

**Buy A Liberty Bond To-Day**

The Government asks you for a loan to help win the war. Buy a Liberty Gold Bond today. You are living under the Stars and Stripes—do your bit to uphold this glorious banner of Freedom.

# Brandeis Stores

SETS THE PACE FOR GROWING OMAHA



**Marcel Waving**

Shampooing Oil Treatments and all service you expect from a first-class Hair Dressing Parlor.

**Special**

\$8.00 Hair Switches..... \$5.00  
\$15.00 Hair Switches.....\$13.75  
Second Floor

**TOWELS—Special October Offering Of Accumulations from Previous Sales**



You can restock the Linen Closet with a sufficient quantity of Towels to last you for some time, if you purchase in this sale, and at the same time effect savings that will put money right back into your pocket-book.

Turkish Towels, full bleached, hemmed ends, 18x36 inches; soft and absorbent—not more than one dozen to a customer; fully worth 12 1/2c, now..... **10c each**

Fancy Turkish Towels, about 500 dozen with fancy borders; slightly imperfect; in colorings of blue, pink, helio or orange; big value, at..... **39c each**

Turkish Towels, about 200 dozen of the full bleached Turkish Towels; plain white or blue border; while this lot lasts, 20c values, at..... **17c each**

Novelty Towels, extra size, made of a full, select yarn, brocade centers with pretty colored borders; a very, very remarkable value, at..... **59c each**

Turkish Towels, a limited quantity of a very fine quality; plain white only; extra large size and extra weight; special for this sale..... **79c each**

Main Floor

**SERVICE**

The Brandeis Stores is an alert, capable, dynamic, thinking machine, performing its intricate task for this Middle West country with the untiring energy and carefulness which have given this store first place in the estimation of its thousands of satisfied customers.

The Brandeis Stores is everybody's store.

Everything desirable and worthy is available here at moderate prices.

No thing unworthy is to be had at any price.

In everything that has to do with dress and dress requisites for men, women and children and the furnishing and replenishing of homes—this Store of Stores—this big Omaha institution—is your guide.

It guides you aright with the right suggestions and backs the suggestions with the right merchandise—the best that hand and loom produce.

Its human forces are working day and night for your benefit—its mechanical forces are being constantly improved so that the Store may be always in the lead in thoroughness and efficiency.

Always first with the newest styles and the latest merchandise, this Store occupies a position distinctively its own—surpassed by none.

This Store holds this position without egotism or undue pride, realizing that the appreciation of its friends has been mainly instrumental in bestowing it.

This Store does not imitate or follow—IT LEADS.

Now these autumn days you will have ample opportunity to test the SERVICE of this great establishment and to find that the exercise of foresight on our part will enable you to obtain from full and complete stocks just the merchandise you want at very modest prices.

*J. L. Brandeis*

**Stylish Skirts--Special Array of Satins and Wool Materials**

Skirts have swung into Style's Realm this season as never before—and realizing the trend of popular fancy, makers have produced the most attractive line of Skirts that we have ever seen. There is such remarkable variety that no matter how wide a latitude you may demand, the style to suit your fancy is here.

New Wool Velour and Cheviot Skirts, in stripes, large checks and plaids; all new colorings, pleated and tailored models, big fancy pockets that add charm, and all styles from the plain tailored to the most elaborate.

**\$7.50, \$8.98, \$10.00, \$12.50 to \$19.00**

Satin Skirts, in the new and beautiful draped models; in Charmeuse and Crepe Meteor—these are really fascinating models—the best productions in many seasons.

**\$12.50, \$13.85, \$15.00, \$19.00 to \$32.50**

Second Floor



**Let Your Children Walk In Comfort Let Them Walk in "Billiken" Shoes**

Give the little feet a chance to grow as Nature intended they should—not cramped and pinched and cut with nails or seared with lumps in the Shoes—but spread out full—just natural—so that in these five-roomed apartments there is a room for every toe.

To hurt little feet is to take the chance of making children go through life with a very serious impediment—sore and crippled feet are a very grave handicap and take much of the pleasure out of life that rightfully belongs to each individual.

When there is positive surety of comfort and perfect satisfaction in the wearing of "Billiken" Shoes, why experiment with any others? Why take a chance when chances are not necessary and certainty is the guarantee held out in "Billiken"? Priced according to size and style.

Main Floor, Rear



**Warm Comfortable Underwear For Women and Children Bought From New York Mills**



We repeat these offerings, which brought such a throng to this Department Saturday. A very special purchase of this fine Underwear, at a concession, enables us to quote prices which are so markedly below the figures that can be quoted on goods bought in the regular way today in the wholesale market, that anyone who reads this announcement and has a need, will surely hasten to supply not only present, but future needs as well.

Women's Union Suits, silk tops and lisle body, in pink; cuff knee, reinforced under arm shield. Regular sizes. If bought today, would sell for \$1.25, at..... **98c**

Women's Wool and Part Wool Union Suits, Dutch neck, elbow sleeves; high neck, long sleeves; low neck and sleeveless, and ankle lengths. Regular and extra sizes. If bought today, would sell for \$2.50, at..... **\$1.98**

Women's Fine Cotton Union Suits, Dutch neck, elbow sleeves; high neck, long sleeves, white and ecru color. If bought today, would sell at \$1.50, at..... **\$1.00**

Misses' and Children's Vests and Pants, heavy fleec lined, very nice quality. If bought today, would sell for 50c, at..... **39c**

Misses' and Boys' Union Suits, medium and heavy weight—fine and heavy lined, fleecy lining, sizes 10 to 16 years. If bought today, would sell for \$1.00 and \$1.25, at..... **85c and \$1.00**

Boys' Union Suits, good, heavy weight, sizes up to 16 years, with light fleecing. If bought today, would sell for \$1.00, at..... **79c**

Misses' and Children's "Munsing" Union Suits, for early Fall wear, medium weight, seconds of 75c and \$1.00 qualities, at..... **49c**

Women's "Munsing" Union Suits, medium weight, for early Fall wear, sleeveless, tight knee and umbrellia knee, all sizes, seconds of the 85c and \$1.00 quality, at..... **65c**

"Kaiser" Plain Lisle and Silk Top Union Suits, with lisle bodies, regular and extra sizes, all very nice quality, spl., **\$1.25, \$1.50, \$2 and \$2.50**

Third Floor

**Perfection Oil Heaters**

It is mighty comfortable to have one of these Oil Heaters in the house when the thermometer begins to drop. You can carry them around from room to room, and be sure that the room you are sitting in is warm and comfortable, even though the furnace may not make a particular effort to send along its warm waves just at the time you want them. HEAT AT YOUR COMMAND whenever and wherever you want it—that's the story in a nutshell.

Perfection Oil Heaters Are **\$5.00, \$5.50 and \$6.50**

Three finishes—all very good looking.

At **\$5.00**—The plain black finish.

At **\$5.50**—Black with nickel trimmings.

At **\$6.50**—A really handsome little Heater, of blue enamel with bright nickel trimmings.

Basement

**"Weaver" Aluminum Fry Pans, at 98c**

The "Weaver" Fry Pan stores up a larger amount of heat than the ordinary Fry Pan, sears the meat immediately, thus preserving the juices, and cooks quickly and thoroughly.

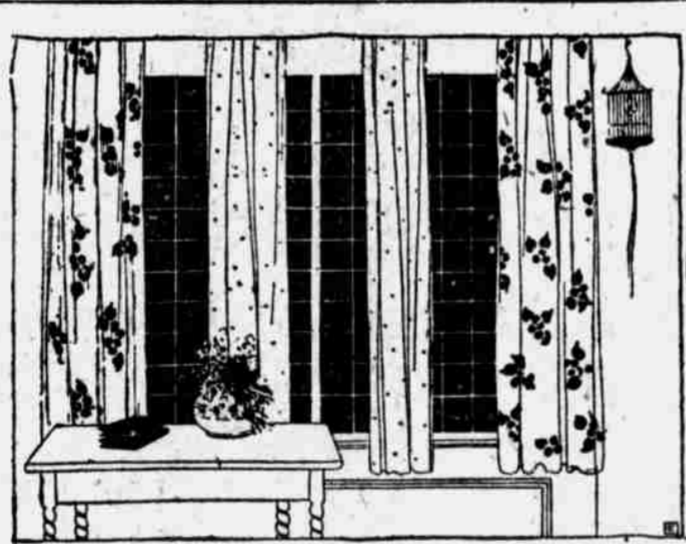
Made all in one piece, no seams and no pieces to crack off. Pure and safe and the most efficient ware.

Look for the trade mark. We are conducting daily demonstrations here.



Basement

**A Drapery and Curtain Department Equipped for Best Service**



**Orinoka**

YOU will find ORINOKA Guaranteed Sunfast Draperies and Upholsteries the most economical and attractive that you can buy. They are guaranteed absolutely fadeless—will stand the strongest sunlight and frequent laundering. We can show you ORINOKA Guaranteed Sunfast Fabrics in weights and colors that will exactly suit you. Look over these artistic stuffs and consult us about any problems of drapery or upholstery.

Orinoka Sunfast Madras, beautiful range of colorings, such as old rose, mulberry, blues, browns and tans.

Price--a yard, **\$2.35**

Orinoka Sunfast Silks, 50 inches wide, guaranteed by the Orinoka Mills. These make beautiful overhangings and drapes.

Priced at **\$3.50 yd.**

Ripple Cords of this beautiful Orinoka Sunfast material, one of the best fabrics we know of for Portieres and Overdraperies.

Price--a yard, **\$3.25**

Orinoka Repps, wide range for choice, a yard..... **\$2.00**

Third Floor

There is good reason why everyone who comes to this Department does so with the surety that they will get what they seek, and also obtain information, quite invaluable, in the way of color schemes, harmony and the proper settings for draperies and hangings and curtains.

Our stocks of Draperies and Curtains are exceptionally broad and comprehensive—indeed, in just one line alone—



we are showing so many different weaves, colorings and effects, that it forms a whole chapter of service in itself. We recommend the Orinoka Fabrics unreservedly, as we find, after expert investigation, that they embody the things most required and desired in good drapes.

Here are some of them we are showing:

Orinoka Couch Covers, good variety..... **\$4.50 to \$12.50**

Orinoka Portieres—A beautiful showing, a pair..... **\$5.50 to \$30.00**

**Two Very Special Items**

Cretones, embracing all the latest types for Knitting Bags, Cushions, Art Objects, hangings, etc. Colors for every purpose, special at.....

**69c a Yard**

Madras and Filet Nets, new assortment, in white, cream and beige; embracing copies of real old hand-made Lace as well as small allover modern effects, very special, at.....

**A Babywear Department That Affords Every Service to Mothers**



Up on the Third Floor, away from the bustle of the store, mothers will find courteous, quiet attention to their wants and a stock of Babywear that is so complete that every quest can be satisfactorily met.

Here are just a few hints:

Infants' Coats, of Cashmere, Crepella and Crepe de Chine—beautifully embroidered in dainty designs. Ranging in prices from..... **\$5.00 to \$15.00**

Headwear for Little Tots, wonderful assortment, made of Velvet, Plush, Crepe de Chine, Silks and Crochet effects. Ranging in prices **50c to \$5.00** from.....

Warm wear for your little one right now—that is the requirement, and you can carry out your desire to obtain them for a very modest outlay if you rely on this Babywear Department.

Complete assortments of Vests, Hose, Soft-Soled Shoes, Headwear, Coats, Dresses, Sleeping Garments, Carriage Robes, Novelties, such as Rattles, Comb and Brush Sets, Armlettes, Record Books, Hot Water Bottles, Teething Rings, Floating Toys and Carriage Straps. Booties, Cashmere and Crochet Sacques and numerous other accessories.

Third Floor