

# MONDAY-THE MOST IMPORTANT BARGAIN EVENT OF THE YEAR FASHIONABLE DRESSMAKERS' STOCK

Entire stock of the most elegant imported dress goods and silks bought from Mme. Mercedes, 133 W. 56th St., N. Y., one of New York's most exclusive modistes

## Brandeis' New Annex Is Now Open

First section of our new store and Mrs. Benson's former store made into huge new salesrooms. Temporary entrance through Mrs. Benson's store and our arcade under Douglas street, directly connecting with our present store.

# BRANDEIS

"BOSTON STORE"  
& SONS

## Brandeis' Boston Store Now 1 1/2 Blocks Long

Our connecting subway under Douglas street joins first floor of new section with first floor of present store.

NOW LOCATED (BRANDEIS' BANK, Jewelry, Ribbons, Notions, Dress Trimmings, New Millinery Section, Cut Flowers, General Offices.)  
IN NEW ANNEX

The choicest, most exclusive goods that were specially imported by Mme. Mercedes for her fashionable New York clientele. This includes all her rarest Fall Dress Goods, Unmade Dress Robes for street and evening wear—elegant Autumn Silks—many imported novelties—Chiffons, Velvets for evening wraps and costumes, Laces of all descriptions, Trimmings, Ribbons and Dress Linings. This establishment had the patronage of some of the most select trade in all New York and the goods were chosen for their elegance and perfect style. A splendid opportunity to buy exquisite fabrics for Ak-Sar-Ben Ball Gowns and Horse Show Costumes.

## HIGHEST GRADE Imported DRESS GOODS

We wish to assure our patrons that we have never before in our entire history been able to offer a more elegant assortment of fine dress fabrics. This offers a rare opportunity to buy the most exclusive dress stuffs at prices that are absolutely less than the cost to import to this country.

**\$3 and \$4 Imported Dress Goods at \$1 Yard**—In this matchless assemblage are the finest of this season's goods ordered by Mme. Mercedes for this fall and winter's select patronage—it embraces many exclusive novelties in the best English and Scotch cloths in dress lengths, coat and skirt lengths, the most elegant Yorkshire worsteds, Drap Carreau, Cashmere de Inde, Drap d'ete, prunella, serge foule, toile poplin, chiffon, exquisite fabrics for party dresses, broadcloths, waterproof cloths, etc. MONDAY ON IMMENSE BARGAIN COUNTERS, at, per yard. **\$1**

**\$2 High Quality Dress Goods at 69c Yard**—In this assortment is a variety that includes every style that is new and fresh, every color including black and cream, fine sheer goods, French and Austrian chiffon broadcloth, doeskin, Amazons, camel's hair, fancy suitings, fine veilings, double warp cashmeres, in checks and plaids, etc.—on big bargain square, at, per yard. **69c**

**\$1 and \$1.50 Dress Goods at 39c Yard**—All the finest goods in Mme. Mercedes' stock that were worth as high as \$1.50 a yard—hundreds of varieties—fancy goods for juvenile dress and young ladies' costumes, black, white and all colors—also a splendid lot of fancy waistings for wrappers and shirt waists—on great bargain square, at, per yard. **39c**

**Beautiful Unmade Gowns, and Dress Robes for Street and Evening Wear**—A marvelously beautiful array of unmade robes, the highest class of exclusive imported novelties very specially priced during this great dressmaking stock sale.

## ELEGANT AND EXCLUSIVE SILKS

In the superb array of silks from Mrs. Mercedes stocks are high art novelties from Paris and Lyons, exclusive designs in single dress patterns, charming silks for evening wear, pretty silks and velvets for entire gowns—the window display for the past few days has been an object of feminine delight. They go on sale at about one-third their value.

**Mme. Mercedes' \$1.50 Silks at 50c a Yard**—Novelty chiffon poplins—shirt waist silks, plain and changeable rustling taffetas, bright plaids, all silk louisenes, peau de cygne, black peau de soie, black taffetas, etc.—an opportunity of an unusual nature to buy silks actually worth to \$1.50 yd. **50c**

**Fine Imported Silk, worth up to \$4 at \$1 and \$1.50 per yard** Drap d'Eusis, Drap de Milo, broche Damas, French chameleon, chiffon taffetas, pompadour messalines, fancy crepe de chine, radium brilliant, double width Paris mousselines, embroidered chiffons, etc.—most superb showing of silks that are worth as high as \$4 a yard—at, yard. **\$1 and \$1.50**

**Exquisite Imported Dress Silks at \$3.98 Yard**—The most elaborate silks suitable for entire evening gowns, ball costumes, horse show and evening wraps—the designs are of the most artistic conception and the silks were chosen by experts as the most elaborate and high grade silks that are manufactured in the world—they are valued as high as fifteen dollars a yard. During this great sale we offer them at, per yard. **\$3.98**

Latest novelties in high grade Appliques and Costume Nets, fine Imported Lace and Spangled Robes, each, from \$9.98 down to. **69c**

## Dress Trimmings and Laces

from the Dressmaking Stock

All of Mme. Mercedes' highest class novelty laces, in medallions, galloons, bands and edgings, also the finest dress trimmings, spangles, beautiful medallions, etc.—many seen for the first time in this country, worth as high as \$3.50 yard, at, yard.

**25c-49c-69c-98c**

## Ladies' Fine Apparel

Special Designs for  
Horse Show Wear

Tomorrow we will show a number of absolutely new models in gowns and demi costumes especially designed for horse show wear; also some exquisite new arrivals in evening wraps, specially suitable for Ak-Sar-Ben ball, horse show, theater, etc.

### Ladies' Opera Coats.

### Evening Coats and Wraps

In the long effects, 45 to 55 inches, doeskin, silk and all lace, in empire, Napoleon and mantle shapes—a rich assemblage in white and delicate light colors—\$29 to \$150 a range of prices from...

### Ladies' Elaborate Evening

### Gowns and Demi Costumes

Extremely handsome designs in drap d'ete, crepe de chine, laces, nets, etc.—many are exact copies from expensive models of foreign style masters, daintiest of light pastel shades, suitable for the most brilliant fashionable occasions—a range of prices from \$39 to \$198

### Elegant Tailored Suits

The highest point of tailoring art is embodied in these stunning dress suits—a wide variety, at, per suit. **1750 to \$98**

### Separate Skirts

The newest style features in elegant costume skirts, all the leading colors and fabrics—at, per skirt. **69c up to 4750**

### Dress and Evening Waists

The highest class of fashionable Jap waists in silk and lace effects—a charming variety in this showing, **39c to \$25**

## Brandeis' New Annex

Special Sales Monday Throughout  
This Immense New Sales Room

The opening of our annex was a tremendous triumph. Thousands of visitors thronged the broad aisles and admired the great, brilliantly lighted salesroom. The annex is directly connected with our present store through our Arcade subway under Douglas street. The temporary entrance on 16th street through Mrs. Benson's former store opens a broad avenue of nearly a block and a half of merchandise. We invite your inspection—hundreds of very special bargains.

**A Sale of Silk Ribbons at 5c and 10c Yard**—Big bargain square filled with all kinds of high class silk ribbons—all colors, variety of widths—actually worth as high as 35c yard, at, yard. **5c-10c**

**Ladies' Fall Neckwear**—The newest, most up-to-date fall styles in stocks, tabs and four-in-hands—autumn shades—extremely pretty new ideas—worth up to 25c—**12c**

## Our Great Jewelry Section, Annex

A special showing of the finest Japanese goods—leather bags, Netsuki bags, carriage bags, etc., in the odd Jap patterns, now so popular in London and New York. Jap leathers beautifully stamped in fanciful designs, beautiful frames, lined with silk tapestries—prices from \$5 to \$12.

As an extra special Monday we offer 100 Netsuki bags with ivory tops, embossed figures on all silver—the large fancy Jap trimmings—jewelry price is regularly four dollars and five dollars—will go Monday at **1.49**

Little Jap change purses, dainty decorations, at **15c** Large size Jap change purses, at **25c**

In our beautifully appointed new department we are showing a splendid line of fine toilet sets, silverware, rings, watches, beads, ornaments, cut glass, etc.—genuine bronzes, high art goods, etc.

### Two Extra Specials

5,000 sterling silver thimbles from baby size to No. 12 thimble, sells in a regular way at 25c. Monday we offer them at, each. **9c**

Cut glass wine glasses, whiskey glasses and beer glasses, worth up to one dollar, at **39c**



### Optical Department

Gold filled spectacles and eye glasses, fine lenses, worth \$3.50, at **1.79**  
Gold plated frameless eye glasses, **98c**  
—a \$2 value, at

## Elegant Millinery

FOR HORSE SHOW WEAR AND ALL  
OTHER FASHIONABLE OCCASIONS



**ELABORATE** dress functions call for the highest grade of artistic millinery. It is here, even more than ever, that Brandeis' style leadership is pronounced. We show a large number of bewitching models brought from Paris and New York especially for the Horse Show.

### Stunning Dress Hats at \$10

—A splendid assemblage of the most graceful dress hats, rich in color blending and revealing the unvarying good taste of Brandeis' high class hats—the majority of these styles are absolutely exclusive—they were designed by the leading millinery artists of this continent—a rich variety, at **\$10**

### A Brilliant Array of Paris

### Pattern Hats—The choicest

confections of the most renowned Parisian designers, selected and imported ex. ready for Brandeis—the most lavish array ever beheld in the west... **\$15-\$25-\$35**

## BRANDEIS' MILLINERY IN THE NEW ANNEX

We have stocked our new millinery section in the Annex with the swellest dress and street hats ever presented at a popular **\$5** price—every fashionably correct shape—every accepted fall shade—hats of the highest artistic character—would ordinarily command \$10; Annex **\$7.50**

**Evening Hats, Theater Hats, Carriage Modes, Handsome Sult Hats**—An extremely meritorious array—new autumn models, trimmed most effectively with plumes, tips, ornaments, etc., at **750**

A vast variety of the highest class trimmings for fall and winter hats—feathers, plumes, breasts, flowers, etc., at very special prices Monday.



## Artloom Couch Covers; Portieres



**Artloom Tapestries**  
TRADE MARK REGISTERED

We are agents for the famous Artloom goods that are advertised throughout the entire country and are universally commended for their high quality. **1.98 up**  
Nottingham Lace Curtains, 60 inches wide, 3 1/2 yards long, per pair. **1.50**  
Ruffled Swiss Curtains, 3 yards long, 40 inches wide, per pair. **98c**  
Mission Curtains, very new, Ivory and Arabian, per pair. **2.98**  
New styles of Portieres, 60 inches wide, 3 yards long, per pair. **1.98**  
Couch Covers, full 3 yards long, 50 inches wide, each. **98c**  
Curtain Swiss—in dots, stripes and figures, 36 and 48 inches wide, yard. **10c**

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## Great Linen Sale Monday

Manufacturer's sample line of fine all linen Pattern Tablecloths—all 2 yards wide and 2 1/4 yards long—worth \$3 and \$4—greatest bargain in Pattern Tablecloths ever offered in Omaha, each. **1.98**

21 fine full bleached Scotch, Irish and Austrian Satin Table Damask at-yard **69c**  
25c and 35c bleached and cream Table Damask—yard **15c**  
50 Turkish Wash Cloths—each **1c**  
25c Stamped Centerpieces and Dollies—each **10c**

Fifty-cent Hemstitched Linen Scarfs and squares—each **25c**  
75c Hemstitched Linen Scarfs and Squares—each **39c**  
20c extra large Fringed and Hemmed Towels—each **10c**  
50c all linen Hemstitched Towels at—each **25c**

## Special Prices in New Fall Rugs

Fine Room Size Rugs in all grades, from finest Tapestry Brussels to highest class Wiltons, at Brandeis' famous low prices.

Savolan Wilton—the best rug shown in Omaha—Oriental patterns and colorings—8x12 size **37.50**  
at **35**  
8x10-6 size **27.50**  
at **25**  
Body Brussels Rug—best five-frame rug—medallion and all-over Persian—8x12 size **27.50**  
at **25**  
8x10-6 size **15.98**  
at

## OPENING

The New Enlarged Shoe Department  
Twice As Big As Ever

All the Novelties of the Season  
Complete Lines

51 Styles "Florsheim" \$5 Shoes  
for Men

38 Styles Dr. Reed's \$5 Cushion  
Sole Shoes for Men and Women

The Red Cross \$3.50 Shoes

The Phil Eezi \$3.00 Shoes

The American Girl \$2.50 Shoes



## Men's High Class FALL CLOTHES

The Rogers-Peet & Co. clothing for fall embodies all the most desirable points of made-to-order clothing—absolutely correct in style and the materials, workmanship and finish are of the highest order—**\$15 to \$30**

## MEN'S TUXEDO and FULL DRESS SUITS

The Ak-Sar-Ben Ball and the Horse Show, not to mention a hundred other lesser functions demand full dress. We save you fully half the tailor bill and give perfect satisfaction—**\$17.50 to \$32.50**



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