

It is for the serviceable apparel, the frocks and coats designed for genuine satisfaction, the suits and furs that are practical as well as for the extreme novelties of the French and American style creators that Omaha's most discriminating women come naturally to.

Brandeis Stores

IT IS THE HOUSE OF SERVICE, STYLE AND SATISFACTION

No other western store is equipped to serve you in just the same way as this. Our greater stocks give vastly greater assortments from which to select. You always have the satisfaction of knowing the style is correct if you buy it here. Every garment must measure fully up to Brandeis high standards of style and quality before it can become a part of this stock.

We announce a group of strictly new winter styles in Suits Scores of remarkably well tailored garments in an attractive variety of the most favored fall materials and colors—now seen for the first time, at **\$25**

New Velvet and Corduroy Dresses

These are the chic and practical new dresses that the best dressed women in the east are wearing. New effects that are plain tailored or fancy trimmed. They are as clever as they can be at **\$15**

Brandeis Stores is the Most Satisfactory and Altogether the Safest Place to BUY YOUR FURS

Our great assortment of furs gives opportunity for selection that ordinary fur stocks cannot hope to offer. We have given more time and careful thought and have been more particular in our selection than ever before.

The rapid increase in our fur business in the past few years shows the genuine confidence placed in our guarantees and recommendations.

Buying furs is buying confidence, as you must trust in the one from whom you are buying. Here you find only salespeople who are experienced and thoroughly well informed.

New Stunning Long Fur Coats

- Long Pony Coats beautifully flowered, at **\$69**
- 54-inch heavy, rich Near Seal Coats, at **\$98**
- Full length, striped Marmout Coats, at **\$89**
- Fine silky curly, Astrakhan Coats, at **\$59**
- 54-inch heavy curly, gray Krimmer Coats at **\$98**
- XXX 54-inch Hudson Seal Coats, at **\$159**
- Mole Coney and Hudson Seal Novelty Coats, at **\$198**
- Novelty striped Mole Coney Coats, at **\$98**
- 54-inch Scotch Mole Novelty Coats, at **\$250**
- 95-inch Nobby Kolinsky Sable Coats, at **\$375**

New Fur Sets

- Mole Coney, Fancy Throw and Pillow Muff at **\$4**
- Beautiful Red Fox, 2, 3 and 4-skin sets at **\$35 to \$75**
- Blue Wolf sets, straight and fancy scarfs, at **\$25 to \$59**
- Jap Mink Fancy Scarfs and Novelty Muffs, at **\$49 to \$98**
- Beautiful Selected Mink Sets, at **\$69 to \$350.00**
- Black Fox Sets—Many styles at **\$35 to \$150**
- Special Canadian Marten Sets at **\$15, \$19 and \$25**
- Special Coney Sets, novelty and plain scarfs, at **\$5 to \$19**

New Millinery for the New Season. Entirely New Shipment of Correct Styles in WINTER HATS

Individual models from the shops of Kurzman, Bendel, Liechtenstein, Burby, Tappe and others—the designers who create the favorite models for Fashionable New York.

These new winter models differ noticeably in shape, style and color scheme from the earlier designs.

The new dress hats are wonderfully effective. An assortment such as you cannot find elsewhere at **\$20 to \$35**

We show hundreds of attractive and practical new winter models in Misses' and Children's hats which we show at moderate prices in our special section devoted to misses' millinery.



MISSSES' Dancing Frocks

Dainty chiffon and messaline dancing dresses and party frocks in pretty chiffons, pleated and draped effects over China and messaline silks—light blue, pink, lavender, maize and white.

\$15 - \$19 - \$25

Corduroy Dresses, \$6.98

You'll not see this offer anywhere else. You'll find them here in good tailored styles, in all colors and sizes, pretty combination collars and cuffs.

Women's Stunning Coats at \$15-\$19

We consider these the two best coat values in Omaha right now. These two groups include chinchillas, plushes, caraculs and mixtures—new Johnny coats, long, practical coats etc., at each **\$15-\$19**

Guaranteed Sealette Plush Coats, \$25

This is a splendid group of guaranteed Skinner satin lined plush coats that will be more popular than ever this season. Made with full side button effects and those large, silk ornaments, special group, at **\$25**

The New White Chinchilla Coats

The season's most favored and novel coats, made in several different styles of fine white chinchillas. Everyone admires them, at—

\$25, \$29, \$32.50, \$35 and \$39

Marabout and Ostrich Sets

Very popular sets in dainty, fluffy effects in two-tone and plain, long, straight strand scarfs and fancy pelerines, with muffs to match at **\$10, \$15, \$19 up to \$35**



Long Black Charmeuse Coats

Practical coats in heavy black charmeuse in pretty plain, draped and shirred effects with contracting light linings—appropriate for afternoons, evenings and party wear, at—

\$32.50-\$35.00

\$39.00-\$49.00



New Arrivals in Silks and Velvets

Beautiful Satin Charmeuse, double warp, the kind that gives perfect satisfaction, in the new French colorings, coral, Eminence, lizard, new marine, marron, mediceis, vieux blue, etc.—42 inches wide—\$3.00 value; at, yard **\$1.95**

Scarce Dress Velvets in the extreme street colorings—many never shown before this season. Corduroys and 2-tone velvets are in favor; at, yard **\$1 to \$5**

Crepe de chine and crepe meteor the favored silk fabrics for evening gowns and semi-dress functions, 40 to 46 inches in width, in 40 different shades, also \$2 40-inch Juillard well known crepe de chine; at, yard **\$1.50**

27-inch Princess Messaline—good colors—always \$1.00 a yard—on bargain square at, yard **55c**

WINTER DRESS GOODS

Monday we offer cloakings and coatings in reversible effects, plain and plaid backs, chinchilla, heavy 2-tone cords, etc.; formerly selling at \$3.00 to \$5.00, **\$1.95 to \$2.50** at.

54-inch tailor suitings, whipcords, diagonals, serges and wide wale suitings—worth \$1.50 to \$2.00—bargain square at, yard **98c**

Imported Novelty Suitings, illuminated silk and wool cords, 2-tone whipcords and Irish hop sacking—made to sell at \$3.00 and \$4.00; at, yard **\$1.95**

40 to 54-inch Costume and French Serges, sebastopols, epingle, wool tamise, novelty suitings, neat striped and checked effects; at, yd. **50c & 79c**

42-inch \$1.25 French Wool Taffeta for one-piece dresses—25 shades; at, yard **89c**
Celebrated Cleveland Worsted Mills Navy Blue Serges—\$1 quality; at, yard **79c**



THE LATEST PARISIAN CREATIONS SHOW A LAVISH USE OF LACE. WE ARE SHOWING ON OUR MAIN FLOOR COMPLETE ASSORTMENTS OF ALL THE LATEST FOREIGN NOVELTIES FOR RECEPTION, EVENING AND STREET WEAR, IN LACES AND DRESS TRIMMINGS

Exquisite reproductions of hand made laces in Point Venise, macrame, crochet, Carriemaeros, Bohemian, Alencon, Chantilly, in various widths to match.

New Filmy Shadow Laces in allovers, edges, flouncings and bands to match.
New Gold and Silver Metallic Laces in allovers, edges and bands to match.
Rich Black Silk Allover Laces, also bands, edges and flouncings to match.
Rich gold, crystal and pearl beaded chiffon and net tunics—all at very special prices.

Fine Spun Silk Knitted Scarfs at 50c, 98c and \$1.98 Each

Also Fine Zephyr wool knitted Newport Scarfs, all silk chiffon automobile veils in white, black and colors.

Allovers and Wide Lace Bands and Edges Worth to \$1.25, 59c Yard

18-inch new shadow allover laces, 18-inch Floss Silk Embroidered Allovers, medium and wide Venise, crochet and macrame bands, insertions, edges, Van dyke points, etc.

SAMPLE HANDKERCHIEFS

Manufacturers' and importers' samples—women's and men's hemstitched border linen and embroidered initials, also women's hemstitched and scalloped edges—worth up to 25c each, at **12 1/2c**

WOMEN'S FINE NECKWEAR

New Robespierre collars, in silk, satin and velvet, trimmed with filmy shadow laces, also coats and dress sets in Venise, macrame and crochet effects, wide sailor and capishon collars in Venise and crochet **50c-98c** effects, worth to \$2, at, each.

Special Bargains in Cotton Goods in Our Basement

New 32-inch Duckling Fleece Kimono Flannels. See the many new pretty patterns at the regular Flannel Dept., yd. **12 1/2c**

The new patterns in the widely advertised Eden cloth will be sold from the bolt at the regular Flannel Dept., at, yd. **10c**

Scotch plaid suitings—just the thing for making pretty school dresses—desirable lengths; on sale at, per yard **9c**

Thousands of yards striped and checked Tennis flannels, also fluffy outing flannels and heavy mot-tled flannels, yd. **7 1/2c**

Persian Cotton Challies, also fancy figured and floral designs, thousands of yards; on sale at, per yard **3 1/2c**

Striped and checked fancy dress ginghams, also the genuine Amoskeag apron check ginghams in perfect mill lengths, at yard **5c**

Free Instructions in Knitting and Crocheting With Fleisher's Yarns

A wonderful opportunity for the women of Omaha to learn this fascinating and profitable pastime. Garments for fall and winter or Christmas gifts can be made at small cost—sweaters, shawls, slippers, robes, scarfs, hoods, etc.

Come and make yourself at home, Miss Strange, direct from the Fleisher Yarn Mills, is here to teach all the details in crocheting and knitting.

MONDAY'S BLANKET BARGAINS

Blanket bargains such as these can be found only at Brandeis Stores. When we advertise strictly all wool blankets, you will find exactly the quality and value as we advertise it. Such extraordinary values as these have made Brandeis Special sales famous everywhere.

400 Pairs Fine Strictly All Wool White Sample Blankets—Full 11-4 size and weigh 6 lbs. to the pair—never before priced for less than \$6.00 a pair, **\$2.98** at, pair.

Camp and Outing Blankets—Large size, extra heavy blankets, made expressly for camping and sleeping porches; red with black borders, also gray and tan colors, also fine all wool single blankets; values up to \$3.00 and \$4.00 each, at **\$1.50**

SALE of HOUSEHOLD LINENS—Basement

ODD PATTERN Some slightly soiled from being dis-TABLECLOTHS played—About 25 \$3.50 cloths, size 2x2 yards; at, each **\$2.39**
Odd Pattern Cloths; also a lot of 2x2 1/2-yard size cloths—regular \$4.50 values; at, each **\$2.98**
72-inch fine weave pure linen table damask—Our full bleached and unbleached \$1 quality, at yard **79c**

\$2.50 Fringed Bed Spreads with cut corners for metal beds, at—each **\$1.59**
Large size, 23x44-inch 50c Pure Linen Pin Huck Towels, ea. **29c**
Fine weave pure linen 50c Guest Towels at, each **29c**

