

Our New York buying organization occupies an established position of many years' standing, assuring us the first consideration of many foremost creators of style.

BRANDEIS STORES

Our proximity with European style through our own resident Paris buyer keeps our organization in close cable touch with the source of fashion.

The Fall Styles in Women's Apparel That Are Truly Authentic Are Presented Here in That Profusion Which is Typical of This Acknowledged Center of Western Fashion

So complete are our stocks this season that any lover of fashionable apparel can find just the garment that meets her approval at practically any price she may have decided to pay. It is this ability to meet every requirement of Omaha women that has given to Brandeis Stores its years of leadership. Omaha's best dressed women are outfitted from these stocks that are assembled with extreme care.



- NEW FALL SUITS**
The complete range of styles in tailored wear is here, embracing every innovation and every fabric with a particularly large array of brocaded materials. New cutaway effects, new three-piece models, new draped skirts and other leading features, at \$25, \$35, \$49, \$59, \$75 and \$98.
- EVENING and STREET COATS**
Notably prominent in this array are the more elaborate outer garments in beautiful pile fabric or imitation fur effects. Models that are both extreme in style and practical in service \$19, \$25, \$35, \$49, \$65 to \$98.
- THE NEW DRESSES**
Representing each leading style idea for afternoon or evening wear. Notable creation in wool crepe, charmeuse, crepe de chine, etc., for afternoon affairs, bridge parties, street wear, etc., \$19, \$25, \$35, \$39, \$49 and \$59.
- ELEGANT GOWNS**
Costumes designed to grace social events, evening parties and receptions. The classics in evening apparel adaptations of French models, \$35, \$49, \$59, \$75 and \$98.
- NEW STREET AND WALKING SKIRTS**
The Separate Skirt has "come into its own" this season. The styles have an originality that will appeal to everyone. New peg-top and draped effects, in newest fall materials, \$6.98, \$8.98, \$10, \$12.50, \$15 and \$17.50.
- THE NEW SILK PETTICOATS**
Not only do we present a wider color range and a more comprehensive style variety, but we feel sure that you will find better values than ever this fall. Straight line effects in new silks, \$2.50, \$2.98, \$3.98, \$5 and \$6.98.
- THE NEW WAISTS AND BLOUSES**
These are the newest approved conceptions for street and for dress wear. Laces, Nets and Charmeuse Satin are favorites—many of those new, light and fluffy ideas, \$5, \$6.98, \$8.98, \$10, \$12.50, \$15 and up to \$35.

There's a Savour of Metropolitan Style in Brandeis Apparel that You Fail to Find in Less Worthy Models

SPECIAL! Scores of new fall models in women's tailored suits—in cutaway or straight cut coat models; All new shades; Every size; Monday, at **\$19**

SPECIAL! Many of the newest fall novelties are in this group—pleated skirts, draped skirts, dark and light effects, also new plaids. **\$398**

SPECIAL! Scores of clever innovations are offered for Monday in Women's Silk Dresses—all new fall models and practical as can be, at **\$15**

SPECIAL! New fall waists in several strictly new style ideas are offered to you Monday at a price that should be an inducement. **\$150**

The NEW HATS that bear Fashion's Stamp of approval are being featured here FOR FALL 1913.

Women who wear Brandeis Hats—and most Omaha women do—realize that every model which comes from this store is absolutely correct in style and is always in good taste.

Among the favorites for fall are: **THE BRIDLE HAT**—with strap under the chin, as pictured here. We are the first to show it.

THE TANGO HAT—A large drooping velvet Tam that makes a graceful hat.

NEW DUVYERNE CLOTH HAT—Combined with velvet and black lace collars. We are the first to show it.

NEW HIGH SIDE BOLL VELVET HAT—Soft, full crown, simply trimmed.

Almost endless varieties of new models. **\$16.50 to \$25** Every new color that is new in vogue is here.

The New Silks for Autumn Are More Fascinating Than Ever. In Our Perfectly Equipped Section on the Main Floor.

Stunning imported 42-inch Satin Brocades, in new, rich street shades, Russian blues, mahogany, new greens, Copenhagen, purples, new browns predominating, as well as a full range of evening shades; yard, **\$1.69 to \$4.50**.

Crepe de Chine, the height of fashion—40 to 54-inch rich Canton and Mandarin Crepes, Failla Merveilleux Crepe d'Antel, Crepe Meteors, Crepe Charmeuse—all in wide widths at, yard, **\$1.50 to \$2.95**.

New French Swiss Silk Plaids in special green and blue combinations, in all sizes, including barred patterns and checks of all sizes for suits and waists, yard, **75¢ to \$1.95**.

Dress Velvets in 27 to 44-inch two-tone velour, Escalier with Motre and Brocades to match, Plaid Velvets, Chiffon Velvets, English hollow cut Dress Velvets, Boulevard Velvet Corda, at, yard, **\$1 to \$7.50**.

One hundred pieces of 36-inch Silk Poplin, in every fashionable shade, including evening tints—regular price \$1, at, yard, **79¢**.

Fifty pieces of our regular 38 1/2-inch Canton Crepe for dressy gowns, in twenty of the newest shades; very special at, yard, **\$1.95**.

New 40-inch French Failla Merveilleux, a very fashionable dress silk, confined to us by the makers at, yard, **\$1.95**.

The Extreme Novelties and Imported and Domestic WOOL DRESS FABRICS FOR FALL

Plaid and Check Woolen Fabrics are in vogue, with plain materials to match; beautiful combinations at, yard, **\$1 to \$3.95**.

Imported 54-inch costume all wool Ratine and Eponge Suitings, in two and three-tone effects; 54-inch Stripe Velours, in various stripe widths; French Bourette, reversible stripe and check Suitings, Brocades, Maitelasse, etc., yard, **\$1.39 to \$3.50**.

Cleveland mill special make costume tailor Serges, specially made for the finest trade—a serge that will wear and hold the color fast—27 shades and 50 inches wide, at, yard, **\$1**.

Fifteen hundred yards of high class, mostly 54-inch, all wool Suitings, representing all the new weaves—spings, Bedford cords and whipcords, drap Suitana, etc., worth \$2.50, at, yard, **79¢ and 98¢**.

One case black and white checks—very scarce on the present run—on special sale Monday: 36-inch, yard, **50¢** 42-inch, yard, **59¢** 52-inch, all wool, yard, **\$1.19**

\$1 all silk Ratine, in solid effects and two-tone combinations, new tans and browns, Copenhagen and black, reseda, Nell rose, wool shades, old rose, navy and black, yard, **59¢**.

36-inch rich brocaded Hasting, in Copenhagen, Nell rose, brown, navy and cream, worth \$2, at, yard, **\$1.25**.

WOMEN'S KID GLOVES OF HIGHEST CLASS

Women's 16-Button Length White Kid Gloves, \$2.85—Real Kid Gloves of the finest quality, in white only, with three Cleopatra buttons at wrist, at, pair, **\$2.85**

Women's 16-Button Lambkin Gloves, \$1.89—Made from finest quality imported skins—all are perfect. An extraordinary value at, pair, **\$1.89**

Women's 3-Clasp Kid Gloves, \$1.75 and \$1.50—Best quality gloves, over-seam sewed; Perry's and other famous makes, at, pair, \$1.75 and \$1.50

We Bought a New York Importer's Sample Lines of Tunics and Robes of Silk Chiffon and Net

ALL EXTREME NOVELTIES FROM FRANCE MADE FOR FALL, 1913, Offered at LESS than HALF PRICE

In this splendid assortment are crystal and iridescent beaded tunics of crepe, chiffon and net, in pink, taupe, sky, black, white and corn yellow tones. Also many black and white beaded blouses. Included in this rare lot are: Sixteen net tunics in 3/4 lengths, elaborate floral designs and beaded fringe. Four net tunics in Pannier effect, white and black border, crystal ball trimming.

Twelve beautiful tunics in assorted styles, fashioned of the very latest maline net in new shadow and conventional designs, with fine gold beading.

Twenty-eight crepe chiffon tunics in medium round length, exquisitely designed in iridescent beads. The color range includes pink, sky, turquoise, gray, yellow, lavender and taupe. A number of these tunics actually made to sell to \$50.

IN TWO LOTS \$985 & \$12 All the Tunics and Blouses made to sell up to \$50, at—

IN TWO LOTS All the Silk Chiffon and Net Tunics, made to sell up to \$50.

We Announce a Remarkable Showing of the New Fall Laces

Chantilly, hand run maline, Alencon; also new line of the gold and amber colored and Novelty Oriental laces. All widths of flouncings, 9 to 15 inches, with bands to match. The new note are here for pleating, in all the popular shades; also new crepe net for draping.

50c LACES FOR 15c YARD Fine Ratine, imitation Venise, Macrame, Carrickmacross, Bohemian, Cluny and Pilet Lace Bands and Edges, in white, black, cream and ecru, many up to 14 inches wide.

75c LACES FOR 30c A YARD Venise, Ratine and Crackley Mesh Lace Bands and Edges—All over Laces and Nets up to 36 inches wide, in white, black, cream and ecru; 27-inch Shadow Lace Flouncings; also 42-inch Dewdrop Chiffons, in white and colors, at, yard, **39c**

\$1 LACES FOR 50c A YARD Venise, Chantilly and Oriental Net All-overs, in black, navy and brown; also fancy silk embroidered All-overs; 27-inch Oriental and Shadow Lace Flouncings, Venise and Bohemian Lace Bands and Edges and Shadow Lace Edges and Galloons, at, yard, **59c**

A GREAT CASH PURCHASE OF MATTRESSES

From a Famous Manufacturer at About Half Their Value

This maker's brands are well known throughout the country. He manufactured medium and high grade mattresses that have a splendid reputation for their excellent wearing qualities. Our low cash offer for his surplus stock was accepted and we offer the women of Omaha these rare values Monday in our basement.

By Far the GREATEST VALUES in MATTRESSES We Ever Offered \$15 and \$18 All Felt Mattresses at \$9.50 Ea.

You will not find a stuffed mattress in this lot. Full size, white layer felt mattresses with satin finished art ticking covering. This is the best felt mattress made. \$14 all white built-up Layer Felt Mattresses, with three-row stitched imperial edge, fine art ticking covering, diamond tuftings. This full size mattress is well worth \$14, **\$7.85** special, each.

\$6.50 Cotton Combination Mattresses, full size, very durable and thick mattress, well worth \$6.50; as long **\$3.98** as \$20 last Monday, at, **\$3.98**

\$1.50 a pair quality all clean Feather Filled Pillows, fine twilled art ticking covered, same quality as used on \$7 pillows, clean, renovated feather filled, size 18x26, at, **39c**

\$11 Full size, all white built-up Felt Mattresses, best **\$2.98**

All on Special Sale Monday in Bargain Basement.

EXTRAORDINARY SALE OF DRESS FORMS, Main Floor

The only form made that has French contour, four complete fibre skirt, permitting pinning to skirt while wearing; the telescopic stand constantly enables the change from a complete dress to a jacket or waist form, \$5 value, at **\$3.98**.

Damaged Dress Forms—Justable also non-adjustable forms—Monday at big bargains.

New Model Dress Form—Come in all sizes, with high extension stand and indestructible steel skirt—an extra good model and a special bargain at **\$3.98**.

The "La Correc" is an easily adjusted dress form, independently adjusted at waist, bust, hips, back and skirt, at **\$10** value, at **\$7.98**.

Perfect fitting bust form, covered with best grade jersey, with wood bottom, for home or dressmaker's use; Monday, at **\$1.98**.

No other adjustable form compares with this one in quality and price. Opens in four parts and is adjustable at neck, bust, waist and hips (see cut) **\$2.50**.

Adjustable Dress Form at **\$5.98**—Opens in four parts with many adjustments at neck, waist, bust and hips; can be raised or lowered to any desired skirt length—practically indestructible—worth \$8.00—**\$5.98**

"Slim Press" Dress Form—Can be adjusted to any desired figure with ease and exactness; particularly adapted to misses or juniors proportions, or for very stout persons—**\$25**

La Vida Corsets

The lines of the new corsets are of supreme importance. Perhaps never in the history of dress has the underlying figure foundation been so essential. Therefore, the new fall models in La Vida Corsets are required by smartly dressed women. They impart individuality of style and graceful outline.

The easy line over the abdomen gives the effect of the perfect normal figure, with free and graceful movement of the body.

La Vida Corsets are shown in wide range of models to fit all types of figures. They are made in coutil, mercerized broche and silk brocade at **\$3 to \$25**.

New Goods for Making Comforters

See the new Satines, Silkolines, Challies, Cretonnes and fancy prints, in prettier patterns and colorings than ever, and vastly larger assortments.

Finest grade of yard wide Satines, light and dark grounds, of beautiful design, yard, **15¢ and 19¢**

24-inch wide Persian Cotton Challies, bargain table, Monday, yard, **3 1/2¢**

Best Grades Long Staple Pure Cotton Batts—Large 4-lb. Batts that open up all in one piece for full size comforts, **75¢**

2-lb. Batts, for making medium sized comforts, **68¢**

Pretty Fleece Flannels, smooth or nap surface, beautiful styles, for fall kimono, dresses, waists, etc., yard, **7 1/2¢, 10¢ and 12 1/2¢**

The New Silk Embroidered Wool Baby Flannels that so many are waiting for are here at the usual low prices found in this department.

The New Heavy Robe Flannels—Assortments are complete—the prices are always the lowest.

Fancy Light and Dark Outing Flannels, all kinds, Monday, yard, **5¢**

FALL FOOTWEAR

New English Shoes for Women—The flat English last will be a popular feature of the new shoes for fall. They come in dressy black suede leather, dull black calfskin and tan calfskin, in straight lace styles, extremely low heels, carefully fashioned over lasts that insure perfect fit and comfort; silk fittings; all sizes and widths; at, pair, **\$3.95**

Women's House Slippers—Strap styles, in soft kidkin leather, hand-turned soles, all sizes at, **\$1.49**

Indian Moccasins—Artistically beaded patterns, all sizes, specially priced at, pair, **\$1.49**

Good Reasons for Buying Rugs Now

The special prices we offer you on these desirable grades of Rugs are the strongest possible inducements for early buyers.

Highest Quality Wilton Rugs—A special purchase of genuine Anglo-Persians, French Wilton and Kremlin Wilton Rugs, 2x13 size, and worth up to \$65—some are seamless—a rare value Monday at, **\$42.50**

Genuine Wilton Rugs—Usually sold up to \$45, 9x13 size, medallions and all-over patterns, Monday, **\$29.50** at, **\$4.98**

27x54 size Wilton Rugs, worth up to \$4.50, at, **\$2.98**

Drugs at Deeply Cut Prices

Casarets, 50c size box, **29c**

Pluto Water, 35c size at, **24c**

Nadiosola Cream, 50c size **29c**

Canthrox Shampoo, **29c**

50c size, at, **29c**

Horlick's Malted Milk, \$1 size, **65c**

20-Mule Team Borax, 1-lb. package, **7c**

Pure Castle Soap—1-lb. bar for, **12c**

Packer's Tar Soap, 25c size cake for, **14c**

Prescriptions filled at about one-half drug store prices.

PHOTO SUPPLIES—We do developing and finishing at cut prices.

September Sale of Blankets

A much larger assortment than ever before. Our September prices are worthy of your attention. We feature the Wallace & Smith, the North Star and other leading brands of all wool blankets. Also Beacon's Nashua Woolnap Cotton Blankets and Charles Maish Laminated Cotton Filled Comforters.