

AN ANNOUNCEMENT OF SUPREME IMPORTANCE A Week of the Most Extraordinary

A SALE OF MORE THAN A MILLION YARDS OF THE NEW FABRICS

In no other week in the entire year will you find such rare inducements to buy fine yard goods.

Brandeis Stores

The most efficient Buying Organization in the field of western commerce has put forward every effort to make this sale a value-giving event of extraordinary character. As Extra Specials for Monday's Selling We Feature 18 Items on 18 Numbered Bargain Squares, Main Floor

An Efficient Sales Force is Ready to Serve You



SILKS Never Has a Western Store Offered Such Varieties or Values

Brandeis has been recognized as the "silk store" of Omaha for more than twenty years. The fabrics we have for your approval this season have never been equalled in beauty. The prices we make will surely command attention.

Brocaded Satin Charmeuse The height of fashion for fall and winter. This assemblage comprises all the newest styles, evening shades as well as the ever popular black and cream. We were remarkably fortunate in securing 8,000 yards of this silk fabric at a great concession. The patterns are wonderfully effective. The special price Monday is a yard..... **\$1.59**

40-Inch Imported Brocaded Poppins
These brocaded silk fabrics have plain materials to match. The rich Maltese and Roman Empire weaves are favored. These are the latest things from Paris, at yard, **\$2.50 to \$3.95**

\$1.50 Silk and Wool Dress Poppins at 98c
These 40-inch Poppins are shown in 27 of the newest autumn shades, including the favorite light tints and staple black. The season's novelties reveal nothing prettier than this at a yard..... **98c**

Crinkled and Canton Crepe This is Cheney Bros. 40-inch Crinkled and Canton Crepe in the new Mandarin, Azure, Kelly green, Russian blue, Arablan brown, Tunis, Morocco and the new French blue, London smoke, French gray, Blondine, Prune, Wistaria, black and all evening tints—at a yard..... **\$1.95**

40-Inch Stunning French Brocades for Party Gowns and Street Wear \$1.59 to \$3.95
These brocades are shown in combination effects with plain materials to match—prices are, yard.....

5,000 Yards of Famous SAPHO SILKS and Winterthur Silks
These silks manufactured in Switzerland have a reputation equal to that of Bonnet silks—every yard is perfect—featuring, bargain square No. 1. These are 75c and \$1 Silks **29c**

YARD WIDE LINING SATINS
Every staple shade included in this extra special offer for Monday—featuring on bargain square No. 7, at yard..... **50c**
Actual \$1 Values...

\$1 Pencil Stripe Dress Silks at 59c
Shown in the new cloth shades and well adapted for entire dresses and separate waists—new navies, new cadets, new brown tints with white and colored effect stripes—clever as can be, at, yard..... **59c**

Plaid Silks Are Now in High Favor
We show all the new French and Scotch plaids in various attractive combinations—excellent 27-inch fabrics offered at a price that should be magnetic—Monday, yard..... **\$1**

CURTAIN MATERIALS

36 & 40-in. Etamine
With ribbon edges, plain and fancy centers; the regular price is 35c and even as high as 45c; Monday, extra special, 5,000 yards on bargain square No. 8, at, yard..... **15c**

By the Yard—Specially Priced
40-in. Plain Curtain Voile—Scrim and marquisette; ivory, white and ecru; regular price 25c yard, on third floor Monday, at..... **10c**
Extra Heavy Felt Marquisette—Regular price 60c a yard, third floor, Monday, at, yard..... **29c**
40-inch Mercerized Marquisette—White, ivory and Egyptian colors; regular price 40c, at, yard..... **25c**

Thousands of Yards at Special Inducements
72-in. Linen Damask
Fine Irish, Scotch and German Damask in bleached and silver-bleached, beautiful range of patterns; sells regularly for \$1.25 yard, Monday, special event on our main floor, yard..... **79c**

Table Linens and Towelings

These are all special offers for Monday in our linen department and linen aisle, main floor. Special features throughout yard goods week.
75-inch All Pure Linen Grass Bleached Table Damask; also fine silver-bleached damask; good patterns; regularly worth \$1.50 a yard, at, yard, \$1.29
Red and Blue Check Pure Linen, Glass Toweling—17 inches wide and absolutely worth 12 1/2c yard; 50 pieces; white they last, 50
18-inch and 20-inch Plain White Cotton Knut Toweling—always retails at 50c yard, special, at, yard, 10c
60-inch Imported Mercerized Table Damask; Saunders like linen; 50c value, this sale, at, yard, 35c
32 and 36-inch Plain White Art Linen—Regularly sells for 50c to 60c a yard; special at, a yard,..... **39c**

There's an Air of Good Taste and Metropolitan Style that You'll Notice in Every Brandeis Hat of the Better Class. The Real French Model Hats



We present Monday scores of new models of the type that were so extravagantly admired in our opening style show last week.
Beautiful French Velvet Hats, trimmed with a touch of Paradise in new tree effect branchings or flat Gours bands—some with the graceful heron egrette—colors chiefly solid black.
Many of our smartest hats are shown with very little trimming. We feature particularly the Bridle hat for street or semi-dress wear. This model has the chin strap. Many of the hats in this group are copies of the most expensive French models—prices are
\$16.50 to \$25
We are featuring a few velvet hats with gold and silver lace edges and velvet turbans. They are very smart.

High Grade Hair Goods Moderately Priced
24-in. Switches (Second floor and Pompeian room)—Made of finest French hair, natural wavy and natural shades, three separate strands, thick and luxuriant; regular \$8.00 value, Monday only at..... **\$3.00**
This is one of our most popular styles in switches and in order to introduce our fall styles in hair goods we make this exceptional offer.
Appointments for Hairdressing, Shampooing, Manicuring and Facial Massage made by phone.

Do Your Fall Papering Now WALL PAPER
Our stock is now at its best and all the newest styles and patterns in wall paper are being shown.
New Holzmeil papers on non-fading stock—all new colors and patterns, regular 60c grade, on sale for the first time, special, at, a roll..... **30c**
Beautiful New Liquid Gold Papers, with or without borders, regular 35c grade, a big selection, Mon., roll 15c
New Bronze Gold Papers—With 9 and 18-in. borders to match—regular 30c grade, special, at, a roll..... **15c to 18c**
New Parlor—Dining Room and Store Papers; large selection; regular 10c papers, roll, 5 1/2c

Special Offers in Our SEPTEMBER SALE of Blankets and Comforters

At no other time in the year can you choose from such a splendid variety of comforters and blankets and at no other time can you take advantage of such remarkable bargains. These specials for Monday and all this week mean an actual saving of money for every woman who buys.
\$5.00 All Wool Blankets at \$3.50—Full 11-4 size for double beds. Fine all wool, both warp and filling—plain white, grey and tan, also block plaids and small checks, blankets of this quality usually priced at \$5.00 and sometimes at \$6 a pair—a special for Monday, at..... **\$3.50**
\$3.00 Beacon Bath Robe Blankets at \$1.98 each—The largest size made—will make a robe for anyone—colors absolutely fast; large assortment of patterns, cords and frogs. **\$1.98** to match complete, at.....
\$10.00 Fine All Lambs Wool Blankets \$7.50 pair—Positively the finest wool blankets obtainable. St. Marys, North Star and Wallace and Smiths—white, grey, tan and delicate plaids—full 11-4 and 12-4 size, Monday, at..... **\$7.50** a pair
\$5.00 All Goose Feather Filled Pillows, \$2.98 pair—Soft lofty pillows, filled with renovated clean and odorless goose feathers—fancy art ticking, best grade, size 22x28, usually sells for \$5 a pair, sometimes for more—at special, pair..... **\$2.98**
\$3.50 Bed Comforters at \$1.98 Each—Full size Bates and A1 silkline covered, best white cotton filling, attached and tied—a special price for Monday at..... **\$1.98** each
Baby Fur Carriage Robes—Made with satin, sateen and flannel lining—pocket and open bibs, six different sizes; prices **\$1.98 \$2.50 \$3.50 \$4** and up to..... **\$15**
Wool Finished Cotton Blankets—for double beds, 11-4 and 12-4 size—white, grey and tan and plaids, specials at, pair **\$5c \$1 \$1.25 \$1.39 \$1.50** and up to..... **\$3.50**

MONDAY—A SENSATION All Our Imported

Personally Selected Abroad and Displayed During Our Sale
At Exactly One-Third
Never in the Past Have Gowns and Dresses been offered in Omaha at Prices



This apparel was imported expressly for our opening and this event will agree never before seen in this city. We have all these garments in order to sell on all these garments in order to sell of fall, giving a full season's wear to every woman who buys.
Callot—An exquisite Black Brocaded Gown, beautifully made, formerly priced at \$115, special at..... **\$79.38**
Donnet—A beautiful unbrocaded Gold Cloth and Old Gold Lace Gown, formerly priced at \$165, at..... **\$106.00**
A Felix—A stunning Emerald Beaded Net Gown, extravagantly admired at the opening display, formerly priced at \$125, at..... **\$90.00**
Callot—A black Chantilly and Net, with jet trimming, a very effective model, formerly priced at \$125, at..... **\$83.33**
A Felix—An apricot colored Chiffon Crepe Gown, with jewel trimming, formerly priced at \$115, at..... **\$79.33**
Bernard—A black and white Chiffon Bead Trimmed Gown, one of the richest imported models, formerly priced at \$160, at..... **\$112.67**
A Felix—Canard Blue Charmeuse and Net Gown with white crystal trimming, formerly priced at \$125, at..... **\$83.33**
Callot—An old blue Brocaded Charmeuse and Gold Lace Gown, a masterpiece in design, formerly priced at \$115, at..... **\$79.33**
Paul Poiret—Mahogany and hand embroidered Russian Green Net, rich in appearance, formerly priced at \$150, at..... **\$92.67**
Paul Poiret—Old Gold Lace and Net Gown, beautiful individual creation, formerly priced at \$125, at..... **\$90.00**
Paul Poiret—Giver Jetted Robe and Black Chantilly and Net, formerly priced at \$175, special at..... **\$116.67**
Callot—White Brocaded Charmeuse and white Chantilly Lace, formerly priced at \$125, special at..... **\$83.33**
Raudnitz—Gold Brocaded Velvet on Charmeuse, with Old Gold Lace, formerly priced at \$165, special at..... **\$106.00**
Raudnitz—One pink and blue Charmeuse, emerald trim, with lace bodice, formerly priced at \$140, at..... **\$65.33**
Donnet—White Brocaded Charmeuse, formerly American Beauty Beaded Net tunic, formerly priced at \$125, at..... **\$83.33**
THREE-PIECE IMPORTED SUITS
Bernard—Three-piece, Russian Green Broadcloth, blue fox trimmed, formerly priced at \$175, at..... **\$116.67**
Paul Poiret—Three-piece rose-colored Chiffon Velvet Suit, formerly priced at \$190, at..... **\$132.00**
Callot—Three-piece mahogany-colored Broadcloth Suit, formerly priced at \$125, at..... **\$83.33**
Felix—Three-piece Russian green Broadcloth Suit, with chinchilla squirrel trimming, formerly priced at \$125, at..... **\$150.00**
Paul Poiret—Three-piece rose-colored Broadcloth Chiffon Velvet Suit, with Fitch fur trimming, formerly priced at \$140, at..... **\$166.00**
Callot—Three-piece silver-brown Broadcloth Suit, genuine ermine trimmed, formerly priced at \$175, at..... **\$150.00**
Bischoff—Three-piece raven-colored Brocaded Maltese Coat, mink tail trimmed and Charmeuse dress, formerly priced at \$125, at..... **\$83.33**