



A RICH ASSORTMENT A BEAUTIFUL DEPARTMENT

Women's Ready-to-Wear Apparel

The approach of the Omaha Horse Show and its demand for the most elegant and fashionable attire are now uppermost in the minds of fashionable women.



We mention a superb assemblage of imported evening coats, for horse show and evening wear, at \$24.50 to \$195. Stunning evening gowns and party dresses at \$49 to \$250.

Children's Coats and Dresses We show the finest assortment of children's drossy little coats for fall and winter, including the famous Picadilly coats.

Women's Long Skirt Lined Broadcloth Coat, full satin lined, beautifully braided, inlaid collars and cuffs—a \$20 value, at 12.50

High Class Silks

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—Pekth stripe novelties, Rajah Shantung, and silks in plain weaves are the most popular.

Silk Specials for Monday

Strictly New Silks, plaid silks, plain and fancy taffetas, 27-inch and 36-inch, dress and lining taffetas and satins, crepe de chine, etc., worth up to \$1.50 yard, on four bargain squares, at 49c-59c-69c

Brandeis is the Supply Center for the Highest Grade Women's Kid Gloves

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 street and evening wear—price ranges, pair, from 275 up to 450



We mention two very special lines in Women's Elbow Length Kid Gloves—black white, tan, worth to \$4 a pair—two groups, at 250 and 298

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

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

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 98c each. Children's Munsing Union Suits, at 49c, 98c and \$1.50.



75c UNDERWEAR at 39c Vests and pants or union suits—fine and heavy ribbed—some are fleecy lined—just the right weight special, at 39c

J. L. BRANDEIS "BOSTON STORE" & SONS

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 been years of rapid progress and success. This event is far more than a mere opening. It is a grand assemblage of the world's best merchandise.

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 important event.

Extreme Novelties In Fall Dress Goods

The rich dress fabrics we are showing this fall are the talk of Omaha. Broadcloths are in high favor for tailored suits—only house showing the latest browns, navies and plum colors—specially sponged—shrunk by the new process.

\$4.00 Broadcloths, yd. \$3.00 \$3.00 Broadcloths, yd. \$2.00 \$2.50 Broadcloths, yd. \$1.65 \$2.00 Broadcloths, yd. \$1.25 54-inch Tailor Suitings, only one pattern of a kind—shadow stripes and smart check Broadcloth, a pattern, at \$15 to \$28.50

Monday's Dress Goods Specials

44 to 54-inch Broadcloths, Henriettes, Storm Serges, fancy Suitings, Mohairs, Panamas, Plaids, worth from 75c to \$2.00 yard—five bargain squares, yard, 98c, 79c, 69c, 49c and 39c

A Perfectly Equipped Department 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.

Brandeis 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.

A Monday Opening Special

2 1/2 inch wide Silk Elastic Belts, heavily studded with fine steel points, large steel front buckles, worth \$4; our own importation, at \$2

"Better Fall Clothes" for Men

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 "Brandeis' Better Clothes for Men"



\$10 to \$40 Rogers, Peet, New York clothes for men at \$19 to \$40

Renwick System hand made suits 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 975

Our Daylight Dept.—Third Floor 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 Karmanah Rugs at \$95 to \$275 Elegant Mossous, Kermins, Kasaks, Khevis, Shirvans, Beluchinstans and various makes, ranging from \$12.50 up to \$350 Wilton Rugs of the finest grade, including the famous Savalan Wiltons, of high quality and rich coloring.

A Rug Worth \$60 for \$29 Monday Only

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, \$29

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 patterns, at \$1.75 to \$3.50 The well known Norfolk and New Brunswick Underwear—at garment \$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

OPNING SPECIAL

Your choice of a fine assortment of Star, Wellington and Griffin Brands of Shirts for men, worth \$5 up to \$2, at 98c

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 at \$2.00, \$2.50 and \$3.00 The famous Stetson Hats, at 350

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 styles.

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 Curtains, new line in white, Arabian, ivory, pair \$2.98 up to \$10



PARIS PATTERNS NEW YORK MODELS

Exquisite New Effects in FALL MILLINERY

Brandeis styles in fall millinery reign supreme. Our close touch with the foremost Parisian designers through our own foreign office and our high standing with the famous shops of Fifth Avenue, New York, makes it possible for Brandeis to secure the choicest creations as soon as they are produced.



\$20 to \$50

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 \$5

THE BEAUTIFUL NEW 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 daintiest 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, silk, messaline and crepe de chine Waists, charming new models now showing for the first time, in short or long sleeves, all the leading features for dress and evening—actually worth regularly up to \$10 and \$13.50—special, at 4.98

MONDAY—A \$2 Waist at 98c

New fall styles in wool waists, in plain colors and plaids and stripes—about twenty popular new styles in these smart, serviceable waists, at 98c

The Finest and Best Selected Stock SHOES

For Women, Men and Children In the most richly furnished shoe section west of Chicago.

The Phit Eczi Shoe for Women, lace and button, any style, size or width, pair, \$3

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 \$5

We sell the Florsheim shoe for men, the highest class, most comfortable and most stylish men's shoe made, at \$5

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, at 2.29

Linen Dept.—Basement, New Store Brocade Damask Table Cloths and Napkins

Attention is directed to a 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 ever seen.

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 \$6.00 2 1/2 x 2 1/2 yards, at \$7.98 and \$14.98 2x2 1/2 yards, at \$8.98 and \$14.98 2 1/2 x 3 yards, at \$8.50 and \$9.98 2 1/2 x 3 yards, at \$9.98

Like many other good things in linens, these can be had in Omaha only at the Brandeis store, and like many other good things, imitations are not wanting. Inspection invited.

BRANDEIS