

# Our First Anniversary Sale of Furniture

Master-Made Furniture of all Periods, Woods and Finishes, at Prices to Suit Any Pocketbook

Begins Monday, October 16th

## THE BRANDEIS STORE

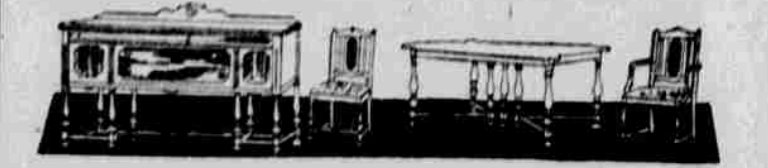
The Answer to a General Demand: One Year Ago The Brandeis Store Opened Its Furniture Department

We Do Not Say "Come and Buy." We Say "Come and See." Then You Will Buy, Cash or Easy Terms



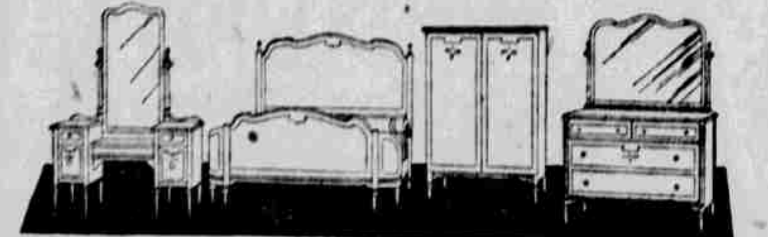
235.00 3-Piece Living Room Suite Anniversary Sale Price 169<sup>71</sup>

Queen Anne period suite, made in Grand Rapids, with 83-inch davenport armchair and rocker; loose, spring filled, cushion seats; choice of walnut or blue figured velour covering.



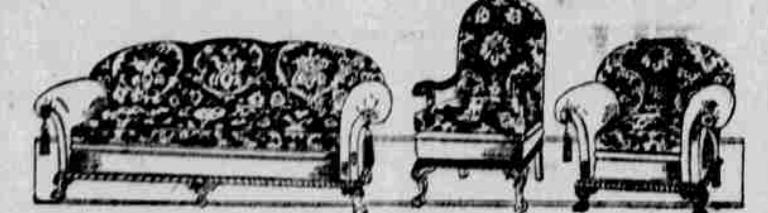
275.00 8-Piece Dining Room Suite Anniversary Sale Price 219<sup>71</sup>

Two-tone walnut suite with 66-inch buffet and oblong table, 5 sidechair and one armchair with tapestry covered seats.



350.00 4-Piece Bedroom Suite Anniversary Sale Price 261<sup>71</sup>

Louis XVI suite in two-tone walnut; includes 48-inch dresser, 48-inch vanity dresser, 38-inch chiffonette and full size bow-end bed.



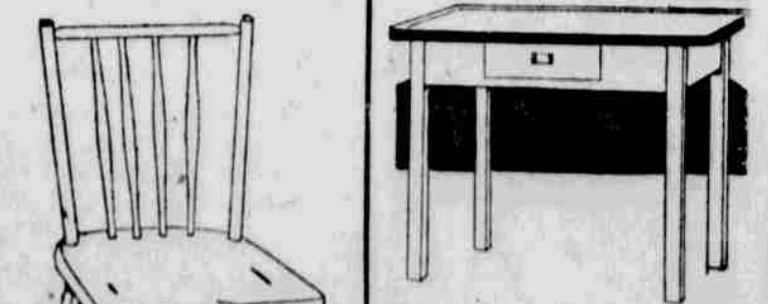
150.00 3-Piece Living Room Suite Anniversary Sale Price 339<sup>71</sup>

Chippendale design suite with carved frame, consisting of 89-inch davenport, armchair and high backed chair; loose, spring filled cushion seats, upholstered in figured taupe and blue silk velour.



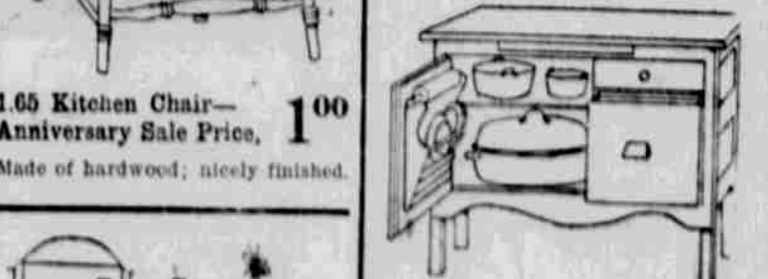
220.00 3-Piece Chesterfield Living Rm. Suite—Anniversary Sale Price 159<sup>71</sup>

83-inch davenport, armchair and rocker, with loose, spring filled, cushion seats. Choice of combination tapestry and velour covering.



8.50 Kitchen Table—Anniversary Sale Price, 7<sup>41</sup>

White enameled base with porcelain top; large drawer.



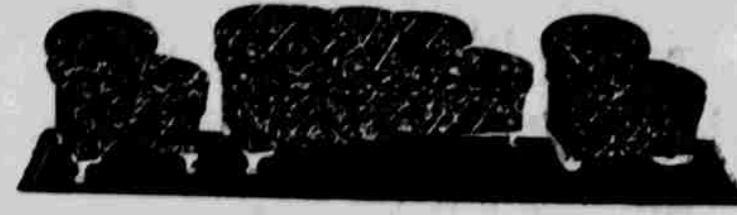
25.00 Kitchen Cabinet—Anniversary Sale Price, 18<sup>71</sup>

All white enameled base with white porcelain top, metal bread box and compartments.



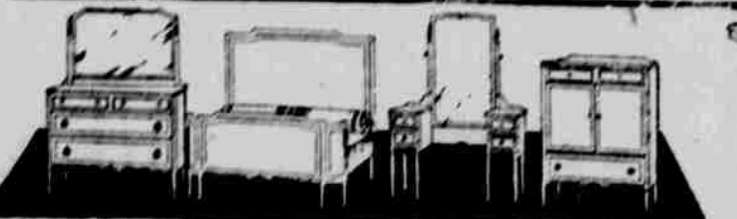
45.00 5-Pc. Breakfast Room Suite—Anniversary Sale Price, 34<sup>71</sup>

Drop-leaf table and four chairs; choice of ivory and blue or gray and blue color scheme.



275.00 3-Piece Living Room Suite Anniversary Sale Price 199<sup>71</sup>

Spring arm suite with 83-inch davenport, chair and rocker; loose, spring filled, cushion seats; choice of taupe velour or tapestry and velour covering.



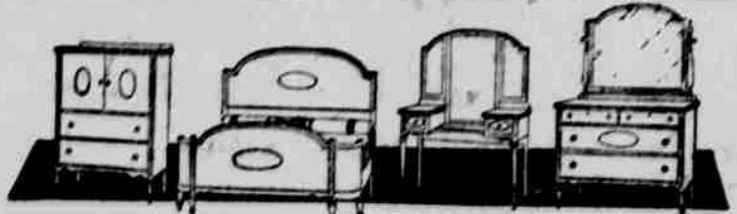
310.00 4-Piece Bedroom Suite Anniversary Sale Price 244<sup>71</sup>

Two-tone walnut suite consisting of 46-inch dresser, 38-inch chiffonette, with two small and one large drawer and sliding trays in compartment; vanity dresser with 22x38-inch mirror and full size bow-end bed.



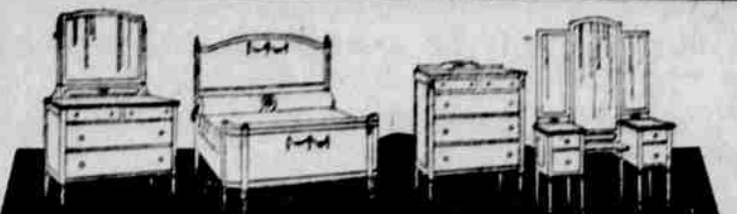
160.00 3-Piece Living Room Suite Anniversary Sale Price 124<sup>71</sup>

Queen Anne period suite in cane and mahogany finish, consisting of davenport, large arm chair and rocker with loose, spring filled, cushion seats and two pillow cushions; choice of blue or mulberry velour covering.



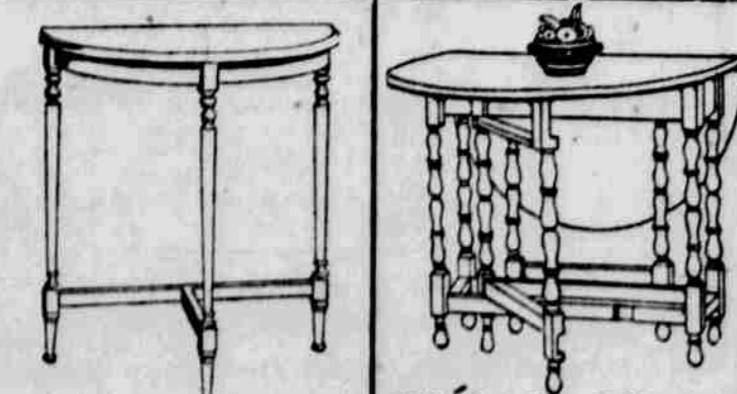
210.00 4-Piece Bedroom Suite Anniversary Sale Price 155<sup>21</sup>

Louis XVI design in American walnut or brown mahogany finish, consisting of 46-inch dresser, 14-inch vanity dresser, 36-inch chiffonette and full size bow-end bed.



235.00 4-Piece Bedroom Suite Anniversary Sale Price 179<sup>71</sup>

Louis XVI design in antique walnut finish; has 44-inch dresser with large mirror; chest of five drawers; four-drawer vanity with full length center mirror, full size bow-end bed.



25.00 Gate-Leg Table—Anniversary Sale Price, 18<sup>71</sup>

With 30x36-inch top of solid mahogany.



142.50 4-Piece Bedroom Suite—Anniversary Sale Price, 100<sup>00</sup>

Dresser, vanity dresser, chiffonette and full size bow-foot bed; antique ivory enameled finish.



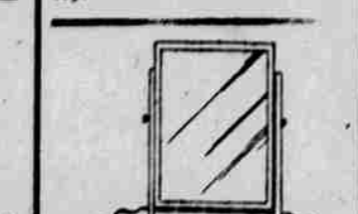
3.50 Folding Card Table—Anniversary Sale Price, 2<sup>71</sup>

Mahogany finished base, firmly braced legs; top covered with waterproof imitation leather.



25.00 Davenport Table—Anniversary Sale Price, 18<sup>71</sup>

An Italian design in brown mahogany finish, 18x66-inch top.



38.00 Walnut Dresser—Anniversary Sale Price, 28<sup>71</sup>

American walnut with four drawers and 22x28-inch plate mirror.



35.00 Toilet Table—Anniversary Sale Price, 23<sup>71</sup>

Walnut with 26-inch tripartite mirror.



30.00 Chest of Drawers—Anniversary Sale Price, 21<sup>71</sup>

Made of walnut; 3 large and 2 small drawers.



60.00 Karpis Duofold Bed—Anniversary Sale Price, 50<sup>00</sup>

A sofa bed which opens to double size; with comfortable spring and mattress; covered in imitation leather.



30.00 Wing Chair—Anniversary Sale Price, 26<sup>41</sup>

Comfortably upholstered and covered in tapestry or velour.

### At That Time an Omaha Newspaperman Wrote:

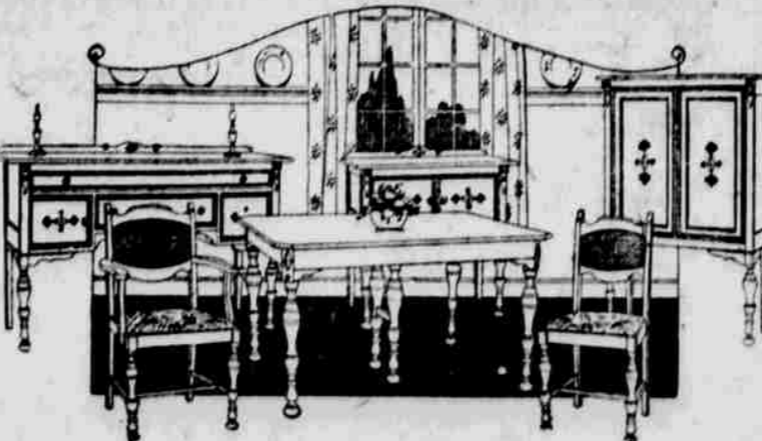
"This innovation in The Brandeis Store will be the answer to a general demand of the people of Omaha and vicinity for a furniture emporium of this magnitude filled to overflowing with the best built articles, whether cheap or costly, plain or ornamental, that it is possible to obtain. All these improvements are in accord with the progressive ideas of The Brandeis Store managers, who believe in keeping pace with growing Omaha, and if possible to keep a little ahead of the town."

It would not be possible by the mere opening of a furniture department to "answer a general demand." That department must meet the needs of the community in assortment of merchandise, in fairness of price, in prompt and careful delivery of goods. The sales record during the past year shows that our Furniture Department has fully met these requirements. Quality, Prices and Service have made this department famous not only in Omaha, but throughout the surrounding trade territory and generally in many of the surrounding states.

We shall celebrate the first anniversary of our Furniture Department by a sale which so far as prices and merchandise are concerned will rival our now famous August Furniture Sale.

We invite you to visit our Seventh Floor during this Anniversary Sale and make known your wants. Experienced furniture men will be glad to aid you in the selection of your goods. The policy of this store is not only to "sell the customer," but rather to "satisfy the customer." It will be a pleasure to show you this furniture and you need not fear of being hurried in making your selection. Our salesmen have been trained to understand that the purchase of furniture is an unusually important event in the lives of most people. They will, then, be patient with your deliberations and helpful in bringing you to a conclusion that will make you want to return for future purchases. That is the invariable rule in every department in this store and we only ask of you the privilege of putting this admirable rule in practical demonstration on our Seventh Floor during this great Anniversary Sale.

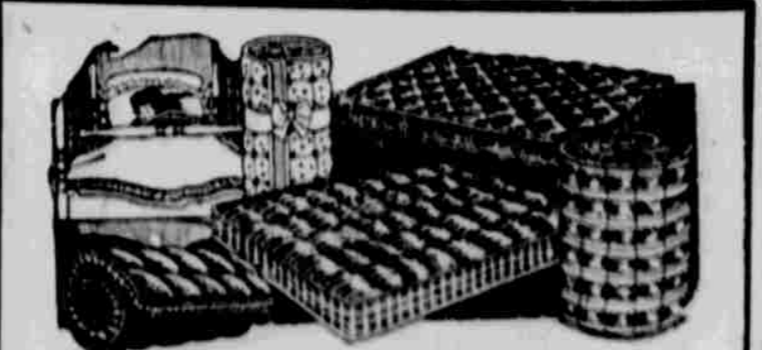
J. L. BRANDEIS & SONS.



250.00 8-Piece Dining Room Suite Anniversary Sale Price 189<sup>71</sup>

This splendid suite of Tuscan Walnut finish includes a 66-inch buffet, 44x56 extension table, extends 72 inches, 5 side chairs and one arm chair with tapestry covered slip seats.

China Closet, 44<sup>71</sup> extra, Serving Cabinet, 33<sup>71</sup> extra,



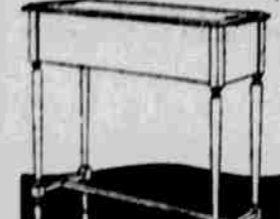
The Carolina Mattress Anniversary Sale Price 14<sup>71</sup>

20.00 imperial stitched cotton felt mattress, diamond tufted and covered, with heavy art ticking. Weight 50 pounds.

The Supreme Mattress Anniversary Sale Price 11<sup>41</sup>

16.50 roll edge cotton felt mattress, diamond tufted and covered with art ticking. Weight 50 pounds.

Seventh Floor



12.00 Plant Stand—Anniversary Sale Price, 8<sup>71</sup>

Mahogany finish, with metal container; 30 inches long



7.00 Tuckaway Table—Anniversary Sale Price, 4<sup>91</sup>

Solid mahogany top; a folding table.



24.00 Library Table—Our Anniversary Sale Price, 17<sup>71</sup>

Italian design in brown mahogany finish; top 21x48 inches.



8.50 End Table—Anniversary Sale Price, 5<sup>71</sup>

Mahogany finished, three legs, with under shelf.



60.00 Walnut Buffet—Anniversary Sale Price, 44<sup>71</sup>

54-inch top, well finished; drawers for linen and lined silver drawers.



37.50 Royal Easy Chair—Anniversary Sale Price, 19<sup>91</sup>

In oak, with imitation leather covering; push the button and back reclines at any angle desired.



35.00 Drop Leaf Tea Wagon—Anniversary Sale Price, 27<sup>71</sup>

Mahogany top or dinner wagon, drop-leaf sides, tray on top; four wheels.

RED CROSS BRAND Silk Floss MATTRESS

38.00 Red Cross Mattress—Anniversary Sale Price, 27<sup>71</sup>

Pure Kapok Mattress with high-grade ticking cover.