

Fashionable Finery for Horse Show

A complete assemblage of elaborate millinery, imported costumes, evening coats, fancy dresses and accessories specially adapted for this supreme fashionable event in Omaha.



BRANDEIS "BOSTON STORE" & SONS

BRANDEIS' FASHIONABLE SUPREMACY MAKES THIS STORE THE ACCEPTED CENTER FOR CORRECT HORSE SHOW APPAREL.



The high standard that is always maintained in Brandeis millinery department is particularly marked in the finer grades of evening hats. We made every effort to bring to Omaha's fashionable sets the most elaborate creations possible for horse show wear and we are certain that patrons of New York and Chicago horse shows never had a finer or more artistic assemblage to choose from.

Brandeis Offers Special Millinery Designs for the Horse Show at \$15

This assortment is ample enough to admit of the satisfaction of every taste. The styles are extremely graceful and all are specially designed for Horse Show wear. The long aigrettes, the pretty willow plumes, the gold and silver roses are noticeable in the trimmings—the shapes are the large picture effects, the Marquise shape, etc.—every hat bears the air of perfect taste and original treatment. Such splendid creations were never offered before at less than \$25.00—for Monday we offer them at **\$15**

Artistic and Exclusive Parisian Millinery

These hats were all chosen by our own Paris representative expressly for Omaha horse show wear. They are the most elaborate of the thousands of Paris designs—the names of Charlotte, Georgette, Roger and Virot alone would stamp them as millinery masterpieces. The wide variety of color schemes and the different becoming shapes—original models are especially priced Monday, at **\$20-\$25-\$35**

A Stunning New Horse Show Model at \$10

We have taken scores of handsome New York fall models, many Paris patterns and our own adaptations of the most elaborate French models and grouped them for a great horse show special at **\$10**—Hats of such elegant character were never offered at such a moderate price—all the leading evening shapes, at **\$10**

Very Smart and Modish Suit Hats—Neatly and very prettily made in new hippodrome sailor shapes, tricornees, turbans, etc.—dresy and tasteful for street wear—a hundred leading designs—at **25c**

Brandeis' Renowned \$5 Hat

To establish the fame of Brandeis' \$5 hat even more firmly, we bring forward some absolutely new models designed from the later patterns from Paris—a stunning array of hats that are genuine bargains at the moderate price of **\$5**

LADIES' HORSE SHOW GLOVES, SILK HOSIERY, ETC.

As exclusive agents for Perrin's and Monarch gloves and extensive dealers in Reynier's, Fanchon Suede, Dent's and Meyer's fine Gloves, we show the most satisfactory variety of ladies' kid gloves in Omaha. For Horse Show wear, we are showing many of our very newest importations—evening gloves, 12 and 16-button lengths, in pink, sky, pearl mode, white and black—gloves to match costumes—moderately **\$1-\$1.50-\$2** and **\$3-\$5** up to

Highest Grades of Imported Hosiery—Fine Silk Hosiery in white, black and all shades to match costumes—plain and silk embroidered lisle hosiery in every desirable shade—the widest possible variety—in our newly enlarged hosiery department—**50c up to \$2**
Main building, at

A Beautiful Display of Horse Show Novelties—Comprising Horse Shoe Pins, Whip, Horse Head and Spur Lace and Scarf Pins; also elegant Silk and Leather Girdles, Belts, Pearl Dog Collars, Fan Beads, Chains, Opera Glasses, etc. for Horse Show.

Special Prices on Embroideries—A great bargain square in Main building will be filled Monday with the finest medium and extra wide embroideries, wavy wide enough for corset covers, flouncings, etc.—new open patterns, fresh and crisp, at, yd. **10c-25c**

Wash and Trimming Laces—Thousands of yards of new Wash and Trimming Laces, in edgings and insertings, white, cream and ecru—many widths, new and desirable patterns—**3c-7 1/2c-15c** on bargain tables, at

Brilliant Assemblage of Ladies' Costumes, Evening Coats, Dress Waists, Etc.

The stunning styles and the beautiful and extensive variety of this showing of evening apparel makes this display as brilliant as the Horse Show itself. We invite your inspection of the most artistic array of gowns and costumes ever seen in Omaha.

High class All Lace Coats, Silk Coats and elegant Cloth Opera Coats, trimmed in the most elaborate fashion and made of the very highest grade materials—all this season's authentic styles are charmingly represented—many are sample wraps exclusive with Brandeis. Prices range from Handsome Silk and Broadcloth Coats at \$35 and \$39 up to the most elaborate All Lace Coats at \$150.

Broadcloth Coats in new pastel shades and white—full satin lined, wide silk, soutache trimming and large full evening sleeves—a good variety at **\$29**
White Broadcloth Evening Coats—in the ample lengths and handsome trimmings that mark the fashionable outer garments this season—satin lined, silk braid trimmed—at **2250**

Exquisite Evening Costumes—all of them imported and the choicest designs from Redfern, Beer, Paquin and Doucet—all are original creations seen for the first time in this country—the daintiest of evening shades—for all fashionable evening functions—special Horse Show **\$75 up to \$150** models at

Evening Gowns of crepe de chine, broadcloth, messalines, chiffon taffetas, etc.—new creations for evening wear—a splendid variety at **2450-\$35-\$39**
A wide range of daintiest and most elaborate evening costumes, demil costumes, dinner gowns, reception gowns, etc.—made of crepe de chine nets, etc.—range of **\$45 to \$59** prices from

Ermine is This Year the Reigning Favorite of All Furs for Horse Show Wear

Four pelt ermine stock—natural **14.85** Zasa Scarf of ermine, with 36-inch single tab, at **\$19** Ermine stock with double tabs and 8-foot trimming **24.50** Large Scarfs of ermine, single and double tabs, four-in-hands, etc., at **\$29 to \$38**

Voile Costume Skirts

The ultra swell Separate Costume Skirts, of voile, with and without heavy silk drops—new Circular Skirts also fashionable Pleated Skirts—**8.98 up to \$35** at

Highest Class Tailored Suits

Perfectly tailored—the new, exclusive effects in long Chesterfield Coats, Hussars, Short Blouses, etc.—latest and most stylish shades and mixtures—elegant in detail—special numbers at **2450 to \$49**

Separate Evening Waists

Made of messalines, chiffons, etc.—very elaborate ideas—evening shades—made in elegant fashion—a great variety—**9.98 to \$35** at

We are showing a splendid assortment of tailored Top Coats—new mannish effects for fall and winter—coverts with fitted backs, etc., at **12.50 up to \$25**

NOTABLE VALUES IN FINE SILKS

Greater variety of new fall silks than ever shown before and at such remarkably low prices should create a furore.

Broche Silk Suitings, 27-in. wide, in the new Cammille and Overplaid effects, in all the latest fall colors—worth \$1.25—on sale, at, yard **89c**

The Newest Fall Plaids—Fifty combinations, also new arrivals in the Picot and Boucle Moire silks, in the new stone and mist greys—also all other leading shades—only **\$1**

The Regina Black Silks—The highest quality manufactured by C. J. Bonnet & Co., Lyons, France. Brandeis are sole Omaha agents. We offer special for Monday Bonnet Black Regina Taffeta, 19-in.—worth \$1.00 for 69c—27-in., worth \$1.50, for **98c**

Silks on Bargain Square
27-inch changeable taffeta, 36-inch fancy shirt waist silks, guaranteed rustling black taffetas, worth up to \$1.50 yard, in two lots on bargain squares—at, yard **49c**
A Bargain Day in Chiffons
1,000 yards of fine pure silk chiffons, mousselines, liberty brilliants, in finest shades, plenty of white, creams and blacks—a splendid opportunity for dressmakers and milliners—worth up to \$1.00, at yard, 39c and **25c**

Special Sale of Watches

Jewelry Department—In the Annex.

Brandeis carries a complete line of reliable watches from the most inexpensive Swiss watch to the very highest grade American movement. You will find in our new enlarged jewelry department in the Annex scores of styles of watches, all priced at one-third less than jeweler's prices.

Men's 7-Jewel Elgin or Waltham Movement Watches—in screw bezel nickel cases, best cheap watch in the world, at **4.69**
Fifteen Jewel American Waltham Watch—in heavy sterling silver hunting cases, hand engraved, worth \$15, at **7.98**
Fifteen Jewel American Waltham Movement Watches—with 29 year guaranteed gold filled Deuler cases, worth \$22.50, at **14.98**

Ladies' Watches

15 jewel Waltham movement, with guaranteed 10-year gold filled cases, at **8.57**
Ladies' 6 size, 10-year gold filled cases, warranted to wear and not change color—fitted with New York seven jewel Standard movement, **4.69** at

Fall's Fashionable Dress Goods

All the exquisite conceptions of fashion in Dress Stuffs are here. We import direct several times a year, bringing the leading novelties to Omaha at the same time they are shown in New York.

Henriettas, fine silk finished, Bordeaux purple, laurel and chasseur are well represented at 95c, 85c and **69c**

Grey Mixtures—The furor of American fashion. Crash, Panama, checks, overplaid, etc., \$1.39, \$1.00, 69c and **49c**

Drap de Ete—Rich silky cloth, the craze of today's style, fifty shades, reds, purples, greens, navys, petunias, etc., \$1.50 and **\$1**

Silk and Wool Plaids at 85c, in every imaginable color. Plaids—We imported direct from Roubaux, France, the most unusual pretty plaids, at, yard **1.50**

Dress Goods on Bargain Square
On Monday we place on sale 300 pieces of new dress goods from a New Jersey mill, everything new and fresh. \$1.50 Goods at, yd. **69c**
\$1.00 Goods at, yd. **49c**
Black and all colors. **50c** Waistings at 25c
A bargain square with the newest and most desirable all wool, silk and wool and Scotch Flannels, at, yard **25c**

Men's Full Dress Suits and Tuxedo Suits for Horse Show

To be properly clad at the Horse Show, every man must be in evening dress. We can fit you just as perfectly as the tailor at half or less than half his price—thorough satisfaction in these elegant suits, at **\$17.40 to \$32.50**

Men's Prince Albert Frock Coats and Vests, the correct wear for horse show **\$15 to \$25**
Men's regular \$5 quality white pique, full dress vests, at **2.50**

ROGERS, PEET & CO. FALL CLOTHING
The finest ready-to-wear clothing in the country—the only suits and overcoats that meet the custom tailor on his own ground—No made to measure clothes can fit better or look better—prices—**\$17.50 up to \$40**



SPECIAL SALE LINENS

One big lot of All Linen Dollies, worth up to 15c, each **2c**
Real hand-made Teneriffe Dollies, worth up to 25c, for, each 12c and **7c**
6c Quality Cotton Twill-ed Toweling, yard **3c**
7 1/2c Quality Huck Towels, each **3c**
10c Knit Sanitary Wash Cloths, each **3c**
8-4 and 10-4 Pattern Table Cloth, worth up to \$2, each **98c**
\$1.25 quality fine mercerized Napkins, extra special dozen **75c**

BRANDEIS "BOSTON STORE" & SONS

MONDAY BARGAINS Rugs; Carpets

In our great daylight department on the Second floor, we show a complete new line of the fall Carpets and Rugs—the newest patterns—prices are extremely moderate at all times.

AXMINSTER RUGS—9x12, all perfectly new in fine Floral and Oriental designs, everyone perfect, a most extraordinary bargain, regularly worth \$29, at **\$19**

AXMINSTER CARPET—Floral patterns fine parlor carpets, per yard **\$1**

VELVET CARPET—Floral and Oriental patterns, at, a yard **90c**

INGRAIN CARPETS—Best all wool, large line of patterns, per yard **65c**

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EXTRA SPECIALS IN Lace Curtains

A very wide variety of the high class lace curtains in all new patterns—all desirable grades from the finest all lace to the modestly price window drapes.

Nottingham Curtains, 50 in. wide, 3 1/2 yards long, pair **98c**

Nottingham Curtains, worth up to \$2.50, pair **1.50**

Nottingham Curtains, worth up to \$3.50, pair **1.98**

Irish Point Curtains, new fall styles, pair **2.98**
Brussels Net Curtains, our own importation, pair **3.98**
Bobinet Curtains, Battenberg edge, your choice pair **2.50**

BRANDEIS "BOSTON STORE" & SONS

SPECIAL VALUES Ladies', Misses' and Children's Fall Underwear

Brandeis are sole agents in Omaha for the celebrated Munsing Underwear and Root's Tivoli Underwear. We also carry complete lines of Kayser's Silk and Wool and American Knitting Mills Underwear. We are showing all the fall and winter weights of these undergarments for ladies, misses and children—in our enlarged underwear department: ladies' vests and pants and union suits, at—**25c up to \$3**

Misses and Childrens Vests, Pants and Union Suits, at **19c up to \$1**

BRANDEIS "BOSTON STORE" & SONS

Fine Dress Shoes

For Horse Show and All Occasions
Ladies' patent kid and patent leather shoes, full Louis XV heel, on new highway last, at, per pair **\$5-\$6**
Ladies' High Cuban Heel Shoes—high arch last, Ideal patent kid, at **\$4**
Ladies' Patent Leather Pumps for fashionable evening wear, at, per pair **\$3**
Ladies' Gray Ooze Party Shoes, latest shades, at, per pair **230**
Ladies' Beaded Duchesse Opera Slippers—half French heels, at **\$5**
Ladies' 4 strap extreme French heel, soft dull kid slippers, at, per pair **350**

Men's Florsheim Shoes

The most stylish shoe for men that is made—all the correct extreme styles and moderate styles as well—a shoe that gives perfect comfort and thorough satisfaction—best shoe ever made for men, most styles are **\$5**

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