

THE BRANDEIS STORE

Crisp Autumn Days Suggest New Autumn Apparel



Our second floor invites the eye of every woman with its displays of attractive frocks and coats so suggestive of the season.

Predominating in both suits, coats and dresses are the rich woody shades of brown, ranging from beige to dark log cabin. Modes are so diversified as to provide a style for every taste and type. Individuality is the keynote of fall and winter styles. Selections are most complete.

Features for Monday are Coats and Dresses

Fall Frocks are Delightfully Different

A wonderful showing of new fall dresses in Fashion's most approved models and materials. Charmeen and poret twill in the cloth dresses and rich satins, canton crepes and satin canton in silk dresses, some trimmed with beads, bits of embroidery or trick flounces. A dress for every occasion; dinner frocks, street frocks or afternoon frocks; sizes for women and misses, specially priced from

Priced 25.00 to 89.75

Coats and Wraps Tailored for Sports Luxurious for Dress

Sizes and styles for every woman. Fine, lustrous, high pile fabrics made into coats to suit any woman. Luxuriously and richly trimmed with the season's popular furs; all fall shades, with brown, blue and black predominant; sport coats of imported fabrics or fine domestic coating mixtures. Plain tailored or fur trimmed. A coat to suit every woman's taste and fancy.

\$25, \$45, \$98 up to \$395



Second Floor

THE BRANDEIS STORE

Monday New Rugs at Low Prices

October first is autumn moving and housecleaning time, and we have just received a large shipment of fresh stocks of Rugs at reduced prices from Steven Sanford & Sons Co., Alexander Smith and Sons Co. and many other prominent manufacturers.

SIZE 9x12 RUGS	SIZE 8-3x10-6 RUGS
90.00 9x12 Royal Wool Winton Rugs, 74.75	62.00 8-3x10-6 Royal Wool Winton Rugs—Special, 72.95
75.00 9x12 Wilton Velvet Rugs—Seamless and extra heavy, special, 59.95	55.00 8-3x10-6 Axminster Rugs—Seamless, slightly imperfect, special, 44.75
65.00 9x12 Extra Axminster Rugs—A wide selection of patterns, special, 48.75	26.00 8-3x10-6 Size Rugs—Seamless, all-wool Brussels Rugs, 19.75
39.00 9x12 Wilton Velvet Rugs—All-wool face and seamless, special at 2.60	SMALLER RUGS
35.00 6x9 Axminster Rugs—Extra heavy quality, 26.75	3x6 Deep Tuft Axminster Rugs, 10.95
	27x54 Deep Tuft Axminster Rugs, 6.50
	2.25 27x54 Rag Rugs—Some have plain centers, some mixed centers, 1.60
	Gold Seal Congoleum Coverings and Congoleum Rugs for Monday
18.00 9x12 Congoleum Rugs, special, 15.49	11.25 7-6x9 Congoleum Rugs, special, 9.59
15.75 9x10-6 Congoleum Rugs, special, 13.39	9.00 6x9 Congoleum Rugs, special, 7.59
13.50 9x9 Congoleum Rugs, special, 11.49	2.50 3x6 Congoleum Rugs, special, 2.19



Special Selling of New Quaker Craft Fringed Curtains and Laces

 <p>Fringed Tuscan Lace Curtains—Made of a good serviceable quality, choice of neat designs in the drapery ecru color, with three-inch bullion fringe on bottom, special, 2.98</p>	 <p>Tuscan Fringed Curtains—An excellent quality net, made in attractive patterns, with rich heavy fringe on bottom, in the drapery ecru color, 2 1/2 yards long, very specially priced 3.98</p>
 <p>Quaker Filet Net—Fringed curtains and a very attractive one, made of fine quality filet net, very serviceable, finished with a rich heavy knotted fringe in the ecru color, special, 5.49</p>	 <p>Quaker Caseement Curtains—These are curtains of individuality, made in new and beautiful designs, in the new drapery ecru color; 2 1/2 yards long; finished with four-inch silk bullion fringe, special, 6.98</p>
 <p>Beautiful Quaker Craft Caseement Net Curtains—Special showing of strictly new designs, in all over lace effects, with beautiful border designs, and fancy scalloped bottom finished with a rich heavy four-inch silk bullion fringe, made in the new Egyptian color, 48 inches wide, special 2 1/2 yards long, special, 8.79</p>	 <p>Thousands of Yards of New Tuscan Nets, Quaker Craft Laces, very specially priced for this selling.</p>
 <p>Hundreds of Yards of Fine Quality Nets—In the Filet and Tuscan weaves; ivory or ecru color in neat designs, very special, 98c per yard.</p>	 <p>New Quaker Craft Caseement Nets—Many new designs to choose from, all of an excellent quality, 48 inches wide, special, 1.98</p>

Sixth Floor—East

Monday Specials in Housefurnishings

 <p>O'Cedar Oil or Dry Mop Triangle shape with 3/16 bottle of polish, both for 98c</p>	 <p>Ridged Ironing Boards Stand firm and solid, regular 3.89 val., special 2.98</p>	 <p>Console Sets—Made of Amber-Colored Glass. 2 candlesticks and bowl, fruit not included, special 1.29</p>	 <p>Electric Percolator 3-cup size, panel shape, guaranteed for one year, complete with cord, special 4.98</p>	 <p>Sterni Store Outfit Consisting of tray, can of heat, one-qt. sauce pan and metal support, special 4.9c</p>
 <p>Perfection Oil Heaters They give satisfaction and are economical, new size, special 6.00</p>	 <p>Bread Boxes Roll top style, made of tin, white enameled, special 98c</p>	 <p>Liberty Electric Toaster—Grill Toaster, 6-qt. or 8-qt., regular 2.00 value, special 1.49</p>	 <p>42-Piece Dinner Set—Gold-lace pattern, complete service for six people, special 4.95</p>	 <p>Wool Wall Dusters—Washable for walls and ceilings, complete with two handles, special 98c</p>
 <p>Silver-Plated Bread Trays—Silver plated in plain and fancy borders, special 1.00 and 1.95</p>	 <p>Silver-Plated Novelties—Bud vases, relish dishes, mustard jars, 1.00</p>	 <p>Glass Towel Rods—With nickel-plated ends, will not rust, 18-inch size 39c, 24-inch size 49c, special 59c</p>	 <p>Aquariums—With polychrome iron stand, 2-gal. size, special 98c</p>	 <p>Glass Mixing Bowls Consisting of five assorted sizes, special per set 79c</p>

Fifth Floor—West

A Great Moving Day Furniture Sale

Hundreds of fine pieces will be on our great furniture floor Monday, specially priced and of special interest to the hundreds moving into new homes who need an extra piece or an entire outfit. We believe we sell good furniture at lower prices than any other store. The Brandeis furniture department has no equal for values. Come in and be convinced. **EASY TIME PAYMENTS.**

 <p>Simmons' 2-Inch Post Bed 8.59</p>	 <p>550.00 3-Piece Library Suite 395.00</p>	 <p>Simmons' Cotton Mattress 9.95</p>
 <p>Solid Oak Costumer With wide base and metal clothes hooks, fumed finish. Very handy to have in the hall. \$2.75 value, special, 1.95</p>	 <p>14.50 Sanitary Couch and Pad 9.95</p>	 <p>500.00 4-Piece Bedroom Suite 389.50</p>
 <p>16.50 Chiffonier 12.95</p>	 <p>Double Da Beds 39.75</p>	 <p>A fine mattress, guaranteed by the Simmons Co. and outlasts; contains 45 pounds of selected pure cotton. Regular sizes, Special, 9.95</p>
 <p>A chest of drawers made of solid oak and finished in the folden. Just the thing for storage purposes. Special, 12.95</p>	 <p>The one-motion style that quickly converts the couch into a comfortable double bed; cretonne mattress included, at. 39.75</p>	

Seventh Floor

For Chilly Mornings Warm Robes In Lovely Colors

Our selection of these comfy garments is very large and complete; regular and extra sizes. Front and side ties and draped models, corduroy, embossed corduroy and voivelle materials; colors, rose, Copenhagen, blue, orchid and henna. All well made garments, reasonably priced, special, **3.89 to 14.98**

Third Floor—South

Omaha's Cordial Welcome

We extend cordial welcome to Ak-Sar-Ben visitors and invite them to make The Brandeis Store their headquarters while in this city.

You will find here practically everything you need in the way of desirable merchandise and all at the reasonable prices for which this store is famous. You will find also that Quality, Prices and Service are not mere words in The Brandeis Store, but rather describe the fixed policies and principles that have given to this institution its tremendous growth.

Visitors may come immediately to The Brandeis Store and find every comfort. Bundles and hand luggage may be checked, conveniences may be found for washing and "freshening up" so that you may go into the city feeling well groomed and ready to meet your friends; your letter to the folks at home may be written here and cards addressed and mailed.

The Information Desk on the Main Floor is always ready to supply any information needed. If you are having difficulty in finding suitable lodging, the Information Desk will provide you with a list of desirable quarters; if you have trouble in locating certain places or friends the Information Desk will cheerfully assist you in finding them; it will supply any information relating to the city of Omaha that will be of assistance to you.

The Bank is located on the Main Floor—West.

Rest Rooms—You are invited to visit the new rest rooms on the Tenth Floor. They have been fitted up for your comfort and convenience.

Dining Rooms—There is a magnificent Dining Room and Men's Grill Room on the Tenth Floor, while on the Main Floor is a Cafeteria and to the west a Soda Fountain and Lunch Room to suit every taste and pocketbook.

Strangers who have not decided on a place of residence in Omaha can have their mail addressed to Station 17, which is located on the Main Floor—West. They may call for their mail there. It is a regular United States postoffice.

The Transfer System may be used to great advantage when time counts.

The Shopper may make purchases in any department and goods will be sent to the Transfer Desk, where the shopper will pay for them all at once. The purchases will then be delivered to the home town free of charge.

J. L. BRANDEIS & SONS.

Demonstration of "Good Shepherd" Yarns

For two weeks only, Miss Holloran of New York City, will demonstrate Good Shepherd yarns, together with a large display of the newest sweaters, infant sets, scarfs, hats, etc. These yarns are of exceptional quality and texture. We carry a full range of colors and kinds and have exclusive agency for the sale of these yarns in Omaha. The lessons are free with purchases of Good Shepherd yarns. Start making your winter needs and holiday gifts now.

Third Floor—West

Jewelry

Our Own Importation of Silver-Plated Mesh Bags—An exquisite, shaped bag in a very fine mesh, all silver plated, pretty engraved frame of wishbone shape, a long link chain handle. One of the best mesh bags we have ever offered at this very low price, 5.00

Silver-Plated Bread Trays—Silver plated in plain and fancy borders, special 1.00 and 1.95

Silver-Plated Novelties—Bud vases, relish dishes, mustard jars, 1.00

Sheffield Fruit Bowls, Bread Trays, Sandwich Trays, Fancy Bowls, Vases and many other large pieces; all guaranteed silver plated; 4.75 special.

Main Floor—East

Lining Specials

36-in. Sello Silk
A handsome silk and cotton fabric in a large assortment of colors. Its uses are manifold; ideal for slips, lingerie, lamp shades and comforters; 36 inches wide; very special, 59c

36-in. Buty Chyne
Special for Monday only is this high lustre, serviceable material, which makes such attractive comfort covers, linings and bloomers. Black, white and colors; 36 inches wide; special, 65c

36-in. Black Satine
36 inches wide, a well-known make, rich black, high finish, in excellent quality at the special price of 39c

Main Floor—Center

New Weaves in Silk Fall Dress Goods and Coatings

Black Satin Crepe—This 40-inch crepe-backed satin is of a beautiful quality with a very high lustre; appropriate for dinner and evening gowns. Made by the world-renowned Bonnet of France; special, per yard, 2.95

Black Satin Canton and Black Moire Canton—Each 40 inches wide. This season's most fashionable and lustrous silk weaves are offered Monday much below the customary price. 3.95 and 4.45 qualities, special, per yard, 3.19

Duveltyne—36 inches wide, all silk faced with mercerized back, in a complete line of the season's most desirable new shades; special, per yard, 2.69

Main Floor—Center

Poret Twill—54 inches wide, splendid quality and one of the most wanted fabrics at the present time. Will make up into dresses and suit of real distinction; in the best shades of men's wear, blue and brown; special, per yard, 2.98

Velour Coatings—54 inches wide, strictly all wool. Coats and suits can be made with exceedingly effective results from this rich fabric of soft texture. Seldom seen at this extremely low price. All the staple shades; special, per yard, 2.55

French Serge—40 inches wide, strictly all wool and one of the most practical materials. Its popularity never wanes for use in one-piece dresses or in suits. All the staple shades, plenty of navy blue and midnight; special, per yard, 1.35

Main Floor—Center

Specials in Domestics and Wash Goods

Genuine Peter Pan Dress Gingham—In assorted plaids, checks and plain shades; warranted fast colors; worth regularly 65c to 75c; special, 49c per yard.

36-inch Cotton Challie—In a variety of Persian, floral and Oriental designs, for house dresses, wrappers, comforter coverings; special, 17 1/2c per yard.

Dwight Anchor Bleached Pillow Tubing—42 inches wide; beautiful, soft, mellow finish in lengths ranging from 2 to 7 yards; worth 52c; special, per yard, 35c

Assorted Wash Fabrics Per Yard **25c**
This lot consists of 36-inch tissue gingham in plain colors and assorted checks and plaids. 40 and 44-inch fancy printed dress voile, 36-inch silk mixed printed crepe, dropstitch voile, in plain colors; woven flaxons in neat checks; plain colored seed voile and 36-inch embroidered tissue in practical lengths; easily matched for dresses, waists.

No mail or phone orders filled.

Punjab Percelle—36 inches wide; admitted the superior of all other makes; in a grand collection of new fall printings, light and dark colors; special, per yard, 29c

7,500 Yards Assorted Remnants—Consisting of outing flannel, challie, percale, cretonne, unbleached muslin and similar materials; special, per yard, 11 1/2c

Bath Robe Flannel—In a beautiful collection of jacquard and floral designs in assorted colors; special, per yard, 59c

Extra Heavy Quality Outing Flannel—In assorted fancy styles, light and dark colors; special, yard, 22 1/2c

Basement—North