

The Store That Shows the Styles Women's Fashionable Correct Apparel



Attire of
Elegance and
Distinction



Apparel that
is Practical and
Serviceable



The horse show is here. This week will witness the most brilliant function in the annals of Omaha. Brandeis' store, with its superior equipment and its rich assemblage of the world's most elegant attire is in readiness to supply the fancy for the throngs of fashion followers in Omaha:

No store west of Chicago equals or even competes with Brandeis as an exhibitor of correct fashions. Brandeis' patronage among women of good taste in dress outranks other western stores in magnitude just as overwhelmingly as Brandeis' store outranks the others in size. We give to Fashionable Omaha what fashionable Omaha demands—the best the world can yield.

Women's Costumes—Evening Gowns—Party Dresses—Furs Opera Coats—Dress Costumes—Costume Waists

Stunning evening and party gowns—charmingly made of messalines, crepe de chine, taffetas and chiffon voiles, newest dress features of the season—worth up to \$65.00, at **\$35**
Individual Parisian models in evening gowns and costumes, at \$40 to \$250
Regular \$35.00 quality Opera Coats at \$10—Made in the delicate pastel shades of broadcloth, with self trimming of silk braid, fashioned in the new Salome cut and worn in a regular way \$35, at **\$19**
Evening Coats for Horse Show wear, at \$30 to \$108
Sostame skirts of chiffon broadcloth, French voiles, etc., at \$10 to \$25
The most complete and elegant showing of very fine furs for all dress occasions and for practical wear also.

Evening and Costume Waists

These exquisite models are specially adapted for evening and dress wear—stunning effects in hand made lace, beautifully made over silk—trimming of real lace medallions, etc.—most fanciful creations, at **\$7.50 up to \$49**

Women's High Quality Kid Gloves for Horse Show Wear

New shipment of the celebrated Perrin's Kid Gloves, in all the fancy shades for Horse Show wear—in 8, 12, 16 and 20-button lengths—a range in price of **\$2.75 up to \$4.50**
Perrin's Short Kid Gloves—One and two-clasp—real French kid—all colors and sizes, **\$1.50 and \$2**
Women's two-clasp gloves of French lambskin—black, white, tan, brown, gray and red, worth **\$1.50**, at **\$1.25**

Women's all silk hosiery in black or colors for Horse Show wear— at **98c. \$1.50 and \$1.98**

Women's fine silk and silk mercerized hosiery—black and fancy—also silk embroidered, **49c. 69c**

Women's all silk chiffon auto and Fluffy Ruffles yells, will go at **98c. \$1.49 and \$1.98**

Fine Embroidered Skirtings

18 inch fine nainsook and swiss embroidered skirtings, flouncings and corset cover embroideries, new shipments and choice designs, worth up to 75c yard, at yard **39c**

All Over Laces—Dress and Lace Nets

Fine cotton and all silk dress and waist nets, 45 inch, white, cream, ecru and black; also 18 inch all over filet mesh, crochet combination effects, **69c-98c-1.50-1.98**

WOMEN'S Smart Tailored Suits and Coats

We are showing beautiful new arrivals in man-tailored suits in the smart plain colors and the refined patterns, every new style feature, at **\$35**

THE "FASHION SEAL" SUITS

The style aristocratic. Suits that are ready for every fashionable occasion—new Fluffy Ruffien styles, long coat effects, military models, etc.—materials are the very finest made, the price is **\$25**

THE LONG BLACK BROADCLOTH COATS

Full satin lined broadcloth coats—very smartly trimmed with braid—cut full and loose—the most up-to-date styles, **\$12.50-17.50**

THE UP-TO-DATE VOILE DRESS SKIRTS

These new arrivals in voiles are emphatically the talk of the town—the styles are so smart and the materials so high class—the price is **\$9.98**

New Fall Walking Skirts—In the new flared models—pleated and self strapped—new fall models, at **\$4.98**

Silk Petticoats, best ever sold for \$4.98
The same quality of silk that is used in the finest and most expensive silk petticoats made.

Values Such as Only Brandeis Can Offer Silks and Velvets

Our display of elegant Silks and Velvets is remarked by everybody who visits our beautiful silk section. We import direct our own designs and therefore can show the same exclusive silk stuffs as Paris and New York. We specially mention high class street and evening silks in a fine array of combinations. Our Phantome dress silks are high in fashionable favor. They are shown in 1-35 different colorings; special, yard **\$1**

44-inch French Silk Voiles, in shadow effects, very soft and clinging, still heavy enough to drape prettily without sagging—street and evening shades—very special, yard **\$1**

FRENCH SILK PLAIDS

In the newest browns and navies, bellotropes, leather effects, combinations of gobein and tans, navy and green, navies and Bordeaux, black and white olive and leather browns—specially priced for Monday, **\$1**

BLACK TAFFETAS

C. J. Bonnet & Co celebrated black taffeta (the genuine only), 27 inch, at, yard **98c**
36-inch Brandeis special dress taffetas, worth \$1.35 yd., at **98c**
27-in. Yellow Edge, made to retail at 85c yd., Monday's price **59c**
21-in. Premier Gold Medal taffeta, worth \$1.00 yd.—yd. **59c**

SILKS ON BIG BARGAIN SQUARE

Arranged for easy selection. Over 50,000 yards always displayed. An occasion to secure up-to-date silks in plain and fancy weaves, reliable black silks, peau de sole, peau de Sapho, 27-inch and 36-inch odd lines of dress silks in a good range of colors—values from \$1 to \$1.50—all go Monday at, yd. **49c-59c-69c**

HERE'S A VERY SPECIAL WALL PAPER SALE

An immense fall bargain offering. You who want to feel satisfied and save money, buy now. Big Hour Special—From 10:30 to 11:30 A. M., three 5c and three 10c papers, at 15c and 25c roll.
All Day Special—Regular 2c, 3c, 4c, 5c, 10c, 12c, 15c, and 20c papers for any room, only 2c, 3c, 4c, 5c, 10c, 12c and 15c per roll.
Big Hour Special—From 11:30 to 4:30 P. M., three 20c tapestries and three 30c two tone papers; the season's noblest novelties, at 5c and 10c roll.
All Day Special—Two tones and tapestries, new and appropriate papers, worth 20c to 30c, only 10c and 15c roll.



IN THE WASH OR IN THE WEAR

Hairdressing and MANICURING PARLORS

Bargains in Hair Goods
Natural fine hair pompadours at \$2.50
Switch, 22 inches, fine hair \$2.75
Natural wavy switch, worth \$4 at \$4.25
Hair dressing, shampooing, manicuring, electrical facial massage and scalp treatments a specialty.

Munsing Underwear

Proves its Superiority
Best Union Suits in the UNION

BRANDEIS

SPECIAL BASEMENT BARGAINS

Most Desirable Goods for Fall at Bargain Prices on Monday

Very heavy gray, blue and pink mottled Flannels, worth 12 1/2c regularly—2,000 yards for Monday—at, **7 1/2c**
Yard wide sateens, pretty designs, suitable for making comforts, actual 19c value—good, useful lengths—**6 1/2c** at, yard

Finest striped and checked outing flannels, light and dark styles, plain Cinderella flannels that are always sold at 12 1/2c yard. Customers are delighted with the splendid values. **8 1/2c**
Simpson's gray and white and red and white full standard dress prints, worth 7c lengths, yard **3 1/2c**
One of the biggest and best lots of fine and heavy grade highly mercerized black and colored watters—skirts made from same materials as retail at \$2.50 and \$2.50— at, yard **15c**

New fall suitings, have the appearance of the all wool new fall plaids and checks, over 50 different styles to choose from, at, yard **10c**
Odd lengths, yard wide bleached muslin and cambrics, including many well known brands, at yard **5c**
Pretty Persian, medium and dark colored cotton challies, just the thing for making new fall comforts, at yard **4c**

Specials in Blankets and Comforters

Cotton Blankets, 10-4, 11-4 and 12-4 sizes, white, gray, tan, German finished like wool, 48c, 75c, 95c, \$1.25 and up to \$2.75.

Wool Blankets, strictly all wool blankets, tan and grey colors, 11-4 size, worth \$5.50 pair, \$3.95.

Comforters, full size silkoline and sateen covered, filled with white sanitary cotton, tufted and stitched, 98c up to \$5.00.

11-4 size single cotton blankets for sheets in white, grey and tan, heavy weight with fancy borders, 75c grade, each 39c.

Imported bath robe blankets slightly soiled, full size, fancy wrapper or bath robe blankets worth regularly \$3 to \$4; special at each, **1.25**

Housefurnishings and Hardware

We Are Agents for the Celebrated Garland Stoves and Ranges

NEVER-RUST
Glass bar, polished bar holders **15c**

Call and get a free sample of our famous Tine like. A varnish stain for all kinds of wood and wicker work, also linoleum.

Made of best quality broom corn—regular 25c value, at **15c**
The genuine Wilson Toaster, toasts four pieces of bread at once, can be used on gas, gasoline or oil stoves—**21c**

TOWEL-RACK
Coal Hods, galvanized, extra heavy, 16 and 17 inch, worth 10c, choice—**19c**

China Salt Boxes, the cleanest thing to keep salt in—**25c**

Table paper, some-thing new, Japanese crepe—1500 sheets in roll 10c, 2 for **18c**
1500 sheets in roll 1c, 4 for **35c**
200 sheets in roll 2c, 8 for **15c**

The Brilliant Creations of French Style Authors Horse Show Millinery

There is a brilliancy and an elegance in these graceful hats for Horse Show wear not to be found in ordinary designs. Many of these exquisite hats that we are selling for this coming out event of fashion are the products of French designers—others are conceived in the workrooms of famous New York style authors—the large, graceful hats predominate—the color schemes are bewitching—splendid line. **\$25**

Models of rarest beauty—such styles as these are shown only at Brandeis—in color scheme and style treatment they are simply superb—the prices are not extravagant, at **\$35-\$50**

Millinery of Moderate Price, But Elegant Appearance

There are hundreds of charming and ultra stylish hats in dress shapes, evening and street styles—every one absolutely correct in every little detail of fashion—prices are **\$10-\$15**

Smart Shoes FOR THE HORSE SHOW

Brandeis is maintaining its reputation as the most complete shoe store in Omaha by showing the most elegant thing in footwear, specially adapted for Horse Show wear.

WHITE RIBBON SHOES

Endorsed by the National W. C. T. U.—the best shoes made for women—**At \$3.50, \$4.00 and \$5.00**

MEN'S FULL DRESS and TUXEDO SUITS FOR HORSE SHOW

This event demands proper evening clothes—all the satisfaction here at less money—full dress suits at \$22.50 to \$35.00—Tuxedo Suits, at **\$19-\$30**

Rogers-Peet Suits and Overcoats are for men of good taste—the prices are moderate.

In Our Popular Dress Goods Department Sale of Broadcloths

A sale that will eclipse anything ever shown in Omaha. 500 pieces of French and Austrian broadcloth bought at a sacrifice just at a time when broadcloths are so much in favor. The colors are the new Browns, Marine, Bordeaux, Garnets, Leather Shades, Copenhagen Blues and Black—all 54 inches wide.

\$4.50 and \$4.00 finest Austrian Broadcloth, yard **\$2.95**
\$3.00 French Broadcloth, yard **\$1.95**
\$2.50 French Broadcloth, yard **\$1.45**
\$1.50 French Broadcloth, yard **95c**

And besides we sponge all Broadcloths free of charge Monday. We have just installed the most complete and the largest Duplex sponging machine made, insuring to you the finest work that can be produced.

54-inch Covert Cloth, in navies, tans, grays, browns, black; also 54-inch Victoria Broadcloths, with a fine hair line stripe—positively worth up to \$1.50 **79c-98c** yd., on bargain square, yard

New fall Dress Goods, ranging from 42 to 48 inches, respectively, everything that is in vogue, Panamas, Serges, Ghobelins, fancy suitings, Voiles, French Plaids, worth up to \$1.50 yard, on 3 bargain squares at, yard—**39c, 49c and 69c**

Lupin's 46 inch celebrated black voiles, nothing to equal. Lupin's Voiles have a special finish not obtained in the ordinary French Voiles and the dye is a deep black, absolutely fast. Our regular \$2.00 Lupin's Voile, Monday, yard **1.37 1/2c**

Big Bargains Linens

We bought at a tremendous sacrifice a leading New York importer's entire stock of hand-drawn Japanese table covers. These beautiful covers have been on display in our show window and have attracted much attention. They are made of finest round thread linen, with extra wide hem—sizes 28-36, 40-48 and 54-66 inches. These elegant covers are actually worth up to \$7.50 each—on sale Monday in Linen Department, at each—**\$1.98 \$2.50 \$3.50**

SPECIAL BARGAINS IN Lace Curtains AND DRAPERIES

Hand-Made Chamy Curtains—Best French net and linen edge—3 yards long, at, pair **3.50**
New fall two-tone curtains—largest assortment—all the regular \$4.00 grades, at, pair **2.98**
Portieres—New fall line of fine portieres, plain with cord edge or handsome tapestry borders—regularly priced at \$7.50, pair **4.98**

Dining Room Table Covers—Two yards square, in all colors, worth \$2.50, for Monday, each **1.69**

Window Shades—Best oil opaque—3x7 ft. regular price 50c pair, Monday, each **39c**

BRANDEIS