

Ladies' Wrist Watches

At Greatly Reduced Prices



This collection of 500 high-grade watches, all guaranteed, gives you an opportunity to select a wrist watch at prices which we believe cannot be equalled elsewhere in Omaha.

White Gold Case—Solid 14-k. engraved case with 15-jewel movement. Square case with ribbon wristlet. Regular 25.00 value. Sale price, **15.75**

White Gold-Filled Case—25-year case with 15-jewel movement. A choice of oval, square or octagon engraved cases with ribbon wristlet. Regular 15.00 value. Sale price, **10.50**

White Gold Case—Solid 14-k. engraved case with 15-jewel movement. A long oval shape in the new cushion effect with ribbon wristlet. Regular 35.00 value. Sale price, **23.50**

Solid 14-k. Gold Cases with 15-jewel movement. Engraved or plain cases in oval and cushion shapes with gold and white dials. Regular 25.00 value. **17.50**

Solid 18-k. White Gold Case with genuine platinum top set with 22 diamonds in the fashionable rectangular shape. Highest grade 17-jewel movement. This is as fine a wrist watch as one could wish to own. Regular 150.00 value. Sale price, **115.00**

20-Year Gold-Filled Case with 15-jewel movement. Round engraved case with ribbon wristlet. Regular 15.00 value. Sale price, **10.50**

These are but a few of the many beautiful styles and wonderful values you will find in this sale.

Main Floor—East

THE BRANDEIS STORE

Saturday—An Assemblage of

Dainty Porch Frocks

Taken from our regular stocks and priced for Saturday at **3.85**

In many instances these dresses have been priced \$2 and \$3 higher

Called porch frocks, but smart enough to wear anywhere. A collection of more than 500 attractive tub frocks in Amoskeag, Renfrew and tissue ginghams, dainty batistes, muslins, Japanese crepes and other wash fabrics. Outstanding among many pretty styles are the soft, cool batistes, many in black and white designs that will be exactly what the conservatively dressed matron is searching for.

Besides the multiplicity of styles, these frocks commend themselves by the quality of their making, being full cut patterns and all seams nicely finished.

Sizes from 16 years to 52 bust.

Third Floor—Center



WE have heard in a striking way from the European Shopping Expedition undertaken last winter by representatives of the Brandeis Store. Important as that expedition seemed at the time, its real value was not realized even by the members of the party. But the mission grew in their view. Day by day the opportunities for the purchase of desirable goods seemed not only greater than they had expected, but new and attractive markets unfolded their treasures and acquired new ones before their very eyes.

Long before the Brandeis Store agents returned to America, they poured into the home office enthusiastic messages relating to their purchases. Returning, these agents threw into their work a new interest, broadened and enlarged by their wonderful experiences.

As the merchandise arrived the enthusiasm of these agents, as they inspected the goods, was much like we expect our customers' interest to be when they come to examine them.

As we have said before, there are stores in larger cities than Omaha who have not undertaken a European shopping tour such as this store carried to successful conclusion. It is not possible to tell of all these treasures, many on our counters and others coming in, of the laces and embroideries, linens, china and glassware; of the hostery, handkerchiefs and trimmings; of the cutlery, woodenware and baskets; of the perfumery and toilet articles, combs and notions and leather goods; of the watches and beads and pearls; of the curtains and draperies, the novel matings and fine rugs; of the aluminum tableware and wicker furniture; of the novel candles and candlesticks; book ends and wonderful, life-like wax figures.

You will learn about them all in our advertisements as they are offered for sale. You will be delighted with the importations and pleased with the low prices at which we are able to offer them.

Watch our advertisements carefully and come in and inspect these goods. You will want them and you will be able to buy them, for the important feature of our "Lookout-in-the-Foretop" system is to bring the most wanted merchandise within the reach of all our customers. To that end no effort is ever spared at the Brandeis Store, and in the wonderful results of our European Shopping Expedition we have even exceeded our own expectations.

J. L. BRANDEIS & SONS.

Drugs - Toilet Goods

- | | |
|---|---|
| 1.20 Nujol Mineral Oil, 98¢ | 1.00 Listerine, 79¢ |
| 50c Mulified Coconut Oil, 39¢ | S. S. S., 83¢ |
| 25c Mennen's Talcum Powder, 19¢ | 1.50 Luxuria Cold Cream, 1.29 |
| 50c Mennen's Shaving Cream, 37¢ | White Ivory Finished Dressing Combs, 49¢ |
| 50c Peppermint Tooth Paste, 38¢ | Hudnut's Three Flowers Vanity Case, 1.50 |
| 60c Elcaya Creme, 33¢ | 25c Woodbury's Facial Soap, 19¢ |
| Elcaya Cold Cream, 23¢ | 1.75 Bocabelli Castile Soap, large bar, 1.45 |
| Forhan's, "For the Gums," 45¢ | 30c Bromo Seltzer, 23¢ |
| Creme Simons, imported, 39¢ | De Witt's Kidney Pills, 33¢ |
| 30c Amolin, 27¢ | Tanlac, 89¢ |
| 50c Non Spi, 33¢ | Thermopack, keeps food hot or cold, 59¢ |
| 1.00 Mavis Toilet Water, 79¢ | 35c Tis, for aching feet, 27¢ |
| 1.00 Mavis Face Powder, 59¢ | 50c Palm Olive Shampoo, 37¢ |
| Ambre Royal Face Powder, 1.39 | Prophylactic Tooth Brushes, U. S. Army surplus, 23¢ |
| 65c Pond's Cold or Vanishing Cream, 49¢ | Red Rubber Water Bottle, 69¢ |
| 60c Aubry Sisters' Beautifier, 43¢ | Rubber Household Aprons, 39¢ |
| 38c Cutex Manicure Preparations, 28¢ | Bathing Caps, to close, at 49¢ |

Summer Street Frocks Reduced for Clearance to 5.00



Zip! went the blue pencil through these price tags and 300 pretty wash frocks were reduced to but a fraction of their original price for Saturday's selling. But all the saving this new price affords won't do you a cent's worth of good unless you're here to pick one out, preferably early Saturday morning.

Imagine an endless choice of colors and styles in the choicest summer fabrics—crisp dotted Swisses that are sober or gay in their coloring, according to whether you choose scarlet or navy. Normandy voiles, a great favorite with the practical woman because they require so little pressing. Imported ginghams in the smart small checks. And sturdy ratines that flaunt the most striking color schemes, in basque styles or jumper frocks.

Sizes for Women and Misses.
Second Floor—West

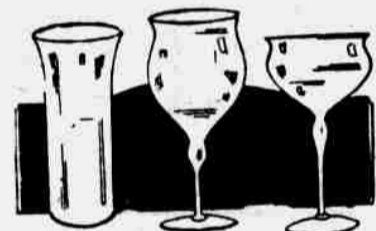
Leather Party Boxes at 2.98

A new shipment that arrived but yesterday. In black vachette, some reinforced with double-handle straps that go all around, others with shorter handles; all of good size, with large, square mirror-lined tops. Moire silk linings with vanity fittings and coin purse. Party boxes like these have been selling all season at a much higher price. It's really great good fortune to offer them at this low price.

Small Leather Bags—In solid colors and smart combinations, these smaller bags are very chic in pin seal, vachette and velvety calf with vachette. All silk lined; some with fittings; both leather and silk cord handles. Each, **1.39**

Main Floor—East

Stemware Table Sets



18 Pieces 9.45
Specially Priced

The hostess with an eye for the niceties in table glassware now buys her goblets, ice teas and sherbets to match. This moderately priced set consists of six ice teas, six goblets and six sherbets in thin-blown optic glass.

Fifth Floor—East

Shoe Findings

- Bunny Bags for White Shoes—These clever little bags of white shoe cleaner will slip into a corner of your purse already to touch up the spots that will appear during the day when you wear white shoes from morning until night. Each, **19¢**
- Cummer's White Kid Cleaner, bottle, **25¢**
- Nova White or Palm Beach Cleaner, box, **20¢**
- Shinols, 2 boxes for Suede Brushes, each, **15¢**
- Patent Leather Cream, **50¢**
- Unilak White Heel Enamel, **25¢**
- Neo White, Sand or Palm Beach Cleaner, each, **10¢**
- Jet Oil Black Polish, **15¢**
- Pyrene Cleaner, removes all spots, bottle, **25¢**
- Snow White Cleaner for Canvas and Nu-Back Shoes, **20¢**

Main Floor—South

Hair Net Specials

- Humanet Double Mesh Nets—Our own importation, cap or fringe style, all colors, priced specially, 3 for **25¢**
- The Fashion—A perfect silk net with or without elastic, 4 for **25¢**
- Carmen Human Hair Nets—Cap or fringe styles, a complete line of colors in single or double mesh. Special, 2 for **25¢**
- Hair Nets by the Box—National or Style 999, cap or fringe nets, single mesh, box of 6 for **50¢**
- Double Mesh, box of 6, **75¢**
- The Fashionette—An invisible human hair net, cap or fringe style, single or double mesh, 2 for **25¢**

Main Floor—South

Toy Dept. Specials

- The Magic Top—A most wonderful little top with ten different figures which it performs when you spin it. Complete in fancy box, **10¢**
- Dressed Sleeping Dolls—With pink, blue or red dresses, hats, shoes and stockings. 12 inches long, **50¢**
- Fancy Dressed Sleeping Doll—14 inches long, with pretty curls. Dressed in blue or pink, with shoes and stockings. Specially priced, **1.00**
- Other Dressed Sleeping Dolls at **1.50**
- Trick Animals—12 different animals that will do all kinds of circus tricks kneel down, stand on their hind legs and so on. There are elephants, lions, bears, tigers, giraffes, etc., each, **15¢**
- Rubber-Tired Coaster Wagons—With disk wheels. Priced **8.00 to 13.50**
- Boys' Baseball Gloves—Made of genuine leather, each, **50¢**
- Boys' Baseball Bats, each, **10¢ to 25¢** and **35¢**
- Boys' Baseballs, each, **10¢ to 1.50**

Main Floor—Arcade

Phonograph Records

We offer the convenience of ground floor location, a large number of pleasant, restful hearing rooms, complete stocks and musically trained sales people to assist in selections. A completely equipped repair department is maintained, in charge of an experienced man. Why not hear some of these records Saturday?

Victor Records, 75c each

- Lonesome Mamma
- Memphis Blues
- Soothing Night
- It's Up to You
- 'Neath the South Sea Moon

Brunswick Records, 75c each

- Three O'Clock in the Morning
- Indiana Lullaby
- Stumbling
- I'm Just Wild About Harry
- Some Sunny Day
- Don't Bring Me Posies
- Sun God
- High Brown Blues

Main Floor—West

A Summer Clearance Sale of Fine Summer Hats 4.85



Featuring Smart Styles in Fashionable Materials at Decisive Reductions.

More than likely you have a new frock that should be completed by a hat selected especially to go with it—a wide-brimmed crepe, and off-the-face model in satin or one of the multitude of other attractive styles reduced for this Saturday selling.

This sale probably marks the height of your opportunity to select a becoming hat at a decided price advantage.

We are continuing our sale of all our better summer hats that have been priced at 10.00 and more at one-half price.

Clearance Bargains for the Wee Folks Who Need Tubable Clothes Summer Wash Frocks 79c



An odd lot of dresses in white organdy, colored gingham and percale, with and without panties. Some are trimmed with narrow laces, others with colored organdy. There is a good assortment of styles, including plain ones and those with sashes to tie. Sizes 2 to 6 years, specially priced, **79c**

Children's Chambray Overalls—

Cool little play garments of lightweight blue chambray with red piping, patch pockets and suspender effect at the top. Sizes 2 to 6 yrs. Specially priced, **59c**

Boys' Flapper Suits—Jaunty little Oliver Twist suits in blue or khaki color, fastened with metal buckle. Short sleeves and sport collars help to make them cool and comfortable for the little fellows from 2 to 6 years. Specially priced, **1.98**

Third Floor—East

Socks for Girls or Boys—Fine mercerized lisle in short or three-quarter lengths. In white with tops of pink, blue, lavender, green, black and plaids; these are both pretty and dependable as to wear. Sizes 4 1/2 to 9 1/2. Per pair, **25c**

Candies

Specially Priced for Saturday

- Cream Patties—Those smooth cream wafers in dainty colors and spicy flavors—mint, wintergreen, clove, cinnamon, pistachio and chocolate. Packed in lb. boxes, **29c**
- Chocolate Delmonico—A rich chocolate fudge with marshmallow between the layers, then dipped in Gold Medal Chocolate. Packed in pound boxes, **49c**
- Peanut Cream Bon Bons—A crispy Spanish peanut confection cut in squares and dipped in a maple and vanilla cream fondant—very delicious eating. Special, per pound, **39c**
- Chocolate Cherries in Cream—Maraschino cherries dipped first in a cream, then in milk and Gold Medal Chocolate. These are packed in a cherry red box and tied with scarlet ribbon. Take Her a box of these the next time you call! Pound box, **1.00**

Main Floor—West

Radios

Everything from a complete set to the smallest part for a home-made one.

- No. 200 Detector Tubes
 - No. 201 Amplifying Tubes
 - Sockets, Tuning Coils, Galena, mounted and unmounted.
 - No. 14 Wire, 100 ft., **50¢**
 - Insulators, each, **25¢**
 - Lightning Arresters, **2.50**
 - Crystal Sets—Complete with antenna wire, phone, switch and insulators, at **15.00**
 - Tube Sets—Complete with phones and aerial wire, **50.00**
 - Phones and Aerial Wire, **50.00**
 - Watinghouse R. C. Sets, **132.50**
 - Magnavox, **45.00**
 - Magnavox, large, **85.00**
 - Variometers, **4.50**
 - Vari Condensers, **5.00**
 - Vari Couplers, **2.25**
 - Radio Diagrams, **50¢**
- Stock reports every hour during the morning at our Radio Booth, near the South Entrance.

Main Floor—South

Dress Accessories Reduced

- Velvet Grip Sanitary Belts—All elastic with cloth tabs, **19¢**
- Kotex Sanitary Napkins—Box of 12, **49¢**
- Velvet Grip Sew-on Corset Garters—Pair, **19¢**
- Double-Frill Garter Elastic—All good colors, per yard, **29¢**
- Puritan Sanitary Aprons—Made of Para rubber, special for Saturday, **39¢**
- Kleiner's Featherweight Dress Shields—Sizes 2 and 3, per pair, **35¢**

Main Floor—South

Watch That Waist Line!

"Oh where, oh where has my waistline gone?"

Mourns the woman who is either wearing no corset, or just a light, boneless "something-to-hold-up-my stockings."

She has failed to realize that figure unrestrained is bound to spread, and she is most fortunate if her unsupported abdomen has not sagged and permitted its contents to become displaced.

A Nemo Wonderlift Corset

—numerous models of which may be found in our Corset Department—has an adjustable Lastipops Bandlet concealed beneath the corset-skirt. This Bandlet returns to, and keeps in their proper places weakened and fallen abdominal muscles and organs. The figure is thus restored to its original grace and symmetry. Style and health are both improved.

No. 560—Low top; long skirt. White, or pink, coutil; sizes 24 to 36—7.25
Selecting your model is only about half the business of buying a corset. The other half and the one that is a most important factor in your corset satisfaction, is the fitting of it. Our corsetiers thoroughly understand many little adjustments that can be made in fitting which will add so much to the hygienic comfort of your corset.

Third Floor—North

