

Quantity—Quality—Service

## BRANDEIS STORES

MONDAY, SEPTEMBER 21, BEGINS OUR

## Fall Opening

## EXPOSITION OF FASHIONS

To Continue to Saturday, September 26th

THE feminine world of Omaha and vicinity is cordially invited to view the correct styles for Fall, 1914—the styles that found their origin in the ateliers of the recognized fashion masters of Paris and New York—the styles that have successfully stood the test of the most exacting critics, and now stand supreme—a most interesting assemblage of

## Millinery, Wraps, Suits, Coats, Dresses, Gowns and Waists Furs, Corsets, Lingerie, Gloves and Hosiery

An exposition that will be equivalent to a shopping tour among the most exclusive shops of the fashion capitols of the old and new worlds. A style exhibit of first magnitude—so important to all women who keep close step with fashion that it should take preference over any and all other engagements Monday. You will be impressed with the completeness of our stocks of high-grade imported merchandise—despite the restrictions and disturbances caused upon commerce with Europe by the war. Indeed, our stocks of imported merchandise are larger this season than ever.

*And to make your visit profitable, not only from the viewpoint of style education but by unusual buying opportunities as well—we offer these special values*

### Neckwear

THE newest and daintiest creations in fall neckwear are shown in profusion. That which is enjoying the most pronounced favor is a beautiful Rolling Collar, with pleated back—a really charming combination of organdy and lace—at 75c.

Hand Embroidered Vestees with rolling collar are much in demand. We show many pretty styles at 50c.

Very handsome Evening Scarfs in all the dainty pastel tints and ombre combinations; a necessary accessory to the evening costume. \$5.

### Gloves

WE are pleased to announce that the highest grade makes of imported gloves are shown here, this fall as usual, thanks to our heavy purchases and deliveries before the European war.

**Finest Kid Gloves**—in shades to match your gowns. Embroidered welts or fancy welts. Contrast and self-embroidered backs. Gloves in the popular delicate pastel shades—light gray, creams, drabs, besides black and white and all staple colors.

The Best Lines of Gloves, Perrin's, Kayser's and Mondard's are represented in our stocks with complete assortments.

### Hosiery

ONE of the main points of interest here to-morrow—and certainly one that will be a source of delight for women who are particular about hosiery of exceptional quality.

We Carry Complete Stocks of all the best brands of hosiery—Kayser's, Gotham Gold Stripe, Onyx style, 700 Lorraine brand, Phoenix, etc. Blacks and all wanted colors to match gowns of any shade.

As a Special for Monday, we offer an extremely fine quality of pure thread silk hosiery—black, white and 63 different colors—the best quality obtainable at \$1.00.

## Remarkable Values in New Silks and Dress Goods

**40-Inch Satin Majeste**—A soft, clinging fabric, admirably adapted for evening or afternoon wear. All the smart street shades as well as evening tints and black. Very special at **\$2.25** the yard.

**Black Satin Tailleur**—A superb quality for coats and tailored suits. 54 inches wide. An attractive value at **\$2.50** the yard.

**40-Inch Crepe Meteor**—A beautiful, high lustre silk crepe, particularly adapted for the new basque costumes. Shown in all the fashionable evening shades, ivory and black. **\$1.79** the yard.

**Stunning New Silks**—Roman stripes, crepe d'Autoil, crepe faconne and crepe-de-chine; in beautiful three and four-tone combinations. The height of fashion for waists and combinations. 40 inches wide. Very special at **\$1.95** the yard.

### Black Chiffon Velvets

Are much in vogue. As an opening special we offer 15 pieces of beautiful quality black chiffon velvet, full 42 inches wide, at **\$2.50** the yard.

### Imported Tinsels and Velvet Brocades

For smart street frocks and reception gowns. Our own direct importation. 42 inches wide. Qualities such as would command up to \$20.00 the yard usually. Very special Monday at **\$8.95** the yard.

Broadcloths from the best foreign manufacturers are a special feature at Brandeis. All our higher grade broadcloths are sponged, shrunk and ready for the needle. Shown in thirty-two shades, including the extreme French colorings. Special at **\$1.50, \$2.50** and **\$2.95** the yard.

**Gabardine Suitings** are next in popularity to broadcloth. Has a special weave which differs from the ordinary suitings. 18 shades including black. A 50-inch material at **\$1.50** the yard.

**Roman Stripes and French Plaid Suitings** in beautiful color effects, harmonizing with the plain weave suitings. Very popular for combinations. 40 to 54 inches wide. **\$1.00** to **\$1.95** the yard.

**French and Costume Serges**. The most practical fabric for tailored suits and dresses. Shown in 37 shades. 54 inches wide. An unusually good value at **\$1** the yard.

### Dress Trimmings

Rose and Flower Trimmings will be favored, especially for the dainty net gowns. All the delicate shades, pink and sky, with tinsel leaves, all white with silver or gold tinsel, also chiffon rose trimming in pink, yellow, red and sky. Very special at **50c** and **\$1** the yard.

**Narrow Coney Fur Bands and Edges**, some with cord and braid edgings; also marabou in black, natural, sky, pink and red fox. Yard, **25c**.

Among the New Trimming Buttons are jet and fancy novelties, silk ball buttons in all shades and black ball buttons in velvet and satin. Buttons of every size and variety at **25c** to **\$1.50** the dozen.

### Latest Bags, Party Cases, Combs

The Small Bags are Now in Favor. We show a new style in real morocco leather, with wide opening frame, silk lined and four fittings, including mirror, purse, powder box and cologne bottle, at **\$1.69**.

Pandora Party Case. Beautiful German silver vanity case, oxidized finish, silk lined, with eight fittings. **\$3.98**. The New Casque Combs—demi-blond—the latest fashion for the French wave hair dress. Opening special. **25c**.

### Smartest Styles in Women's Footwear

The fashion in New York and now shown at Brandeis—the new "Gaiter" pattern—has patent kid vamp with fancy tops—in black or colors; new French heels, turn or welt soles. A perfect fitting shoe, and beautifully finished. All sizes and widths. Priced, pair, **\$5** to **\$7**.

### We are exclusive agents in Omaha for Munsing Underwear

#### Highest Grade Knit Union Suits

Women's Munsing Union Suits—All wool, part wool and medium and light weight cotton. Low neck and sleeveless or elbow sleeves, Dutch neck and elbow sleeves or high neck and long sleeves. All in ankle length. Per garment **\$1, \$1.50, \$2** and up to **\$3**.

Munsing Union Suits for Misses, Children and Boys—All wool, part wool or fleecelined cotton. High neck, long sleeves, ankle length, open grotch and drop seat. Sizes up to 16 years. at **50c, 75c** and up to **\$2**.

#### Our New Fall Line of Corsets

WE invite your inspection of our beautifully equipped corset department.

All the new models designed to bring out the lines of the new modes to greatest perfection are carried in our stocks in complete assortments. Trained corsetiers in attendance.

Splendid assortments of Brassieres and Confiners. Also Rubber Corsets and Hip Confiners.

### Dainty Laces

Our Showing of New Princess, Lierre and Oriental Lace Flouncings is unusually attractive, the 27-inch width specially priced at **\$1** the yard.

**Black Chantilly Lace Flouncings**, 18 inches wide, specially priced at **\$1.50** the yard.

Beautiful New Effects Are Shown in Princess, Lierre, Silk Shadow and Oriental Laces, in 12, 18 and 27-inch widths. Also 72-inch Brussels net in cream and white. Exceptional values at **59c** yard.

**Dainty New Oriental and Shadow Laces**, 3 to 6 inches wide—just what you want for the new flare collars. Cream and white. Special Monday at **25c** the yard.



*And with the thought of beautifying your home in mind, you will find matchless values in Rugs, Carpets, Lace Curtains, Portieres, Art Linens and Pictures—on our Third Floor—while all women who are on the alert for unusual values will not fail to visit Our Bargain Basement.*