

Silks, Satins, Velvets---Complete Stocks Most Fascinating Weaves and Colorings for Fall

THAT these materials are having a vogue greater than ever before, needs no second telling to any woman who has followed Fashion's dictates this Fall.

WE not only anticipated this condition, but bought so liberally that today we are in a position to offer the broadest stock in the best colorings and weaves.

The Silks

- 40-INCH SATIN DE LUXE, splendid weight, very soft, brilliant finish, in all the wanted colorings; per yard..... **\$1.95**
- 36-INCH SATIN IMPERIAL, "one of the most popular silks of the season," in fifty new shades; per yard..... **\$1.50**
- 40-INCH SILK AND WOOL POPLIN, a silk especially adapted for the new style dresses, shown here in every new shade, per yard..... **\$1.50**
- 36-INCH NOVELTY STRIPE AND CHECKS AND PLAID TAFFETA AND SATIN, in wide range of colorings, per yard..... **\$1.25**

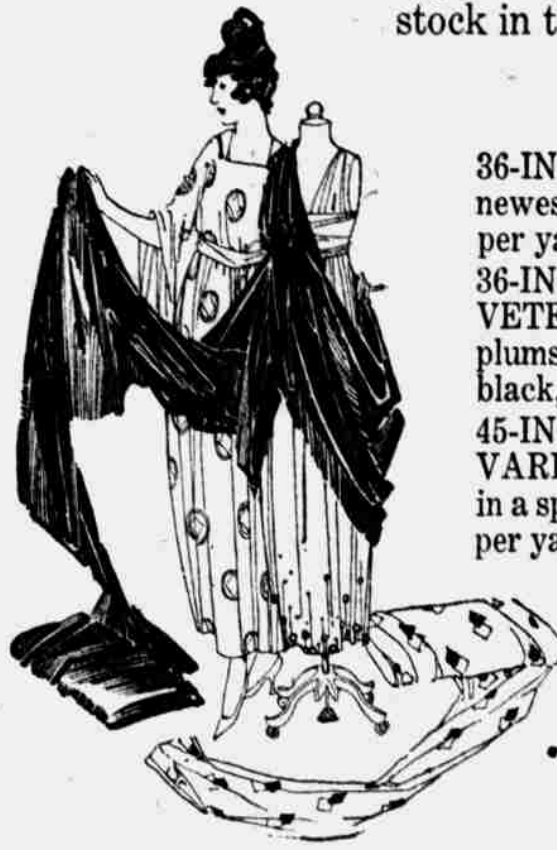
Black Silk Specials

- 36-INCH SATIN DUCHESS..... **\$1.25**
- 36-INCH CHIFFON TAFFETA..... **\$1.25**
- 36-INCH SATIN DE LUXE..... **\$1.50**
- 36-INCH PEAU DE SOIE, per yard..... **\$1.39**
- 40-INCH SNED SATIN, per yard..... **\$1.59**
- 54-INCH SILK AND WOOL POPLIN, per yard..... **\$1.95**

The Velvets

- 36-INCH DRESS AND SUITING VELVETEEN, in all the newest Fall and Winter shades, soft, drapy finish, per yard..... **\$1.25**
- 36-INCH EXTRA HEAVY FAST PILE SUITING VELVETEEN, a splendid fabric for Coats and Suits in the new plums, wisteria, browns, blues, grays, taupe, black, etc., etc., very special, per yard..... **\$1.95**
- 45-INCH IMPORTED DRESS AND SUITING "BOULEVARD" VELVET, a velvet that we guarantee to be fast pile; in a splendid range of colorings, also black; per yard..... **\$3.95**

- 40-INCH SILK CHIFFON VELVET, beautiful soft shimmering finish, in Navy, African, Russian Green, Rose and Black; per yard..... **\$3.95**
- 50-INCH BLACK SEAL PLUSHES for coats and trimmings, very special, at, per yard... **\$4.95-\$7.95**
- 24-INCH IMPORTED "BOULEVARD" VELVET, fast pile and color, in all the newest colorings, per yard... **\$1.25**



Main Floor

Frocks for the Social Season Theater, Dinner, Afternoon Bridge and Dansant Usage

Lovely new models depicting the charming use of beadings Chinese embroideries and braiding applied to Georgette Crepe, Chiffons, Moonglo Satins and Meteor Crepes. Fur trimming in bandings, too, add their charm.

Fluffy draped skirts, charming loose, full sleeves; bodices daintily finished with effective collars, are a few of the new notes.

Colorings are of exquisite light Beige, Taupe, Snuff Brown, Copen, Plum, Navy and Black.

\$45 — \$55 — \$65 to \$95

Coats to Accompany Gowns

The use of furs is a distinguishable feature, shawl collars, deep cuffs, border bandings display effectively the beauty of the combinations with Cloth and Velvet.

Linings in Themselves Are a Complete Showing

Satins in brocades, Chinese designs and rich plaids are a few of the novelties.

All New Cloths

Peau de Pache, Velvets, Suede Velours, Bolivias, Broadcloths and Seville Cloths.

Prices \$65 — \$75 — \$95 to \$125

Second Floor



Fine Fall Shoes \$8.85

The new colors that Fashion is trying to this Fall.

Ivory, Kid Vamp, with soft corkscrew ivory cloth top and wood kid covered Louis heels.

Silver Gray, kid vamp, with soft corkscrew cloth top to match, and kid covered wood Louis heels.

Quicksilver Gray, kid vamp, with soft corkscrew cloth top to match, and wood covered Louis heels.

Field Mouse, kid vamp, with fawn corkscrew cloth top and kid covered wood Louis heels.

Patent vamp, with beige kid top, wood Louis heels.

All nine inches high with light hand-turned soles, and in lace style only. Plain vamps and no tips. Every vamp has different perforation.

At **\$8.85** a pair.

Main Floor, Rear

Beautiful Are the Suits For Fall and Winter, 1917

Never has such a liberal interpretation found expression in Suits, from the plain tailored to the most fascinatingly beautiful—we are showing the most elaborate and thorough showing we have ever made.

At **\$39.00**

Beautiful soft Broadcloths, tailored and fur trimmed styles predominate—some show large collars, cuffs and bands of Nutria Coney fur and Heather mixtures in Jersey come in for a large share of consideration.

Tricotines, Gobardines and Men's Wear Serges form the balance of this group.

Every suit is elaborately trimmed with buttons and some show beautiful trimmings of braid. In a few models we find fur belted effects, large pockets and pleats.

At **\$49.00**

As an example of the showing we are making at \$49.00, we quote one stunning suit of Silvertone Cloth—the soft finished material that has caught popular favor this season.

Coat of this suit is mannish tailored and comes as near to the top coat effect that a man wears, as anything we have seen. The little exceptions are the slit tailored pockets and pleats. This is just as smart as it can be.

A plain tailored skirt accompanies this and there is no effort to elaborate whatever. Severe in its lines—but very, very stylish.

Other materials employed in the group are fine Velours, Poiret Twills and Broadcloths.

At **\$75.00**

We are showing suits that are distinctly individual—just one glance will show you that these are superior in every way. Every detail has been worked out to perfection. Wonderful, indeed, are the new portmanteau pockets of fur.

Turning the coat inside out, we find beautiful silk lining. Every seam, every cut of the garment expresses style in its highest interpretation.

Second Floor



This Greater Upholstery Department

Invites You to View
Very Charming
Draperies

AN exposition of the new and beautiful in Draperies and Curtains. With the advent of the newer and better quarters in the enlarged space given over to the Drapery Department we are able to make more complete displays, and now make the announcement that we

will not only show you exactly what you seek in every possible Drapery and Curtain need but

Will Be Glad to Suggest
Perfect Harmony Schemes

for you when you contemplate outfitting your home.

DRAPERIES MADE TO ORDER—We will estimate for you and prove that we can save you money on the making and hanging of your draperies.

HOME CRAFT WEEK Begins Monday

and we are ready to show you the most complete display of these splendid Curtains and Draperies at moderate prices. Quaker Craft Nets and Curtains are priced this way:

- Nets, from 29c to \$3.50 a yard.
- Curtains, from \$1.69 to \$20.00 a pair.

"Orinoka" Guaranteed Sunfast Draperies and Upholsterings

"Sunfast" when applied to ORINOKA is more than a trade name. It is an absolute guarantee. It means that the colors will not fade when exposed to sunlight, nor run when wet. Drape any Orinoka Sunfast Fabric at your sunniest windows, launder as frequently as necessary and the beautiful colors will always remain as fresh as new.

Not only this, but their decorative charm insures perfect harmony.

Cretonne, Chintz, Taffeta. Large new assortment for every purpose, knitting bags, hangings, coverings, etc.; 19c to \$7.50 a yard.

Third Floor

With the Coming of Winter

A LOGICAL answer from Fashion to the blustering Wind God of the North. Just now the weather van of Fashion points to the small, close-fitting Hats which every woman finds so comfortable when the days for snuggling into Furs come around.

New Shipment Here
Monday

Hats Grow Smaller and Fit Tighter

We are showing a number of new ideas in this type of Hat; smart, wing-trimmed Hats or velvet brims with fur crowns, some with trimmings of tiny ostrich balls to decorate them.

The variations are so numerous that every woman can be properly fitted.

Prices **\$13.50 to \$25.00**

Second Floor

Exquisite Blouses

At **\$8.98 to \$35.00**

THESE ARE SOME of the most beautiful models we have shown this season.

Georgette Crepe, Velvet and Georgette, Satin and Georgette and Chiffon; some extremely fine hand made blouses. Handsome dress blouses that are as fascinating as a beautiful picture.

Stenciled Blouses are brand new and will particularly appeal to the woman who wants to be ultra smart. Beaded Blouses also come in for a large share of attention. In white, flesh, black and all new suit shades.

Beautiful Laces such as Filet, Point Venise, Alencon and hand made Val., are employed generously as trimmings.

Prices are **\$8.98 to \$35.00**

Second Floor



The Best Music Played In Your Home

WHEN YOU PLACE A VICTROLA THERE—that is the answer to your problem of keeping the family together on Winter nights. Right at your own fire-side you can have the best music that the world affords, by simply placing a record on a disc and turning on the device which sets the machine in motion.

The **\$75 and \$100**
Victrolas

Which We Are Featuring

are not only perfect musical instruments, interpreting faithfully any kind of a record, but beautiful pieces of furniture as well.

This will prove one of the most satisfactory investments you ever made—COME IN AND HEAR THE NEW RECORDS—soundproof rooms where we will demonstrate for you.

Pompeian Room

Domestics You Want Now

At Very, Very Modest Prices

- The Genuine Appleweb and Utility Dress Zephyrs off the bolt, per yard..... **19c**
- Best Grade Amoskeag Flannels, light and dark colors and plain white, per yard..... **15c**
- 36-inch Finest English Shirtings, all neat styles, special sale, per yard..... **25c**
- 36-inch Bleached Muslin, mill shorts, fine quality, per yard..... **12½c**
- 36-inch Dress and Wrapper Percale, light and dark grounds, per yard..... **15c**
- Finest Kimono and Wrapper Flannel, neat styles, warm and fleecy, per yard..... **19c**
- Beautiful "Serpentine" and Japanese Crepes, all the wanted plaids and floral designs, per yard..... **19c**
- 36-inch Finest Art Cretonnes and Draperies, English printings, Monday, per yard..... **25c**

Basement

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA