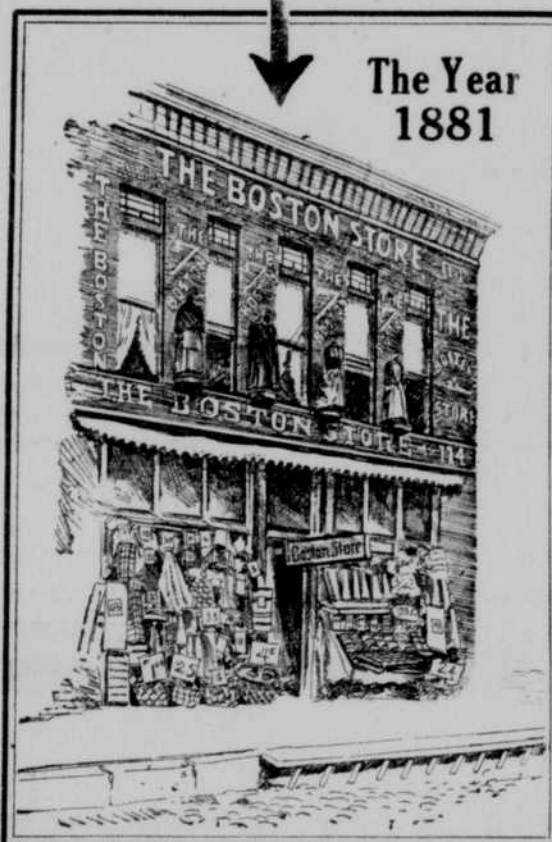


BRANDEIS DAY, Store Opens 8 a. m. Closes 6 p. m.

J. L. BRANDEIS & SONS

Vision and Policy



From the unpretentious little store named "The Fair" at 506 South 13th Street, to the great Brandeis Store of today, all in 45 years! Such is the history of the Brandeis Store.

This is also the story of a true vision and of a sound business policy.

When J. L. Brandeis established "The Fair" at 506 So. 13th Street in 1881, he became the founder of the store that bears his name today. He had a vision of a great city in the future and his purpose was to have a retail store commensurate with that city. To have such a store, it was obviously necessary to have a sound and permanent business policy as a foundation. That policy was to sell good merchandise at the lowest policy price, and to require that his customers always be satisfied and pleased.

The founder and his successors have always adhered strictly to the original policy set down in 1881.

History, and history alone, can say if the vision be true. And history alone can speak the true worth of the business policy. The growth and development of the Brandeis retail business since 1881 have proven that the vision of J. L. Brandeis was correct, and that his business policy was sound.

The founder's policy rules the Brandeis Store today.

We Reserve the Right to Limit Quantities

No C. O. D. Mail or Telephone Orders



Saturday Apr. 24, is

BRANDEIS DAY

THE BIGGEST BARGAIN DAY OF THE YEAR

Buy Everything you need Saturday

This is our Fourth Brandeis Day—the assortments of seasonable standard merchandise—the values—are greater than before. The manufacturers—the wholesalers—the importers have co-operated most generously to make the low prices possible.

Every resource has been utilized to make Saturday — Brandeis Day—Omaha's most outstanding value giving event of the year.

All goods offered in this event have been given the most rigid examination under the personal supervision of Mr. George Brandeis.

The principles of merchandising established for Brandeis Day are—
To offer the largest possible assortment of seasonable, dependable merchandise at prices that will mean the year's greatest savings to the thousands who will attend this event.

EVERY DEPARTMENT PARTICIPATES—Every department in this big store is offering new, standard, reliable merchandise at the lowest prices of the year.

EXTRA EMPLOYEES—Hundreds of extra employees, salespeople as well as workers in all other departments have been added to expedite shopping.

QUANTITIES IN EACH GROUP ARE STATED—When these are sold they cannot be duplicated at Brandeis Day prices.

ADDED STREET CAR SERVICE—By special arrangement with the O. & C. B. Street Railway company, added street cars will expedite your trip downtown—and home again.

MANY BARGAINS NOT ADVERTISED—The hundreds of items advertised in the Brandeis Day sales are only a part of the many bargains that await your choosing. They are examples of Brandeis Day values.

PLEASE CARRY YOUR SMALL PACKAGES—This will greatly expedite the prompt delivery of large packages.

Women's Dresses, Coats, Millinery, Blouses, Suits, Sweaters, Petticoats, Hosiery, Handkerchiefs, Lingerie, Cotton Knit Underwear, Shoes, Neckwear, Furs, Veilings, Corsets and Girdles, Gloves, Toiletries, Silk-Knit Underwear, Smocks.

Men's Furnishings, Suits, Overcoats, Raincoats, Shoes, Trousers, Hosiery, Children's Millinery, Dresses, Shoes, Hosiery, Handkerchiefs, Knit-Wear, Coats, Sweaters, Petticoats, Gloves, Toys.

Infants' Wear, Dresses, Bonnets, Coats, Vests, Hosiery, Bootees, High Chairs, Bassinets, Walkers.

Silks, dress goods, linens, leather goods, umbrellas, parasols, drugs, ribbons, candy, candy novelties, notions, embroideries, laces, silverware, phonographs, radios, radio equipment, trimmings, buttons, trunks, suitcases, hat boxes, traveling bags, overnight cases, crockery, carpets, rugs, draperies, furniture, house furnishings, hardware and paints, soap, ice cream, cut flowers, plants, seeds, linings, white goods, domestics, art goods, electric appliances, gifts, books and stationery.

In our basement we have Men's Women's and Children's clothing, blankets, domestics, white goods, draperies, accessories, phonographs, ice cream, candy and dress goods.

YOU'LL SAVE MORE THAN ANY OTHER DAY DURING THE YEAR