

**Economy Sales**

**Monday Is Economy Day**

All over the United States. We offer these items in order to enable you to practice that "Thrift" which the Government so ardently advocates.

**1500 Sample Blouses \$2.95 Each**

Georgette Crepe  
Crepe de Chine  
and Taffeta

We bought these Blouses at such a decided concession, that we are able to quote this price in a season when the materials these are made of were never more sought after and are employed in the making of the high priced Blouses.

Georgette Crepe, Crepe de Chine and Striped Taffeta Silks, shown in all the new Suit shades, also white and flesh.

Second Floor

**Skirts, \$3.90**

A clean-up of Tailored Skirts in Serges, Gabardines, Poplins, Fancy Wool Plaids, etc. Regularly sold for \$6.00, \$7.50 and \$10.00, and sold in a very special sale recently at \$5.90, the lowest price of the season. Now for a rapid clean-up, **\$3.90**

Second Floor

**Handkerchiefs**

Men's Japonette Handkerchiefs; imported, hemstitched with silk embroidered initials, all letters; each, at **10c**

**Camisoles, 79c**

Camisoles of Crepe de Chine, Wash Satin and Tub Silk, that have sold right along up to \$1.50. For one day only, each, **79c**

Third Floor

**Hosiery**

Women's Cotton Hosiery in regular and out-sizes. Some all ribbed, others with ribbed tops, spliced heels and toes. Some with split soles in black and white, a pair, **29c**

Main Floor

The advance Styles for Spring are arriving daily—and the fascinating charm and beauty shown assure every woman of a season replete with wonderful garments for Spring. :: ::



Every day we are ushering in Spring garments that add to our conviction that the 1918 season will be one of surpassing interest to every woman of fashion. :: :: :: ::

**New Tailored Suits For Women**

*Fascinating Spring Styles*

READY NOW, for your inspection—the New Tailored Suits in very select array.

Made of the new Covert Cloths, Tricotines, Gabardines, Poirer Twills and many Serges, embodying all the novel features of the coming season. The belted models, the plain tailored effects and many elaborately button trimmed.

\$35, \$39, \$45, \$55 to \$95



**New Street Hats**

Of Straw and Silk or Crepe, in the varied tones of brown or taupe and the ever present black.

Piquante, irregular brim Hats.

Small Cloche Hats and the Directoire Poke.

These are large hats, of course, but they are outnumbered by the small hats as Sundays are by week days. The trimmings are charmingly simple—a smart bow or cockade of ribbon—a lacquered wing or cluster of glazed fruit.

A First Showing at **\$10.00 to \$16.50**

Second Floor

**NEW Satin Striped Poplin Skirts**

Specially Priced At **\$8.95**

A very nice assortment of these charming Skirts. With shirred yokes and pockets. Black or Navy Blue. Very fine for dress wear.

Second Floor

**New Spring Apparel**

For Misses and Small Women

THE SPECIALTY SHOP for Misses and Small Women is displaying fascinating styles for the new season—everyone with that indescribable "youthfulness" of line and style that is so much sought after by every woman.

Smart Tailored Suits, in Check Velour, Black and White Checks, Gabardines, Serges, Tricotines, etc.; semi-tailored models, belted Coats, flare models and the newest Eton models.

Prices, \$25.00 to \$85.00



**We Are the Sole Agents in Omaha for the Celebrated "Milgrim" Suits**

which the most stylishly attired women in the east call the best of modes. Made by H. Milgrim & Co.

Beautiful Dresses for Small Women and Misses, New Foulards, Taffeta, New Pompadour Chiffons, Georgette Crepe, Serge and Poirer Twill.

Prices, \$22.50 to \$65.00

Second Floor

**Beautiful New Spring Silks**

Foulards are extremely popular and we are showing a very extensive assortment of fascinating effects, and new arrivals daily add to the effectiveness of the display.

36 AND 40-INCH FOULARDS, in the newest dot, floral, scroll and Grecian effects. The best colorings. A most desirable and serviceable silks; specially priced, at, a yard, **\$1.75 and \$1.95**

36-INCH EXTRA HEAVY CHIFFON-TAFFETA, very soft, mellow finish; very popular for new Spring Suits and Dresses; we are showing 50 new shades to select from, a yard, **\$1.50 and \$1.69**

THE NEW KOREAN SILK will surely please you; 32 inches wide, very soft, shimmering finish; will launder very well; in a beautiful range of new colorings; very special, yd., **\$1.25**

36-INCH NEW GINGHAM CHECK TAFFETA, in a charming range of new combinations; one of the newest and most wanted Novelty Silks shown, a yard, **\$1.69 to \$2.50**

Our showing of new Shirting Silks is the largest and most complete ever displayed in this Middle West.

32-INCH EXTRA HEAVY ALL-SILK SATIN STRIPE HABUTAI, in an astonishing array of new color combinations; will wash and wear perfectly, a yard, **\$1.25**

32-INCH NEW STRIPE WASH CREPE, splendid weight, in all the newest color combinations, a yard, **\$2.00**

32-INCH EXTRA HEAVY STRIPE BROADCLOTH AND TRICO SILKS, will make ideal shirts for the stout man that is hard to fit; priced, a yard, **\$2.25**

Main Floor

**Buy Colored Dress Linens NOW—Or Pay More Later**

It is a simple matter of "forewarned is forearmed," and surely no one with a need will be dilatory when the facts are so plain.

Our Opening Price of **\$1.00 a Yard** For "Non-Krush" Dress Linens

offers you this splendid material at a price that is very modest, when the condition in the wholesale market is taken into consideration. Shown here in a great variety of pretty shades, suitable for Dresses, Suits, Separate Skirts, Middies, etc. Non-Krush Linen has a pretty, soft, silky finish and does not crease like ordinary Linens. No starch should be used in the washing. We are the exclusive agents for Non-Krush in Omaha. Look for the name in the selvage.

36 Inches Wide, **\$1.00 a Yard**

White Pique for the New Season's First Shipment Has Arrived

We have just received the first shipment of White Pique manufactured in Manchester, England, by one of the largest makers and cotton spinners in the world. Nothing but the finest yarns are employed in these Piques, which makes them absolutely white and soft. Especially desirable for Suits, Dresses, Skirts, Trimmings, Middies, etc. From the hairline stripe to the widest wale; 27 and 36 inches wide.

Prices, 29c to **\$1.35 a Yard**

Basement

**Sale of DRESSMAKERS' Notions**

Remarkably low prices for this Economy Day Event—prices that will enable you to fill up your sewing basket and save considerable money when you do so. Come early and share in this sale Monday.

**Notions and Sewing Needs**

- O. N. T. Crochet Cotton, a ball, **7 1/2c**
- San Silk, all colors, a ball, **3c**
- The I. B. Kleinert Rubber Pans for Babies, 50c values, a pair, at **19c**
- Elastic Sanitary Belts, 35c values, special, each, at **15c**
- Rust Proof Dress Clips, 10c value, a card, **4c**
- Shell Hair Pins, 6 in. box, **3c**
- Sanitary Napkins, regular 50c, special, a dozen at **34c**
- Ladies' and Children's Hose Supporters, regular 20c values, special, a pair, at **5c**
- J. & P. Coats' and Merrick's Best 6-Cord Thread, special, a spool, at **4c**
- Fast Colored Wash Edging, regular 5c value, special, a yard, at **2c**
- Best Grade Rust Proof Brass Hooks and Eyes, 10c value, a card, at **4c**
- Inside Skirt Belting, black and white, stiff, a yard, **5c**
- Fast Colored Darning Cotton, 3 spools for **5c**
- "Omo" Dress Shields, 27c value, a pair, at **15c**
- Machine Needles, for all makes of machines, a tube, **8c**
- 9-Yard Bolts of Fine Bias Tape, 15c value, special, a bolt, at **7 1/2c**
- Red Cross Knitting Needles, numbers 5, 7 and 9, 50c and 35c values, a pair, at **19c**
- Richardson's and Belding's Sewing Silk, 100-yard spools, special, a spool, at **9c**
- Real Human Hair Nets, 15c values, each, at **9c**
- White Ivory Dressing Combs, 39c values, special, each, at **19c**
- Wooden Coat Hangers, 5c values, special, 2 for **5c**
- Stocking Feet, 15c values, special, a pair, at **8c**
- Fish Net Shopping Bags, 15c values, each, at **9c**
- Men's Collar Bands, all sizes, each, at **4c**
- Finishing Braid, fine quality, 10c value, a bolt, **4c**
- Wire Coat Hangers, for baby coats and dresses, 2 for **5c**
- Elastic Remnants, 3/4-yard long, worth to 20c a yard, special, a piece at **5c**
- Skirt and Pants Hangers, with felt inside, 10c value, each, **5c**
- Carmen Hair Nets, all shades, 8 for **25c**

- Skirt Markers, extra heavy, 25c values, each, **9c**
- Best Brass Pins, for dress-making use, a paper, at **5c**
- "Omo" Sanitary Aprons, 65c value, special, each **35c**
- Angoria Yarn, extra large balls, a ball, at **15c**
- Warren's Best Silk Feather-bone, 20c value, a yard, **9c**
- Large Boxes Assorted Hair Pins, 15c value, a box, at **9c**
- Hair Pins in Packages, extra heavy and strong, a package, at **1c**
- Notion Boxes, each box contains more than 50c worth of notions, special, a box, at **10c**
- Khaki Colored Soldier Kits, each, at **25c**
- Darning Silk, for silk and fine hose, regular 10c spools, each **4c**
- Round Point Scissors, some with black handles, a pair, at **24c**
- 3-in-One Machine Oil, 15c bottles, each **10c**
- West Electric Hair Curlers, 5 on a card, at **19c**
- Steel Crochet Hooks, 10c values, at **2c**
- Extra Fine Lingerie Tape, for underwear, special, a bolt, **4c**
- "Sharp" Needles, best made, large 10c papers, at **5c**
- Shoe Trees, for all size shoes, a pair, at **5c**
- One Big Lot of Slightly Soiled Tapes, Braids, Rick-Rack and other trimmings, a bolt, at **4c**
- Mending Tissue, patches anything you wear, large piece, for **5c**
- Men's Garters, 25c and 35c grades, a pair, at **18c**
- Extra Strong Safety Pins, a card, at **5c**
- Clothes Brushes, good quality, each **10c**
- Dust Caps, all light colors, each, at **6c**

Main Floor, Rear

**Family Scales, \$1.29**

A very low price on these scales and the further opportunity to economize by being sure that you get the proper weight in everything you buy.

Food Choppers, Each, **\$1.29**

Grind up your food and use all of it. Medium size Food Choppers.

Basement

**Gingham, 15c**

Ginghams in plaids, stripes and checks, in assorted colors. Never sold for less than 19c a yard; special for Monday, a yard, **15c**

Basement

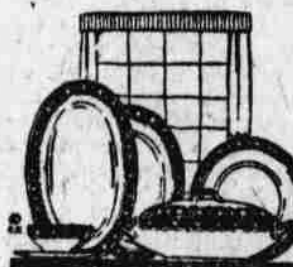
**Frame Pictures 69c**

The frame alone is worth the price of the frame and picture.

Third Floor

**3,000 Pieces of Johnson Bros.' English Dinner Ware**

We Are Closing Out This Lot of China on Monday at—



**Half Price and Less**

Decoration consists of delicate border of corn flower or bachelor buttons. Very neat and pretty, with the real French China effects. Plain derby shape.

Here is an opportunity to obtain excellent China at such low prices that you can well afford to restock generously. This is news that every housewife should heed, especially on this day, when the government asks for special economizing.

- \$3 Covered Dishes, **\$1**
- 25 Bone Dishes, **10c**
- 90c Open Vegetable Dishes, 8-in., at **45c**
- 70c Open Vegetable Dishes, 7-inch, at **35c**
- 50c Pickle Dishes, **25c**
- 95c Gravy Dishes, at **45c**
- \$2 Butter Dishes, at **75c**
- 75c Pitchers, at **25c**
- 50c Bowls, at **25c**
- 40c Cups & Saucers, **33c**
- 38c Oatmeal Bowls, **17c**
- \$3.50 Platters, 14-inch at **\$1.25**
- \$2.50 Platters, 12-in. **\$1**
- \$1.25 Platters, 10-in. **50c**
- 75c Platters, 8-inch, **37c**
- 38c Plates, 7-inch, **17c**
- 30c Plates, 6-inch, **15c**
- 20c Fruit Saucers, **10c**
- 75c Cream Pitchers, **35c**
- \$1.50 Sugar Bowls, **75c**

Main Floor, Rear

**Brandeis Stores**