



BRANDEIS
"BOSTON STORE"
& SONS
"The Style Aristocrats"

Fashionseal Suit for Women

And the Store That Sells It Are Both Extreme Standards of Excellence

It is natural that a store that occupies the position of leadership enjoyed by Brandeis store throughout the west should have exclusive right to present the "Fashionseal Suits" which are the very height of fashionable excellence in women's wear. To our immense clientele of fashionable women, we offer these suits with this recommendation: "They are the best tailored suits that ever sold at a moderate price, they excel in every way."—the price is..... **\$25**

Stunning New Tailored Suits for Fall—These are the smartest new arrivals in the dressiest suits from French and American style designers—charmingly made of fine broadcloths in plain colors, as well as in mannish mixtures—the styles are the newest creations that are fashionably popular—many extreme novelties, at..... **\$39 to \$49**

The Long Broadcloth Coat is the Season's Favorite
The season's most charming effects in those long swagger winter coats of broadcloth—both the fitted and the loose styles—all are fully satin lined and many are trimmed with braid in fetching manner—the values are some of the best Brandeis ever offered and the variety is legion, at..... **14⁸⁵ up to \$39**

Fall Mixture Coats at \$9.98—These are long stylish coats, thoroughly man tailored—very modish this season at..... **9.98**

Women's Street Dresses—Ultra fashionable in every feature, made of fine messalines, also of bailettes and wool materials, voiles and cashmeres, prices are..... **\$35-\$45**

New Medels in Voile Skirts \$9.98

Made of fine heavy Altman's French Voiles with silk folds or wide self plaits—made with the graceful new flare—a stunning line to select from, at..... **9⁹⁸**

Stunning Dress and Walking Skirts

An assemblage of very high grade Separate Skirts for women who demand apparel of distinction—French wire voiles, chiffon panamas, broadcloths, etc., at..... **12⁵⁰-14⁸⁵ up to \$35**
A Fine Panama Skirt for \$4.98—Newest plaid styles—short walking lengths now so popular—correct fall colors, at..... **4⁹⁸**



BRANDEIS' Artistic Millinery

The Fall hats seem to grow more and more beautiful as each season progresses. We have just received some mid-season models of exquisite beauty.

Brandeis Hats possess a style refinement that is found in no other millinery. We spare no effort to bring to Omaha the most elegant designs that we can secure in Paris or New York.

We will be pleased to show you some charming original millinery designs which have just arrived. They are beautifully trimmed with the long ostrich plumes and the rainy-day ostrich trimming—every one a brilliant gem of beauty—in our Millinery Department—at..... **\$25**

ALL NEW ARRIVALS IN DRESS AND EVENING HATS AT \$15.00

To appeal to those wishing stunning evening and dress hats at a moderate price, we present about 450 smart effects in the large shapes—chiefly in the new two toned effects, light tops with black facings, trimmed with Fluffy Ruffles feathers, coques, etc., very new and graceful shapes of the season at..... **\$15**

BRANDEIS
"BOSTON STORE"
& SONS

We Sell "Perrin's" Foremost Glove Store in the West

We supply more women with fine gloves than any other two western stores. Our importations are immense.

We mention long elbow length gloves of suede, very high grade, at..... **2.49**

Women's Short Two-Class Gloves at pair..... **98c**
All the new fall shades for street and evening, in the famous Perrin's Gloves, 12 and 16 button lengths, at..... **275-398**

Winter Underwear for Women, Misses and Children

Vests, pants, drawers and union suits, for misses' and boys' at..... **49c-98-150**
Women's Mousing Underwear in vests, pants and union suits, at **49c-98c to 2.98** | Women's \$1.50 quality Vega Silk Pants and tights, black, pink, blue and cream, at..... **79c**

Superior Showing of FURS

The variety of furs shown at Brandeis is far superior to ordinary stores. We hope you will make a special trip to see these furs, even if you do not care to buy.

SCARFS AND MUFFS—We are showing rich effects in fine Eastern and natural dark mink, ermine, black, lynx, squirrel, chinchilla, Persian lamb, etc., in latest shapes, with claw, bead and throws, decided styles in animal effects, at..... **\$12.50, \$19.00, up to \$200**

MATCHED SETS—Every indication points to a season of fine matched sets—we are showing matched sets of fine mink, ermine, Jap. mink, beaver, squirrel, lynx, etc., large pillow muffs and tall trimmings—the prices range from..... **\$12.50 to \$200**



\$1 New Waist Nets at 69c

New effects in 43-inch waist nets, plain and fancy dotted filet mesh, also round mesh nets in dots and figures—regular \$1 values, yard— **69c**

Novelties in Jewelry

We wish to mention a splendid assemblage of solid gold and diamond set jewelry, in cuff links, scarf pins, brooches, bracelets, rings, cigar cutters and pocket knives. Many all solid pieces set with fine white diamonds at special prices.

Solid Gold Jewelry

All solid gold jewelry sold by us is stamped under the new gold law. Gold baby chains with hearts and fancy pendants, bracelets in chased and plain, inlaid with fancy settings of semi-precious stones—fancy shirt waist jewelry, cuff pins, cuff links, brooches, veil pins, ear rings, in fact the most complete stock of novelty jewelry ever shown in the west.

14K Solid Gold Rings with Tiffany and fancy settings—one hundred styles to select from—worth up to \$8—at..... **2⁷⁵**



OMAHA'S BEST and MOST COMPLETE STOCK Carpets and Rugs

Largest and Finest Department in the West

We have put forward a great effort this year to make this department the very best carpet and rug section in Omaha. The goods are all new and very carefully selected. Buying in such large quantities as we do, we are enabled to sell these fine goods at considerably less money than single line stores can do. You make your selections in the largest and best lighted department in Omaha and choose from the largest stock. Here are some extra specials that are most exceptional: A very fine assortment of Wilton Rugs—in 9x12 size. These are worth as high as \$60.00—a special Monday..... **\$29**

The season's newest designs and richest colorings in fine Wilton Rugs. We are showing all desirable sizes. The 9x12 Wilton Rugs in this grade goes at..... **\$42.50**

Other sizes in proportion.

Axminster Rugs
These are shown in oriental patterns, in exact copies of the rich orientals—the prices are very moderate.
9x12 Axminster Rugs at..... **\$25.00**
8-3x10-6 Axminster Rugs..... **\$22.50**
6x9 Axminster Rugs at..... **\$18.50**

Baby Brussels Rugs
Many of these designs are absolutely exclusive with us. The most desirable new patterns specially priced:
The 9x12 size at..... **\$30.00**
The 8-3x10-6 size at..... **\$18.50**

MONDAY SPECIAL—9x12 BRUSSELS RUG \$13.98
We mention new arrivals in three most elegant and beautiful Oriental Rugs ever brought to Omaha. With one seam only—full line of floral and oriental patterns, usually sell at \$20, at..... **\$13.98**



Serviceable Shoes

For Men and Women

Ours is certainly the most beautiful department in Omaha and it is stocked with the very finest shoes that are made. A range of reasonable prices.

The White Ribbon Shoes for Women—Endorsed by the National W. C. T. U. and known all over America for their excellence, beauty and substantial qualities—Brandeis is exclusive agent—at..... **\$3.50, \$4.00 and \$5.00**

The Red Cross Shoes for women bend with the foot, having a flexible sole. They require no breaking in. The price is..... **\$4.00**

The Rosmore Shoes for Men
The best, most serviceable, medium priced shoe ever sold in Omaha—very correct and up-to-date style—at..... **\$3.50**

The Florsheim Shoe
The Best Shoe Made—Combines elegance and economy as no other shoe can do—the price is..... **\$5.00**



WOMAN'S STAR IN THE NORTH

Rises Higher in Finland Than in Most Civilized Countries.

ON EQUAL TERMS WITH MEN

Work, Study, Vote and Hold Office—Features of Life in Country Distinguished as "The Woman's Paradise."

A woman's ascending star glows brilliantly in Finland. In the recent session of the Finnish Parliament there were fifteen women members, a greater percentage than has yet participated in the law making bodies of equal suffrage states in the American Union. Among advocates of woman's rights as a political factor Finland is esteemed "The country par excellence where woman is the dominant note in all situations, social, political, agricultural and commercial."

In a letter to the Springfield (Mass.) Republican Edith Hezer draws a series of pen pictures of this wonderful northland. In part, she says:

"The traveler, dusty and tired, thinks of the delights of a good bath; a Russian bath such as makes one over, a bath that one feels to worth the money from the layers of dirt that roll off your so-called clean skin under the hot steam; the lathering down with soap and hot water, the massage and the final refreshing note of the cold plunge. Nothing could be more delicious after a journey. The massage in Finland is always given by women. But in Finland one does as the Finns do, and all embarrassment quickly passes away as a strong woman of 50 years takes you in hand. These bath women are invariably the ugliest in Finland. The law requires that they must be 40 years old before they take up the busi-

ness. This profession shows that the women are not hampered by any antiquated scruples as to how a woman should earn her bread, and that the men are of a temperament as cold as their climate."

In every village of this land of a thousand lakes and islands the peasants have their saunas, or bath houses of one or two rooms. A large stove is placed in one corner, which is like a bake oven covered with stones above which there is a sort of trench. When a massing fire heats this stove the bathers climb on this trench and enjoy the steam that arises from the stones over which tepid water is constantly poured. In the olden days these bath houses were the rendezvous for men and women, master and mistress, man servant and maid servant—old and young enjoyed themselves innocently, rubbing their half-frozen bodies, stirring their circulation by the use of crisp little whips; then, when the sweat of their bodies had reached the right point, all of them rushed into the cold plunge.

When the deep snows cover the land the strongest of both sexes pass from the atmosphere of the red-hot stove naked, and plunge into the snow and roll over and over, pick themselves up and race off nuds to their own houses. This rigorous treatment might lead one to think that the race would not be a very fruitful one, but statistics prove that in the last seventy years, notwithstanding the emigration, the population has doubled itself.

Goddess of the Land.
Woman in Finland is the tutelary goddess of the land. She is everywhere respected as man's equal, and receives her university degree with the rest of the students, shoulder to shoulder with men. When the degrees are given there is a great rejoicing; an enormous throng witnesses the proceeding, and perfect good fellowship exists between the men and women students, as they are crowned with their hard-earned laurels. The ceremony takes place at Helsinki, and is looked forward

to as the most important event of the year, and the day is one of rejoicing throughout the city. After the students have been crowned and received their degrees they take possession of the streets, the squares and gardens or drive about in carriage through college ranges. At certain times the students separate for their various homes. Then the fellows give themselves up to the praise of Bacchus. All the veteran students of the university show the same respect to the women students, quite as if in their day coeducation had been in vogue.

When a poor country; great wealth is a rare thing; the climate is rigorous and large cities are scarce and far apart. The women cannot indulge in the luxury of idleness and diversion, they do not enter domestic service, but the woman of good birth and breeding studies and strives to make her own place in the world. All over Finland elementary education, or instruction, is found. There is no such thing as a Finn who cannot read and write, except the Lapps of the far north. In the schools of the second grade there are annually about 18,000 scholars, 4,000 of whom are girls. The certificate from the 10-year or high school, as well as from the institution, is found. There is no such thing as a Finn who cannot read and write, except the Lapps of the far north. In the schools of the second grade there are annually about 18,000 scholars, 4,000 of whom are girls. The certificate from the 10-year or high school, as well as from the institution, is found. There is no such thing as a Finn who cannot read and write, except the Lapps of the far north.

they are sophomores or "grads." They belong to the same clubs.

Finland women have been deeply impressed with the liberal outlook that a thorough university education gives; they have realized the power of a trained mind and the moral and physical obligations of life, and have shown an enormous capacity for intellectual work. Often the women students manifest a deeper sense of the benefits of their instruction than the men students. Doubtless they long ago accepted that in many cases they must contribute their work to the non-toe wealthy family. Conditions lent themselves to the women's victory in this struggle, and they knew how to use it. The men, at first hesitating and inert, accepted the situation.

Positions of Trust.
Women as private employes have proved themselves capable, conscientious and as diligent workers as men. They receive a smaller salary than men, and now they have entered every branch of business. In the large banks the greater number of the employes are women. Women of distinguished families often hold these positions of trust. The telegraph and postoffice positions are held by women, and all the business concerns and shops are attended to by women.

Everywhere in Finland one sees women at work. Work is considered honorable by all classes. In every part of the country this holds true; among the poorer classes women work by hundreds in factories; in agriculture and on the coast the business is entirely in woman's hands, as the men spend their lives in navigation and fishing. Women clear the land, prepare it for seeding, dig the plow and make the harvests. Unmarried and childless women give their lives to philanthropic work of all kinds. The greater part of the primary education is in the charge of women, as well as in the second grade and private schools, and the normal schools and those for deficient children. Women are also employed as teachers in

the boys' gymnastics maintained at the expense of the treasury.

On a Footing with Men.
Woman in Finland has proved her business capacities to be of the highest quality. Therefore she is put on the same footing with men, who respect her and her work. In Finland a woman can enter any restaurant at any hour of night or day without raising the slightest disrespectful comment. It is the common custom of the land. On the esplanade of Helsinki, the principal boulevard of the city, groups of students of both sexes greet each other, sit and chat in the forest, most natural way, that quite surrounds the Latin races. Woman's rights have been discussed in Finland, but the women of the land, perhaps the only ones in the world, have found the secret of making facts and actions more valuable than words by the maintenance of the rights in an honorable way. A strong society occupies itself especially in helping the propertyless and the infirm all over the land. They have actively battled against the sins of the northern lands, alcoholism and prostitution, and have established offices of assistance for men and women. These private labors to remedy existing social evils where the public work on the same lines is insufficient, has been the real struggle for higher ideals, where the Finnish women have been successful. They have proved that a high standard of life and honor raise a country to the highest point of civilization and well being. It has been by hard work that woman has become man's equal in the most important affairs of life in Finland. She is today in Parliament; perhaps tomorrow we may find her in the senate.

One beautiful thing that impresses about woman's active business life in these northern lands is that the home and household have never been neglected, and the Finnish mother, ever since the antique-epoch of the land, Katerina, exalted the nobility of maternal love, has held place in the hearts of her husband and children. In that old epic Lemminkainen, learning that

her son was the victim of a disaster, went out into the world to search for him, never hesitating before any obstacle, fatigue or bit by bit out of the river of Death, she succeeded by the force of her prayers to bring her son back to life, and she carried him away on her mother's breast and unfolded him in the mother's love, akin to that infinite love of the Father Almighty.

PEACEFUL CONQUEST ABROAD
American Machinery to Be Found in Savage as Well as Civilized Countries.
At this hour there are hundreds of keen, able men—the very pick of commercial travelers—journeying in all the nations of the earth, civilized, semi-civilized and savage, introducing American agricultural implements and machinery. They are camping in hatched huts on the densely wooded banks of the mighty Amazon; rolling in ox-wagons across the unending South African veldt; riding over the pampas plains of Argentina; traveling by pack train or burro in Arctic Alaska, or the great Andes; laboriously making their way through the jungles of Sumatra and Java, and, in short, penetrating to the ends of the earth to demonstrate to all peoples how prominent are American methods of agriculture, and how advantageous is the use of Yankee machinery and implements of all kinds.

You will find an American portable railroad laid down at Sandjiri, in Assyrin, to facilitate the work of archaeological excavation and the removal of debris, monuments, inscriptions and the like. Or again, away out in the back blocks of Australia, one is amazed to come across an American teaming outfit, lumbering along with the big traction engine in front, with an awning over it to shelter the engineer from the roasting sun.

For fifty years American invention has

never stood still on the question of labor saving machinery, but rather has its genius multiplied until today Chicago binders and reapers are to be seen in England and in Sweden, in all parts of France, in out-of-the-way corners of Mexico, in Norway, and in the vast corn fields of southern Siberia, where one is drawn by teams of enormous dromedaries, who double hump and supercilious gait seem amazingly incongruous when taken in conjunction with the almost domestic nature of their work.

In India the Chicago binders and reapers are drawn by the curious water buffaloes, and in the countries of north Africa—Tripoli, Tunis, Algeria and Morocco—it is no uncommon sight to come across leaders, binders, mowers, self-dump hay rakes and tedders, corn pickers and huskers, and a hundred other American agricultural appliances with every conceivable kind of motive power, from the traction engine to the Arab farmer's wife and a donkey harnessing patient together!

It is no wonder there should be this wide dissemination, considering that one great Chicago house employs an army of 2,500 traveling salesmen, whose operations cover twenty-nine separate and distinct nations, taking in all the important grain and grass growing territory in the known world.

There can be no doubt that Africa will open up other new and vast fields as the Cape-to-Cairo railroad progresses—that stupendous dream of Cecil Rhodes. Already American implements have made amazing headway in the Dark continent, among whites, Africans and blacks. "The old and heavy English knives and axes," says Consul General Stone of Capetown, "are passing away, and American hatchets and scientific axes are cutting the kindling wood for the home and hewing down the forests. And where six yokes of oxen were once used pulling an eight-inch plow, our American plows, with one yoke, now do the work."—New York Press.

The Bee Want Ads Are the Best Business Boosters.