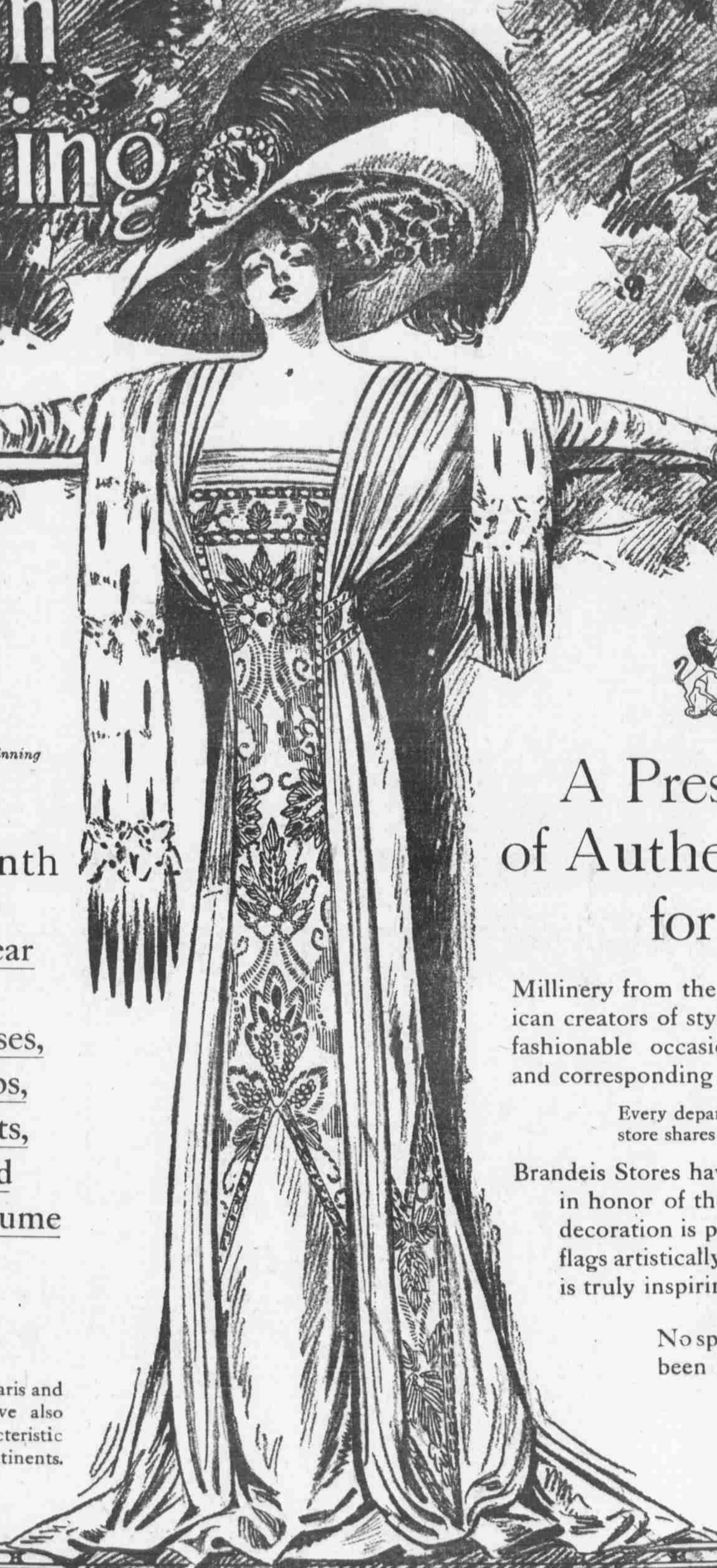


Autumn Opening



A style congress to be held for an entire week beginning

Monday
Sept. Twenty-Seventh
 Nineteen Hundred and Nine.

Women's Ready-to-wear
Apparel, Millinery,
Costumes, Suits, Dresses,
Cloaks, Evening Wraps,
Waists, Separate Skirts,
Imported Fabrics and
Accessories to the Costume

Many of these exclusive styles were bought by our own representative, who visited Paris, London, Vienna and Berlin expressly for the Brandeis opening.

Our own office in the style colony of Paris and our New York buying organization have also collaborated in securing the most characteristic expressions of style from the two continents.

A Presentation
of Authentic Styles
for Fall

Millinery from the foremost French and American creators of style. Distinct gowns for every fashionable occasion, with appropriate wraps and corresponding accessories.

Every department in Brandeis great store shares in this opening exhibit.

Brandeis Stores have been exquisitely decorated in honor of the event. The main theme of decoration is patriotic and the effect of the flags artistically draped in our court of honor is truly inspiring.

No special invitations have been issued to this event.

We hope we may have the honor of your presence.

Brandeis Stores

Although our store decoration is magnificent in conception and will attract thousands to view it, the chief charm of this opening event lies in the merchandise itself. This occasion offers exceptional opportunities to those who wish to select their fall apparel at once. Women who live outside of Omaha will find it much to their advantage to arrange a trip to this city during week of opening