



BRANDEIS STORES



Women's Long Winter Cloaks, Tailored Suits and Furs Both Exquisite in Style and Reasonable in Price

Brandeis Stores are known to every woman in Omaha who heeds the demands of fashion as the foremost western style authority. You can depend absolutely upon the high quality of our women's ready-to-wear apparel. Brandeis styles are always correct, no matter how moderate the price may be.

New Arrivals of These Stunning

"Fashionseal" Suits

The Style Aristocrats

The latest models of these suits are even more stunning than those earlier in the season. The graceful long coats, both in plain tailored and smartly trimmed effects—no other suits at \$25 can compare with these..... **\$25**

Elegant Fall Suits at \$35

These are the smartest of the fall and winter suits—many are exclusive garments and there are many samples in this group, worth up to \$55, at... **\$35**

New "Brownell" Suits

For Misses and Girls

The cleverest style of the year. Fitted to the hips, with kilt pleated skirts—just the suit for high school wear, at..... **\$10**

New Broadcloth & Serge Dresses

The most popular styles in these fashionable dresses; blacks and colors—scarfs of extreme novelties now shown for the first time..... **\$25**



Black Lynx Separate Scarfs \$35 \$39 \$49 \$59

Scarfs, Muffs, Sets

Every fur piece in our stock is carefully selected both for its style and for the excellence of the fur.

Beautiful Mink Scarfs at **\$25 \$35 \$50 \$75 \$98**
Mink Muffs in rug or new pillow shapes—shaped, at—
\$39 \$49 \$59 \$65 \$75 \$95
Extra Special—Black Fox Sets with rug muff and large shawl scarf at..... **\$50**
Blue or Black Wolf Sets, large muff with throw at..... **\$25**

LONG FUR COATS

You can always feel assured that every fur coat that comes from Brandeis will be absolutely dependable.

The New Pony Skin Coats, 50 inches long—extremely stylish at..... **\$39**
New 50-inch Near Seal Coats—Stunning coats, specially priced at..... **\$69 and \$85**
32-inch Caracul Coats—An elegant coat, special at..... **\$80**
32-inch Sealskin Coat—This is No. 1 quality—
at..... **\$650**
32-inch Guaranteed Seal Coat—The first quality—
at..... **\$950**
50-inch Blended Siberian Squirrel Coat—A stunning garment at..... **\$145**
And scores of other elegant fur coats in the very latest styles for 1909-10. Every fur coat at Brandeis is dependable in every way.

New Long Coats of Black Broadcloth

Made in the newest style effects for winter. The tailoring in these coats is of the very highest order. Three great groups in various styles at—

\$35 \$39 \$45

The New Full Satin Lined

Covert Coats

These coats are as smart as they can be—snug fitting collars, long graceful lines—new pleated hip ideas, full sweep at bottom—a great special group **\$19**

New Assortment Just Received
THE FAMOUS FITTED

"Kloffit" Petticoats

These petticoats are shown both in silk and in cotton. They have elastic gussets and fit without a wrinkle.

The cotton skirts at **\$1.50-\$1.98-\$2.50-\$2.98**
The silk petticoats are..... **\$5-\$5.98-\$6.98**



Embroidery Sale

18-inch fine embroidered flouncings, skirtings and corset cover embroideries—all choice, new designs on fine Swiss, nainsook and cambric fabrics. Thousands have admired the beautiful goods in the windows—actually worth up to 75c a yard, at, yd..... **25c**

Special Silk Sale

5,000 Yards Imported Dress Silks, Worth to \$2, at 98c Yard
In the season's most fashionable shades—in such weaves as Bengalines, Cashmere de Soie, fancy Messalines, plain and fancy moire—in cream and black—24 to 36 inches wide—all go Monday in Main Silk department, at, yard..... **98c**

75c and 85c SILKS at 49c a Yard

27-inch Jacquard Taffeta, dress silks, fancy poplins, satin Messaline, fancy Louisiane and plain Crepe de Chine—worth 75c to 85c a yard, at..... **49c**

Dress and Waist Silks at 35c Yard

All plain shades, such weaves as poplin, taffeta and Peau de Cupid—worth up to 75c—Monday, yard... **35c**

Dress Goods Sale

The newest weaves for winter are being shown in our perfectly equipped dress goods section under the light court.
Sundown (Lansdown) Dress Fabrics—50 pieces of this splendid silk and wool fabric in all the most popular shades. The width is 42 inches. The regular price is \$1.35 a yard, at, yard..... **\$1.00**
Black Imported Elita Broadcloth—This is 50-inch broadcloth that is worth \$2.25 a yard—in black only, at, yard..... **\$1.59**
All Wool Cheviot Serges—in black and navy blue—54 inches wide and worth \$1.25 a yard, at, yard..... **79c**
40-inch All Wool Henriettes—in all satin finish—the new shades in this excellent fabric, at, yard..... **59c**

KID GLOVE SALE

Women's one and two-clasp gloves—Northrup's cape and Moche, silk lined and unlined, for street wear—brown, tan, grey, red and black—Paris—**\$1-\$1.50** point stitching—Main glove counter, pr. **\$1-\$1.50**
Women's cape 2-clasp kid gloves—black, white, red, grey, brown and tan—bargain square, pr. **85c**
Children's cashmere and cashmerette gloves; some are silk lined, at, pair, **50c**

Latest Novelties Fancy Embroidered Bands and Dress Trimmings
Embroidered, beaded, jettied, spangled and metallic effects in all the new colorings, special values, yd—
49c, 98c, \$1.50 up to \$5 a Yard

Saleswomen Wanted

In the Following Departments:
Cloaks, Underwear, Hosiery, Laces, Neckwear and Ribbons. Apply Superintendent.



Here Are Noteworthy Bargain Specials for Monday in Our Drapery Dept.

Muslin Curtains, full size, in dots and figures, at, pair..... **98c**
Muslin Curtains, extra fine grade, per pair, at..... **\$1.50**
Cluny Curtains, in Arab, linen edge, per pair, at..... **\$1.98**
Scrim Curtains, trimmed with linen lace, per pair, at..... **\$2.98**
Filet Curtains, in new colonial patterns, per pair, at..... **\$3.50**
Marie Antoinette Curtains, worth \$6.50, per pair, at..... **\$5.00**
Tapestry Portieres, nice line of colors, special, at, per pair..... **\$2.50**
Couch Covers, extra large, in oriental patterns, at..... **\$4.50**
Madras, just received new line, opening sale price, yd..... **15c**
Linen Scrim, in Arab and cream, worth 45c, at, yard..... **29c**
Window Shades, 3x6 complete, each **25c**
Filet Net, 50 inches wide, worth up to 85c a yard, at, yard..... **59c**

Just Received New Matting and Shirt Waist Boxes
Just received our first shipment of matting shirt waist and skirt boxes for holiday time. These are finished in oak and basswood, at..... **\$3.98 to \$10**



Brandeis Millinery

The knowledge that your hat is absolutely correct in style is a great satisfaction. Be sure it comes from Brandeis.

New Velvet Polar Turbans

Those snugly fitting turbans of velvet, trimmed with fancy effects, gold roses and poincettes are extreme novelties. A stunning new group of Polar turbans shown Monday, for..... **\$15**

Misses' School Hats

In clever new shapes for school wear—
A special group, at..... **\$1.50**

Misses' Trimmed Beaver Hats

The most stylish of all hats for girls, worth up to \$7.00, at..... **\$2.98**

Thousands of Women's Simple Untrimmed Hats, Worth up to \$3.95c Ea.
Fur Turbans—All new and strictly up-to-date—pretty trimmings—a great bargain, in basement, at..... **\$2.50**



The Greatest Variety and the Best Values in Rugs are Always Found at Brandeis

Wilton Velvet Rugs
These are 9x12 rugs—a large line of new patterns; regular \$27.50 values—will give fine wear, at..... **\$19.98**
Sanford's Best Axminster Rugs
Oriental designs—copies of rich Persian and Turkish rugs:
9x12 size, \$30 values, at..... **\$22.50**
8-9x10-6 size, \$27.50 values, **\$20.00**
6x9 size, \$18.50 values, at..... **\$13.50**
Brandeis sells the famous English Wilton seamless Rugs—
in 9x12 size—all exquisite, new designs and rich, soft tones—\$50.00 to \$55.00 values, at..... **\$39**
Brussels Rugs \$15.98
9x12 Best Brussels Rugs, seamless and regular \$22.50 values, new designs, at..... **\$15.98**
Brussels Rugs \$11.98
Room size Rugs in fine wearing quality, all are seamless and, **\$11.98**, worth \$18.50.
Inlaid Linoleum
Most complete line in Omaha, a square yard, \$6 to \$14.50. A great special for Monday in all new and perfect goods, a square yard, for..... **\$1.15**

Linen Bargains

8x4 Pure Irish linen pattern table cloths, full bleached and fine good patterns to select from, positively worth \$1.75, each, at..... **98c**
Best quality German linen napkins, most serviceable, napkins made, \$3 value, at, doz. **\$2.50**
72-inch double satin damask linen, beautiful patterns, worth \$1.39, at, yard..... **98c**
100 dozen beautiful hemstitched huck towels—fine floral patterns—worth 20c, each **12½c**
500 full size, extra heavy Marseilles pattern bed spreads, fine shrunken finish, worth \$2, each, at..... **\$1.25**



An Unusual Hair Goods Sale

Another tremendous purchase for spot cash enables us to offer what are beyond doubt the very best values Omaha ever shared.

500 Straight Switches—real human hair, the \$1.50 value, at, only **98c**
the \$2.50 value, at, only **\$1.49**
Natural Wavy Hair Switches for the new turban coiffure. This length of hair is scarce, but we have a splendid assortment of shades—\$5 value, at **\$3-\$4** value, at **\$5-\$9** value, at..... **\$6.00**
The stylish coronet puffs, made in the best manner—Set of 8, \$2 value at **\$1.25**—Set of 6—\$1.50 value, at..... **\$1.00**
A full line of transformations, up from..... **\$3.00**
Headquarters for the new Turban Hair Pad.
75c Washable 24-inch hair roll **50c**
25c Hair Roll, 24-inch..... **19c**
New style hair roll for parting hair, and large in the back, \$1 value, for..... **75c**
Large Auto Nets, Monday only **10c**
The finest, the largest and most up-to-date hair dressing parlors in the city. Appointments made and prompt attention.

<p>Basement BARGAIN SQUARE</p> <p>19c woven cotton quilting, desirable light and dark styles, at, yard..... 7½c</p>	<p>Basement Blanket Dept.</p> <p>11x14 and 12x4 size single cotton blankets or flannel sheets, 3 colors, sold by the pair regularly from \$1.50 to \$1.50, each, at..... 25c</p>	<p>Basement Blanket Dept.</p> <p>Full size imported bath robe blankets, one to a robe, never sell less than \$2.50, each, at..... 98c</p>	<p>Basement Blanket Dept.</p> <p>80x30-inch white baby crib blankets, with plain or fancy borders worth 60c pair, each, at..... 15c</p>	<p>J. L. BRANDEIS STORES BOSTON STORE & SONS OMAHA</p>	<p>Basement East End</p> <p>Bed pillow, with best grade fancy art ticking covers, 18x25 size; sanitary cleaned all feather filling, \$2 a pair grade, each, at..... 59c</p>	<p>Basement Comfort Dept.</p> <p>Full size \$2.50 milkoline covered comforters, pure cotton filling—tied or quilted, each, at..... \$1.50</p>	<p>Basement White Goods Dept.</p> <p>White linen cambric, 36 inches wide, 50c quality, yd..... 35c Pine selection white Jacquards and madras waistings—all new fall styles. Prices, yard— 10c, 15c, 19c to 75c</p>	<p>Basement White Goods Dept.</p> <p>Mercedized voile, small checks and satin stripe effects, beautiful fabrics for evening gown, old rose, cream, white, light blue, straw-berry, pink, lavender, yd..... 35c</p>	
<p>Basement Bargain Square</p> <p>Good grade light and dark outing flannels, also heavy cream shaker flannel—10c quality, at, 6½c yard.</p>	<p>Basement Bargain Square</p> <p>Women's and children's unhemmed 5c handkerchiefs; extra spec-1½c, at, ea. 1½c</p>	<p>Basement West End</p> <p>Full standard American blue and gray prints for comforters, etc., plenty of sales-people; all day from the bolt, at, yd..... 3½c</p>	<p>Basement Bargain Square</p> <p>15c striped skirt-ing, looks like Heatherbloom; on special sale Monday, at, yd..... 7½c</p>	<p>Basement Pillow Case Dept.</p> <p>Hemstitched, nicely made white pillow cases; would be cheap at 15c, ask for them Monday, each, at..... 10c</p>	<p>Basement Bargain Square</p> <p>Persian flannelettes—fleece back, with smooth top—30 and 34 inches wide—for waists and dresses, at yard— 7½c-10c</p>	<p>Basement Bargain Square</p> <p>Black and colored mercerized satens, better satens were never sold for less than 40c yd. at yard..... 15c</p>	<p>Basement Bargain Square</p> <p>Best 25c mercerized poplins, pongees and solesette and rep poplins, 2, 3 and 5-yard pieces, many to match, at, 12½c yard</p>	<p>Basement Bargain Square</p> <p>200 bolts bookfold percales, light or dark patterns—well worth, at, 5c 12½c yd., at..... 5c</p>	<p>Basement Flannel Department</p> <p>Strictly all wool face elderdown and Klink-down flannel; gray, white, pink, red and blue, worth 35c yd. from the bolt at, yd..... 18c</p>