

TELEPHONE 2020 DOUGLAS

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

Fashionable Apparel and Furs Unequaled Style and Low Pricing

ALL THE exacting niceties of style have been adhered to in every garment we show—the critical eye of Dame Fashion can only nod approval, and yet, without, the prices are so moderate that every woman who follows Fashion closely knows that we are asking minimum prices even at a time when the wholesale markets are rising, and rising, and rising.

Afternoon Frocks For Dress Occasions

Beautiful frocks for bridge, dinners, etc., made in the most effective of the latest Fall models in the richest and prettiest of silk fabrics. Every smart combination of the season.

\$25, \$35, \$49, \$59 to \$98

Pretty Silk Dresses At \$15.00

In the choice colors of the present season. Crepe meteor, taffeta, crepe de chine, georgette, etc. Smart models for young and middle-aged women. Effective combinations of satin and serge.

Party and Dancing Frocks

The daintiness of these frocks can only be appreciated when seen, as the filmy nets, laces and fabrics in their dainty evening colorings make them fascinating.

\$25, \$35, to \$65



Smart Costume Blouses

Just Arrived from New York SO "DIFFERENT" and so distinguished, that one glance at them makes every woman with a blouse need decide then and there to add at least one of these to her wardrobe.

Made of excellent quality georgette crepe, braided models, now so fashionable. All the new colorings, coral, chartreuse, brown, plum, navy, green, white, flesh, and black.

\$8.98 and \$10.

Blouse Shop, Second Floor.

Domestics, Dress Prints, Flannel, Etc.

Fancy Outing Flannel, Amoskeag "Smyrna" Cloth and American Fleece Outings, best grade. Off the bolt, Monday, yard... 8 1/2¢
36-inch Highly Mercerized Curtain Marquisette, from the Glenwood mills. Plain white and ecru. Fancy borders. Regular 19¢ value, off the bolt, yd 12 1/2¢

The Genuine "Duckling Fleece" Kimono and Wrapper Flannel, beautiful designs; light and dark grounds. 15¢ value, yards... 12 1/2¢
Beautiful Fall Suitings, from the Windsor Printing Co.'s mills. Neat light and dark colorings. 12 1/2¢ value, special Monday, yard... 7 1/2¢
32-inch Genuine English Shirtings, neat Fall designs, fancy stripes and figures. Fast colors. Monday, yard... 15¢

Beautiful Silk Velour Coats

Made with the large cape collars, of different rich furs. The wide, flary bottoms and the semi-fitted styles.

\$49, \$59 to \$85

Rich Plush Coats

In the good qualities, with guaranteed linings. Pretty large cape collars of fur and fur-trimmed.

\$25, \$35, \$39, \$49

New Silk Petticoats

The color you want in many combinations of silk jersey and messaline, jersey and taffeta, all-taffeta and all-satin. Wide, pretty, full ruffles and fitted tops.

\$2.98, \$5 to \$6.98

Suits---Wonderful Assortment

Suits---Wonderful assortment of velours, broadcloths, mixtures, etc. Some plain-tailored styles, others fancy and fur trimmed.

\$30 to \$45 Suits... \$18.50

\$25 to \$32 Suits... \$14.50

Smart Tailored Suits, \$35.00

New Models in Hudson Seal Coats Wonderfully Attractive

Hudson Seal and Marten Trimmed Collar... \$149.00
Hudson Seal, Marten Border and Collar... \$198.00
Hudson Seal, Raccoon Trimming... \$125.00
Hudson Seal, Mole Collar and Trimming... \$225.00
Hudson Seal, Beaver Collar and Trimming... \$235.00
Hudson Seal, Blue Wolf Border and Collar... \$258.00
Hudson Seal, Kolinsky Collar and Trimming... \$375.00
Hudson Seal, 9-inch Martin Border and Large Collar... \$385.00

Second Floor.

Wool Coats

In rich soft velours, Bolivia cloths, chevots and broadcloths. Pretty fur trimmings and plain tailored effects, in every good color—Burgundy, plum, Chartreuse, gold, navy, brown and green.

\$15, \$19 to \$49

New Silk and Fiber Silk Sweater Coats

The dainty new ideas shown in the sweaters are to be admired, as the beautiful weaves bring out the smartness and richness of the fabrics. New models never shown before.

\$10, \$12.50 to \$49

Knit Underwear Union Suits for Women and Children.

Offerings that are so timely that they will make their own appeal.

Women's Union Suits, fine and medium fleeced-lined cottons, some part wool. All styles and sizes. Worth \$1.00, special, 85¢

Women's Union Suits, medium and fleeced cotton. All styles and sizes. Knee and ankle length. Worth 75¢, special, 50¢

Misses, Children's and Boys' Union Suits, medium and heavy fleeces. Bleached, cream and gray. Worth to 60¢. All ages to 16 years. 50¢

Main Floor.

Hosiery Specials

Everyone wants the better kind of Hosiery, especially when it may be obtained at a very reasonable price, as for example, these:

Women's Plain and Fancy Silk Hosiery, all shades and styles. Wide lace tops. Fashioned. Spliced heels and toes. Monday... \$1.00
Women's Fancy Striped and Plain Colored Silk Hosiery, worth to \$1.00 at... 79¢
Women's Silk Boot and Fiber Hose, fashioned and seamless. Pair 59¢
Women's Fiber and Silk Boot Hosiery, colors, black and white. Worth 39¢, at... 29¢
Women's Silk Lisle Hosiery, black, white and some colors. Special, pair... 25¢

Main Floor.

Fashionable Silks at Low Prices

Just received a line of Beautiful Satin Linings, in the new stripe and floral combinations. Light and dark grounds. Extra good weight. Special, yard... \$1.25

Special Offering for Monday; Silks worth to \$2, yard... 98¢

40-inch Novelty Radium. 36-inch Plain Messaline.
40-inch Printed Crepe de Chine. 36-inch Novelty Silk.
40-inch Stripe Taffeta. 40-inch Silk and Wool Poplins.
40-inch Bedford Cord.

36-inch Swiss Taffeta Plaids, in a large range of new color combinations. Beautiful soft, brilliant finish for the new blouses and dresses. Special, per yard... \$1.50

Beautiful Soft Velvets

Our Velvet Section is the largest and most complete in every detail, showing all of the newest and most wanted textures and colorings. Our prices are remarkably low.

40-inch Chiffon Velvets, in black and colors, yard... \$3.50
36-inch Costume Velveteens, in all colors, yard... \$1.95
40-inch All-Silk Chiffon Velvets, all colors, yard... \$4.75
40-inch Imported Extra Heavy Costume Velvet, all colors. Per yard... \$3.50
50-inch Black Seal Plush Coating, per yard... \$3.95
50-inch Novelty Stripe Coating-Velvet, per yard... \$2.95

EXTRA SPECIAL

Five Pieces of 40-Inch Black Chiffon Dress and Suiting Velvet, beautiful soft finish. Very deep, rich black, per yard... \$2.95

Main Floor.

A Dress Goods Announcement Of Very Unusual Interest

Another Large Assortment of Those Fine, All-Wool Challies, in a large variety of new styles and colors, in light and dark grounds; stripes, buds, dots, floral designs, plaid effects etc.; 27 inches wide. Sells everywhere for 59¢ and 69¢, per yard... 39¢
54-inch Fine, All-Wool Velour Check and Plaid Suitings and Coatings, in all the new combinations of colors. Yard... \$2.50
50-inch Fine, All-Wool Gabardine, in a large range of all the new Fall colors, especially adapted for the new style dresses and Suits. Monday, yard... \$1.75
Several Thousand Yards of Fine, All-Wool Dress Goods and Suitings, such as Serges, Poplins, Gabardines, Plaid Suitings, Checks, Novelty Weaves, Etc.; 40 to 54 inches wide; all the new Fall shades. Values in this lot up to \$2.00, in two special lots 98¢ and \$1.19

Muff Beds, Linings, Etc.

Muff Beds, down filled, in the new melon and pillow shape, lined with good wearing silk, plain or ruffled at ends... \$1.69 to \$3.00
Specially priced for Monday, each... \$1.69 to \$3.00
Mercerized Satens, permanent satin finish. A full line of colors; 36 inches wide, Monday, yd... 29¢ and 39¢
32-inch Fine Permanent Finish Venetian Coat Linings; plain and fancy. All the wanted colors. Special, per yard... 59¢

Main Floor.



Laurel Cast Iron Range

Made of cast iron, and will outlast, outcook and outbake any steel range made. Full size, 18-inch oven, nicely nickel trimmed, white enamel oven door. So made that all holes on top can be heated without heating the oven, which means a saving in fuel when no baking is done.

"Popular Laurel" Cast Iron Range... \$35.00
Steel Ranges, up from... \$22.50
Cook Stoves... \$12.00
Combination Coal and Gas Ranges, cast iron \$65



Furnaces, we sell the Caloric Pipeless. Prompt installation on receipt of your order.
Seamless Enamel Sanitary Roasters, large size... \$1.19
Perfection Coal Oil Heaters... \$3.29
Full Size Wash Board, for... 19¢
Mrs. Potts' Sad Irons, a five-piece set 79¢
A Beautiful Oval, Mahogany or Circassian Walnut Finish Tray, size 16x12... \$1.29
An Aluminum Coffee Percolator, 2-quart size. Polished finish, ebonized handle and welded spout 89¢

Basement.

A Seasonable Sale Of Sewing Needs Sewing Machines, Dress Forms, Notions, Etc.



The three great factors in your sewing success. The very best of their kind in each instance. Time, money and labor savers.

THE "FREE"

Best Sewing Machine in the World

Built to last a lifetime and with a guarantee and an insurance policy that safeguards you against loss of any kind whatsoever. For a limited time we will continue our remarkable allowance of

\$12 for Your Old Machine to Apply as first payment on the "FREE."

With a good Dress Form, a plentiful supply of Notions and Sewing Needs and this inimitable "Free" Sewing Machine, you will accomplish more than you ever did in sewing before, with less fatigue and actually save time and money.

The "FREE" built to last a lifetime
The lightest running... \$1.00
The fastest sewing... down buys it
The most convenient... \$1.00
The most beautiful...
Mechanically perfect... a week pays for it.

Special Sale of Standard Make Sewing Machines

We have a very limited number of Singer, Wheeler & Wilson, New Home, and Domestic Sewing Machines, which we will sell at \$5.00 and upward.

Third Floor.

Dress Forms

"The Model" Collapsible and Adjustable Dress Forms. They are adjustable at neck, bust, waist and hips, also any height. Made in two sizes—

Size A, 32 to 44 Bust.
Size B, 35 to 50 Bust.

Each form is packed in a separate box, and can be put away in a small space when through using. Our regular \$12.50 forms, Monday... \$4.19
Full Dress Forms, non-adjustable. Each form can be raised and lowered to any height. Sizes 32 to 44. Regular \$5.00 value, special, each... \$2.19
Eight-Sectional "Better Way" Dress Forms. These forms are made with arm pieces, and each form has extra long hips and wire skirts to keep dresses from falling in when fitting. Perfectly proportioned forms.
If so desired, we adjust to perfect measurements before delivering. Our regular \$15.00 forms, on sale Monday for... \$6.98

Main Floor.

Notions at Low Prices

C. M. C. Crochet Cotton, ball... 5¢
Large Wooden Skirt Hangers... 2¢
Darning Cotton, special, spool... 1¢
San-Silk, all colors, spool... 3 1/2¢
60-inch Tape Lines, each... 3 1/2¢
Stocking Feet, special, pair... 5¢
Good Shell Hair Pins, box... 3 1/2¢
Pearl Buttons, 15c grade, card... 3¢
Best Rust-Proof Dress Clips, card... 3 1/2¢
Wash Edging, Bias Tapes, Linergic Tape and Other Tapes, worth to 15¢. Special Monday, bolt... 3 1/2¢
Large 10c Bottles Machine Oil... 3 1/2¢
200-Yard Spools of Machine Thread... 2 1/2¢
Inside Skirt Belting, with bones, yard... 10¢

Main Floor.

Special Mill Lots of Lace Curtains and Curtain Materials

1,000 Beautiful Lace Curtains, the lot consists of Fine Cable Nets, Filet Nets, Quaker Lace, Loom Weave and Nottingham Curtains. These are worth to \$3.00 a pair. Special Monday, each... 49¢
Mill Lengths of Voiles, Scrims and Etamine. Values to 40¢. Special Monday, yard... 10¢

Third Floor.

Welcome - Teachers

You Are Cordially Invited to Take Advantage
Of All the ACCOMMODATIONS and
CONVENIENCES
Which the Greatest Retail Establishment in the Middle
West Has to Offer

LAST YEAR we had the pleasure of meeting you and greeting you in this store—and now, when another twelve months have rolled around, we feel that upon this occasion of your re-visit to Omaha, we are better than ever qualified to demonstrate to you what REAL SERVICE MEANS.

Take advantage of all these conveniences:

Rest and Writing Room, on the South Balcony, Main Floor.
A Check Room, where your parcels will be taken care of.
The Bank, where your checks will be honored.
The Post Office (Branch 17), to which you may have your mail addressed.
AND PLEASE REMEMBER—If you so desire, we will check your baggage from the railroad station to this store, and check it out again to your temporary home, absolutely free of charge.

Go Over the Store From Basement to Third Floor Hundreds of New and Beautiful Things Will Greet You

Our stocks are full and complete in every line—despite the conditions which make it well nigh impossible to obtain merchandise from abroad, this store with its wonderful foresight, has forecasted this condition in a way that will astonish you, and your every want in apparel, fabrics, accessories, etc., will find a ready fulfillment, at very reasonable prices. WE ARE DISTRIBUTERS of the world's best merchandise, and our organization is equal to every emergency.

For the Entertainment of Teachers and the Public

We Have Brought Here, for the
Entire Week

The Great Scenic Reproduction Yellowstone Park

Those who have had the opportunity to visit this wonderful National Park, will enjoy seeing this remarkable reproduction, those who have not seen it in actuality will fully appreciate the treat in store for them.

LECTURES WILL BE GIVEN each

day from 10:30 to 4:30

Beginning Monday, November 6,
and Ending Saturday, November
11. On the Third Floor of this
Store—ADMISSION FREE.



An Importer's Stock of Fine Laces To be Sold at About 50c on the Dollar

WE WERE FORTUNATE in obtaining the entire surplus stock of a New York importer, at about 50c on the dollar, and we will sell them to you in the same way. There are many beautiful styles for you to choose from—and every piece in the sale bids for your favor because of its particular merit.

Gold and Silver Lace Flouncings, up to 24 inches wide... Worth to \$2.00, Sale Price, Yard, 98¢
Gold and Silver Metaline Cloth, 36 inches wide. Also desirable colors...
Novelty Colored Flouncings, embroidered with gold and silver on silk tulle nets...
Oriental Net Top Lace Flouncings, white and cream; 36 inches wide...
Silk Chantilly Lace Flouncings, white and black, up to 24 inches wide...
All-Silk Dress Nets and Chiffons, 40 inches wide...
Gold and Silver Lace Flouncings, embroidered on fine silk nets... Worth \$1.00, Monday, Yard, 59¢
Silk Radium Allover Laces, white and cream, 36 inches wide...
Fine Imported Venice Allovers, 18 inches wide. White and cream...
Fine Shadow Allover Laces, 36 inches wide...
Silk Dress Nets, 40 inches wide. Black, white and colors...
French, German and Filet Vals... Worth to 10c, Yard, 3 1/2¢
Fine Torchon and Imitation Cluny Platt Vals, Edges and Insertions Plain and Dotted Footings... Main Floor.