

### Ready-to-Wear Apparel

for the most elegant and fashionable attire are now uppermost in the minds of fashionable women. We are in a state of perfect preparedness to supply the demands of this notable function.



We mention a superb assemblage of imported evening coats, for horse show and evening wear, at \$24.50 to

Stunning evening gowns and party dresses at \$49 to \$250.

A marvelously beautiful array of the newest fur pieces, including the ermine sets so appropriate for horse show wear. The finest exhibition of its kind in the west.

Women's Dress and Costume Skirts, chiffon broadcloths, French voiles, fine serges, etc., up to \$35.

Children's Coats and Dresses We show the finest assortment of children's dressy little coats for fall and winter, including the famous Picadilly coats. Evening dresses, party and dancing dresses, messalines, chiffon, taffetas, crepe de chines and chiffon voiles, 

A MONDAY SPECIAL Women's Long Satin Lined Broadcloth Coat, full satin lined. beautifully braid trimmed, inlaid collars. and cuffs-a \$20 value,

"Omaha's Greatest Silk Store"

Everything as shown in Paris and New York is displayed here. Silks for street wear, absolutely correct in style. We offer a great many exclusive patterns-Pekin stripe novelties, Rajah Shantungs, and silks in plain weaves are the most popular-many exclusive importations-specially priced at,

yard......\$1.00 to \$10.00 Swell French Satin Barred Plaids, harmonizing with the new suitings, yard......\$1.00 to \$2.00

New Shadow Stripe Phanthome Dress Silks- for street and reception gowns-20 different colorings, yard ..... \$1.00

Exclusive patterns of Lyons Evening Silks-bordered marquisettes, fancy voiles, mousseline and crepe d'Auteil imprime, rich brocades, etc., imported to sell as high as \$125.00 a pattern, special Monday, pattern.....\$25 to \$69 Velvets are popular-Chiffon velvets, velour, velvet cords, mohair curls, etc., yard ...... 50¢ to \$7.50

### Silk Specials for Monday

Strictly New Silks, plaid silks, plain and fancy taffetas, 27-inch chine, etc., worth up to \$1.50 yard, on four bargain squares, at, 

The honor of your presence is requested at our

Twenty-Fourth Annual Fall-Opening

Week of Monday October Seventh , Nineteen Hundred and Seven

Music - Souvenirs - Decorations - Illumination.

Our twenty-four years of business in Omaha have l en v ars of rapil progress and success. This event is far more than a mere opening. It is a grand as mblage of the world's best merchandise, Brandeis' is the oldest retail store in this city. Business men throughout America point to it as an example of the brilliant success achieved by men of determination and enterprise. We invite you specially to view the brilliant Electric Fountain (modeled after the famous fountain at Versailles, France) which will attract thousands to our second floor.

To the visitors from out of town who have come to Omaha to witness the laying of the cornerstone of the new Catholic cathedral, we extend a special invitation to attend this import ant event

A Perfectly Equipped Department

## all Dress Goods Leather Goods and Jewelry

Our assortment of Leather Bags and Purses is conceded to be the most complete west of New York. We mention extreme novelties in the hand painted bags from Paris, walrus bags from London and alligator goods from Florida.

Brandels is the style center for novelties in women's fine belts -if you are matching a costume or have an eye for the very latest novelties, Brandeis offers superior advantages.

Our own importation of novelties from Europe in men's solid gold knives, match safes, tie pins, cuff links set with diamonds and other elegant effects shown for the first time. Mounted Combs-Set with French white stones, perfect cut, Japanese combs embossed in figures and fancy stone

Hand cut cameos, in bracelets, hat pins, LaVallieres, tie pins, cuff links, etc. We mention our showing of international 1847 silver knives,

A Monday Opening Special

21/2 inch wide Silk Elastic Belts, heavily studded with fine steel points, large steel front buckles, worth \$4; our own importation, at......

THE BEAUTIFUL NEW

A Special for Monday-Several hundred beautiful

new fall hats, in the large effects, trimmed with

ostrich feathers, ribbon, flowers and choux of velvet; all are up-to-date, smart fall

models and the price for Monday is . . . . . . .

Exquisite New Effects in

Brandels styles in fall millinery

reign supreme. Our close

touch with the foremost Pari-

sian designers through our own foreign office and our

high standing with the famous

shops of Fifth Avenue, New

York, makes it possible for

Brandels to secure the choic-

est creations as soon as they

are produced. There is an in-

dividual touch of authentic

style about every one of

Brandels finer hats that com-

ion. We mention prices, at-

mends them to women of fash-



## **Dress Waists**

and Costume Waists

No western assemblage of waists has ever been so thoroughly charming in style and so complete in every way. We mention specially our fine hand made lace waists, fashioned of the daintlest and most elegant lace over fine silk, hand made medallions, etc., also beautiful net waists and fine silk waists, short or long sleeves -price, ... \$6.98 up to \$49

### Lace and Evening Waists at \$4.98

Very fine lace, net, slik, messaline and crepe de chine Waists. charming new models now shown for the first time, in short or long sleeves, all the leading features for dress and evening-actually worth regularly up to \$10 and \$12.50-special,

MONDAY-A \$2 Waist at 98c

New fall styles in wool waists, in plain colors at stripes-about twenty popular new styles in these smart, serviceable walsts,

SE AS Brandeis is the Supply Center for the Highest Grade Women's

Brandeis is exclusive selling agent in Omaha for the celebrated Perrin's Gloves. Our new Fall shipments are here. We show the most elegant effects in 8, 12, 16 and 20-button lengths—all the newest shades are represented for



price ranges, pair, from-75 up 450

street and evening wear-

We mention two very special lines in Women's Elbow Length Kid Gloves-black white, tan, worth to \$4 a pair- 750 and 298 two groups,

Brandeis is sole agent in Omaha for Northrup's Street Gloves, in cape and mocha

AN EXTRA SPECIAL OFFER Women's \$1.39 Quality Kid Gleves 98c These are 2-clasp gloves of French Lambskin black, white, brown, navy, tan and gray, 98c a regular \$1.39 value, at, pair.....

Extreme Novelties In

are the talk of Omaha.

The rich dress fabrics we are showing this fall

Broadcloths are in high favor for tailored suits-

only house showing the latest browns, navies and

plum colors-specially sponged-shrunk by the

\$4.00 Broadcloths, yd. .\$3.00 \$3.00 Broadcloths, yd. .\$2.00

54-inch Tailor Suitings, only one pattern of a kind-shadow

Melrose, French Serges, fancy Suitings, Cravenette, French

Exclusive novelties direct from | Black Goods, Shadow Heavy

Monday's Dress Goods Specials

Suitings, Mohairs, Panamas, Plaids, worth from 75c to \$2.00

54-inch Broadcloths, Henriettas, Storm Serges, fancy

Plaids, Tamis Cloth-very

popular for street costumes,

regular price \$1.50 98c

Foreign and domestic dress goods, 50 to 54-inch Panama,

stripes and smart check Broadcloth, a pattern,

our Paris office-fancy Em-

broidered Crepe de Paris, Bor-

dered Voiles, Light Gauze,

wool materials, etc.,\$5.00 yard, \$1.25 to....\$5.00

\$2.50 Broadcloths, yd. . \$1.65 \$2.00 Broadcloths, yd. . \$1.25

Men of taste who are constantly on the lookout for new features will be delighted with some of the extremely novel fall styles in Men's Apparel we are showing. The skill with which these clothes are tailored is admirable — nothing so distinctive as "Brandels' Better Clothes for Men"

yard-five bargain squares, yard, 98c, 79c, 69c,

\$10 to \$40

clothes for men a \$19 to.....\$40 Renwick System hand made sults and overcoats, at \$15 to \$25

We invite your inspection of our complete and perfectly appointed Boys' and Children's Clothing Department, second floor, old store.

### AN OPENING SPECIAL

Men's Blue Serge and Black Thibet Suits-Excellent quality, all wool, perfect fitting and well tailored. They are \$15 Suits, opening special at .....

## Men's Fall Furnishings

The most complete and well selected lines of fixings for fall. Everything that is new and in good taste is shown in this finely equipped section-old store, main floor, The famous Manhattan and

E. & W. Shirts for men, in fall patternsat .... \$1.75 to \$3.50 The well known Norfolk and New Brunswick Underwear -at, gar-

mountings.

ment... \$1.50 to \$4.50 Sterling and Munsing Union Suits, at \$1.50 to \$5.50 Lewis Underwear for men at, suit. . . \$3.50 to \$20 The standard of excellence, E. & W. Collars and Cuffs. Men's high grade fall Neckwear, at....**\$1** to **\$1.98** Perrin's and Dent's Gloves at, pair. \$1.75 to \$3.50

OPENING SPECIAL Your choice of a fine assortment of Star, Wellington and Griffon Brands of 98C up to \$2, at .....

Men's High Class Fall Hats

The correct new fall styles for men-all the latest blocks in derbies and the smart felt hats-ample lines The famous Stetson Hats,

styles are here, ranging in

price, pair, from \$1.98

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# The Finest and Best Selected Stock

For Women, Men and Children

In the most richly furnished shoe section

The Phit Eczi Shoe for Women, lace and button, any style, size or 

The Red Cross Shoe for women. A strictly up-to-date stylish shoe with absolute comfort, all styles, pair....\$4 Sole agents for the White Ribbon Shoes, the new shoe for women, officially endorsed by the W. C. T. U. of America, for dress or street wear, at

pair \$3.50, \$4.00, \$4.50 and ..... 35 We sell the Florsheim shoe for men, the highest class, most comfortable and most stylish men's shoe made,

In our children's shoe department-the most reliable shoes for school or dress wear for boys, misses and children

Special for Monday

Four hundred pair Ladies' Genuine Welt Sewed Shoes-patent colt and kid, lace or button-\$3.00 and \$3.50 values-on sale Monday-

a great special bargain..... HE HE

Brandeis Offers at Moderate Prices the Most Reliable Lines of VINTER UNDERWEAR

**经保险保险保险保险保险保险保险保险保险保险保险** 

We are agents for the famous Munsing Underwear, the kind that excels in durability, in comfort and in fit. Women's Union Suits at 98c, \$1.50 up to \$2.98.

Women's Vests and Pants, at 49c and Children's Munsing Union Suits, at

49c, 98c and \$1.50. With each purchase of Munsing underwear we give free one silk doll shirt. Sterling Underwear-Fine enough for the most fastidious. Cotton, wool, silk and wool mercerized and silk underwear

n white and fancy colors. Union Suits are \$2.50, \$2.98, \$3.50 and \$4.50. Vests and tights are \$1.75 each. In the flat woven natural wool and camel's hair vests

ladies, at, garment, 98c, \$1.25, and \$1.49. Children's Underwear, 49c up to 98c. Ladies' Ribbed Cotton Vests; Pants and Union Suits, including the Helvitia Union Suits. Vests and Pants, 49c each.

and pants, we carry Root's, Tivoly and Standard underwear

75c UNDERWEAR at 39c Vests and pants or union suits-fine and heavy ribbed-some are fleece lined-just the right weights

BRANDEIS

Our Daylight Dept.-Third Fleor

# Carpets and Rugs

We mention our splendid lines of Oriental Rugs, which are imported by us direct. We sell Oriental Rugs as we sell dry goods-at a small profit. Not as rare jewels. The assortment is superb in variety and rich coloring.

Beautiful Karmanshah Rugs at ..... \$95 to \$275 Elegant Mossouis, Kermins, Kasaks, Kheviz, Shirvans, Beluchinstans and various makes, ranging from \$12.50 up to \$350 Wilton Rugs of the finest grade, including the famous

new shades of ivory, tan, soft reds, green and new browns. All sizes from small mats to the extra large room sizes. Axminster and Fine Body Brussels Rugs-In the most omplete and carefully selected lines carried by any store in Carpets-In a splendid variety of patterns and color ef-

fects, in prices up to \$3.25 a yard.

Savalan Wiltons, of high quality and rich coloring. Beautiful

A Rug Worth \$60 for \$29 Monday

To give an idea of the quality of bargains we offer in our Carpet and Rug Department, we offer one group of fine Wilton Rugs, all new and up-to-date patterns-a special offer for Monday,

### Lace Curtains and Drapery Department

In this department you will find not only the largest assortment of new fall curtains, but a most complete line of high class imported goods. We import all our high grade curtains through our Paris office and can show an unusually large line of new

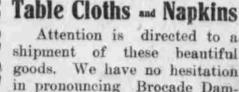
Arabian Curtains-The correct styles for living rooms-real hand made curtains-many shown for the first time\_pair, from ..... \$5.00 up to \$10 Brussels Curtains-We are showing a beautiful assortment of these popular curtains, pair at, from ...... \$3.98 up to \$10 Cluny Curtains—In this line we have unlimited exclusive patterns, pair, from . \$2.98 up to \$7.50 Duchess and Irish Point | Portleres and Couch Covers-Omaha agents for the famous Curtains, new line in Artloom goods-the new fall

Extra Specials for Monday Only 100 Dozen Irish Point Door Panels-size 36x48, worth 50e, at each .....

white, Arabian, ivory,

pair \$2.98 up to \$10

Linen Dept.-Basement, New Store **Brocade Damask** 



shipment of these beautiful goods. We have no hesitation in pronouncing Brocade Damasks in many respects the most

interesting and attractive Table Linens we have

The name "Brocade" is applied to them because the patterns stand out from the plain background so sharply and distinctly.

The designs are so altogether unusual and of rare artistic excellence, finished with a lustre of the brilliancy of silk, which repeated laundering does not diminish. They may be had in a variety of qualities, ranging from medium to fine, as the following prices indicate:

NAPKINS-Dinner sizes, doz., \$6.98, \$7.98, \$13.50 and \$17.98 TABLE CLOTHS-2x2 yards, at ..... \$5.50 and \$5.00 2 14 x2 14 yards, at ..... \$10.98 14x2 1/2 yards at ..... 87.98 and \$14.98 Omaha only at the Brandels store, and like many other good

BRANDEIS

things, imitations are not wanting. Inspection invited.









