

The Sunbeam Way—A Triumph for Beauty and Serviceability

Why They Were Made

THE SUNBEAM DAINTY DAY Dresses and Apron Frocks are the result of careful study and painstaking effort made by the best experts in that line in the country.

Long ago we recognized the demand for a day dress and apron frock that would be at once beautiful, serviceable and low in price. More and more the women of today are turning to the intensely practical. They want comfort as well as beauty and they find both in the garment which we are finally enabled to offer them. We can assure our customers that in presenting these beautiful garments our brightest hopes in that line have been realized.

How They Were Made

THE DESIGNS OF THESE GARMENTS are so complete, worked out as they have been by the most careful thought of the best experts, that they are indeed worthy of the designers of the most attractive street dresses. Some of them are trimmed with organdie collars, cuffs, pockets and sash being made of various colored organdies or self materials. Some have panel insets, and some are edged with lace. Bias folds are of self materials or of some white pique on skirts. They are very dainty, yet very practical, and the fine workmanship is apparent at a glance. All seams are finished as though they were hand made. An endless variety of most attractive styles for every age and taste.

Materials Are the Best

SUNBEAM DAINTY DAY DRESSES are made from the best gingham, Amoskeag, Benfrew and others and from Scout and other standard percales. These materials hold the color, launder nicely and come in varied patterns to suit the taste of every woman. Sunbeam Apron Frocks possess all the beauty and all the marks of distinction previously found in dresses alone. These aprons are made in many patterns in various styles to suit all tastes.

Sunbeam Dainty Day Dresses come in every color used in the summer dresses, including the many new shades of 1923 as well as conservative colors and combinations. The serviceability of the colors is one of the striking features of these wonderful garments.

Where They May Be Worn

SUNBEAM DAINTY DAY DRESSES have been especially designed by the originators to meet the demands of the modern woman who desires style and quality at the lowest possible price. They may be worn in the home, on the street or for afternoon. No matter where you are or what you are doing, if you have on a Sunbeam Dainty Dress you will look dainty all day the Sunbeam way. They are so beautiful and so practical that they may be used all along the line of woman's daily activities. You will be interested in knowing that every experienced department store man or woman who has examined these garments has displayed marked enthusiasm and wonder that so excellent a garment can be sold at such remarkably low prices.



Amoskeag Gingham with organdy trimming 3.95

The Brightest Homes Will Soon Be Filled With "Sunbeams"

THE BRANDEIS STORE

Sunbeams Will Light the Way for Hurried Shopping Trips



Chambray and cretonne trimming 1.95

Thursday, June 15, at 9 A. M.

Third Floor

Opening Sale of

Third Floor

Sunbeam Dainty Day Dresses and Apron Frocks

Thursday Is the Day Omaha Women Will Remember As a Real Event.

Look Your Best The Whole Day Long In a "Sunbeam" Dainty Day Dress.

Lowest Prices Omaha Has Ever Known on Such Day Dresses and Apron Frocks

Daintiest Styles, Best Materials, Finest Workmanship—Everything a Woman Most Desires in the Dress She Wears in the Daytime Offered in This Opening Sale at Prices Far Below Those Asked for Ordinary Dresses and Even Below the Prices We May Hope to Offer Again on These Dresses. To Be Sold Thursday in

Five Groups at the Following Prices:

95c • 1⁹⁵ • 2⁹⁵ • 3⁹⁵ • 4⁹⁵

These Prices Will Hold Good Only As Long As This Particular Purchase Lasts. Come in Thursday and See These Beautiful Dresses. You Will Find Them Surpassing Even Our Claims for Them. For No Announcement Could Contain An Adequate Description of Their Beauty, Style and Workmanship.

Come Early Thursday Prepared to Buy Your Whole Season's Supply



Imported Gingham with picque binding at 4.95



Jay Crepe with Cretonne trimming with scalloped hem 2.95



Amoskeag Gingham with organdy hand embroidered 2.95



Checked Gingham with organdy and lace 2.95



Cross Bar Muslin and English Print, daintily decorated 3.95



Tissue Gingham, organdy collars, cuffs, and pockets 4.95



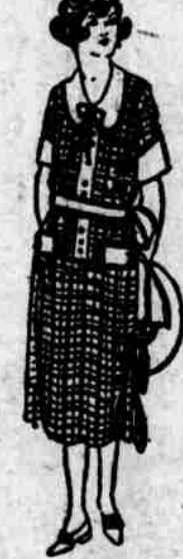
Chambray in two-tone novelty style 1.95



Amoskeag Gingham and Chambray with organdy trimming 2.95



Amoskeag Gingham and Chambray, plain and checked 2.95



Tissue Gingham with organdy hand embroidered 3.95



Chambray and Percale, in contrasting colors 3.95



Imported Gingham, hand embroidered, at 4.95



Ki Ki Dress, sateen and percale, a distinctive model 2.95