

The Largest Store West of Chicago

Extends a Genuine Welcome to All Ak-Sar-Ben Visitors



You can buy everything you need for fall and winter at Brandeis Stores with more real satisfaction than in any other western store. Inspect these great stocks of Fall and Winter merchandise of high character. GREATER VARIETIES TO SELECT FROM. STYLES THAT ARE ABSOLUTELY CORRECT. QUALITIES THAT ARE ALWAYS DEPENDABLE.



Omaha's Greatest Attraction

Our Three Subway Arcades are the Architectural Wonders of the West. They are brilliantly lighted underground Salesrooms, connecting buildings on opposite sides of the street—main floor with main floor.

Brandeis Pompeian Room is the Most Unique and Beautifully Decorated Room of its kind in America.

A Great Fresh Water Fountain at the West End of the Pompeian Room is an Artistic Masterpiece.

First Postal Savings Bank located by the U. S. Government in any department store in America, operates on our Main Floor.

U. S. Post Office, Branch Station No. 17, located here. Have your mail addressed to you in Omaha, Care Station 17.



Take Advantage of Our Many FREE CONVENIENCES

Your Baggage and Parcels Checked Free of Charge.

Free Waiting Rooms and Rest Rooms for Women and Children—Uniformed Maids in attendance.

Free Nursery and Children's Play Room in Charge of an Experienced Matron and Trained Nurse.

Checks on all Banks Cashed without charge. Your Parcels Delivered Free to any Depot in Omaha.

Genuine Carbar Entertainment Free in our Green Tea Room.

Freight or Express Prepaid on all purchases of \$5.00 or more.

Free Daily Concerts in Music Department. Free use of Telephones. Guides Furnished Free on Request.

There are 4 Moderate Priced Restaurants and Cafes within these United Commercial Structures.

Women's New Winter Coats, Fall Suits, Dresses, Waists, Etc.

Brandeis Stores always offer you greater varieties in women's apparel to select from. The styles are always absolutely correct.

LONG COATS at \$10 and \$15
Up-to-date winter cloaks in rough novelty mixtures or plain effects; style, both practical and dressy; all sizes; 2 lots at \$10 and \$15.

WOMEN'S LONG WINTER COATS
A score of popular styles, including the smart, new, "Johnny coats" (see illustration). Every cloak is a clever new winter style; splendid variety at \$11 and \$12.

FALL SUITS at \$10 and \$12.50
Good, practical suits in new styles, cloths and colors for fall and winter; many new models.

STUNNING FALL SUITS
Pretty, new cutaways; new graceful models with new collar features; all the favorite shades.

Women's New Fall Tailored Skirts, special at \$5.00
Women's Wool Tailored Dresses, clever styles, \$6.98
Women's Silk Dresses, all very smart styles, at \$10.00

Women's Wash Waists—Fall 1912 styles, a wonderfully good value at \$1.00

Women's Silk Waists—All new style features, every popular shade, at \$3.50

CHILDREN'S DRESSES
Girls' Wool Serge Dresses, in pretty new styles for school and dress; worth up to \$7.50, at \$3.98

GIRLS' WINTER COATS
Clever, new models that cannot be found in any other western store. Coats that are practical and smart as they can be, at \$5

BRANDEIS STORES

In the HEART of OMAHA'S PERMANENT RETAIL DISTRICT
Connected By 3 Huge Subway Arcades and Double Decker Bridge
10 ACRES FLOOR SPACE 1,200 CLERKS READY TO SERVE YOU

Winter Underwear FOR WOMEN AND CHILDREN.

Women's Musing Union Suits
—The most popular underwear made: In fine medium and heavy fleeced cotton—bleached and cream color, at a suit, \$1

Women's Medium Weight Fleecy Lined Cotton Union Suits—Regular and extra sizes, values up to 75c, at a suit, 39c

Women's Medium Weight Fleecy Lined Cotton Vests and Pants—Regular and extra sizes—worth up to 35c, at a garment, 25c

Children's and Boys' "M" Waist Union Suits—Fleecy lined cotton, taped seams and patent taped buttons—all sizes—50c quality, at a suit, 29c

Misses' and Children's Bleached Cotton Union Suits—Heavy fleecy lined—all sizes—at a suit, 50c

"Coronet" Hats For Women.

Stunning late fall and early winter dress hats and street hats in the most fashionable new ideas; the only hats that contain authentic style and high class materials that sell regularly at \$10.

Untrimmed Velvet and Plush Hats
Genuine erect pile silk velvet dress shapes, black only, made of 24-inch velvet—also Zibeline plush shapes in all colors—worth up to \$5, at \$2.50

Misses' and Children's Hats
There are many samples in these groups. Scores of pretty girlish styles for dress and school—98c & \$1.50 worth up to \$5, at \$1.50

Genuine Up-To-Date Styles in OVERCOATS and SUITS

FOR MEN AND YOUNG MEN

Most men want good, well tailored, up to date fall clothes that have genuine style and give good service at a moderate price. That's just what we offer you in these special lots. Overcoats and suits that will look well and serve well all season long, at—**\$12.50-\$15-\$20**

MEN'S OVERCOATS and SUITS of HIGHEST CLASS

The Finest Hand Tailored Clothes Made by the Highest Paid Tailors in America. Rogers-Peet, Hirsch-Wickwire and Stratford System famous makes at—**\$25 to \$45**

Men's Auto Coats, Slip-Ons and Rain Coats at \$1.98 to \$20

CHINCHILLA OVERCOATS for BOYS
Boys' Russians, ages 2 to 8 years; new shades, at \$3.50 to \$8.50
Boys' All Wool medium long coats with belt and shawl collar, ages 8 to 12 years, at \$7.50
Boys' convertible collar coats; long black chinchilla; ages 12 to 17, at \$8.50 to \$12.50
Boys all wool blue serge suits worth \$6.50, at \$3.98
Boys' brown and gray corduroy suits at \$3.75 & \$5

GREAT SPECIAL SALE OF BLANKETS

All this coming week we offer the most extraordinary bargains in blankets. An opportunity to buy your winter bedding at great money saving prices.

\$4 Strictly All Wool 11-4 Size Blankets—Fine, soft wool blankets for large beds, heavy weight—in tan, gray and plaids—sold everywhere at \$4, at per pair \$2.50

\$3.50, 12-4 Size, Woolnap Cotton Blankets at \$1.98.
The finest cotton blankets made—extra large and soft nap, like fine wool, pair, \$1.98

\$7.50 and \$8 Strictly All Lamb's Wool Blankets at \$5—Well known St. Mary's and Wallace & Smith Blankets—absolutely the finest blankets made. Full 11-4 and 12-4 sizes, weigh to 7 lbs. a pair—plaids, checks, etc., pair \$5

\$6 All Wool, 11-4 and 12-4 Size Blankets at \$3.50.
Strictly all wool blankets—plaids and checks, also white, gray and tan, pair \$3.50

12-4 Size Cotton Blankets at \$1.25—German felted finish—do not shed the nap—largest cotton blanket made—fast colored borders, at a pair \$1.25

\$4.50 and \$5 All Wool and Wool Filled Blankets at \$2.98—Extra fine all wool blankets, full 11-4 size in white with 3-inch silk ribbon bound edge, at pair \$2.98

THE NEW FALL SILKS

Daily arrivals of the correct styles in Satin faced silks

Special—\$2.50 Satin Charmeuse, 40 in. wide in the latest colorings, white, cream and black—special, at yard \$1.95

40-in. Crepe De Auteil—perfect weave, high luster—30 different shades—actually worth \$2.00, special, at yard \$1.50

Phoenix Mills, yard wide, Dress Chiffon Taffetas in glaze and plain effects—yard wide Messaline Charmeuse in soft clinging effects, at yard \$98c

Messalines, Peau de Soie, Special—The celebrated R. & S. 40-inch Dress Silk and Wool Poplins—worth \$1.00 and \$1.50; on bargain square, yd. 49c and 69c at \$1.00

Special Showing and Sale of High Class Lace Novelties and Dress Accessories

18-inch Floss Silk Embroidered Allover Laces, fancy lace allovers, Venise Appliques, medium and wide lace bands in Venise, crochet, Bohemian and macrame effects and many other unusual novelties, worth up to \$1.50, special, yd. 59c

Net Top, Shadow and Oriental Laces, medium and wide lace bands in Venise, crochet and Bohemian effects—hundreds of pretty patterns worth to 50c—big bargains, at yard 25c

WOMEN'S NEW FALL NECKWEAR at 50c
Silk, Satin and Velvet Robespierre Collars, shadow and Oriental Lace Jabots, collar and cuff sets in hundreds of new designs—worth up to \$1.50; at, each 50c

WOMEN'S and MEN'S HANKERCHIEFS at 15c
Sheer Irish Linen Handkerchiefs with imitation Armenian and Val. lace borders—also Men's Pure Linen hand embroidered initial handkerchiefs; worth 25c each, at 15c

ART NEEDLEWORK DEPT.—On Main Floor.
Mercerized Huck Towels, stamped in eyelet, French and Punch Work designs with floss to complete embroidery—special, at each 10c

Pillow Cases stamped on good quality casing for eyelet, French and Punch Work embroidery with floss to complete work—size 42x36 inches, at pair 19c

NEW IMPORTED DRESS GOODS

Stunning Imported Tailoring Suitings many exclusive patterns in illuminated whipcords and diagonals, wide wale velours, new Zaza suiting and reversible coatings, at yard \$1 to \$2.95

Mill Ends of 40 to 54 in. Dress Goods in 2 1/2 to 5 yd. lengths, enough to make a suit, coat or separate skirt—on Bargain Squares and worth double these special prices for an entire piece \$1 and \$1.95

Dress Patterns in 54-inch All Wool Suitings—diagonals, whipcords, costume serges, novelty suitings, Bedford cords, Poplins, etc.—5 and 6 yards of material—worth up to \$1.50; on Bargain Square at, per pattern \$2.95 and \$3.95

Underwear For Men

Men's Extra Fine Lamb's Wool Undershirts and Drawers, per garment, at \$1.25 to \$2.50

Men's Extra Heavy Ribbed Union Suits, regular or closed crotch styles—values up to \$1.50; per suit, at \$1.00

Men's Extra Heavy Fleece Lined Shirts and Drawers; worth to 75c a garment—at \$1.00

Men's Fall Shirts at .50c

Men's Hats

The leading styles, the leading colors—at each price the fullest amount of hat worth at the price.

John B. Stetson Soft and Stiff Hats at \$3.50

Joseph Wilson & Son's, Denton, England, Stiff Hats at \$2.50

Ward's English Soft Hats—at \$2.00

500 Fine Leather and Kerotai Suit Cases at \$1.50 \$2.50 \$3.50 and \$4.98

Great Display and Sale of Genuine Navajo Hugs, Main Floor, All Week.

BRANDEIS STORES OMAHA

OPTICAL DEPT. Entrance Pompeian Room. Work Guaranteed.

BRANDEIS STORES OMAHA

Green Room Cafe Open Evenings During Ak-Sar-Ben.

Cut Flowers 76c Boston Ferns—fresh stock, at .30c Larger Boston Ferns at special prices. South Side, New Store.

Women's Long and Short Kid Gloves

Women's Long French Kid Gloves in white only—full 16 button length—3 Radium clasps—worth \$3.75, fitted to the hand, \$2.75 at pair

Perrin's Real Grenoble Kid Gloves in the newest shades for street and evening wear—2-clasp effects—Paris point or heavy embroidered backs—at pair, \$1.50 and \$2.00

English Walking Gloves—Perrin's and Northrup makes in tan, gray and black—1-clasp fasteners, at \$1.75

Short Kid Gloves, in white, black, tan, brown and gray—single row embroidery—worth \$1.00, at, per pair 69c

Women's and Men's Hosiery

Women's 75c Pure Thread Silk Hosiery, wide lisle garter tops, double soles, high spliced heels and toes—regular and out sizes—plain and fancy colors—at, pair 50c

Women's and Men's Mercerized Lisle and Cotton Hosiery, plain and fancy embroidered boot patterns, also pure thread silk boot, full fashioned hosiery, worth to 50c a pair, at 25c

Women's and Misses' Cotton and Mercerized Lisle Three-J Hosiery—double soles, high spliced heels and toes, regular and out sizes—worth 25c a pair, at 15c