

Brandeis Stores

A Notable offer! You may select
Any Imported Gown, Costume or Wrap
in Our Entire Stock Monday at Just
25 Per Cent Reduction!

This must certainly appeal to hundreds of well-informed women in this vicinity. Most important announcement that any store has made this year. Thousands of women have voiced their admiration of these exquisite Paris made gowns and wraps since our opening, less than a month ago. Now these same garments may be bought

AT ONE-FOURTH LESS THAN THEIR REAL VALUE

\$250 Imported Gowns and Costumes at \$187.50
\$150 Imported Gowns and Costumes at \$112.50

\$200 Imported Gowns and Costumes at \$150
\$100 Imported Gowns and Costumes at \$75

Most of These Imported Garments are a Full Season in Advance of the Style Tendencies of American Made Apparel

Brandeis Stores remarkable assemblage of imported costumes has been the talk of the style colony of Omaha this season.

It is universally conceded that no western store ever assembled such a variety. Our own foreign buyer selected each garment personally for us. He visited the most gifted Parisian designers and bought from each an original creation. In this manner this complete range of Parisian styles for fall and winter has been comprised in our showing.



We include in this offer only the genuine imported models which were sent to us direct in bond from Paris. We have decided to sell these gowns and wraps now at the opening of the season at uniformly reduced prices, in order that Omaha women who appreciate the high character of this apparel may secure the garments they wish most and enjoy a full season's satisfaction in its utility.

SPECIAL ATTRACTIONS IN Women's Suits and Coats

Women's "Fashionable" Suits, fall style aristocrats... \$25.00
A Stunning Fall Sample Suits, new models, at \$35.00
The Fall's Classy Novelty Coats, new winter ideas, \$25 to \$39
Women's Beautiful Black Charmeuse Coats, the season's favorites... \$12.50, \$39 and \$49
Special section devoted to Misses' and Juniors' Tailored Suits and Coats.

Latest Paris Innovations Special Display and Sale of High Class Laces, Novelties, All-overs Nettings, Dress Trimmings

Exquisite reproductions of real laces in Point Venise, Irish Crochet, Macrame, Bohemian, Carrickmacross, Point Alencon, in various widths to match; new shadow and chantilly lace flouncings and allovers, gold and silver laces, bands and allovers—all at very special prices.

NEW TRIMMING LACES

Wide lace bands, edges and Vandyke Points in Venetian, crochet and Macrame effects—also metallic bands in gilt and combination effects, embroidered floss silk allovers—worth up to \$1.25—at, yard... **59c**

18-in. New All-over Laces, 25c yard
Shadow, also oriental and guipure designs, in dainty new effects, many worth 50c a yd.

20c Wide Embroideries at 10c yard
18-inch fine cambric and nainsook embroidered skirtings, corset coverings, also wide galloons and insertions—very effective designs—on bargain square.

Women's Dainty Fall Neckwear

Wide lace collars, coat collars, collar and cuff sets, Dutch and sailor collars in crochet, Macrame and Venise effects silk and velvet Robespierre collars, etc.—worth up to \$2—at, each... **25c, 50c and 98c**

PERRIN'S GLOVES

Finest selected grenoble kid in all the new shades and lengths for street and evening wear—embroidered backs, Paris point or three strain stitching—pearl or radium clasp fasteners. We are exclusive Omaha agents for these celebrated gloves.
Long Gloves at... **\$2.75 to \$3.75**
Short Gloves at... **\$1.50 to \$2.25**
Women's one and two-clasp Cape, Mocha and French lambskin gloves—tan, black, grey and white—all sizes. Fitted to the hand; at, pair... **\$1.25**
Women's Genuine English Walking Gloves—new tan—one-clasp fasteners—worth \$1.25; on bargain square at, pair... **85c**

WINTER UNDERWEAR

For Women, Misses' and Children
Women's Fleecy Lined Cotton Union Suits, medium weight, worth up to 75c; at, a suit... **39c**
Women's Part Wool Vests and Pants, regular and extra sizes—values up to \$1.00; at, garment... **59c**
Women's Fleecy Lined Cotton Union Suits—high neck, long sleeves, low neck and sleeveless or elbow sleeves—knee or ankle lengths; at, suit... **\$1.00**
Misses', Children's and Boys' Union Suits—fleecy lined cotton, in gray, cream and bleached; at, suit... **50c**
Misses', Children's and Boys' Vests, Pants, Shirts and Drawers—all sizes—values up to 35c; at, a garment... **25c**

FREE Don't miss seeing the beautiful designs in the winter issue of the Standard Fashion Book. Every single thing a woman needs is shown. And with every copy of the book you get **Any Standard Pattern FREE**.
November Patterns now on sale in Pattern Department.

Biggest Offer on The Designer
Two years' subscription for... **\$1**
This offer is made for a limited time only. Take advantage of it now.



A Fact Conceded By Every Well Informed Western Woman is This:
Brandeis is Headquarters for Furs
of Distinguished Style, Character and Thoroughly Reliable Quality

This season, as heretofore, Brandeis Stores will surpass all others in the showing of novelty furs.

Our copies of new French models in fur coats and novelty sets enables the discriminating woman to secure something truly distinctive and different from the old shape and styles in furs.

In the selection of no other class of merchandise is the reputation of a store for dependability such an important factor. Only an expert can detect the perfect fur garment from the inferior counterpart.

You must put your faith in the reputation of the store before you can trust the outer appearance of the fur. The quality of Brandeis furs is as substantial as the reputation of Brandeis Stores.

Every fur piece must measure up to the Brandeis standard of excellence before it becomes a part of our stock.

Since we will not risk our reputation by offering furs of doubtful value, the customer's risk is eliminated the moment she selects a fur in Brandeis Stores.

**Brandeis Qualities are Always Dependable
Brandeis Varieties are Always the Greatest**



Early Winter Millinery That is Both Beautiful and Practical "Coronet Hats" at \$10

There is no other line of medium priced hats in the same class with "Coronets." The designer has reproduced the most charming Paris ideas in dress and street hats, together with the smartest New York style tendencies in trimmed millinery and created hats to sell at \$10 that are the equal in appearance to any \$25 hat that you can find elsewhere. These are all new early winter models—at



\$10

Sample Lines From Morton & Wiseman, of New York, at \$1.98

These hats are made of fine furs, beaver, plush and velvet; trimmed with ribbons, flowers, shirred satin rosettes, ornaments etc. 200 pretty styles for girls 4 to 16 years of age. Worth up to \$7—at

\$1.98

Displayed in Douglas Street Window.

MONDAY-OUR GREAT SALE OF Linoleum and Floor Oil Cloth

A Tremendous Cash Purchase From One of the Greatest Manufacturers in the East Enables Us to Offer The Biggest Bargains Ever Known in Omaha.

These Linoleums and Floor Oil Cloths are in full rolls—not remnants. The Linoleums are in new patterns of blue and white tile, beautiful inlaid designs. See them in our window displays.

<p>ALL THE 2 YARD WIDE LINOLEUM Made to sell up to 75c a square yd. at... 39c Sq. yd.</p>	<p>ALL THE 4 YARD WIDE LINOLEUM Made to sell up to \$1.00, square yd., at... 49c Sq. yd.</p>	<p>ALL THE FLOOR OIL CLOTH Full pieces—1 yd., 1 1/2 yards and 2 yards wide, worth up to 45c square yard, at... 25c Sq. yd.</p>
---	--	---

BE SURE TO BRING THE MEASUREMENTS OF YOUR ROOMS
Plenty of Clerks to Wait on You—Plenty of Room—No Crowding

Sale Begins Monday :: **BRANDEIS STORES** :: Third Floor

Possibly you have been admiring one of these imported garments, but have hesitated on account of the price. Every price is now reduced.

No two of these garments are alike. Every style feature is not only original, but absolutely authentic. Only the new 1912 fall and winter designs are included.

SPECIAL OFFERS MONDAY IN

Women's Dresses and Waists

Women's Practical New Silk Dresses are offered at \$10.00
Women's New Afternoon Frocks, very clever, \$35 and \$49
Women's High Class Waists, made of chiffons, nets, real laces and high class silks, at... \$5.00 to \$19.00
Women's Silk Petticoats, a superior showing at \$2.95, \$3.95 and... \$5.00
New Arrivals in Women's and Misses' Sweater Coats.

The New Silks

Special showing of 42-inch Satin Charmeuse, the craze on both continents, in 39 shades, including the new American Beauty, new French blues, new browns and all evening tints. Our 2.50 Charmeuse at, per yard... **\$1.95**

42-inch Changeable Velvets—(Velour escalier) the most extreme velvet fabrics in beautiful combinations of two-tone effects at, yard... **\$4.50**

86-inch Princess Dress Messaline—Over 50 different shades. Nothing like Princess messaline as a soft, clinging silk so much in vogue and so near the satin charmeuse, yard... **\$1.00**

Beautiful Collection of Corded Silks—24 to 42 inches wide, representing different size cords—very popular for tailored suits, coats and dress trimmings—at, yard... **\$1.00 to \$2.95**

Corduroy And English velour cords—25 pieces of our regular \$1.50 quality in all shades, at, yard... **\$1**

Boulevard Velvets—Soft chiffon finish for suits, coats, etc.—many new shades—all widths—at, per yard... **98c and 50c**

Fall & Winter Dress Fabrics

Clever Styles in Tailor Suitings—a little different from former showings. English and Scotch tweeds, plain and two-toned whipcords, wide wale diagonals, etc.—mostly 54 inches wide, yd., **\$1 and \$1.50**
\$2.50 and \$3 wide wale, 2-tone whipcords, imported diagonals, semi-rough Scotch tweeds—main dress goods department, at, yard... **\$1.95**

New Costume Serges

Navies are in the lead again. Here are specials for Monday:

75c Amoskeag, all wool serges, at... **50c**
\$1 Botany worsted mills serges, at... **79c**
\$1.50 Cleveland worsted mills serges, at... **98c**
\$2 Cleveland worsted mills serge... **\$1.25**
\$2.50 Imported Tailor Serges at... **\$1.75**

A saving of one-third from the regular price, 36 inch to 54 inches wide.

A Broadcloth Special—\$1 and \$1.25 Broadcloths in all the best shades—a few shades suitable for evening coats—50 to 54 inches wide, at, yard... **69c**
3 cases fine all wool suitings, 36 to 54 inches wide. Whipcords, serges, diagonals, fancy suitings, satin faced fabrics, etc.—bargain square, at—yard... **50c 69c and 98c**

New Fall Arrivals in the Finer Grades of

FANCY LINENS

You will be delighted with these new importations. The most exquisite novelties in Russian and French Cluny, fine filet, dainty Madeira linens, Antique laces, high class Japanese guest toweling and table covers.

\$6.50 Bed Sets at \$3.98

Including heavy satin Marseilles Bed Spreads, embroidered scalloped edge with cut corners for 1 1/2 metal beds; also bolster cover to match. Immense variety of choice designs—\$6.50 values, **\$3.98** at...

\$3.00 Linen Napkins at... **\$1.98** a Dozen—Extra fine grade Irish satin damask napkins—size 22x22 inches—large variety, beautiful patterns—at, per dozen... **\$1.98**
50c Guest Towels at 25c Hemstitched, beautiful guest towels, fine weave, pure linen huck, designed especially for initial or monogram; 50c values, at, each... **25c**

Main Linen Dept.—in Basement