

IS THE BLUFF WORTH WHILE?

A bluff is a collection of small deceptions directed to a single end; but this does not mean that the end may not be honest, for bluffing is resorted to in the most deserving of causes. Men rise to

eminence in politics through their ability to convince the people that they are much better qualified than others who lack only the knack of talking about themselves. Women achieve social distinction and a reputation for intellectual cleverness by bluffing judiciously among other women known to be amenable to

that kind of impression, and the reputation in turn serves to impress the more conservative. But whatever his reward, the successful bluffer earns it all. He must have an agile wit and a ready tongue. He must be patient enough to wait for the ripe moment, then assert his accumulation of deceptions with discre-

tion and a certain amount of the vital force which is often abused under the term personality. Many a reputation for extraordinary prosperity has begun with a borrowed automobile and a disposition to share it with the select few whom its possession will inspire with the most awe. Daring is required to execute such

a plan, but your true bluffer is generally so well schooled in failure that it has no terrors for him. He has begun as a callow youth, when it seemed easier to believe that he was wiser than to acquire wisdom. Very often this youthful bluff succeeds, for older men are inclined to overestimate the strength of youth. And

once used it soon becomes a habit. Not until the years have taught their lesson does the utility of bluffing become evident. Then the bluffer finds himself deserted by youth, his great ally, which he has worked so hard; and in the test which mellow age puts on the conversation of men he finds himself proved a

bore and a person of impoverished intellect. To many bluffers, though, the bluff is only a stepping stone to respectable accomplishment, and not infrequently youthful bluffs are capped with honor and substantial distinction.—Indianapolis News.

See Want Ads Produce Results.

Toilet Articles and Drugs--Specials

Groves Tooth Powder, 7c	Witch Hazel, full size bottle, 29c	Flora Water, 35c size bottle, for 24c
Manicure Sets, 39c	Pebeo Tooth Paste, 5c size, 29c	Jap Rose or Pers. Toilet Soap, cake, 5c
Java Rice Powder, 29c	Mercolized Wax, 7c size, for 53c	Diamond Cream, 10 bars for 20c
Peroxide of Hydrogen, 1-lb lot, 16c	Manicure Kit for 75c	The largest assortment of Imported and Domestic Perfumes in the West.
Glycerine, Rose-water, 1/2-pt bot., 19c	Rubber Sheeting 33c	Special sale of Combs and Brushes.
Essence of Peppermint, 2-oz. bot., 9c	Nelrose Face Powder, all shades, 33c	

Brandeis Stores

Cut Flowers--SPECIALS SATURDAY

CUT FLOWER DEPT.--MAIN FLOOR.

California Violets--25c Bunch

Carnations Colors 2c Each

ALSO CHRYSANTHEMUMS AND ROSES AT VERY SPECIAL PRICES

Handkerchiefs Worth 35c

Men's plain French sheer all linen handkerchiefs, new wide hems. Also the pure linen cambric initials. Some of the letters are slightly imperfect.

12 1/2c EACH

An Eastern Manufacturer's Entire Sample Line and Surplus Stock of

Children's Day Saturd'y

In Omaha's Greatest Store for Children and Grown Ups

Children's Coats

Purchased at about half actual value are on sale at corresponding reductions. Fine Coats in Plush, Maritex, Hindu Lynx, Boucle, Chinchilla, Fancy Tweed Mixtures and many other splendid fabrics for winter wear. Light and dark shades. All sizes, 6 to 14. Two big lots for Saturday.

Lot 1--350 Coats Worth to \$6.98, Choice for..... **\$3.98**

Lot 2--275 Coats Worth to \$12, Choice for..... **\$5.00**

Brandeis--Second Floor.

Women's and Misses' Coats

Values Are Wonderful **You Must See Them**



These coats are the Very Newest and Smartest models. All of them are made of the most wanted materials, such as Maritex, Sealgate Plush, Mate-Lam, Arabian Lamb, Corduroys, Hindu Lynx, striped Ural, Pomorie, Broadcloth, Chinchilla, Wales and fancy plaid mixtures.

They come in the lengths approved by Fashion Critics—medium and full length styles, belted effects with flare bottom, or plain tailored models. Some have velvet and fur trimmings. Beautifully lined with plain or fancy silk or satin. All sizes. Divided in three lots--

LOT 1--450 COATS Worth to \$22.50, Choice-- **\$13.75**

LOT 2--375 COATS Worth to \$30.00, Choice-- **\$17.75**

LOT 3--275 COATS Worth to \$35.00, Choice-- **\$22.50**

CHOICE OF THE HOUSE SALE OF MILLINERY

Every Trimmed Hat in our Millinery Department--no matter what its cost or value--is to be had Saturday for--

\$10

Unrestricted choice--none reserved. All of our beautiful Evening Hats, Street Hats, Pattern Hats--including the new Victoria Red and Sand Colored Hats that are the latest vogue and so popular. Take your choice Saturday at \$10.00. It's useless to suggest early selection Saturday morning, for every woman knows that there surely will be keen rivalry for such extraordinary values.

Second Floor

Art Needlework--Fancy Goods

Specials Saturday--On Third Floor

Perl Lusta, Bucilla and Coat's Mercerized Crochet Cotton--White, ecru and colors. Values up to 20c per spool. **10c**

Perl Lusta Embroidery Cotton--In rope, India and stranded. Regular price 2 skeins for 5c. Saturday 4 skeins for..... **5c**

Stamped and Tinted Sofa Pillows, Scarfs and Center Pieces--On white and colored linen. Values up to \$1.00. Choice Saturday at..... **50c**

Lunch Cloths--On pure Irish linen, 45 inches, in floral and conventional designs. \$1.75 values. Extra special for Saturday, at..... **\$1.00**

Stamped Center Pieces, Scarfs, Pillows--Some matched. On art crash. Neat designs. Values 50c. Choice Saturday..... **19c**

Coronation Braids--8 yards to each piece. White and colors. 15c value. Saturday, 3 pieces for..... **25c**

BEGINNING SATURDAY A 3-DAY SALE OF "LA VIDA" CORSETS AT 20% DISCOUNT

For three days only--Saturday, Monday and Tuesday--we place on sale at 20 per cent discount, our "La Vida" Corsets. This includes every model in stock. This is our own make and we guarantee this corset in every respect. Woman fitted in La Vida Corsets make frequent comment that they are "as easy sitting as standing," and that their figures preserve slender lines in either posture.

They are made of the finest material, boned with excelsior, which is positively unbreakable.

Our fitters are competent and at your service. The large variety of shapes of "La Vida" Corsets provides a perfect fit for every figure.

Prices, \$3.50 to \$25

Second Floor.

Sterling Silver Tableware At Little More Than Half Price

All Very Heavy Weight Silverware, Really Wonderful Values.

We also offer Oneida Community Silverware at about Half Usual Prices

Everyone knows the regular prices of these goods. Please compare the sale prices and note the wonderful reductions. These goods have never been sold at less than regular prices before.

Oneida Community Silverware

Guaranteed for Fifty Years in Family Use.

\$2.15 Tea Spoons (Set of six).....	\$1.69
\$4.00 Dessert Spoons (Set of six).....	\$2.75
\$4.30 Table Spoons (Set of six).....	\$2.98
\$3.00 Orange Spoons (Set of six).....	\$1.98
\$1.75 Berry Spoons Each.....	\$1.00
75c Baby Spoons Each.....	39c
85c Sugar Spoons Each.....	50c
\$1.25 Cold Meat Forks Each.....	79c
\$2.75 Individual Oyster Forks (Set of Six).....	\$1.75
95c Butter Knives Each.....	50c
\$4.50 Plain Knives and Forks, solid handles. Per dozen.....	\$3.19
\$10.50 Hollow Handle Knives and Flat Forks. Dozen.....	\$7.19
\$7.20 Embossed Handle Knives and Forks. Per dozen.....	\$4.98

\$1.75 Carving Sets **\$1.00**

Famous Landers, Frary & Clark make. 9-inch blade, Coco Bolo handle. These are real exceptional values. Saturday, per pair.....

COMMUNITY SILVER

A Small Deposit Will Hold These Goods for You for Christmas Delivery.

Sterling Silver 925/1000 Fine Hampden Pattern

This is all very heavy weight, plain colonial designs, made by R. W. Wallace & Sons.

\$6.00 Tea Spoons (Set of six).....	\$2.69
\$5.50 Berry Spoons Each.....	\$3.29
\$2.75 Butter Knives Each.....	\$1.50
\$3.25 Cold Meat Forks Each.....	\$1.89
\$2.50 Sugar Spoons Each.....	\$1.29
\$1.98 Olive Spoons Each.....	\$1.00
\$1.98 Cream Ladles Each.....	79c
\$2.25 Pickle Forks, long Each.....	\$1.00
\$1.50 Pickle Forks, short Each.....	79c
\$16.50 Carving Sets, large 3-piece set, hollow handle.....	\$10
\$6.50 Steak Carving Sets 2-piece set.....	\$3.98
\$5.00 Bird Carving Sets 2-piece set.....	\$2.98

Underwear and Hosiery

For Women and Children

Women's Union Suits--In medium weight and fleecy lined cottons; high neck, long sleeves; Dutch neck, elbow, and low neck, elbow; in ankle lengths; regular and extra sizes. Per suit..... **50c**

Women's Union Suits--In medium and fleecy lined cottons; high neck, long sleeves; Dutch neck, elbow, and low neck, elbow; in ankle lengths; worth up to \$1.00. Special Saturday, per suit..... **69c**

Women's Heavy Fleecy Lined Cotton Velveteen Union Suits--High neck, long sleeves, ankle length. All sizes, \$1 quality Saturday, for..... **75c**

Women's Union Suits--In fine cotton. Light, medium and heavy weights--in Munsing, Carter, Thon, Dalby, Globe and many other well-known makes. All styles. Per suit..... **\$1.00**

Women's Union Suits--In part wool and silk and wool; plain and Swiss ribbed; all styles and sizes; worth from \$1.50 to \$2.50. Special Saturday, per suit..... **\$1.98**

Children's M Knit Waists--Patent taped seams. 16c quality. Saturday..... **11c**

Boys' and Girls' Vests, Pants and Drawers--Made of heavy fleecy cotton; all sizes; worth up to 35c a garment. Special, each..... **15c**

Children's Mince and Boys' Vests, Pants and Drawers--Fleecy lined cotton; cream or gray; all sizes; worth up to 25c. Special Saturday, per suit..... **25c**

Vests, Pants and Drawers for Mince, Children and Boys--In flax, wool, white and gray. Garments worth up to 50c. Special, each..... **39c**

Women's Fine Silk Thread Hose--Pure dye. Some all silk to the top and others with lisle garter tops. All have reinforced heels and toes and double soles. Fine assortment of colors, such as Pinks, Sky, Bronze, Suedes, Fawns and other popular shades. A special lot in fancy Christmas boxes will go in this sale. Worth up to \$1.50. **\$1.00**

Mince's, Children's and Boys' Union Suits--In fleecy lined cottons, cream and gray; high neck, long sleeves, ankle length, open crotch and drop seat; all sizes to 16 years. Special at, per suit..... **50c**

Women's Silk Thread Hose--In black, white and assorted evening shades. Every pair perfect. Full regular made, with wide garter tops, double soles, heels and toes. Special Saturday, per pair..... **59c**

Women's Silk Lisle and Cotton and Wool Hose--Seamless and full-fashioned; reinforced soles, heels and toes. Medium and heavy weights. Special Saturday, pair..... **19c**

Women's Silk Foot and Fiber Sock Hosiery--In white and colors. Full-fashioned and seamless. Double soles, heels and toes and wide tops. Special Saturday, pair..... **29c**

Women's Fiber Silk Sock Hosiery--With lisle garter tops. All have double soles and high upturned heels and toes. Worth up to 35c a pair. Special Saturday, pr **16c**

Children's Heavy and Medium Weight Hosiery--Double knees, soles, heels and toes. Wide and fine ribbed. All sizes. Special Saturday, pair..... **12 1/2c**

Men's Cotton Hose--Medium weight. Black and tan. Full seamless with reinforced heels and toes and double soles. Special Saturday, pr **12 1/2c**

Men's and Women's Shoes--Over 2,000 Pairs

Bought From Overstocked Manufacturers at Prices That Average About 60c on the Dollar

All go on sale Saturday at price reductions that correspond with the savings of our purchase. A splendid opportunity for men and women to buy fine footwear and save about 40c on the dollar. The lot includes:

Women's Bull Calf Button Shoes with extension soles.

Women's Bull Kid Shoes with cloth tops.

Women's Patent Calf Button Shoes with brocade cloth tops.

Women's Patent Kid Button Shoes with mat quarter.

Women's Patent Calf Button Shoes with kid tops.

Men's Gun Metal Calf Blucher Lace Shoes.

Women's Patent Calf Button Shoes with cloth tops.

Women's Gun Metal Button Shoes with cloth tops.

Women's Genuine Tan Calf or Champane Kid Button Shoes.

Women's Patent Kid Button Shoes with cloth tops.

Men's Bull Calf Button Shoes with wide toes.

Men's Choice Saturday Per Pair **\$3** Worth up to \$5.00 a Pair

Women's Fine Gloves Saturday at \$1.00 Per Pair

BUT they are far superior in quality to gloves usually selling at \$1.00 per pair. It is a special purchase of several hundred dozens of Women's Gloves, including Two-Clasp Overseam Imported Kid Gloves, One-Clasp Cape Gloves, Silk Lined Suede Gloves and Guaranteed Washable Doeckin Gloves--in Black, White and all colors, all offered at one price Saturday, very special, \$1.00 per pair.

There is an excellent assortment including most every color and black and white. Qualities in all instances are far better than the price would call for. Every pair is guaranteed and fitted. At \$1.00 a pair they should sell very quickly.

Special For Saturday--Two-Clasp (Guaranteed Washable) Duplex or Leatherette Gloves--White with black backs. Exceptionally good value, per pair..... **50c**

PRETTY AND DAINTY NECKWEAR

To Wear With Evening and Tailored Waists

The New Marie Neckband is one of the most favored neck adornments. Very pretty, very dainty and very new. Price-- **35c**

The Pretty Neckband of Velvet and With Rosebuds is very stylish. Comes in colors and black and white. The price-- **50c**

The Pretty Collar of Oriental Lace--Like illustration. Comes in white and ecru. Very neat and stylish. Price-- **50c**

New Sand Color Lace Blouses

Just as we are going to press with this advertisement, a message from our blouse buyer in New York tells us that a shipment of these charming new blouses is on the way and will be here for Saturday's selling. These blouses are the newest craze in New York, she says. We will be first to show them in Omaha. Smart blouses with new cape back. Be sure to see them.

\$3.98 and \$5.00

BUY A BOX OF 40c CHOCOLATES

Our Special Pompeian Chocolate Bitter Sweet and Swiss Style Milk Chocolates, with fruit and nut centers. No better chocolates made for 40c a pound. Be sure to take a box of these delicious sweets home Saturday. Every man should remember that his wife appreciates good chocolates--just as much now as in the honey days of courtship.

25c

Our Delicious Cream Dipped Brazil Nuts--Chocolate and Vanilla. Special, 1 lb..... **39c**

Special Fresh Black Walnut Pompeian--Saturday, at, per pound..... **25c**

Opera Creams--Filled with Pecan meats; chocolate and vanilla. Special, Friday, at, per pound..... **25c**

Demonstration of our Home-Made Candies Being Made Fresh Every Day--Pompeian Room.

Four Gold Fish and Globe For 89c

Four handsome, healthy goldfish, one-gallon fish globe, medium size castle and one package of fish food, all for 89c Saturday.

Goldfish--Our regular 16c kind. Saturday..... **4 for 25c**

Wear-Ever Aluminum Demonstration and Sale.

Take advantage of this demonstration of the uses and care of aluminum if you expect to buy this season. We offer special values, and it means a great saving to buy now.

2 1/2-Gal. Double Lipper Sauce Pans--Regular 90c, special Saturday..... **48c**