

Fall Merchandise That Is Up to Brandeis High Standard of Style

THE QUALITY IS HIGHER BUT THE PRICES ARE MORE MODERATE AT

BRANDEIS STORES

Women's Fall Suits

Newest style favorites, hand tailored serges, novelty cloths and mixtures. \$25 values—very smart models at..... **\$19**

Stunning New Coats

All lined black broadcloths—also new mixtures with large inlaid velvet collars and cuffs: very special lot, at..... **\$12.50**

Silk and Cloth Dresses

Women's and Misses' Dresses with all new style features, low neck with lace collars, etc.—worth up to \$20.00, at..... **\$10**

WAISTS

of Chiffon, Net, Taffeta Styles that are extremely clever—beautiful fabrics, charmingly made up—\$4 and \$5 values, at..... **\$2.98**



SPECIAL BARGAIN — BRANDEIS BASEMENT

Odd Lots from the Lining Department will be sold Wednesday. Coat linings, skirt linings, inter-linings, satens, etc.; various grades and colors, all go at one price. Remnants and bolts to buy from; at, yd. **5c**

All Silk Messaline at 39c a Yard

From the Ashley-Bailey New York Stock. All silk messalines, including black and cream, fine dress messalines, fancy waistings silks, double width voiles, etc.—Ashley-Bailey's prices was 52½¢; at, per yard..... **39c**

Jacquard Silk and Cotton Fabrics.

Beautiful range of patterns, street and evening shades; regular price 55c—main floor, yard..... **39c**

All Silk Taffetas—in 37 Shades; at, yard..... **21c**

Browns, blues, greens, reds, grays, tans, black, etc.—Ashley-Bailey's price was 32½¢ a yard.

300 PIECES STRICTLY ALL WOOL SUITINGS

42 to 45-inch materials, including coatings, broadcloths, serges, nun's veillings, check and stripe suitings, etc.; worth from \$1.00 to \$1.25—on bargain square at, yd. **50c**

BRANDEIS STORES

FRY'S \$3.00 Shoes

We have secured from the best manufacturers the best Three Dollar Shoes they could make. These shoes acknowledge no superior and but few equals at the price.

Men's Styles

There are several choice models. Splendid leathers. Swing or straight lasts. Conservative styles or shoe smartness. Button, Lace, or Blucher.

Women's Styles

Selected leathers, artistic shoemaking, button or lace models, medium toes and Cuban heels, turn or welt sewed. New perforations. Every size and width.

We fit each shoe perfectly and not one person in a hundred can distinguish these splendid shoes from the higher priced members of our shoe family.

FRY SHOE CO.

THE SHOEERS
16th and Douglas Sts.

Come in and select a pair of tan or black shoes **\$3.50 to \$5** Latest Styles



Best and Health to Mother and Child.

Mrs. Wislow's Soothing Syrup has been used for over SIXTY YEARS by MILLIONS of MOTHERS for their CHILDREN'S COLIC, ROTTENING, WITH PERFECT SUCCESS. IT SOOTHES THE CHILD, SOFTENS THE GUMS, ALLAYS ALL PAIN, CURES WIND-COLIC, and is the best remedy for DIARRHCEA. It is absolutely harmless. Be sure and ask for "Mrs. Wislow's" nothing syrup, and take no other kind. Twenty-five cents a bottle.

OMAHA Land Show GARDEN EXHIBIT

Thousands of exhibits, model farms, farm machines, illustrations, motion picture lectures, etc. **BALDWIN AND SONS**
See the West—the land under one roof, under one roof. **ADMISSION 25 CENTS.**

Wonder-Tale of the Wonder-West

See the West—the land under one roof, under one roof. **ADMISSION 25 CENTS.**

KRUG THEATER

Matinee, 2:00. Night, 8:30. **BEST SEATS 50c**
Omaha's Own Girl

ZALLAH

With Her Own Company
Breaking Records Everywhere
Recognizing no Opposition.
Quality, Comedy and Actual Beauty.
Saturday Matinee—SPECIAL
Returns of the first World's Championship game at the New York Polo grounds will read from the Stage.

BRANDEIS THEATER

Tonight 8:00 to 9:00. Wed. Mat. 2:00 to 3:00. **The FORTUNE HUNTER**
with Fred Hilde and Josephine Ochan.
Thursday: SCHOOL OF ACTING in FIVE ACTS.
Friday and Saturday Mat. and Night
Kyrie Bellow in THE MOULDER.

Orpheum

ADVANCED VAUDEVILLE.
Matinee Daily, 2:15; Night, 8:15.
Dr. Ludwig Villner assisted by C. V. Bos. Fay, two Coleys & Fay Gordon Eldrid & Co. M. Nederveld's Simulant Jockey. "The Dandies." Wilson and Wilson. Yakko Egan's Kinetoscope. Orpheum Orchestra. Prices: Night, 10 to 25. 7c. Matinee, best seats 5c, except Saturday and Sunday.

AMERICAN THEATER

Tonight, Mat. Tues. Thurs. Sat. **PRICES 10c AND 5c.**
MISS EVA LANG
and the "Woodward Stock Co. in "The Widow's Might"
Next Week—"THE THREE OF US."

BOYD'S THEATER

Today, 8:00. Tonight, 8:00, 8:30. **THE GREAT MASTERPIECE**
DANTE'S "INFERNO"
Oct. 13-15—Wm. Hodge in "The Man from Rome."

BENNETTS

S. & H. Green Trading Stamps Given Free With All Purchases at This Store.

Our Second Re-Order of Those \$15 Serge Suits Has Arrived

Three large orders in all—speaks volumes for the quality of the suits, doesn't it? But serge is a favorite material for man's suits and the serges in this \$15.00 line for women are of the same good, sturdy quality you always find in men's suits, but of a softer finish.

Four button, plain tailored styles that are just right for business, shopping and all kinds of street and travel wear; lined with excellent-wearing satins, and hand tailored throughout.

The coats are full 30 inches long; the skirts are paneled both front and back and have inverted plaits at the side.

Choice of either blue or black in all sizes. It is advisable to come for these suits as soon as possible for it is not likely we will be able to duplicate them at the price again.

One lot of \$1.50 and \$2 Corsets for 89c. Wednesday
These corsets are up-to-the-minute in style and great bargains for those who prefer medium weight corsets.

Made of long-wearing materials, boned with good, strong boning; supplied with reliable hose supporters. There's a model for every figure.



Directing Your Attention to a Sale of Picture Frames

Saturday we will place on sale about 1,800 picture frames finished in gilt, oak, satinwood, chestnut and other good woods. **Less Than the Wholesale Cost**
There are all colors and styles—squares and ovals in sizes 16x20, 18x14, 18x14, 10x12, 8x10, 6x8, 5x7, 4x6, postcard and hundreds of odd sizes to suit almost any style of picture. The prices will range from 10c to 60c per frame. See display in one of our 16th street windows.

Extra S. & H. Stamps in the Big Pure Food Grocery Wednesday and Thursday

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|--|---|
| 2-lb. can Bennett's Breakfast coffee and 40 stamps..... 50c | 2-lb. pkg. Bennett's Capitol pancake flour and 10 stamps..... 10c |
| 2-lb. pkg. Bennett's Capitol oats and 10 stamps..... 10c | 2 cans Bennett's Capitol whole tomatoes and 20 stamps..... 25c |
| 2 lbs. pkg. Bennett's Capitol corn meal and 10 stamps..... 10c | DOUBLE STAMPS ON GRANULATED SUGAR |
| Teas of assorted kinds, and 50 stamps, bottled..... 50c | 3 pkgs. Swift's Frisco cleanser and 10 stamps..... 30c |
| Geo. Dalidet's extra choice mutal rooms—a 40c can for..... 30c | Large bottle Hairmann Vinegar and 10 stamps..... 25c |
| Calumet baking powder, and 4 stamps..... 10c | 2 cakes York Violet toilet soap and 10 stamps..... 25c |
| Sluder's chili sauce, and 10 stamps, bottle..... 15c | 10 bars Diamond C laundry soap 35c at..... 35c |
| Large jar peanut butter and 20 stamps..... 20c | 3 cans Royalton plums, very special at..... 25c |
| Queen of Pastry pastry flour, and 10 stamps..... 10c | |
| 14-lb. sack Diamond Crystal salt and 20 stamps..... 25c | |
| 55¢ quart can Franco-American soup, assorted..... 50c | |
| Six lbs. navy beans for..... 25c | |
| One dozen H. J. Heinz famed dill pickles..... 15c | |
| Sluder's catsup, and 10 stamps, bottle..... 15c | |
| Special offer at..... 40c | |
| DOUBLE STAMPS ON BUTTERINE. | |
| Full cream cheese, and 10 stamps, 20c | |

Wednesday Meat Bargains

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| Shoulder Steak, 2 lbs. 15c |
| Hamburger, 3 lbs. for..... 25c |
| Choice Corned Beef, for..... 7 1/2c |
| Large can Lard..... 65c |

Low One Way Colonist Rates Offered by the Missouri Pacific Iron Mountain

Tickets on Sale Sept. 15th to Oct. 15th, 1911, inclusive, to all the principal points in THE WEST, CALIFORNIA and OLD MEXICO.

For further particulars address: **THOS. F. GODFREY,** Passenger and Ticket Agent. 1423 Farnam Street, or Union Station.

DRS. MACH & MACH

Successors to BAILEY & MACH
DENTISTS
Neatest equipped dental office in Omaha. Highest grade dentistry at reasonable prices. Porcelain fillings, just like the tooth. All instruments carefully sterilized after each operation.
Cor. 16th and Farnam Sts. **THIRD FLOOR, FAYTON BLOCK**

E. J. DAVIS

HEAVY HAULING
Safe Hoisting a Specialty
1818 Farnam Street
Tel. Doug. 353

Fern Dishes

LET A. HOOGUE FILL THEM
3513 South 20th Ave.
Both Phones.

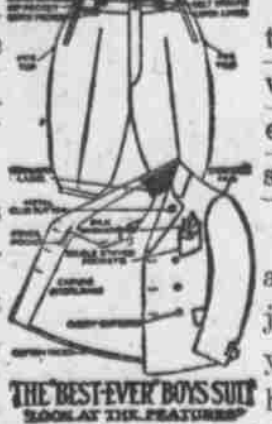
SEE THE MEN'S WONDER CLOTHES at \$14.50

HAYDEN'S

See the Crown Jewel Tailored Suits at \$25.00

Best-Ever Boys' Clothes

UNQUESTIONABLY THE CLOTHES FOR YOUR BOY
The Fifteen Features to set off the Suit are sure to appeal to the Boy.



Best Ever Clothes have the snappy mannish style that pleases every boy who sees them.

The more critical you are in selecting the new suit for the boy the more partial you will be to the excellent values in all classes we're offering you this season. We'll show you clothes that look better, feel better—positively are better—than any you'll find elsewhere at the prices.
Best-Ever Suits—All sizes 5 up to 17 years; at prices, \$5 to \$8
Other Lines Shown at..... \$2 up to \$10

Wash Goods Bargains for Wednesday

Plain and fancy silk mixed goods, imported Poplins, in all the newest shades; yard, 50c, 30c, 25c
Plain and figured Marquisette—German Elderdown, good patterns; good styles; at, a yard..... **39c**
36-inch Flannelette, Cotton Challies, etc.—good assortment of colors and patterns; at, a yard..... **12 1/2c**

NEW LACES

We have secured the exclusive agency for the finest line of Venice Laces brought into this country—the firm manufacturing these laces having the reputation of producing the best imitation hand made laces in the world. See the beautiful new designs in Venice Point, Macrame, Irish Crochet, Dutchess, etc. The choicest assortment and values in Omaha.

Time to Buy Blankets and Comfortables

We're offering you unusual economies in prices, the result of immense purchases from the leading mills. 15% to 25% saving on equal quality goods is assured.

Good size Cotton Blankets, in gray, or tan or white; at, pair..... **48c**
Good Large Cotton Blankets; the best values in Omaha, pr. **75c**
A good weight 11-4 Blanket—matchless at the price..... **\$1.00**
Other All Cotton or Part Wool Blankets of unequal quality, at \$1.25, \$1.50, \$1.75, \$1.98, \$2. Up
At each price you'll find the quality superior. See them.

Clever New Millinery Styles

All the records we have ever made in Millinery selling have been broken this season. The marvelously varied showing of distinctive style ideas are coupled with prices that make them almost irresistible values.

Here's Some Grocery Prices for Wednesday That's Well Worth Taking Notice of—25 Per Cent to 50 Per Cent Saved by Trading at Hayden's.

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| 15 lbs. best Granulated Sugar..... \$1.00 | GREEN TOMATOES FOR PICKLING |
| 10 lbs. White or Yellow Cornmeal 15c | Large market basket..... 15c |
| 4 lbs. good Japan Rice..... 35c | Large market basket Green Peppers..... 15c |
| 4 lbs. fancy Japan Rice, 10c quality, for..... 35c | 4 basket crates Italian Blue Plums..... \$1.00 |
| 10 bars Best Elm All or Diamond Soap..... 50c | 4 basket crates Tokay Grapes, basket..... 25c |
| 4 lb. pkg. Pyramid Washing Powder..... 50c | New York Concord Grapes, basket..... 20c |
| Lu Lu Scouring Soap, can..... 15c | |
| Grape Nuts, pkg..... 15c | FRESH VEGETABLE AND FRUIT PRICES—THE PARK OF OMAHA. |
| Corn Flakes, pkg..... 15c | 1 bunch fresh Cabbage, lb..... 15c |
| Oil or Mustard Sardines, can..... 15c | 5 bunches fresh Radishes..... 5c |
| Bromangolon, Jellion or Jello, pkg., at..... 7 1/2c | 2 bunches fresh Hothouse Lettuce..... 15c |
| | 2 bunches fresh Beets..... 15c |
| | 5 bunches Carrots, Parsnips or Turnips, lb..... 15c |
| | 1 lb. Large Hubbard Squash, each..... 7 1/2c |
| | Large Denver Cauliflower, lb..... 7 1/2c |
| | 2 heads fresh Celery..... 10c |
| | Large Eggplant, 3 for..... 10c |
| | Cranberries, quart..... 15c |
| | Sweet Potatoes, 2 lbs. for..... 15c |

Try HAYDEN'S First

A Stitch in Time

is always saving. By taking it many regrets are prevented. Actual stitching is hard on the eyes. It requires a strong light, yet one which will not strain. This means the light from INCANDESCENT GAS LAMPS A Reflex enables you to take a stitch in time. Taken now it will save your eyes and the low consumption of Gas will help you save your money. Both are stitches it would be wise to take. The lamp shown here costs, complete, \$2.00.

OMAHA GAS CO.

SAGE TEA DARKENS THE HAIR AND RESTORES COLOR TO GRAY HAIR

Cures Dandruff, Stops the Hair from Falling Out and Makes It Grow.

There is nothing new about the idea of using sage for restoring the color of the hair. Our great grandmothers kept their locks soft, dark and glossy by using a "sage tea." Whenever their hair fell out or took on a dull, faded or streaked appearance they made a brew of sage leaves and applied it to their hair, with wonderfully beneficial effect. Nowadays we don't have to resort to old-time, time-consuming methods of restoring the hair and making the tea. This is done by skillful chemists better than we could do ourselves and all we have to do is call for the ready-made product, Wyeth's Sage and Sulphur Hair Remedy, containing sage in the proper strength, with the addition of sulphur, another old-time scalp remedy.

Cowman's

OMAHA'S PURE FOOD CENTER
Specials for Wednesday

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| 10 gross 4-gal. Season Fruit Jars, per dozen..... 45c |
| 10 Cakes "Best Elm All" Soap..... 25c |
| 25c Imported Castile Soap..... 15c |
| Barrel Ginger Snaps..... 20c |
| 3 Cans "Nabob" Soups (Assorted)..... 25c |
| 2 Large Plain Lettuce..... 10c |
| 3 Large Celery..... 10c |
| Sweet Apple Cider, per jug at..... 50c |
| New Black Walnuts, per peck..... 50c |
| Fresh Large Egg Plants, each..... 5c |
| Sand Hill Potatoes, per peck, 30c; per bushel..... \$1.00 |

BEER

OMAHA'S FAVORITE

FOR HOME CONSUMERS

PHONES
Doug. 119; Ind. A-2119
Wm. J. BOEKHOFF
Retail Dealer
Office—803 S. 7th St.