

"I Consider Brandeis Store a Great Institution"

Said Mayor "Lew" Shank in an Address to the Ad-Sell League Last Monday Night

"The Brandeis Store is a great institution," said Mr. Shank, "and it has grown because the store-keeping policies of its founder were right. I do not know whether he is alive today or not, but if not, such a store as Brandeis would be impossible unless his fundamental principles were still being carried out by those entrusted with its care."

"From what I have seen of the Brandeis Store today, I am sure if Mrs. Shank lived in Omaha she would do her shopping here."

CUSTOMER SATISFACTION is the foundation upon which the Brandeis Store is built. It would be folly to advertise if our merchandise was unworthy or unreliable—it would be business suicide to ask an unfair price for goods that were not worth what we asked for them, nor could we expect to stay in business long if we served our customers carelessly and discourteously and showed no inclination to back up our goods with a standing guarantee to make good on anything that proved unsatisfactory. The fact that our business grows from year to year and our list of customers continues its

upward climb, is convincing evidence that our goods, our prices, our service and our consistent aim to please every purchaser has succeeded in making hosts of satisfied customers. "Customer satisfaction makes a business grow," and the consistent growth of the Brandeis Store is evidence that we are keeping faith with the buying public.

Are You Wearing
The Corset That
Suits Best
Your Particular
Figure?

Would you not welcome expert advice of the corsetry that brings out the best lines for your particular figure? We are offering you this individual attention.



Miss Jane Olson

Expert Corsetiere
from New York City

—who has had years of experience in corsetry, will be in our department for a few days. She will give you individual attention in showing you the lines to avoid and the points to correct in your corset wearing. Miss Olson is demonstrating also the newest models in

Nemo Wonderlift
and
Nemo-flex Garments
(Girdles, Brassieres and Combinations)

Corsets, \$4 to \$15
Brassieres, \$1 to \$3.50

Third Floor

THE BRANDEIS STORE

Distinctive Style Marks These Coats and Frocks

Presenting the most fashionable modes and the favored fabrics in coats and frocks. Greatly diversified styles representing all that is new! All that is smart! And surprisingly inexpensive for their quality.

The Coats **39⁹⁵** The Dresses **39⁷⁵**

Featuring the "small collar" coat which has commanded popularity since its arrival. The smart styles and simplicity of these models will appeal to you as well as their lovely fabrics.

Newella Twill Bloom Lorcheen
Charmeen Ottoman
Kashak Lined Satin

White and Red White and Navy
White and Green Yellow
Assorted Prints

Deep fur borders add the luxuriousness that appears in very exclusive models. In all the season's bright shades.

There are printed crepes, flat crepes, satin crepes and crepe de chine. Women's and misses' sizes.

The Brandeis Store—Second Floor.



Success Is Assured With Pictorial Review Patterns

The step-by-step directions that accompany each of these excellent patterns make it possible for even the most inexperienced sewer to complete a smart costume.

Main Floor

Newest Patterns and Colors in April Silk Sale

Thousands of yards of the silks most popular for spring wear. Awning stripes, prints, flowered silks, crepes, and all very specially priced for Monday.

3,000 Yards of Spring Silks

36-inch Plain Knitted Crepe. 39-inch Navy Blue Canton. 40-inch White Novelty Sport Satin. 36-inch Silk Tweed Sport Plaid. 32-inch Natural 20 Mommie Pongee. 33-inch Printed Kimono Silks. 36-inch Colored Brocade.

97c

Japanese Pongee

Genuine Jap Pongee, natural color, government stamped. First quality, that will launder beautifully. 1.00 value, yard.

69c

Crepe Bengaline

One of the newest silk and wool materials. Lovely for ensemble dresses. 2.50 value, yard.

1.97

Novelty Pongee

Novelty pongee in neat corded stripes, checks, plaids and blazer stripes. 1.75 value, yard.

1.39

Printed Canton

A beautiful quality heavy weight crepe in patterns that are individual. 40-inch width. 2.50 value, yard.

2.19

The Brandeis Store—Main Floor.

Monday—Excellent Values in This Sale of Muslin Underwear

A Sample Purchase of Muslin Underwear Offered to You at a Saving of 25% to 50%

Step-ins Bloomers Nightgowns Vests
Knickerknicks Slips

Made of the finest nainsook, shadow batiste, sheen voile and other novelty lingerie materials. Dainty trimmings of lace, embroidery, colored stitchings and narrow ruffles prove their greater worth. Every light color wanted is here.

Regular 1.49 to 2.49

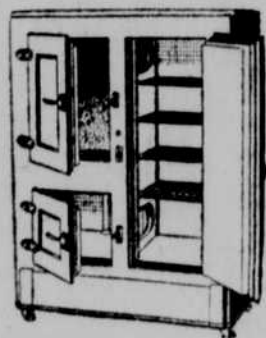
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The Brandeis Store—Third Floor—North



Leonard Refrigerators

19⁹⁸ 29⁹⁵ 35⁹⁵



50 lbs. ice capacity, white enamel lining; side icing type; 3 doors; regular 26.95 value.

75 lbs. ice capacity; white enamel lining; 3-door; side icing type; regular 34.00 value.

100 lbs. ice capacity; white enamel lined; 3-door side icing type, regular 44.75 value.

SMALL DOWN PAYMENT—BALANCE MONTHLY

Sanico Gas Range

62⁰⁰

All porcelain Sanico range; porcelain oven and broiler; white porcelain front, legs, door panels, splashers, oven side and top rail; 14x20-inch oven.

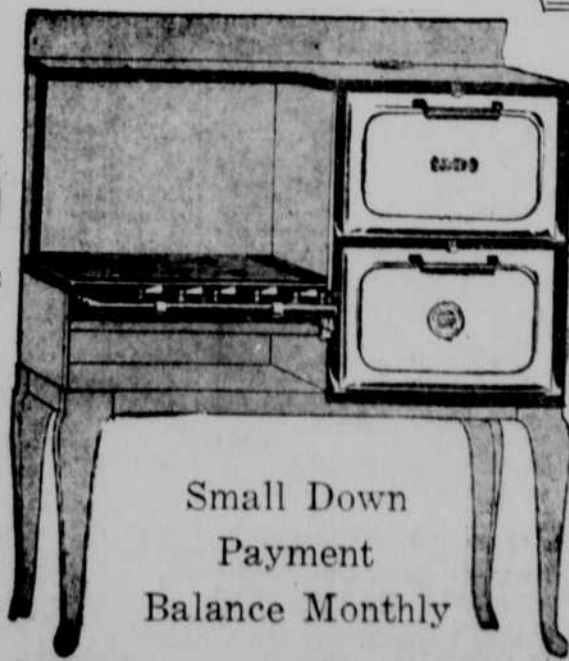
A Value Every Housewife Will Appreciate

Steel Coral Gas Range

39⁹⁵

Steel Coral range with white porcelain doors, front legs and splashers; 14x20-inch rustproof oven; oven side and top guard are also white; a guaranteed baker.

A Real Buy at This Low Price



Small Down
Payment
Balance Monthly

The Brandeis Store—Fifth Floor.

New Wall Papers

Though your room requires only new ceiling paper, a border, or a sidewall, see our complete stocks before you choose. Our prices are right. We furnish paper hangers, if desired.

Two Special Groups:

Camco Blends

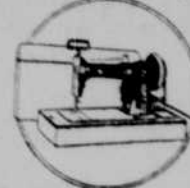
30 inches wide, in shade of gold brown, gray, blue, rose and tan. A popular paper for living rooms and dining rooms. Roll..... 17c

Bedroom Papers

A varied assortment of papers for the bedroom. Delicate pinks, blues, yellows and other wanted colors. Specially priced, per roll..... 9c

Special Prices on Sewing Machines

The home sewer will recognize this as her opportunity to buy standard machines at lowered prices.



60.00 Electric Portable

A long shuttle type portable machine with all the necessary attachments. Comes with a 15-year guarantee. Special. **45.00**



White and Singers

These are machines that have been slightly used, but are in excellent condition. With guarantee, only. **37.50**

Fifth Floor.

Sanico Gas Range

59⁹⁵

All porcelain Sanico range; with porcelain oven and broiler; white porcelain and splashers and oven side and two front doors; black porcelain burner frame, grates and burners; 14x20 rustproof oven.

Note the Special Details

Gray Sanico Gas Range

79⁰⁰

All porcelain gray Sanico range; porcelain oven and broiler, gray and white porcelain trimmed; 16x20 rustproof oven.

Most Exceptional Values
Fifth Floor—Center