

Ak-Sar-Ben Visitors--Make Your Headquarters



Serge Frocks Are Stylish for Fall
At \$22.50, \$25.00, \$35.00 to \$50.00

HERE ARE THE newest arrivals in Serge Frocks—the latest models, depicting new trimmings of metal thread embroidery, braiding and satin combinations. Smart tailored and effective styles. Many of the most popular styles varying with Browns, Russian Green, Tan and Plum.

A very special showing for Monday at these moderate prices.

Coats---Every Good Style

Show here in wide variety, models of Cloth and Plushes; many fur trimmed, others with Kerami and Plush collars, borders and cuffs, \$25.00, \$35.00, \$50.00 and upward

Beautiful Coats and Wraps

New and dressy types, combining elegance with simplicity. Velvets, Peau de Pache, Suede, Velours, Seville, Satin combined with Plush, are some of the beautiful types we are showing. Wonderful fur trimmings give distinction—the employment of Kolinsky, Beaver, Mole, Ringtail Squirrel, Natural Opossum and Muskrat, giving fascinating effects. Linings in themselves are a complete chapter, shown in exquisite patterns, stripes, floral effects and plaids.

\$59.00, \$65.00, \$75.00, \$95.00 and \$150.00

Second Floor

IN THE STORE WHERE SERVICE AND PERFECT SATISFACTION WILL BE YOURS.

Visitors to the Ak-Sar-Ben Celebration will find scores

and scores of accommodations and conveniences in this establishment which they are invited to make their own.

We have made special preparation for this Ak-Sar-Ben season, and visitors here will find the immense stocks of every wanted kind of merchandise at prices which are, in every instance, particularly pleasing.

Women's Fall Suits, \$25 and \$35

In All the Season's Best Styles

This season especially, Fashion has given wide scope to her devotees—from the mannish tailored to the more dressy effects; we are showing wide assortments at these two prices:

At \$35.00—We have belted and straight line models, fur and braid trimmed, knee length coats, straight line skirts, with slot pockets in both jackets and skirts.

Colors are Taupe, Nut Brown, Silvertone, Blue, Beet Root, Burgundy, also Black.

At \$25.00—Black and Blue Broadcloths, wide fancy stitched all around belt, large pockets, velvet collars, straight line skirt with belt and slashed pockets.

Other Suits at the same price, in Men's Wear Serges, Burella Cloth, Gabardines and Tricotine.

The colors are Taupe, Brown, Blue, Black, Green, Beet Root, etc.



Some New Dressy Costume Suits in rich Chiffon Velvets, Silk Duvetyns, Satin and Velvet combinations, Du Vet De Laine and Bolivia cloths. Some are handsomely embroidered with silver and fine silk braidings. Large collars, cuffs and borders, all richly trimmed with Fox, Marten and Hudson Seal furs.

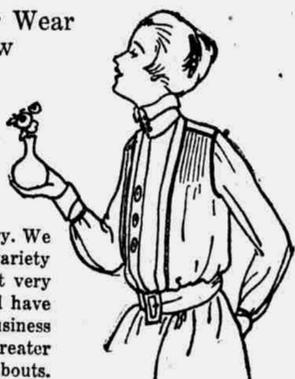
\$75.00 — \$235.00

Second Floor

Fall Blouses, \$3.98, and \$5

The Styles for Wear Right Now

We have rightly earned and rightfully maintain our supremacy in the exhibition and sale of Blouses for this Middle West Country. We show the widest variety of the best styles at very moderate prices and have built up a Blouse business here on these lines greater than any other hereabouts.



For Monday we specialize on these two prices, \$3.98 and \$5.00 and in each instance offer supreme values.

AT \$3.98—GEORGETTE CREPE, Crepe de Chine and striped Silk Blouses, dozens of smart models in this broad and comprehensive stock.

AT \$5.00—GEORGETTE CREPE and extra heavy quality Crepe de Chine Blouses, with frills, jabots, lace trimmed and some beaded models.

Second Floor

Chapter I

GO back in memory 35 years and you will find a tiny store on 13th street called "The Fair," as the modest beginning of what is now one of the most beautiful and progressive, as well as the largest store in this Middle West.

In civic as well as business affairs, J. L. Brandeis & Sons have always had absolute faith in the future greatness of Omaha, and the exercise of foresight and insight in the past has brought to them in the present — manifold returns.

Today, the present store buildings stand as a monument to industry and integrity and the generous support it has always had from its wonderful clientele.

We get what we give has never been better demonstrated — J. L. Brandeis & Sons conducted a store the best they knew how and by giving the best that was in them, received in return from their hosts of customers, the fullest support.

Chapter II

VERY recently, because of the tremendous increase in business, it became advisable to make certain remarkable improvements, and with that progressiveness which has always marked this store's progress—the thought was immediately carried into action.

The result of this action was the laying of beautiful white marble blocks over the entire First Floor, presenting an extremely beautiful appearance and making an improvement that was to serve for generations to come.

Further action along this line gave to the store three new and beautiful elevators on the southeast side, affording ample accommodation, even for the immense throngs which crowd the store from day to day.

The removal of the Corsets, Muslin Underwear, Silk Lingerie, Knit Underwear, Babywear and Kimonos to larger quarters on the Third Floor, gave over the entire Second Floor to the immense apparel business which this store enjoys.

Chapter III

AND now we lift the veil and look into the future and venture the forecast that the opportunities for service to be given to us will be greater and greater as the years go by—and as a consequence our usefulness in the community will be multiplied.

We are building for posterity — already we number in some families three generations as customers of this store and the service we have been able to render to the first generation has been made better and better for the second and third generation as the store expanded and grew.

With all this growth and progression, we have never outgrown the maxim upon which the founder of the house builded, "The same goods for less money, or better goods for the same money."

And so it is today, while it is our privilege to invite you to shop in a store that is beautiful and modern in its appointments, it is also our privilege to offer you great economies and savings, because of our immense prestige and buying power.

New Fall Drapery Fabrics

Shown in Our New Daylight Drapery Department

Large, new assortment Filet Nets for curtains, etc. Every known style, small all-over effects, plain, blocks, scrolls, etc. Special, the yard79c
Large and complete line New Net Curtains, every known style, pair, at from \$1.98 to \$20.00

Marquisette and Voile Curtains

Beautiful new assortment, some plain, some edge trimmed. Some edge and insertion. Pair, at \$1.50 to \$47.50
Window shades, large and most complete line. Let us give you an estimate free.

5,000 Yards Curtain Scrim

Plain and fancy, in white, ivory and beige. Values to 15c. Special, yard 7 1/2c

Curtain Rods for Every Purpose

Large New Assortment Orinoka Sunfast Drapery Fabric

Cretonne and Chintz
Very large, new assortment, a pattern and color for every purpose, at, the yard 19c to \$3.50

Third Floor

And Last of All



We Deliver the Goods

New Figure Lines Call for Nemo Corsets

Women who want to look their best at all times, realize that the new figure lines require new corsets to give them their best expression. Corsets are most important, for it is really the foundation of the new suit or costume.

NEMO CORSETS are made in a variety of models to fit every type of figure. Mothers find the Nemo Wonderlift Corset just what they need. It supports the body and preserves youthful grace, and it is adjustable.

THE NEMO WONDERLIFT CORSET is made in four styles:

- Style 555. Tall figure model.
- Style 554. Medium stout figure model.
- Style 553. Short.
- Style 558. Slender figure model.
- All at \$5.00.

FOR THE WOMAN OF AVERAGE OR FULL FIGURE, who wants freedom above waist line, Model No. 511 is the ideal corset. This corset is very long below waist line with elastic gores in back and bands in the sides of skirt, giving the desired figure-reduction with perfect comfort. Sizes 22 to 32, priced at \$5.00

MODEL NO. 311 for short stout figures. This corset is low under arm, but gives the support to the back, long over hip with self-reducing strap, at \$3.00

CORSETS FOR GIRLS in low top with rubber band at waist line, made of silk broche material, lightly boned. Ask for style No. 305. Price \$3.50

Third Floor

The Newest Fur Garments Are Ready for Inspection

Advance models for the coming season—luxurious fur coats, muffs, capes, stoles and scarfs. The greatest exhibition of furs, imported and domestic, which it has ever been our pleasure to offer.

Every Fashionable Type of Coat

WOMEN'S HUDSON SEAL COATS, 48 inches long. Models of the latest fashion, in plain and belted effects, made from pelts of exquisite quality, with rich brocade linings. ALSO NUTRIA COATS, 46 in. long, made of large pelts. MUSKRAT COATS in great varieties, with and without belts.

Fur Sets in This Season's Fashionable Kinds

- | | | |
|--------------|-------------|--------------------|
| Natural Mink | Hudson Seal | Kolinsky |
| Mole | Black Lynx | Silver Pointed Fox |
| Cross Fox | Marten | Taupe Fox |

SCARFS -- MUFFS -- SETS

The collection includes quaint, beautiful capes, colarettes, stoles and wide, unusual scarfs in Hudson Seal, Kolinsky, Mink, Marten and Mole, Kamschatka Fox and Beaver.

Third Floor.



TELEPHONE 2020 DOUGLAS

Brandeis Stores

TELEPHONE 2020 DOUGLAS

Misses' and Small Women's

Smart Suits, Coats, Dresses

To be sold here on Monday, at the one price,

\$25.00

A very modest price, when you consider that style, the best of style, service and satisfaction are yours—and, in addition, every garment you buy here possesses that intangible, but extremely desirable "youthfulness," which is so elusive, yet so effusive.

Silvertone, Tricotine, Serge and Broadcloth are some of the extremely desirable materials used in the making of these smart Fall garments.

Beautifully tailored, belted, with elaborate pockets, braided, etc.

A great variety to make your selection from.

All At the One Price—\$25.00

Second Floor

Specialty Shop for Misses and Small Women



Evening Slippers

For the Ak-Sar-Ben Ball

Satin Evening Slippers of White, Black, Light Blue and Pink, lined with white kid throughout. Light, hand-turned soles and high Louis heels. Plain vamps.

Priced at \$4.95

PLAIN OPERA SLIPPERS of black and white satin. With very light hand-turned soles and high Louis heels; plain vamps.

Priced at \$3.48

BROCADED SATIN EVENING SLIPPERS, of light and dark green and white, light blue and white, pink and white, and white, and gray and white. Light hand-turned soles, high Louis heels.

Specially Priced at \$2.45

BLACK SATIN SLIPPERS with black jet buckles, with light hand-turned soles and Louis heels.

Specially Priced at \$1.98

Main Floor, Rear

"The Free" Sewing Machine
Is First for Efficiency and Service

First also for beauty of construction and durability. In fact, everything that you desire a Sewing Machine to be "The Free" is — and more.

It is made in a beautiful cabinet model, finished in any style wood you desire.

It pedals so easily and softly that the operator experiences little or no fatigue.

It accomplishes very much more work than any other machine we know of in a given time.

"The Free" is guaranteed for a lifetime.

"The Free" is insured for five years—from any loss whatever—fire, cyclone or flood—you cannot lose anything.

We Allow You \$12 for Your Old Sewing Machine

which will be applied for the first payment for "The Free."

\$1.00 Down Buys It—\$1.00 a Week Pays for It.

Specials for Monday

- Brandeis "E," drop head \$24.50
- Brandeis "A," drop head \$19.75
- Eldredge, box top \$8.00

All Makes of Needles and All Sorts of Supplies.

Hemstitching very finely executed at moderate cost.

Third Floor, North