

# New Fall Merchandise at Brandeis Stores

**BRANDEIS STORES OMAHA**

No matter what you buy here you are always certain of correct style and positively dependable quality.

## The New Fall Hats

Styles that are correct. Ideas that are original.

Brandeis millinery supremacy is permanently established. We always show the new ideas first. You will be charmed with the new models in heavy dark shades in plushes—the mordoe browns, night blues and taupes. All the newest hats sit higher on the head and roll up on one or both sides—Aigrettes, vulture and glycerine ostrich effects are favorites. A very effective group at each



\$25.00

### MONDAY SPECIALS IN OUR

### September Sale of Blankets

Extra large size 12-4 woolen cotton blankets—plain white, gray and tan; also fancy checks and plaids—\$3 blankets, Monday, at pair—	\$2.50 Beacon and Australian cotton blankets in white, gray and tan—full 11-4 and 12-4 sizes, soft finished fleeces; on large bargain square, pair—	Extra special comfort—white covered combs, tied and stitched—white cotton filling—regular \$2.50 quality, at each—
\$1.98	\$1.69	\$1.50

## FINE LACES and EMBROIDERIES

BOUGHT AT LESS THAN HALF THE REGULAR PRICE

This wonderful purchase of laces and embroideries of highest character enables you to buy at one-half the price of such exquisite materials. Thousands and thousands of yards—shown now for the first time.

**ON 10 BIG BARGAIN SQUARES**  
FLOSS SILK and SILK and METALLIC EMBROIDERED ALLOVERS at, 59c the Yd.  
In Persian effects and fancy colors, Oriental and shadow allover, fancy silk embroidered and metallic bands; also fine lace bands in Venise, crochet, Oriental and combination effects—worth up to \$1.25, at the yard ..... 59c

**Fine Silk Embroidered, Silk and Metallic Allover Laces, 98c**  
Oriental, crochet, Bohemian and shadow allover, fine Venise crochet and macrame lace bands, elegant silk embroidered bands, and fancy novelty bands—many worth \$2 a yard, at yard..... 98c

**HIGH CLASS WIDE EMBROIDERIES, 59c and 98c**  
45-inch, fine Swiss and batiste embroidered skirtings in lacy baby Irish and combination effects; 45-inch fine allover, 27-inch fine embroidered flouncings in lacy baby Irish effects, new combination eyelet, floral and blind designs and 24-inch embroidered allover—worth up to \$2.00 a yard at, yd ..... 59c & 98c

42-inch fine crystal dew drop chiffons—black, white and evening shades—worth 75c to \$1.00 a yard—big bargain, at yard..... 39c	Fine trimming laces and bands in macrame, filet, crochet, Bohemian and shadow effects; also floss silk embroidered bands—worth to 50c a yd.; at, yd., 15c and 25c
18 and 27-inch fine Swiss, nainsook and cambric embroidered flouncings, skirtings and corset coverings—all new designs in eyelet, floral and blind effects—worth up to 50c a yard—on big bargain square, at the yard..... 25c	18-inch fine embroidered flouncings, skirtings; also corset coverings, wide edges and insertions—very neat, effective designs—worth up to 25c a yard—wonderful bargain at, the yard..... 9c

The reputation of Brandeis Stores, established for thirty years, stands behind every yard and piece of merchandise that is sold within the institution.

**BRANDEIS STORES OMAHA**

## Women's New Fall Shoes



We handle the foremost makes of shoes in the country in a complete range of sizes and widths. We employ men with years of experience in fitting the feet properly and stand back of every pair of shoes that leaves this house. All the latest novelties in shoes with gray and brown cloth tops, cravenettes, brown and gray suedes, white top shoes, etc.—

Prices: \$2.48 to \$6.00

BASEMENT—Best shoes obtainable at the price, at, pr., 25c to \$2.48

## Extreme Novelties in Fall Dress Goods

Foreign and the best makes of domestic suitings. Many exclusive patterns and styles—52-inch imported velours in navy, olive, brown and black, at, a pattern..... \$17.50

Ten beautiful fringed exclusive patterns of the finest French costume serge; at, a pattern..... \$19.50

Nobby two-toned 50-inch whipcords—regular \$2 values, at, yd., \$1.50

Cleveland and Botany Worsted Mills Tailor Serge—

The 44-in. width at..... 79c	\$1.50 50-in. novelty suitings, at, yd..... 79c
The 50-in. width at..... 89c	\$1 52-in. fine broadcloth, at, the yard..... 69c
The 54-in. width at..... \$1.10	In five shades of navy blue, besides all the leading shades and black..... 98c

Dress goods on front bargain square—south entrance—38 to 44 inches wide, at, yd..... 50c

Dress goods bargain in basement—34-in. mixed suitings, at, yd..... 39c

## New Curtain Materials For Fall 1912

No store in the city can show you such an immense assortment of curtain materials as we exhibit for fall.

Plain Curtain Scrim, white and cream color, Monday at, yard..... 12 1/2c

Bungalow Nets, 45 and 50 inches wide, special for Monday, yard..... 25c

Scotch Madras, white and cream color, 45 inches wide, at, yard..... 45c

Colored Border Drapery Swiss, new patterns, at, yard..... 25c

Drapery Swiss, 36 inches wide, Monday at, yard..... 10c

Paritan Scrim and Etamine, attractive patterns, at, yard..... 39c

50-inch Filet and Bungalow Nets, specially priced at, yard..... 65c

Finest grade Silkoline, for comfort coverings, at, yard..... 12 1/2c

Sateen, 36 inches wide, silk finish, at, yard..... \$1.59

Colonial Curtains in Swiss, with colored borders, curtains and valance to match, at, set..... \$1.59

Swiss Curtains, with ruffles and buttonhole edges, special at..... 65c

Duchesse Curtains, our own importation, new patterns, at, pair..... \$3.98 \$4.98 \$5.98

Rope Portiers for double doors, Monday at, pair..... \$1.98

Cretannes, hundreds of new patterns, at, yard..... 19c 25c and 39c

Let us figure your next Window Shade order. We make them in any color and any size.

## Great Wall Paper Sale

Monday we place on sale the entire wall paper stock of an overstocked eastern retail firm at a tremendous reduction. The stock consists of all new fall goods. If you want to save just half be sure and come Monday. Never before have we offered such wonderful bargains.

10 patterns of serviceable papers, with 9-inch and 15-inch borders to match, all good patterns, worth up to 8c, at, per roll..... 2c

A big selection of light, medium and dark papers, all new fall goods, worth regularly up to 15c, at, per roll..... 5c

25 patterns of new bedroom papers, cut-out borders and crown effects, worth up to 20c, at, per roll..... 8c

A very large and interesting line of printed oatmeal papers, a big selection, worth up to 40c, Monday, your choice at, per roll..... 25c

Varnished Bath Room and Kitchen Papers, 25c grade at, per roll..... 14c

New Wall Burlaps, the regular 40c grade at, per square yard..... 22c

Any woman who will need a new rug at any time this season will save actually about one-half what she expects to spend for it, if she will come to Brandeis Stores Monday and take advantage of our great

# Sale of Rugs

In this event thousands of rugs of high character are offered at lower prices than such qualities were ever sold for by any store in America

These prices are made possible in this way: We bought at a tremendous reduction in price, the entire rug stock of a famous Philadelphia house. The bargains we secured on the stock results in our practically cutting in half the price on every rug in this sale. All together it will mean a net saving of thousands of dollars to Omaha people who are buying for their homes.

On Sale on Our Third Floor---100 Clerks Ready to Wait on You  
We have never offered such a large variety---nor such notable bargains.

**ROOM SIZE**  
**Brussels Rugs**  
at \$7.98

Up to 9x12 in size, and not a rug worth less than double—many are worth up to \$18, at..... **\$7.98**

**ROOM SIZE**  
**\$30 Axminster and Wilton Velvet Rugs for \$15.98**

All these high quality rugs are 9x12 in size. No store ever before offered such a group of splendid rugs at this price. The patterns are all new and desirable designs for 1912, at..... \$15.98

**ROOM SIZE**  
**Axminster Rugs**  
at \$12.98

Up to 9x12 in size—specially fine line of attractive, new patterns and colors—worth to \$25, at..... **\$12.98**

**Bath Rugs**  
All our bath rugs in two immense lots—washable, reversible rugs, worth up to \$4, at, each, 79c and 98c

**9x12 GRANITE ART SQUARES**  
Desirable patterns, \$5, at..... **\$2.98**

**Highest Grade Seamless Wilton Rugs**  
Actually Worth to \$55, at **\$29.98**

More than 100 beautiful rugs in this lot, including many of the famous Roubaix rugs, the two-toned effects now so widely advertised. Here are the most elegant Wilton rugs made—all 9x12 size and seamless. Many copies of Orientals. The variety of patterns and colors is larger than ever before.

**Rug Strips**  
All 12 feet long, made of fine Wilton and Axminster—suitable for hall runners, at, each, \$2.50 and \$2.98

**\$3.50 AXMINSTER RUGS AT \$1.59**  
Desirable patterns and colors, at..... **\$1.59**

We have many rugs in sizes larger than 9x12 which we have priced at corresponding bargains—also many smaller rugs in lots too small to advertise.

# BRANDEIS STORES

## Great Sale of Hall-Borchert DRESS FORMS

**Bust Forms**—Fine jersey covered bust, wood bottom, correctly proportioned, sizes 32 to 44 inch bust measure at..... **\$1.50**

**Adjustable Bust Forms**—opens in four parts, adjustable at neck, bust, waist and hips, Hall-Borchert make, at..... **\$3.50**

**Full Form at \$3.98**  
This elegant full form, jersey covered bust, long wire skirt, heavy metal extension stand; all sizes, complete at..... **\$3.98**

**The Princess Adjustable Hall-Borchert Forms**  
Without question the best and most satisfactory adjustable form in the world; can be adjusted to your exact figure. No woman should be without one at..... **\$15**

**Bust and Stand at \$2.98**  
Black jersey covered Bust, perfectly proportioned, wood bottom, with high extension stand on castors; can be adjusted to your height; all sizes; complete, at..... **\$2.98**

**SPECIAL**—All the slightly soiled, shop worn and odd bust forms, worth up to \$2.50, at..... **\$1.19**

All the slightly damaged Hall-Borchert Adjustable Dress Forms at remarkable sacrifice.

## HUMAN HAIR GOODS

**Second Floor and Pompeian Room**

24-in. Natural Wavy Switches, made of German hair, three separate stems—an \$8.00 value at..... **\$5**

26-in. Natural Wavy Switches, made of fine German hair—three separate stems, a \$9.00 value at..... **\$6**

28-in. Natural Wavy Switches, made of fine German hair, three separate stems—a \$12 value, at..... **\$7**

Beautiful large Cluster Puffs, \$4.00 values, specially priced for Monday at..... **\$1.98**

Hair Dressing, Shampooing and Manicuring. Appointments made by phone. Private booths for all work.

**MOST DESOLATE OF LANDS**  
Striking Features of the Landscape Presented in New Mexico and Arizona.

Strange and striking are the positive features of landscape presented by the continental divide in our southern arid country of New Mexico and Arizona. Widest, least visited, and most desolate section of our lands is this, over which today still roam at will the aborigines in numbers greater for size of area than was ever known in any part of our realm since advent of European. Yet it was this very portion of our broad domain which was already settled in Old-World times within fifty years after the landing of Columbus on Salvador. Before that time for more than twenty centuries

there flourished within that region a peaceful and highly cultured race. Throughout most of our desert lands the smooth illuminated plains are quickly studied by short, isolated, yet lofty mountain ranges, which rise from the sea of earth as volcanic isles out of a glassy ocean. Desert ranges form a distinctive mountain type. As relief characters they attract wide attention from traveler and scientist alike, for they are the most impressive of the local features of topography.

In that part of the arid country of which we now speak there are none of these high mountains. The "inselbergs" and "table-tops," as the Germans call it, still persists, but in different form. Instead of majestic peaks and lofty ranges there are lower truncated hills which rise even more abruptly from the general plain-surface. Mesas, or "table-tops," the

Spanish-speaking settlers aptly denominate them. The region is preeminently a mesa-land; therefore one of the most interesting and geologically one of the most instructive in all our domain.

That any part of a great continental divide should be a vast plain in place of a towering mountain ridge is primarily a result of geologic structure and secondary of peculiarity of climate. In western New Mexico the broad plain occupying the divide is 7,000 feet above tide. So even is it that in crossing one is unaware of the time when he ceases to ascend on the Atlantic slope and begins to go down on the Pacific side. The ocean-to-ocean railway excavates its grade on the top of the continent only a scant half-dozen feet—one of the shallowest cuts on its entire line.

Mesas of the mesa-land impart to the landscape features entirely novel. No-

where else on the face of the earth do they reach such notable development. They appear as even-topped, surfaces more or less well elevated above the general plain-surface about. The margins of these truncated mounds form the brow of a precipitous escarpment which is one of their most characteristic features. Not infrequently the upper part of the escarpment is a vertical wall 100, 300, or even 500 feet in height. Mesa de Maya (armored mesa) and Llano Estacado (walled plain) are Spanish descriptive terms referring especially to this feature. The talus-like slopes below are the steepest of any angle of repose; and their meeting with the general plain-surface is as sharp as the strandline.

The Persistent and Judicious Use of Newspaper Advertising is the Key to Business Success.

**BIRTHDAY OF INCANDESCENTS**  
Thirtieth Anniversary of the Starting of Edison's Electric Lighting System.

Wednesday, September 4, marked the thirtieth anniversary of the beginning of commercial incandescent lighting. Thomas A. Edison started in operation the world's first central station. At 3 o'clock in the afternoon, in an old brick building, a converted warehouse, in lower Pearl street, New York, steam was turned into a single dynamo, and current was sent through underground cables into some 20 lamps distributed throughout a territory of a square mile.

The original territory was bounded by Wall, Spruce and Nassau streets and ran down to the East river. It was selected,

according to old Edison men, not only because it was in the heart of the business district, but because most of the offices were closed at night, thus giving Edison a chance to test his wires without spectators should any trouble manifest itself. Among the first buildings supplied were the Fulton ferry house, the Assay office, the Polhemus building, the Barnes building, Green Sons, Washburne & Moore, the "Times" and "Herald" offices and, lastly, the headquarters of Drexel, Morgan & Co., which were furnished with 106 lights. This was considered a remarkable achievement. Eyewitnesses state that Edison himself, together with the stockholders of the company, assembled in the Drexel building to await the coming of the current, while over in the Pearl street building the actual turning of the switch was done by John W. Lieb, Jr., now vice president of the New York Edison company.

Since September 4, 1882, New York City has had electric lighting with only two interruptions, the second and most serious of which was destroyed by fire. On this occasion, even before the flames had been routed, new dynamos were ordered. In less than four hours' time service had been re-established in other quarters. One of the old "Jumbo" dynamos, designed by Edison himself, was saved from the fire, and is now treasured as a relic of the old days.—New York Tribune.

**A Dangerous Wood**  
is rendered antiseptic by Bucklen's Arnica Salve, the healing wonder for sores, burns, piles, eczema and salt rheum. For sale by Beaton Drug Co.

Persistent Advertising is the Road to Big Returns.