

Veilings in Variety
 The newest Veils are the large plain mesh, with the big velvet dots and the cluster designs and motif patterns. Just about all styles are good this season—giving great range for choice.
 A very wide range of colorings and designs here at popular prices.
Veilings, a yard . . . 59c, 75c, 85c and 98c.
 Main Floor

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

Use the New Elevators

New Neckwear for Fall
 Satin Collars, also collar and cuff sets and vestees, in high and low neck styles, are exceedingly pretty when worn with the new Suits and Dresses.
 Dainty Net Collars, a most beautiful display, also collar and cuff sets, and Organdie with the fluffy net trimmings, which make a most becoming accessory to the Fall costume. Especially interesting are
 Marabou Scarfs and Capes for early Fall, in natural and black, ostrich-trimmed, also plain Marabou. . . \$5.00 upward.
 Main Floor

The Fashion Show Has Defined Styles

Fall Suits in Fascinating Styles And a Wide Range of Prices

It is indeed a wide range for choice that Fashion has granted in Suits for this Fall season, 1917—not only in variety of styles, but in prices as well—so that every woman, no matter what her preference, may find what she seeks at a price that will be extremely satisfactory.

Suits of Wool Velour, at \$35.00

In new nut brown, trimmed with taupe fur; large fur collar and cuffs; slot pockets; belted model and straight-line, belted skirt with tailored pockets.
 We are also showing these Suits in Taupe, Blue, Beet Root, Green, Gray, Brown, Burgundy and Black.

More Elaborate Suits

In a wide variety of the best of this season's soft materials. Large fur collars and fur pockets. Military modifications in style. Double-breasted Coats, plain tailored, braid and button-trimmed; all new shades.

At \$45.00, \$52.50, \$65.00 to \$98.00
 Second Floor



Now we offer Adaptations and Modifications, at prices which are extremely modest.

Every Woman may obtain just the style she most admires, and pay a very moderate sum for it.

This is the service a big store offers right at the beginning of the season, and helps every woman to make the right choice, with the assurance of service and perfect satisfaction.

Street and Afternoon Frocks In Newest Fall Styles

It's a season of splendid styles in Frocks—and the wide variety gives ample scope for choice.

Tailored Dresses in Poiret Twill, Tricotine, Serge and Coverts; tailored styles, braid-bound and embroidered; satin combinations. Draped Tunics or Pleated Skirts; all lend a distinct charm to the season's favorites.

A most complete showing of these fascinating styles
At \$35.00, \$45.00, \$65.00 to \$90.00

Afternoon Dresses of Silk

Crepe Meteor, Moonglo Satins and Georgette Crepes are the beautiful materials employed. Embroidered with metallic threads and beautifully trimmed with ornamental collars, cuffs, sashes and belts.
 New shades of Taupe, Wood Brown, Joffre Blue, Navy and Black.

At \$35.00, \$55.00, \$65.00 upward
 Second Floor



Beautiful Blouses for Fall

In a Season When Tailored Suits Triumph

THIS BIDS FAIR to be one of the biggest Blouse seasons in many years—The Tailored Suit has a vogue greater than ever and as a consequence, Blouses for wear with them are more varied and wider in price scope than ever.

The new Fall Blouses have recently arrived from New York, and as we unpack them, we are more than pleased with their exceptional daintiness and charm. Georgette Crepe and Crepe de Chine are leaders, in semi-tailored models, lace frill models, some with Jabots and high or low neck styles.

You will be pleased with the variety, and the modest prices as well.

\$3.98 and \$5.00
 Second Floor

The Enlarged And Beautiful Apparel Departments

give broader scope for bigger and better displays.

Women's Coats, Suits, Skirts and Dresses, as well as Furs, occupy the entire 16th Street Side of the Second Floor—just a little farther down, along the south side, and right adjoining the new elevators comes the Specialty Shop for Small Women and Misses; and adjoining this, the Specialty Shop for Girls—Millinery and All Apparel, take up the entire vast space on this second floor.

Three New Passenger Elevators

are now running from Basement to Third Floor, on the south-east side of the building.

These are three of the latest and most beautiful elevators ever operated in this western country.

They will afford ample service to the immense throngs which are daily increasing in this store.

This is another evidence of the growth of this great establishment, and also of the desire to take the best of care of our patrons.

The Third Floor Is Re-Arranged

And Corsets, Muslin Underwear, Kimonos, Dressing Sacques and Baby Wear have moved into spacious quarters; while the space given over to Art Embroidery, Draperies and Rugs, has been greatly increased.

The Third Floor presents a very inviting appearance, and with increased facilities, will afford best of service in the various departments.



Hats

Direct From Paris

To Be Sold in Original Wooden Boxes

Because of the extreme difficulty of transportation, comparatively few European buyers are making their accustomed trips abroad, consequently we feel that we were extremely fortunate in being able to secure a limited number of Paris Hats—indeed we regard it as the most important part of this early Fall showing.

The Ostrich Hat from Marguerite, Coque Regimental Hat from Marie Lancret, Wing-Trimmed Turban from Louison, Military Pom-Pon from Lewis and large Pom-Pon Hat from Evelyn Varon are all exceedingly beautiful.

From American Milliners And Our Own Workroom

We are showing a smart display of inexpensive Hats—each one quite individual and distinctive.

A Very, Very Pleasing Array of Hats.
 Second Floor

The Gloves for Fall Are Here In Broad and Comprehensive Display

We are particularly proud of our Glove Department this season, for notwithstanding the unprecedented difficulties in the way of production, we have been able to assemble one of the most attractive and complete stocks we have ever shown.



All the desirable styles and the best colorings in finest qualities are to be found here in ample assortment, because we purchased them months and months ago and consequently we are able to sell them

At 25% to 40% Below Today's Market Values

This is the more remarkable when you consider that we buy Gloves only from the very best makers—such as Perrin, Adler, etc.

Among the Many New Colorings

we desire to make special mention of silver and pearl grays, gold and champagne shades, new tans and grays either plain or with beautifully stitched black backs; exquisitely embroidered and in a variation of designs.

While our stocks are ample, we would advise early selection because we are selling these Gloves at exceptionally low prices and they will find new owners very quickly.

Prices \$1.25 to \$3.00 a pair.
 Main Floor

Hosiery Offerings

This is a season of novelties, and the two that we mention are exceedingly interesting and attractive. It will be your privilege to be well Hosed at a very moderate outlay if you come to this Store.

The latest Fad is the "Bird" Hosiery—Has blue birds, goldfinches, meadow larks, wrens, etc., daintily embroidered on the instep—very pretty indeed, a pair . . . **\$1.75**
 Embroidered Silk Hose, a complete stock, in plain black, with dainty handwork in many designs, a pair . . . **\$3.00**
 Also Checked Stockings, a very timely offering. . . **\$1.75**
 Main Floor

Dainty Silk Underwear

As an accessory, in this Fall Fashion season of 1917, we offer some exceptionally dainty Silk Underwear at very low prices.

- Venetian Silk Vests, with band tops, trimmed with dainty silk ribbon . . . **\$1.59**
 - Silk Embroidered Vests, in regular sizes only, at . . . **\$1.79**
 - Silk Bloomers, reinforced and in regular and extra sizes . . . **\$1.79**
 - Silk Top Union Suits, with lisle body; reinforced and in regular and extra sizes. . . **\$1.19**
- Main Floor

Bon-Ton Corsets

They Mold the Figure to Fashionable Lines
 IN OUR NEW DEPARTMENT on the Third Floor, we have added a number of fitting rooms and can give better service than ever. We always advise Corset Fittings and have expert corsetiers here ready to render you this service.

These Corsets Give Style, Comfort and Service

Bon-Ton Corsets are made of handsome pink and white broches, also imported coutil. Scientifically designed and come in a variety of models so that each individual type of figure can be corseted properly.

New Fall Models—Bon-Ton Corsets

- Model 964, for the average figure, is made with a very low top and a very long skirt, with elastic gores over thighs to give comfort and make the Corset fit closely to the figure, at . . . **\$8.50**
- Model 808, for the average slender figure, with free hip space; particularly adapted to Misses. The front and back are well boned and it has a very long hip with four garters attached. . . **\$3.50**
- Model 871, for the average figure, made in a very handsome silk broche; long hip, new curve at waist line and straight back. Graceful lines and correct proportions will result from wearing this Corset, at . . . **\$5.00**
- Other Models, from . . . **\$3.00 to \$10.00**



Hair Goods

We have one of the best equipped Hair Goods Departments hereabouts and offer the best of service.

Marcel Waving by an expert. Women who have used this service all agree that it is accomplished in the very best manner. Moderate charges.

Hair Bobbing for Children—a service that has been received so well that it has become necessary for us to enlarge this particular branch of our Hair Goods Department.

Men's Toupees cleaned and repaired. We also make these Toupees to order to match any color hair.
 Second Floor.

Stunning Styles in TAILORED SUITS

PARTICULARLY INTERESTING is the "youthful" note which stands out prominently in every one of these Suits. The real art of the designer and true interpretation of the maker is shown in the holding of this intangible charm and making it a big factor. Every woman seeks to have and to hold "youth," and these Suits are styled to offer that very desirable factor.

These Suits are shown in Silvertone, Broadcloth, Serge, Tricotine, Velour and Gunnyburl. Semi-tailored models, fur-trimmed models and pocketed models.
\$25.00 to \$65.00

Smart Serge Dresses Are Here

in a very wide assortment of styles—Navy Blue, Brown and Green are the prevailing color tones.
\$19.75 to \$45.00
 Second Floor.

Special Mention—The Specialty Shop for Misses and Small Women now occupies a greatly enlarged and most conveniently arranged space adjoining the new elevators on the southeast side of the Second Floor.



The Specialty Shop for Misses and Small Women Shows