

What \$5.00 Will Buy In This Boys' Department On Saturday



AND WHEN YOU read the items, you will quickly find that it will buy more than you could possibly think it would, with the cost of all materials as high as it is.

We have grouped together three lots of Boys' Wear to sell at the price of \$5.00 for Saturday, and the mother of a boy or the boy himself who has a need and does not fill it here on that day will miss an exceptional opportunity to save.

\$6.50, \$7.50 and \$8.50 Suits, \$5.00

Here is an assortment of suits at a price that means the biggest saving of the season. Smart new models, most of them double seat and knee. About 400 Suits, sizes 6 to 17 years. \$5.00

\$6.50 and \$7.50 Mackinaws, \$5.00

Here are good warm Mackinaws from plaids to plain colors. Styles with full belts or 1/2 belts—sizes 5 to 18 years. \$5.00

\$6.50 to \$7.50 Overcoats, \$5.00

Smart new styles and fabrics are still to be had at this pricing. Chinchillas, mixtures and plain colors, all sizes 2 1/2 to 11 years, but some sizes more plentiful than others.

Second Floor—Men's Building



Misses' and Small Women's Wear At Wonderful Low Prices

WE HAVE TAKEN THREE GROUPS of Coats and one lot of Dresses for Misses and Small Women, repricing them downward for a rousing sale. Every garment shows a style that embodies that "youthful" air so much desired by every woman and every garment is exceptional in its distinctiveness and originality.

Coats at reduced prices that would be considered exceptionally low, even well into February—now, with another full month of wear, they are truly extraordinary. These reductions are in accord with our policy never to carry over garments from one season to another.

Coats at \$48.75

Worth Up to \$75.00
Velours, Pom-Poms, Silvertones, Velvets, etc., with Fur collars of Hudson Seal, Raccoon and Nutria Beaver. Fancy brocaded linings, trimmed with large buttons; yoke effects, straight line and belted styles. Colors are Burgundy, Green, Taupe, Raspberry, Pekin Blue and Brown.

Coats at \$33.75

Worth Up to \$55.00
Bolivias, Velours, Gunnyburls, Pom-Poms, Silvertones and Peau de Pache. Hudson Seal Collars, French Coney Collars and Cuffs, Plush Collars and Cuffs and Nutria Beaver Collars and Cuffs. Some have fancy stitching around bottom and on collar. Colors are Burgundy, Taupe, Bronze, Blue.

Coats at \$16.75

Worth Up to \$32.50
Velours, Broadcloths, Gunnyburls and Bolivias, with French Coney Collars and Cuffs, button trimmed and belted. Colors are Burgundy, Green, Taupe, Raspberry, Pekin Blue, Brown.

Dresses at \$14.75 and \$18.50

Worth Up to \$25 and Up to \$35

Serges, Poiret Twills, Wool Jerseys, Georgettes, Satins, Crepe de Chines. White collars and cuffs, trimmed with fancy embroideries. Colors are Navy Blue, Bronze, Turquoise Blue and Taupe.

Very charming garments, every one of them—a chance to get one at a very extraordinary price.

Second Floor

Another Day to Choose Splendid Suits at Half Price

THE SELLING of the past few days has been convincing proof that Omaha women realize what wonderful values we are offering in Suits at HALF PRICE—and the fact that the volume of selling keeps up day after day proves also that they are telling their friends what fine Suits they obtained at these prices, and their friends in turn have come and bought.

There is a splendid assortment of superb styles here for Saturday's selling, representing every good style you can think of—and in the best of materials as well. As examples of the prices, we quote these:

\$75.00 Suits, at \$37.50

\$65.00 Suits, at \$32.50

\$49.00 Suits, at \$24.50

\$35.00 Suits, at \$17.50

\$25.00 Suits, at \$12.50

\$19.00 Suits, at \$9.50

Get That Suit You Have Wanted—and Get It Right Now by Paying Just Half Price For It.

Second Floor



January White Sale Offerings Muslin and Silk Underwear

We have created new records every day since this January White Sale started—we began this annual event this year with the biggest stock at the most remarkable prices ever announced for this sale, and as a result we excelled any previous selling record known to this store. For Saturday you may share again in extraordinary values and make excellent savings.

Skirts, Gowns and Envelopes, in a wide variety of good styles, worth \$1.50, at. \$1.00

A beautiful lot of nice fresh undermuslins, trimmed with fine val and filet laces and ribbon run. Cut full and long, properly sized. Grouped together in this lot will be found slip-over gowns, envelopes, Princess slips and skirts, worth \$2.00, at. \$1.45

Crepe de Chine and Wash Satin Camisoles in a large variety of styles, with or without sleeve effects, \$1.50 values, special at. \$1.00

Crepe de Chine and Jersey Silk Under Garments, envelopes, gowns, bloomers, vests and camisoles. Large variety of styles to select from. Garments in this lot worth to \$5.00. Special, at. \$2.95

Third Floor



Children's Furs \$1.95, \$5.00, \$7.50 and \$10.00

We have taken our entire stock of Children's Furs and the prices have been

Reduced One-Third and More

for Saturday's selling. Buy your child a set and save money. Charming little Sets of Furs for the younger generation at a third and more below regular price.

At **\$1.95**—Brown and Gray Coney Sets.

At **\$5.00**—Mole Coney, Gray and White Coney, Brown and White Coney, Natural Coney, Muskrat, Tiger Coney and Plain Brown Coney Sets.

At **\$7.50**—White and Taupe Hufloon and Muskrat and small size Summer Ermine Sets.

At **\$10.00**—Large size summer Ermine, White and Gray Mole Coney and Brook Mink Sets.

Second Floor

Special Lot Girls' Coats, \$3.95

Worth as High as \$7.50

Just what the mother wants for the girls. Good warm coats for school. Lined with a good, warm, quilted lining. Materials are fancy plushes and novelty cloth, etc. Sizes, 6 to 14 years.

Coats for Little Tots

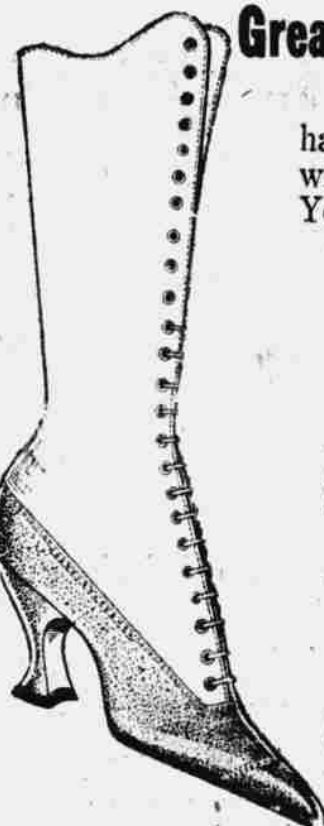
We have taken our entire little tots' coats and grouped them together in three prices.

Dainty Styles, high waisted—trimmed with real fur collars. Velvets, Plushes, Zibelines and Broadcloths.

Sizes, 2 to 5, at. \$3.95, \$7.50 and \$8.95

Second Floor

Women's Shoes In Clearance Sale Great Values for Early Comers Saturday



We have grouped together all the odd lots, where sizes have become broken, together with discontinued lines, and will close them out at prices that will make them go in a jiffy. Your chance to get a high grade shoe at a very low price.

Women's \$5.50 to \$8.00 Shoes, \$3.95

Before Inventory About 500 Pairs of Women's Shoes, former prices \$5.50 to \$8.00, at \$3.95. Black calf, black kid, patent kid, patent calf, white and colored kid, all leather and some with cloth tops. Lace and button styles. Some are welted and stitched and some light hand turned soles. Some are English walking shoes, some have wood Louis and leather heels. Your size in some one style or other. A pair, at. \$3.95

Mostly black; a limited assortment of colors.

Women's \$2.50 to \$4.00 Shoes and Romeos at \$2.00

Ladies' Comfort Shoes and Kid Romeos, at \$2.00. Former prices \$2.50 to \$4.00. Several hundred pairs of common sense toes, light soles, lace shoes and kid Romeos with elastic sides, plain and patent trimmed vamps, all sizes in this lot; a pair. \$2.00

Children's Shoes at \$1.75.

Former prices, \$2.25 and \$2.50. Patent Kid, Black Kid and Black Calf; Button styles, sizes up to 6, a pair. \$1.75

Main Floor—Rear

Girls' and Children's Felt Fur Trimmed Romeos at 98c.

Former Prices, \$1.25 and \$1.50. Red felt with black fur trimming, leather soles, sizes up to 2, a pair. 98c

Special Corset Sale for Saturday

You can make your selection and our expert corsetiers will fit you. The models are good, up-to-date corsets and priced so you can get two pairs almost for the price you used to pay for one.

Madam Lyra Corset, made of imported coutil, very long over hip with elastic gore set in over thigh. Medium low top, six garters. This corset is what-on filled and will not lose its shape in wearing. Regular \$8.50, sale price. \$5.00

Our Special in Corsets to Suit Medium and Stout Figures, made of fancy material, with extra wide front steel. Colors are pink and white, special. \$2.00

Odd Sizes in broken lots that are priced at 1/2 and 1/3 off. \$3.50

Saturday is the last day for our Sale of Gossard Corsets at ONE-THIRD OFF.

Sizes in some lots are broken, but there is a good assortment of sizes in the entire lot.

Third Floor



Camisole Ribbons, 69c Values Up to \$1.50, Light and Dark Colors

These dainty Ribbons every woman can make good use of, and because of the extraordinary low prices for Saturday, everyone should anticipate future needs and get a liberal supply. Ribbons are among the things which have advanced materially in price. Take the hint.

8-inch Brocaded Serge Ribbon, with pretty floral designs, a yard. 69c

9-inch Handsome Warp Print Ribbon, in light grounds and dark grounds, \$1.25 and \$1.50 values, a yard. 69c

7 1/2-inch Floral Design and Persian Effects, in light and dark colors, a yard. 49c

6 1/2-inch French Grosgrain Roman Striped Ribbon, in high colors, regular 95c value, a yard. 49c

Main Floor

Warm--Well Made Knit Underwear At Moderate Prices--Saturday

Sizes for Women and Children—every garment exceptionally well made and finished and the right weight for immediate wear.

Women's Fine Cotton Ribbed Union Suits, very special, a suit. \$1.00

Women's Fine Cotton Union Suits, Dutch neck, elbow sleeves, ankle length, regular sizes, a suit. \$1.25

Out sizes, a suit. \$1.50

Women's Munsing Union Suits, low neck, sleeveless, ankle length, three different weights, a suit. \$1.65

Boys' and Girls' Union Suits, heavy and medium fleeced lined, sizes 2 to 10 years, a suit. 79c

Sizes 12 to 16 years, a suit. \$1.00

Children's Vests and Pants, heavy fleeced and medium weight, very special, each. 25c

Third Floor

Drugs and Toilet Needs Lowered Prices for Saturday

Here are many things that should be in your Medicine Closet without fail, and many, many helps and needfuls for the toilet as well, at lowered prices for Saturday.

Horlick's Malted Milk, hospital size. \$2.69
Sloan's Liniment, 50c size, 33c
Putman's Dry Cleaner. 19c
Laxative Cold Tablets. 14c
Cascarets, 50c size. 33c
Metholatum, 25c size. 18c
Hay's Hair Health, 50c size, 33c
Lusterite Nail Polish, 25c size, at. 16c
Soro-dont Liquid Mouth Wash, at. 19c
Kolynos Tooth Paste. 21c

Woodbury's Facial Soap. 19c
Graves' Tooth Powder. 14c
Crema De Meridol, 50c size, 37c
Djer Kias Vegetal. 98c
1-pound Lilac Rose Talcum Powder. 14c
Imported Rice Powder. 22c
Hughes Ideal Waterproof Hair Brush, very special. 98c
Rubber Sheeting, a yard. 39c
Hardwater Borax Castile Soap, a cake. 5c

Main Floor—Rear

Hosiery Offerings Six Exceptional Items

Women's Pure Silk Hosiery, lisle tops, double soles, heels and toes in black, white and some colors, a pair. \$1.00

Women's Fiber Silk Hosiery, garter tops, double soles, heels and toes in black, white and colors, a pair. 95c

Women's Fiber Silk Hose, lisle tops, double soles, reinforced heels and toes in black, white and colors, a pair. 65c

Women's Fancy Skating Hose, heavy wool in colors with fancy stripes, some half hose, others full length, very popular, a pair. \$2.50

Women's Cashmere Hosiery, in black and white, double hem tops, some with ribbed garter tops, double soles, reinforced heels and toes in different prices, a pair, from. 39c to \$1.50

Boys' and Girls' Cotton Hose, double soles, heels and toes, in black only, a pair. 25c

Main Floor

Cut Flowers and Plants

Large Bunches of California Violets, 50 in a bunch, a bunch. 19c

Blooming Primroses, in fine condition, regular 50c, each. 19c

Larger size, regular \$1.00, each. 49c

We specialize on floral designs for all occasions.

Main Floor, Rear

Brandeis Stores