our Dress Goods Dept.

\$1.00 Silk and Wool Plaids at 75c.  
All our high grade separate patterns—shadow plaids, broadcloth, Marquissettes, silks, voiles, etc., at reduced prices.  
Cloakings, camel's hair coatings, striped and checked worsteds, etc., sold up to \$3.00 yard, at, yard. **98c**

**CREAM DRESS GOODS**

50c Mohair, yard	39c	\$1.00 34-inch Panama, yard	69c
\$1.50 Silk and Wool Crepe, yard	69c	\$1.39 34-inch Cream Tulle, yard	89c
50c Eolienne, yard	69c		

\$1.50 and \$1.75 silk Eolienne, black and colored crepe de Paris, silk and wool Eolienne, etc., yard. **69c**

## 65c SILKS at 27c Yd.

All silk Louisiana, new fall colorings, specially adapted for suits, waists, children's dresses and has always retailed at 65c yard, at, yard. **27c**

**New Arrivals in Fine Silks**

Pompadour printed Persian and Dresden Crepe de Chine, some with borders for scarfs, etc., 24 inches wide, yard. **98c**

45-inch Marquissette, plain and ombre effects, 45 inch Michinette Gauze, 45 inch Pekin Voile Pompadour, worth \$2.25 and \$2.50 a yard, at, yard. **\$1.50-1.69**

**Exclusive Patterns From Lyons and Paris**

55 exclusive patterns of Lyons and Paris silk materials, selected abroad by our own buyers, \$100 patterns at \$50; \$75.00 patterns at \$37.50; \$50.00 patterns at \$25.00; a few \$35.00 patterns will go at \$15.00.

## PLAID AND BLACK TAFFETA WAISTS

Our line of plaid and black taffeta waists is the most complete in the city. We make a specialty and feel positive we have the most wonderful value in these popular waists, at, at, yard. **49c**

The best \$1.98 silk petticoat plaids, colors, including stripes and dots, newest of styles—all at, at, yard. **25c**

Wool Waists at \$2.50—in embroidery and shadow embroidery, all the light shades and white. A special value offered Monday for the first time, at, at, yard. **25c**

## LADIES' FUR SCARFS

Opuscul Clusters **1.98-4.98**  
Canadian Marten double Scarfs **3.98-12.50**  
Natural Squirrel Zebra **2.98-9.98**

**\$2.50 and \$5 Bracelets at \$1**

The entire stock of bracelets from a well known Attleboro manufacturer. The bracelets will stand the acid test and we will give a 5-year guarantee with each one, in Roman gold and bright finished, hand chased and plain, in ladies' and misses' sizes, \$2.50 and \$5 val., Monday.

## Bird Carving Sets

Remarkable sale of bird and game carvers. Entire sample line made by the Landers, Fary and Clark Meridian Cutlery Co. and American Cutlery Co., carver and fork, in box, made to retail at \$3, at, pair. **75c**

Mounted Combs—in brilliant and fancy designs. These are samples purchased from a drummer, worth up to \$1.25, Monday all at one price. **25c**

**BRANDEIS & SONS**  
"BOSTON STORE"

## Net Top LACES

All new patterns, up to 7 inches wide, worth up to 35c, at, at, yard. **15c**

At **12½c**

## Imported Sample Handkerchiefs

Hundreds of Styles Embroidered, Scalloped Edge, Hemstitched Embroidered—at less than half price—worth up to 35c—**At 12½c**

## Hand Painted China, Cut Glass, Venetian Glass, Vases, Can- delabra, Bronzes, Statuary, Clocks, Lamps, Electroliers and Imported Bric- a-brac—the finest imported ware—actu- ally worth up to \$25

At **\$5**

## \$10 CUT GLASS And Hand-Painted China

At **\$2.50**

Imported Porcelains, Vases, China, Venetian Glass, Painted Vienna China, every piece worth up to \$10, on sale in our great new china dept.—in West Arcade, New Store.

## Handk'chief Linens

White Goods Dept.—Aisle 7  
Pure all linen handkerchief cambric, 36 inches wide, at 35c, 59c, 65c, 75c and \$1.00 a yard.  
Sheer linens, 36 inches wide, at 50c, 85c, \$1.00, \$1.50 and \$2.50 per yard.  
New plaids, in sheer linens, the latest fad for handkerchiefs, at 49c per yard. These are all our own direct importation, saving all middlemen's profits.

## Millinery Sale

Stunning Hats That Arrived Too Late for the Horse Show  
These elegant hats were bought of Fogelman Bros. & Hirsch, 802 Broadway, N. Y. The stock consists of over 2,000 high class hats. All the most stunning horse show hats from the big stock, many are exclusive models, they go at each. **\$5**

All the hand made velvet hats in newest shapes and trimmings, including ostrich plumes—in millinery dept. **25c**

All the up-to-date hats that were sold up to \$5 whole sale, new shapes and trimmings, at, at, yard. **\$1**

Special—100 of our own finest horse show hats—elaborately trimmed with long ostrich plumes, etc., \$20 and \$25 values, at, at, yard. **\$10**

## Entire Surplus Stock of Children's Dresses

All wool dresses in the prettiest plaids, checks and mixtures—bright, plain colors—newest trimmings, about 50 desirable styles.  
Worth Regularly Up to \$3  
**69c-98c**

**Ladies' Glace  
KID GLOVES**

These are all in 16-button length—white only—real kid and regularly worth \$3.50 a pair, at, pair. **19c**

## All-Over Net Laces

All new designs, 18 inches wide, white, cream and ecru—worth up to \$1.00 a yard, a big bargain, at, at, yard. **59c**

**Fine Torchon and French Val  
Laces and Insertings**

All the most beautiful new designs—many to match—regularly worth 7½c a yard, at, yard. **2½c**

## All Silk Ribbons

All widths of plain taffetas, fancy Dresden Ribbons, floral designs, etc.—wide silk moire ribbons, worth up to 35c a yard, at, at, yard. **10c-15c**

**Hosiery Sale**

Ladies', men's, boys' and girls', in medium and heavy weight—on big bargain square, worth up to 20c a pair, at, pair. **10c**

## Ladies' Union Suits

Regular 75c quality, in silver gray—regular and extra sizes—special at, at, yard. **39c**

**All Silk Gloves**

Two-clasp, fancy lined, worth up to 75c, also all wool Golf Gloves, at, pair. **39c**

## DRESS TRIMMINGS

Silk braids and silk appliques, in black and fancy colors, all the latest styles, at, at, yard. **10c**

**VICUNA FLANNELS**

Extra heavy Vicuna Flannels, the usual price 15c per yard, goes at, per yard. **3½c**

Regular 10c. Outing Flannels, in light colors, and in small patterns go at, per yard. **5c**

One lot of imitation broadcloth, usual price 25c per yard, goes at, per yard. **3½c**

**BRANDEIS & SONS**  
"BOSTON STORE"

# Less Than Half Price!

The Most Astonishing Bargains Ever Heard of in All the History of Merchandising—A Grand

# SALE OF RUGS

We Bought a Gigantic Stock at Less Than 50c on the Dollar and Place It All on Sale Beginning

# MONDAY

And Lasting Until the Great Crowds Have Cleared Away Every Bargain in This Gigantic Stock

There never was a sale like this in the West—never such fine rugs selling at such wonderful, record-breaking bargains. Thousands of people have admired the splendid rugs in the window and marveled at the amazing bargain prices. It is a bargain event that will long be remembered as the greatest of its kind.

Here is a Bargain Never Before Offered in This Country:

## \$25 ROOM SIZE RUGS AT \$9.98

The rugs are all the finest high grade Axminster and Moquette Rugs in 9x12 size, new and beautiful patterns in floral effects, etc. A 9x12 Axminster rug never before sold for such a price as this—the richest, most desirable colors—regular \$25 room size rugs at, at, rug. **9.98**

## \$12.50 SMYRNA RUGS AT \$5.98

All the room-size mottled Smyrna Rugs. These are reversible and can be used on both sides. We bought them very cheap and although you can see at once they are \$12.50 rugs—we will sell them Monday at, at, rug. **5.98**

## \$3.50 Axminster Rugs at \$1.25

All the 27-inch Axminster Rugs, in the Persian, Geometrical and Oriental designs, easily worth \$3.50 each, at, at, rug. **1.25**

## 30x60 Smyrna Rugs at 75c

These are reversible Rugs, in the most desirable patterns, size is 30x60—and worth up to \$1.50 each, a splendid bargain at, at, rug. **75c**

## All the Ingrain Granite Art Squares \$2.98—Reversible and absolutely fast

colors, sizes up to 9x12, a special bargain Monday at, at, square. **2.98**

## AND HUNDREDS OF OTHER WONDERFUL BARGAINS

## Table Cloths

A large assortment of pattern table cloths, 2 and 2½ yds. long and each of them 2 yards wide, strictly all linen, real \$3.50 values, new store, aisle 7, at, each. **1.98**

A sample line of high grade table cloths, 2½ and 3 yards long and 2 yards wide; these are very fine damask, selling usually as high as \$5 each—new store, aisle 7—at, each. **2.50**

## Table Damask

Two-yard wide, extra heavy—all pure linen, table damask, known as the famous Steller lines, there are no linens made that wear better; these damasks are worth up to \$1.25 per yd., new store, aisle 7, and go at, per yard. **68c**

**NAPKINS**—Full size all linen dinner napkins, worth up to \$2.50 per dozen—new store, aisle 7, at—per dozen. **1.59**

## Bed Spreads

Full size fringed Bed spreads, square and cut corners, worth \$1.50—at, at, spread. **1.19**

New Store, Aisle 7

**Extra Large Size  
Turkish Towels**

Worth 35c each—at, each. **19c**

## Ginghams

One lot of ginghams, suitable for boys' shirt waists, children's dresses, etc.—usually sells at 84c a yard, goes for, at, yard. **3½c**

## Suitings

One lot of suitings, skirtings, etc., very heavy, usual price 15c per yard, goes at, per yard. **3½c**

## LACE CURTAINS

Lace curtains—all new styles and in pairs, worth up to \$2 pair, go at each. **49c**

Lace curtains, worth up to \$2.50 pair, go at, pair. **1.98**

Couch covers, 12 inches wide, 3 yards long, pair. **1.98**

Battenburg curtains, hand made and on French net, worth up to \$5 pair, go at pair. **2.98**

Combed Arabian curtains, worth up to \$10 pair, your choice, pair. **4.98**

Plain net, worth 25c yard, go at, yard. **12½c**

Scotch madras, worth \$1.25 yard, go at, yard. **69c**

Best grade silkoline in full bolts, yard. **84c**

## COMFORT CALICOS

From 8 to 10 o'clock in the morning, our regular 8c comfort prints, not remnants, but cut right from the bolt, at per yd., **2½c**

## SHEET MUSIC

**OPERA HITS**

Cross Your Heart, You Look Awful Good to Father, I Know a Girl Like You, Won't You Let Me Put My Arms Around You, I Guess I'll Take the Train Back Home, How'd You Like to Like a Girl Like Me—per copy.

Add 1c for Postage.

Reinher (new); Walt Till the Sun Shines Nelly; Not Because Your Hair is Curly; In My Merry Oldsmobile; Dreaming Love of You (Harris); Why Don't You Try; Girl You Love; Silver Holes; Blue Ribbon Rag (new); Lumberjack (new); Rag; Hardier (new); Paddy (new); Cinderella (new).

Add 1c Back for Postage.

**19c**

Two for **25c**