

BRANDEIS STORES

Announce to Their Out-of-Town Patrons the Most Remarkable Sale

of

LINOLEUM

Ever Held in Omaha

Beginning **Monday, Oct. 16th**

It will be the most remarkable sale of these high grade floor coverings ever known in this city.

It Will Be Well Worth a Special Trip to Omaha to Take Advantage of These Bargains Monday.

THESE LINOLEUMS ARE ALL FULL PIECES—NOT REMNANTS—AND ALL ARE PERFECT GOODS.

All the 2-yard Wide Linoleum that sell regularly up to 75c a square yard; will go at, square yard. **39c**

All the High Grade Linoleum—2 yards wide; that sells regularly up to 85c a square yard; at, square yard. **49c**

All the 4-yard Wide Linoleum that usually sells up to \$1.00 a square yard; will go at, square yard. **59c**

All the Inlaid Linoleum—Fine grade, that usually sells at \$1.50 a square yard; will go at, square yard. **\$1.00**

BE SURE TO BRING THE EXACT MEASUREMENTS OF YOUR ROOMS.

Next Monday, Oct. 16th BRANDEIS STORES

Free Land Information

The Twentieth Century Farmer, to meet the demand of its readers for land information, has gathered and compiled data on soils, climate and farming conditions in all parts of the country. It is willing to give out this information, free, if postage is sent with inquiry.

Do You Want to Know

About government land laws, location of land offices, etc.

How to get irrigation lands, location of projects, laws governing same, etc.

Best sections for fruit growing, general farming, stock raising or dairying.

Your questions will get prompt attention. State plainly and specifically what you want to know. Write,

**Land Information Bureau
The Twentieth Century Farmer
Omaha, Nebraska**

Women's Union Suits
Flannel lined, ankle length, long sleeves. Choice of white or ecru, in sizes 4 to 8. \$1.50 and \$1.25. Value, Friday—**89c**

Children's Vests and Pants
Jersey ribbed, flannel lined, natural color only. Sizes 26 and 28, regularly sold at 25c. Friday's special price—**12½c**

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

Great Millinery Comparison Sale

There is no room in this advertisement to tell about the whys and wherefores of this sale—our reputation for finest qualities and the prices herein quoted will be sufficient reason for your coming. Every hat was made to give satisfaction in every respect, every item is marked in plain figures and every transaction is made with the understanding that you get your money back if you are not satisfied. A SMALL DEPOSIT WILL HOLD ANY PURCHASE FOR FUTURE DELIVERY. Compare every bargain with anything of a similar nature you have ever known or heard of in Omaha. It is by comparison our supremacy is best shown.

We Trim Hats Free During this Comparison Sale Only.

For the Comparison Sale **Half Price on Imported Trimmed Hats** Values from \$20 to \$75.

For the Comparison Sale **One-Third Off** the market price on all **Imported Untrimmed Hats** Worth from \$10 to \$15.

Velvet Stitched Hats in every color and style, worth up to \$2.98 each—For the Comparison Sale, **Choice 98c**

200 Rolled Sailor Hats of fine felts; plain colors and two-toned effects: \$1.98 values **59c Each**



A \$5,000.00 Purchase of Guaranteed Willow Plumes Goes on sale for Friday and Saturday **Only at HALF PRICE**

We Trim Hats Free During this Comparison Sale Only.

For the Comparison Sale **One-Third Off on All Ostrich Trimmed Hats** Values from \$20 to \$125.

For the Comparison Sale **One-Third Off** On all imported fine **Velvet Hats and Hats of Hatter's Silk Plush** Worth from \$7.50 to \$12.50.

Fine Felt Hats Made of two-toned felts—the most popular hat of the season in every good color and style—for the Comparison Sale. **Choice 98c**

BARGAIN FRIDAY

\$1.50 Black Silks at 98c Domestic and Linens at Less for Friday Only

Friday only will this offer hold good and if you are likely to need any black silks in the near future you should buy them then. Choose from black taffetas, black peau de soie, black messalines and black peau de cygne. All are full 36 inches wide and guaranteed to give satisfactory wear.

19c Flannelettes and Eiderdowns, 15c

Patterns and colorings that will make pretty house gowns, kimonos and dressing saques—a big selection of the choicest designs ever brought to Omaha. Full 27 inches wide and worth every penny of the regular price of 19c.

Domestic and Linens at Less for Friday Only

\$1.25, 60x70-inch cotton filled comforts with durable coverings of assorted designs, Friday, 98c each.

10c outing flannels in stripes of many shades—all fast colors—for Bargain Friday only, 7½c.

39c, 72-inch, good weight, unbleached table linens, in various patterns, Friday, 25c the yard.

25c, 18x36-inch, all linen, hemstitched huck towels, made with an eye to service; Friday, 15c each.

A Friday Bargain in Women's Suits

Every suit in this lot was purchased new within the past few weeks but the suit store has been a mighty busy place and odd lots have developed. The \$25.00 lines have proven the most susceptible to this condition because \$25.00 is the price that a great many people wish to pay. Therefore, some of the \$25.00 suits are reduced to \$19.50 for Friday's selling.

Lot consists of mannish street suits of navy blue and black worsteds—the very same cloth that is used in men's high class, custom tailored suits—30-inch coats lined with Skinner's satin and plaited skirts, hand tailored throughout; the regular \$25.00 values. Friday at..... **\$19.50**



Needfuls of Various Kinds Specially Priced for Friday's Selling--In the Hardware Store:

- 15c, 4-piece elbows for..... 8c
- Sapolin stove pipe enamel, ½-pint size, 2 for..... 85c
- 40c Japanese coal hods, with hood for..... 25c
- 15c stove pipe dampers, either 5 or 6-inch size..... 5c
- 1½-gallon size galvanized iron ash cans..... 98c
- 11.25 galvanized iron garbage pails for..... 5c
- 50c Japanese chamber scale..... 25c
- 25c heavy Japanese dust pans, 15c best quality sheet iron stove pipe for..... 5c
- 25c Wilson bread toasters for four pieces for..... 15c
- 75c well made furze scoops..... 45c
- Ready mixed house and floor paints, per gallon for..... \$1.50
- 75c rubber force pumps..... 5c
- 75c nickel plated lumber holders for..... 35c
- Glass shelves with nickel plated fixtures—18x18 inch size..... 35c
- 6x70-inch size..... 85c

In the Woodenware Store

- 25c heavy rattan carpet beaters for..... 15c
- 25c decorated china covers..... 15c
- 10c hand made furze scoops..... 45c
- 10c vegetable slicer..... 5c
- 25c single knife saw cutters..... 10c
- 5c hand match scratchers..... 10c
- 5c fibre pin trays..... 10c
- 15c covered mustard jars..... 5c
- 5c paper mache match safes..... 5c
- 25c Japanese fibre comb cases..... 10c

In the China Store

- English china cups and saucers with three gold lines for decorations, worth fully \$1.00 they last, the pair..... 10c
- 50c pieces of art brass such as large jardiniere, candle sticks, fern pots, trays, etc., worth up to \$1.00 the piece, Friday, while they last, choice..... \$1.00
- \$1.00 fancy decorated sugars and creamers, the pair..... 45c
- One lot of 50c, large size, plain and footed, colored glass bowls, Friday, choice..... 10c
- Plain white handled combination with cover..... 85c
- Plain white ewers and basins..... 95c
- Heavy hotel tumblers, the dozen for..... 15c
- 50c also and gold decorated cups..... 10c

\$1.00 Corsets at 49c

You will find this special on one of the main floor bargain tables, Friday.

One lot of corsets of light and heavy cut-in and hatter's medium lengths suitable for house wear; have good, strong boning and hose supporters; models previously sold at \$1.00, while they last, 49c.

\$1.25 Silk Hosiery at 79c

100 pairs of women's \$1.00 and \$1.25 silk hose with wide garter tops and little soles, heels and toes in all sizes; choice of black, white, tan, blue and pink, Friday, 79c the pair.

15c

Women's fine ribbed, fast black, seamless hosiery, worth 25c the pair, Friday, 15c.

Misses' and boys' fast black, seamless school hose, in sizes 5 to 9½ inclusive; the 5c kind, for Friday's selling, 15c the pair.

FRIDAY & SATURDAY Are Cut Price Days in The Big Pure Food Grocery

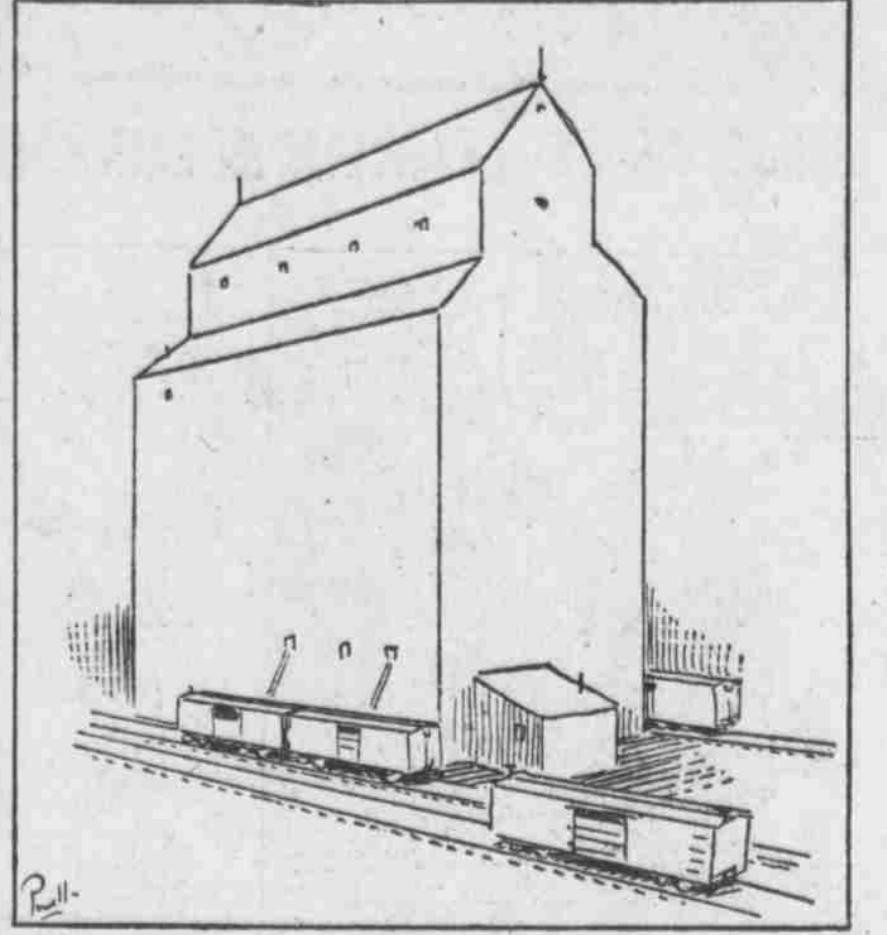
Bennett's Capitol Brand, back 30c
Bennett's best coffee, and 20 stamps, lb. 35c
Assorted teas, and 75 stamps, lb. 40c
Two siftings and 10 stamps, lb. 50c
1-lb. B. C. pure pepper and 5 stamps, 10c
8-lb. can B. C. baking powder and 100 stamps for..... 10c
Crackers of all kinds and 10 stamps, pkg. 10c
1 pkg. Swift's Pride Cleanser and 10 stamps for..... 50c
cassia, raisins, and 20 stamps, lb. 12½c
Full cream cheese, and 10 stamps, lb. 30c
Gaillard's olive oil, special offer of a pint can for..... 40c
2 cans bulled beans with chicken and 20 stamps for..... 45c
Snider's pork and beans and 15 stamps, can, 15c
1-lb. can B. C. baking powder and 30 stamps for..... 15c
8 lbs. navy beans for 25c

15 lbs. Granulated Sugar Friday and Saturday **\$1.00**

Fish and Meat Bargains for Friday Only

Young Halibut..... 13½c Veal Stew..... 4½c
Veal Chops..... 10c Veal Roast..... 12½c

The Omaha Bee's Great Booklovers' Contest



No. 55—Friday, October 13, 1911.

What Book Does This Picture Represent?

Title.....
Author.....
Your Name.....
Street and Number.....
City or Town.....

Write in title and author of book and HAVE coupon and picture. Send no coupon until finish of the contest is announced. Each picture represents a book title—not a scene or character. Catalogues containing 5,000 names on which all puzzle pictures are based—the catalogue used by the contest editor—are for sale at the Business Office at The Bee for 25 cents, by mail, 30 cents.

Rules of the Contest

All persons are eligible to enter this contest except employees of the Omaha Bee and members of their families. Each day, for seventy-five days, there will be published in The Bee a picture which will represent the name of a book. Beneath each picture there will be a blank for the contestant to fill in the title of the book.
Cut out both the picture and the blank and fill in the name and author of the book and add your name and address neatly and plainly in the space provided.
No restrictions will be placed on the way in which answers to the pictures may be secured. Each picture represents only one title of one book. If you are not sure of a title and wish to send in more than one answer to each picture, you may do so. BUT NOT MORE THAN FIVE ANSWERS TO ANY ONE PICTURE WILL BE PERMITTED. Incorrect answers will not be counted against contestants. If correct answer is also given, more than one answer should not be put on the same coupon. Extra coupons should be used for extra answers. All answers to the same number should be kept together when sending in the set. Only one list may be submitted by one contestant, though any list may have five answers to each puzzle.
The number of coupons sent—answers given—must be plainly written on the outside of each list submitted, but do not write such information on the wrapper.
While not absolutely necessary, it is desirable that the pictures should in each case be sent in with the answers, in order that all answers be uniform. Additional pictures and coupons may be obtained at the office of The Bee, by mail or in person.
When you have all seventy-five pictures, fasten them together in a PLAT package and bring or mail them to The Omaha Bee, addressed to Booklovers' Contest, Editor. Prizes will be awarded to the contestants sending in the largest number of correct solutions. In event of two or more persons having the same number of correct solutions, the person using the smaller number of extra coupons in his set of answers will be declared winner. In event of two persons having the same number correct and using the same number of coupons, the person whose set of answers is most neatly prepared, in the opinion of the full judging committee, will receive the first prize.
Only one list of answers may be submitted by a contestant and only one prize will be awarded to one family at one address.
The use of the coupon is not obligatory upon the contestant, and an answer may be submitted in any legible manner, as the contestant may select.
Awards will be made strictly according to the merit of each separate list.
The names of more than one person must not be written upon any one coupon.
The awards will be made by the Contest Editor and a committee of well-known citizens, whose names will be announced later.
The contest is limited to the following territory: Nebraska, Wyoming, that portion of Iowa west of but not including Des Moines, and that section of South Dakota known as the Black Hills District.

Save the Coupons

And Exchange Them for a Ticket to the

Omaha Land Show

Ak-Sar-Ben Coliseum, October 16th to 28th

The big show of big things with something to amuse, educate and edify all classes and ages for 13 big days.

FIVE COUPONS, like the one below, consecutively numbered, will entitle the holder to one ticket to the big show. The five coupons will not be honored unless presented within FORTY-EIGHT HOURS after publication of the last coupon of the series of five presented. For example: the coupon No. 1 and four consecutive coupons, 2, 3, 4 and 5, will be accepted at the business office of The Bee, if presented before 6:00 a. m. Monday. No coupons will be accepted after Monday, for the last one will appear Sunday morning and must be presented within forty-eight hours. The first coupon was printed in the Monday Evening Bee, October 9th.

At the big Land Show will be thousands of exhibits, showing a most complete display of fruits, displaying results of dry farming, of intelligent methods of grain growing, alfalfa raising, irrigation work and detailing the story of the development of the west; farm machinery in operation, including the newest power-driven machinery; concerts by a famous band; wonder-creations of Lathery Burbank; travel-talks illustrated with motion pictures and colored views; unique bee shows by Frank Odell; trained seal circus; Hawaiian-Maorian singers and players; refined vaudeville; magnificent decorations of Italian beauty and hundreds of other things to interest and educate all.

Another advantage for The Bee readers

Cut this coupon out and bring it with four others, consecutively numbered, to the Business Office of The Bee and get a Free Ticket to the Land Show.

Land Show Coupon No. 4
OCTOBER 12, 1911.

On presentation of any five coupons, numbered consecutively, at the business office of

THE OMAHA BEE

They may be exchanged for a ticket good for one admission to the

Omaha Land Show

These coupons must be presented within 48 hours of date of last one of series of five offered.
No more than one free ticket issued to any one person.