

SIXTEENTH STREET—132 FEET.

DOUGLAS STREET, FROM 16TH TO 17TH—264 FEET.

SEVENTEENTH STREET—132 FEET.

A PROJECTED PICTURE SHOWING THREE SIDES OF BRANDEIS NEW STORE

Five hundred and twenty-eight feet of show window frontage—the largest of any store west of Chicago.

Brandeis is the acknowledged western authority on everything pertaining to millinery.



Our imported model hats are personally selected in Paris by our own foreign buyer.

Brandeis Artistic Millinery

Scores of Omaha's best informed women have said that no such exquisite array of artistic millinery has been seen in Omaha in any previous season. The variety of Brandeis showing and the good taste of Brandeis milliners are necessary to the proper selection of your fall hat this season. Every Brandeis hat is "just right."



We mention a specially meritorious array of new millinery to be shown Monday at—
\$15 and \$25

New Arrivals in House Dresses, Long Kimonos, Dressing Sacques, Bath and House Robes. A new and complete showing of fall arrivals, at—
\$1.50 to \$19



New Voile Skirts. The styles are all new. The quality of fabric is high grade. Black and favorite shades, at—
\$10
Best Silk Petticoats ever sold in Omaha at—
\$5

Women's Fashionable Fall Apparel

Brandeis Stores outfit the best dressed women in Omaha. Nowhere else in the west can you choose from such an immense selection.
High Class Tailored Suits at \$35 and \$49
These suits are the most charming and elaborate of the new suit styles. Splendidly tailored and made of the best selected materials. The models are the newest and cleverest of the season.

Women's "Fashionseal" Suits at \$25
No other line of suits at a similar price can compare with this. "Fashionseals" are the fall style aristocrats in women's apparel.

The Stunning New Combination Fall Garments
Dress and coat to match, the season's extreme novelty, beautiful shades of broadcloth, hand embroidered and hand braided, at—
\$59-\$65-\$75

Stunning New Silk and Cloth Dresses
With the new sleeves and the ultra fashionable shakled effects, all the favorite colors, smartly trimmed, at—
\$19 and \$22.50

Those Pretty New Dancing Frocks
Splendidly designed for misses' and small women's evening wear—
daintiest soft materials and colors, at—
\$25

New Imported Black Satin Coats
A delayed shipment from Berlin and Paris has just been received and goes on sale tomorrow. All the newest ideas—
perfection in tailoring, at—
\$49-\$59-\$65-\$69

New Imported Gowns—Demi-Costumes—Street Frocks.
Every new idea that the foreign markets show. They have been recently selected by Brandeis own foreign representative and they include the newest expression of Parisian style. A beautiful array at
\$49-\$75-\$89-\$98-\$125-\$150

We are showing the most complete and most attractive lines of furs of any house in the west. New styles shown Monday.

Attractive New Fall Styles in Women's Waists
New King Pleated Tailored Waists—Made of very fine pleated linens, the finest tailored waists made. Stunning New Chiffon and Lace Waists—in white, ecru and dainty shades—charming styles, at \$6.98 to \$15.00.
Our own importation of exquisite hand made French Lingerie.
In a separate section we show the finest infant's wear to meet every conceivable demand.



The corset best suited and best fitted to your figure insures well fitting gowns.

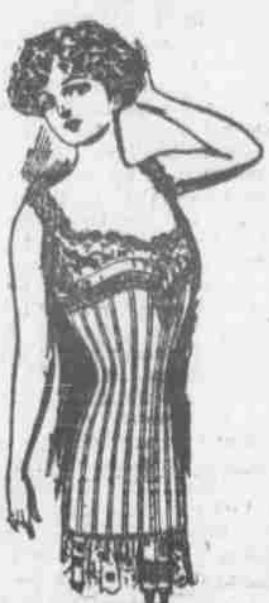
We show many more styles of high class corsets than any other western store.

A New, More Complete Corset Dept

A visit to our new corset section at the west end of our main floor will convince you of our ability to fit you in the highest grade of corsets made either in America or abroad. We are equipped with all the favorite models in the makes that are most favored by fashionable women everywhere. Expert fitters are in attendance at all times. Proper selection is made easy.

Special Demonstration and Sale All this Week of the Famous La Vida Corsets

Miss M. E. Nolan, special representative and expert corsetiere from the factory, will be in attendance all this week, and her valuable services are freely at the disposal of our customers. We suggest that you make it a special point to visit our corset section during Miss Nolan's stay, if you are particular to have the very best corset, over which to fit your new gowns.



The Most Complete Showing in Omaha WOMEN'S KID GLOVES
Fine gloves, celebrated Perrin make—all the newest shades for street and evening wear, including champagne, tan, grey, mode, blue, white and black, heavy embroidered backs or Paris point stitching—one and two-clasp effects—
\$1.75 to \$2 at, per pair.
We are exclusive agents for these fine French gloves. Women's Two-Clasp French Lambkin Gloves—Black, white, tan, gray, navy and green—all sizes—fitted to the hand—
at, pair—
\$1.25

High Class New Fall Silks
New arrivals of the scarce Persian and printed warp silks in satin and mesaline, also taffeta weaves, all the Paisley and stunning Persian effects on navy, wine, green, tan and new brown grounds; at, yard—
79c to \$1.50

75 Pieces of All Silk Crepe de Chine
All silk goods for entire dresses, fancy waists, scarfs, etc., at, yard—
39c
Coleen Poplins, 43 inches wide at \$1.75 yard
Very lustrous silk and wool fabrics for street and party gowns.
Silks Favored by Fashion at \$1 yard and up
Printed and plain Marquissette, voile de Soie, Mousseline, chiffon, etc.—many patterns are exclusive.

VELVETS ARE in VOGUE
Celebrated Vel Duvet and Boulevard chiffon velvet, Paon velvets, Lyons black coat velvets and silk furs (imitation of the real animals) in various patterns—on sale at—
75c up to \$2.95
Silk Paon Velvets, 25 pieces, assorted colors and black; \$1.25 quality, at, yard—
.79c

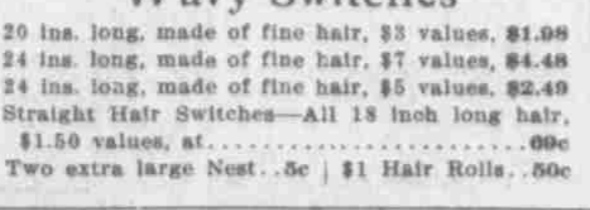
Fine Imported Suitings
In Our Dry Goods Department—Main Floor
Special showing of high class imported suitings. Theodora chiffon, broadcloth, Priestley's fine black dress goods, Tussoh Royal, stunning rough weaves, in exclusive patterns are specially priced for Monday.
54-inch imported suitings, mannish effects, Scotch tweeds, black and white check suitings, etc.—worth up to \$2.00 per yard; at, per yard—
98c
Fine Chiffon Finish Venetian Broadcloth—In 24 of this season's best shades; at, yard—
\$1.00
Black and white check and gray Melange Suitings, besides five different styles of suitings, yard—
49c
All wool challis in solid colors and fancy weaves, 38-inch French battiste and all wool henriettas; at, yard—
39c
Cleveland Worsted Mills special \$1 all wool serges; at, yard—
69c



Human Hair Goods of the highest character
Pompeian Room
2nd Floor, New Store.



We are placing on sale in our Pompeian room only, while they last, 10 dozen braids—some 34 inches and 36 inches long—all dark shades, former price \$7 to \$10—to close
\$1.19
Cluster Puffs
The Madame Josephine Boyd Clusters, \$5 values, at—
\$3.48
Cluster Puffs, made of finest quality hair, \$10 values, at—
\$5.00
Wavy Switches
20 ins. long, made of fine hair, \$3 values, \$1.99
24 ins. long, made of fine hair, \$7 values, \$4.48
24 ins. long, made of fine hair, \$5 values, \$2.49
Straight Hair Switches—All 18 inch long hair, \$1.50 values, at—
.69c
Two extra large Nest .5c | \$1 Hair Rolls .50c



Serpentine Crepe
at 18c yd

The exclusive styles, the splendid wear and the beautiful crinkle of Serpentine Crepe that will not wash out have given it a wide spread popularity among women who appreciate that real worth can be secured at a small cost.
All the plain colors as well as dainty stripes, dots, floral and Japanese effects—makes up into beautiful dresses and kimonos that can be washed without ironing, at, yd—
18c

Other Brandeis big bargain specials are featured in the other Omaha Sunday papers today.



Great Linen Bargains

25 dozen 27-inch bleached Irish linen napkins—regular \$5.00 values—at, per dozen—
\$3.25
20 dozen regular dinner sized napkins—full bleached, all pure linen—\$3.00 values, at, per dozen—
\$1.98
First double satin table damask, full bleached, in all the new stripes and wide bordered patterns—\$1.50 quality, at, yard—
\$1.10
100 extra heavy bleached Irish linen pattern cloths, size 72x90, worth \$3; at, each—
\$1.98
Napkins to match, dozen—
\$1.98
\$2.50 imported bath rugs, extra heavy weight, size 32x56 inch; special, each—
\$1.25
All our fine imported bed spreads, in the newest designs, worth up to \$10; at, each—
\$4.98
All our 23c and 49c pure linen guest towels; at, each—
.25c
Ten dozen bath sheet size Turkish towels, made of the finest yarns, worth \$1; at, each—
.49c

Sale of Wall Paper

It costs but little to cover your walls with beautiful paper if you take advantage of these special offers tomorrow.
Many Pretty Patterns—In light and dark colors with borders to match, regular price 6c; at, roll—
3c
Parlor, Dining Room and Store Papers—Regular price 12c, all new goods; at, roll—
6c
Beautiful Bed Room Papers—New stripes and floral effects, with or without borders, sold regularly at 18c; for Monday only at, roll—
9c
New Gold Papers—All new 1910 fall patterns, high light effects with the new bronze finish. Be sure and see these goods. They are the 25c kind; special at, roll—
11c

In Our Pompeian Room

The most delightful place in Omaha for rest and refreshment.
Delicious ice cream and soda water served from our superb new soda fountain.
Light refreshments daintily served.
Grand Opera Concerts on the Victrola phonograph.
Hairdressing, manicuring and massaging in our perfectly equipped hair goods shop.
Many free conveniences. The most picturesque room of its kind in America

New Drapery Yard Goods

In Curtain and Drapery Department—Basement
36-inch Gothic Grenadine—Something new, a good line colors at, yard—
19c
Filet Net—45 inches wide—new patterns for fall—special for Monday, per yard, at—
35c and 39c
36-inch very best grade Silkoline, yd. 12 1/2c
36-inch extra heavy Comforter Sateen—Regular price 30c yard—Monday, yd., 19c
Imported Scotch Madras—Nice assortment of colors, at, yard—
59c
40-inch Drapery Swiss—In white and colors, worth 25c a yard—Monday at, yd. 15c

