

Hair Goods--Beauty Parlor

Switches and Transformations; 20-inch Switches of naturally wavy hair. Priced at \$3.00.
 22-inch Switches of natural wavy hair, priced at \$4.95.
 24-inch Switches of natural wavy hair, priced at \$6.85.
 Marcel Waving, Hair Dressing, Manicuring, etc.—Second Floor.
 —SECOND FLOOR—

Brandeis Stores
 SETS THE PACE FOR GROWING OMAHA

Veiling for New Costumes

There are many styles to select from, Chenille dotted, the Dash, the fillet Mesh, with scroll design, are very popular; priced from 85c to \$2.50 per yard.
 SPECIAL DRAPE VEILS in Shetland Silk, with Chenille dotted designs and borders, priced at \$1.59 each.
 —MAIN FLOOR—

Visitors Welcome!

This is written for you---

FOR many years this great store has been recognized as the visitors' headquarters in Omaha. This mammoth institution is a great part of Omaha—centrally located in a city whose spirit of progressiveness is widely felt. Probably during the Ak-Sar-Ben of some previous year you have been in our store—a visit this time will prove how unusually well we have kept growing ahead of growing Omaha.

We want you to visit us and feel at home—we want you to feel that this is your store—we want you to avail yourself of every convenience and comfort awaiting you.

This store is conceded to be the greatest attraction in Omaha, and your visit to the fall festival will not be complete unless you have made a visit to the Brandeis Stores. It will be a great pleasure to you and to us, also, for you to tell the folks back home what a wonderful store this is—the service it renders. Go through the store from top to bottom. The main floor is remarkably beautiful, displaying in a most attractive manner, the highest class merchandise procurable—There you will find, leading from the Sixteenth and Douglas street entrance, what is conceded to be one of the longest department store aisles in the world. It leads under Seventeenth street to the Brandeis Theater Building.

The second floor is devoted exclusively to Women's Ready-to-Wear. In this grand section you will find the most authentic styles, the tempting styles from Fifth Avenue and elaborate creations from every fashion center of the world.—A gorgeous array awaits your view.

And before you leave this store don't forget to visit our Third Floor and our famous Economy Basement.

Then go to the Men's Store, via the underground passage—we call it the Arcade. In the Men's Store you will see the only moving stairway of the west; the largest array of men's furnishings on the main floor. On the second floor is shown the finest clothes for men and boys, featuring Hart Schaffner & Marx special made suits. On the third floor is where our great mail order department is located, through which our out-of-town purchasers are served in a most pleasing and satisfactory manner. There are numerous things to see and a host of conveniences arranged so that your visit here will be perfectly in accord with your ideals of what a store should be. While attending the Fall Festival, make Brandeis Stores your home.

Saturday at 2 P. M.

The Last Lecture Here By PROF. MUNTER

Wonderful! Wonderful! People Exclaim As They See His Work

Seeing is believing—and if you don't believe, come and see. We are not attempting to tell you of the many things he has done here—right here—but you will hear of them—and if you haven't been here and don't come while you can, you'll feel sorry you didn't, because the Saturday afternoon lecture closes his engagement here.

"NULIFE CORSETS"

make you young. They're well named, indeed, for we've heard women publicly testify they feel new life corseted with "Nulife."

By simply pulling the belt any figure is transformed into slender, graceful lines. After 30 days the body remains permanently perfect.

Any woman can be made physically perfect with a corset that is so comfortable to wear that she does not realize she has one on.

Fourth Floor—Take 16th St. Office Elevators.

Latest Arrivals in Fashionable Fall Apparel

"Verite," and "Miss Manhattan" Suits Featured Exclusively Here



LINES aiming to reflect stylish features copied from high priced models to present authentic, correct, fashionable attire at moderate prices. Styles as depicted in Harper's Bazaar and Vogue. Distinctive, smart apparel presented at prices ranging from \$49, \$59 to \$75

Suits, Essentially Smart and Distinctive

SPECIAL assortment of exclusive tailleur and dressy models, including popular materials in Velour de Laine, Tricotines, Silvertones, Velours and Broadcloths.

Dressy models featuring Braids and Chenille Embroidery, Fur-Trimmed Collars and Cuffs, or the Mannish Braid-Bound Tailored models, giving chicness in style and extremely smart for travel and street wear. Colors: Navy, Reindeer, Mocha, Cordovan, Brown, Taupe and Black. Price, 72.50

STYLISH STOUT SUITS

STYLISH STOUT SUITS for Comfort, Style and Smartness are not to be excelled; found in complete assortment.

Smart Fall Dresses That Fashion Favors

This group in Satin, Taffeta, Serge and Tricotine. Splendid coat types and dressy models, good colors, Navy and Brown holding first place, varied with Silks in lighter tones, Ruby, Taupe and Copen Blue, Silver Grays. Priced, \$25, 27.50, \$39

—SECOND FLOOR—



The Grace of a Princess in These GORGEOUS SLIPPERS

Many are Purchasing them for the AK-SAR-BEN BALL

FOR the Ak-Sar-Ben Ball Slipper we feature an exclusive line of Brocaded Slippers, exquisite in their simplicity and style. We also show plain Gold and Silver and Black and White Satin Slippers, with a comprehensive display of cut steel and rhinestone buckles to add the desired touch to the chic costume.



Slippers Priced 7.50 to 12.00 Pair
 The Buckles; Priced 5.00 to 45.00 Pair

Patent Colt and Patent Kid Pumps

Carried in stock in plain tailor made or Colonial style, hand-turned sole and full Louis covered heel; made up to date and fits snug in the arch. Several lines to choose from, price range from 10.00 to 13.50 pr.

—MAIN FLOOR—

HOSIERY

Values Exceptional
 1.50 Per Pair

WOMEN'S Silk Fancy Lace Hosiery, also rambrant ribbed and drop-stitch effects, lisle garter tops, double heels and toes. Colors: Black, white, cordovan, Russian tan, fawn grey and navy blue. These are the regular \$2.00 to \$2.25 grade, on Bargain Square pair, at 1.50.

WOMEN'S FANCY SILK LACE

HOSIERY, lisle garter tops, double soles, heels and toes, in Black, White, Mahogany, Fawn, Navy Blue and Grays. Some are irregular, of 1.50 grade, for 95c.

Children's Hosiery

MISSSES' AND CHILDREN'S FINE AND MEDIUM RIBBED LISLE hose, light and heavy weights, double soles, heels and toes, in black, white and cordovan. All sizes for 59c.

BOYS' AND GIRLS' LISLE RIBBED HOSE, light and medium weights, in black, white and brown. All sizes for 35c.

—MAIN FLOOR—

Of Pronounced Importance Is This SALE of PATTERN HATS at \$7

Just Arrived From a Well Known Maker

THESE Hats comprise the entire line of Dress and High-Class Tailored Hats in Hatters' Plush, Lyons and Salz Velvets. A large number of large Sailors and Mushrooms, featuring glycerined Ostrich, Gold and Silver Brocades, Ornaments etc. Colors are: Navy, Brown, Purple, Beaver, Solid Black, and Black with Colored Facings of Old Rose, Blue, Cardinal, etc. Values to 15.00. On sale Saturday.

At 7.00

Another Special Feature

288 new shapes, of All-Silk Velvet, Hatters' Plush effects, black Lyons velvet. Some copies of hand-blocked Hats. Plenty of blacks, brown, navy, purple and beaver. The values run from \$5.00 to \$7.50, on sale Saturday for \$2.95.

—SECOND FLOOR—



Regrouped, rearranged and ready for selling are the balance of the

DRUG SECTION

Special Prices Saturday

- Lilac Rose or Peroxide Toilet Soap, 10c size bar, at 7 1/2c
- Cuticura Toilet Soap, 25c size bar, at 19c
- Horlick's Malted Milk, 50c size bottle, at 40c
- Pape's Cold Compound, 35c values, for 27c
- Bromo Seltzer, for headache, 50c bottle for 44c
- Dandine Hair Tonic, 35c size bottle, at 29c
- Epsom Salts, 1-lb. pkg., 15c, special for 8c
- Williams' Shaving Soap, 10c size bar for 5c
- California Syrup of Figs, 60c size bottle for 45c
- Aspirin, 100 tablets S. K. F. 5 grains, value 1.00, for 59c
- Standalax for constipation, 50c value, for 39c
- Walnutta Hair Stain, special, 60c value, 44c
- Aubrey Sisters' Cold Cream, 60c jar for 45c
- Djer Kiss Face Powder, all shades, special, 62c
- Williams' Dental Cream, 25c value, for 17c
- Odorama for perspiration, special 60c value, for 44c
- Pond's Rouge, natural blood shade, 50c value, at 39c
- Locust Blossom White Rose, value 50c, (Sweet Pea), per oz., 29c
- Pinaud's Eau de Quinine, 1.25 special, 98c
- Wool Powder Puffs, special 50c values, for 29c
- Bone and Transparent Handle Tooth Brushes, 35c values, for 25c
- 2-quart Combination Fountain Syringes and Water Bottle, 2.25 value, for 1.49
- Household Rubber Gloves, 89c values, 59c

Films Developed Free

With order of Prints; 24-Hours, Never-Fail Service. Eastman Films, all sizes.

Box Cameras

- No. 0 Box Brownie Take Picture, size 1 1/4 x 2 1/4. Special, \$2.12.
- No. 2 Box Brownie Camera Pictures, 2 1/4 x 3 1/4. Special, \$2.93.
- No. 2-A Brownie (Box), size 2 1/4 x 3 1/4. Special at \$3.73.
- No. 2-A Cartridge Premo Cameras, size 2 1/4 x 3 1/4, for \$3.71.

—MAIN FLOOR—

Dainty Underwear for Milady

Several Offerings Featured Saturday



PHILIPPINE AND HAND-EMBROIDERED UNDERWEAR—Gowns and Envelope Chemise. Neat floral patterns and fine scalloped edge. Price for Saturday, 2.95.

WOMEN'S FLANNELLETTE NIGHT GOWNS in all white or pink and blue striped. Some fancy stitching, or ribbon trimmed. Prices, from 2.25 to 3.50.

WOMEN'S KNIT PETTICOATS, in Black and Gray with colored borders, from 1.25 to 2.50.

WOMEN'S ANKLE LENGTH BLOOMERS, made of fine quality satin, finished with neat ruffles. Colors are: Navy, Dark Green and Emerald. Price 2.50.

MUSLIN NIGHT GOWNS, high neck and long sleeve styles. Yoke trimmed with embroidery and tucks. For Saturday's selling, 1.95.

LADIES' ITALIAN SILK VEST AND BLOOMERS. Vests are hand embroidery and plain. Regular 3.50 and 4.00 values, for 2.95.

—THIRD FLOOR—

Regent Shoe Co.'s

and the O.-G. Surplus

Stock of Women's High Shoes

Truly, a sale of the character of this one—coming as it does right when women were planning on buying their winter's supply of shoes and of course not thinking of this big shoe event, their plans naturally were to spend a great deal more money, was greeted with hundreds of eager purchasers. To the instant approval of all this welcomed sale was staged. We do not believe that we ever offered better values this year. The Regent Shoe stock which we purchased some time ago consisted of low and high shoes. This is the sale of high shoes—augmented by a large purchase of O.-G. high shoes—everybody knows the quality, the fineness of fit and the acme of style, to be found in both these stocks. The sale continues one more day—and it is truly a matter of economy—of securing your ideal of shoe satisfaction, that we urge you to take full advantage of this wonderful opportunity.

One-Third Less Than Regular Prices

—MAIN FLOOR—

CUT FLOWERS

Fancy Home Grown Roses

FIVE THOUSAND Fancy Home-Grown Roses, in variety of colors. Regular prices 1.00 and 1.50 per dozen. Saturday—

50c Per Doz.—or 5c each.

Fancy Boston Ferns, regular price 1.00, on sale Saturday for 79c. Large Ferns, regular 2.00 values, on sale for 1.25, Saturday only.

Large Supply of Other Flowers

—MAIN FLOOR—

BOOK DEPARTMENT

Featuring Two Special Items

WEBSTER'S UNABRIDGED DICTIONARY. This is a 1,400-page book, size 8x10, clear type and printed on good paper. Special at 1.25.

THE HOME ENCYCLOPEDIA OF MEDICINE. A Prevention of Diseases, by Norman E. Ditman, M. D. A good first aid book for the home. Special, 59c.

—MAIN FLOOR—

Buster Brown

Two Shows Saturday

Yes! The Buster Brown and Tige Shows—but get your tickets before they are all given out—get them at the Buster Brown Ticket Office in the Shoe Department on the Main Floor. The show takes place

At Brandeis Theater

At 10 A. M. At 2 P. M.

Doors will be open half an hour before the show begins. Be on time so you will see all the fun—and believe us, you'll laugh.

No Charge

for admission, but you can't get in unless you have a ticket.