

**To Have Been In Omaha  
And Not to Have Visited The  
Brandeis Store, Is Not to Have  
Been in Omaha at All.**



That is counted one of the "familiar quotations" of this city. The Brandeis Store covers ten stories and each floor comprises 34,848 square feet of space, besides a 45,000 square foot basement. Within this structure ninety-four departments operate. Seventy of these are selling departments, every one of them well equipped for complete service and well provided with dependable merchandise. The

building stands as a permanent memorial to the business foresight and sagacity of the founders of J. L. Brandeis & Sons. More than that, it is a reminder that they had big faith in Omaha at a time when there were those whose faith was like unto a mustard seed. There were men who faltered where the founders of this great institution went forward. They went forward with a song in their hearts, building for the Omaha of the future, which, in all its present greatness, stood ever clear within their well developed vision. You will be interested in a tour through The Brandeis Store and we assure you of a cordial welcome. You will be charmed with the rearrangement, captivated by the striking beauty of the many improved departments and delighted with the enthusiasm and pride displayed by everyone connected with this great institution. If you buy, you will be richer in treasure. If you merely look at the many improvements and partake of our own boundless enthusiasm, you will imbibe of the spirit of The Brandeis Store's pioneers; you will go away with greater faith in Omaha; you will have greater faith in the progress and prosperity of the country generally. This will provide an even greater treasure, for the real treasures of life grow in our own abundance in the measure with which we share them with others.

J. L. BRANDEIS & SONS.

## Wool Knickers

**For Boys  
1.65**



Just a dandy pair of knickers and of much better material than we've been able to get for a long time at this price. Every pair is lined throughout and well made with double button at knee, watch pocket, hip pocket, belt straps and everything a regular pair of knickers needs. A pair of these in good dark blue, brown or gray mixtures, with Sonny's old coat, will fix him up fine for school. All sizes 8 to 18 years.

Our big department devoted to Boys' Wear is filled with attractive clothing for real boys, and everything is reasonably priced.

Fourth Floor

## Housefurnishings

Electric Curling Irons—Fully guaranteed:  
Large size.....4.50  
Small size.....4.00  
Electric Double Sock-  
ets—Gives two out-  
lets from one regular  
socket; special 39c



Japanese Bamboo Folding  
Bird Cages—Complete  
with swings, perches and  
cups; special 1.98

Fifth Floor—West

Kerr Mason Self-  
Sealing Fruit Jars—  
Special demonstration  
Thursday; wide-  
mouth jars:  
Pint size, doz. 1.10  
Qt. size, doz. 1.25  
Half-gallon size, per  
dozen.....1.70



Aluminum  
Percolator  
6-cup size,  
smooth  
finish,  
highly  
polished;  
special 98c

Wizard Triangle  
Floor Duster—A  
chemically treated  
rug with smooth-  
ing handle; regu-  
lar 1.75 value; spec-  
ial at 1.49

# THE BRANDEIS STORE

## Thursday Our Own Importation of Beautiful Beaded and Spangled Robes and Tunics

**At 1/3 to 1/2 Less  
Than Regular Prices**

Beautiful patterns worked out with beads or spangles in lovely designs, from the simple and dainty to the extremely elaborate. The foundation is of firm silk net. They are cut on lines to suit the approved mode for evening wear and require but little work and material to transform them into gorgeous evening gowns.

**In Distinguished Black or Brilliant Colors—  
Orange, Rose, Royal Blue, Jade Green, White**

There are styles to suit every taste and every type of figure. One of these robes purchased now may be made up in time for the Ak-Sar-Ben Ball.

**Priced in Two Groups**

**At 17.50 At 27.50**

Worth 25.00 to 35.00

Worth 39.00 to 50.00

Main Floor—Center



## New Cloth and Silk

## Dresses

**\$25**



Second Floor.

Undeniably smart are these frocks, in authentic new fashions sponsored by foremost designers. Canton Crepe, Satin-back Cantons, Roshanara Crepe and Poiret Twill are the materials chosen; in black, of course, and many in brown and navy as well. Sizes for women and misses.

## The New Cloth

## Coats at 39.75-49.75

**Feature Beautiful Fabrics  
and Fur Trimmings**

A beautiful assortment of coats—each with a touch here or a bit there that makes it a little out of ordinary. Fashioned from the newer pile fabrics, such as Heliosa, Maroon, Arabella, Marleen and the always beautiful Marvella and Gerona, in the important fall shades—brown, navy and black predominating. Caracul, beaver, fox, wolf or squirrel form luxurious and warmth giving collars and, in many instances, cuffs. Sizes for women and misses.



Second Floor.

## Sale of Wicker Furniture

**At ONE-HALF Price**

Sixty-four pieces of wicker furniture are to be closed out at exactly one-half price. The selection includes

**Rocking Chairs Arm Chairs  
Flower Stands**

In a number of attractive finishes, ivory, frosted brown, Manila, and natural color.

**\$18 Fiber Arm Chair or Rocker**



A choice of five different patterns in ivory, frosted brown and Manila brown finishes; all have spring bottom with loose cushion seats and upholstered backs covered in cretone; very specially priced for this sale at

**7.50 Rattan Arm Chairs, 3.75 | 9.00 Rattan Rockers, 4.50 | 5.75 Rattan Side Chairs, 2.87**

Seventh Floor

**9.00**

## An Invitation to Ak-Sar-Ben Visitors

**Make the Brandeis Store Your Headquarters—Visitors just arriving in town may come to The Brandeis Store immediately and find every comfort.**

**Bundles and Luggage Checked—**Bundles and hand luggage may be checked, conveniences may be found for washing and "freshening up" so that you may go out into the city feeling well groomed and ready to meet your friends. Your letters to the folks at home may be written here and cards addressed and mailed.

**Banking Conveniences—**The Bank is located on the Main Floor—West.

**Rest Rooms—**You are invited to visit the new Rest Rooms on the Tenth floor. They have been fitted up for your comfort and convenience.

**Dining Rooms—**There is a magnificent dining room and men's grill on the Tenth Floor, while on the Main Floor is a cafeteria and soda fountain—dining rooms to suit every taste and pocketbook.

**Mail Facilities—**Strangers who have not decided on a place of residence in Omaha can have their mail addressed to Station 17, which is located on the Main Floor—West. They may call for their mail there. It is a regular United States postoffice.

**Shopping Made Easy—**The Transfer System can be used to great advantage when time counts. The shopper may make purchases in any department and goods will be sent to the transfer desk, where she may pay for them all at once. The purchases will then be delivered to the home town free of charge.

**Information Desk—**The Information Desk on the Main Floor is always ready to supply any needed information.

## Sale of Women's New Fall Hats 8.95



Charming new hats in panne velvet, now the season's vogue. The richness of this material makes these hats most becoming to everyone. Large brims, either straight or rolled, mushroom shapes, tricornes or turban novelties and off-the-face models.

**BLACK BROWN HENNA CANNA  
OLD BLUE NAVY RUST GRAY**

—in fact, all colors. The selection is large and the lot, for popular priced hats, is the season's best.

Second Floor—East

## Glass Utility Sets

of 4 Nested Bowls



**39c**

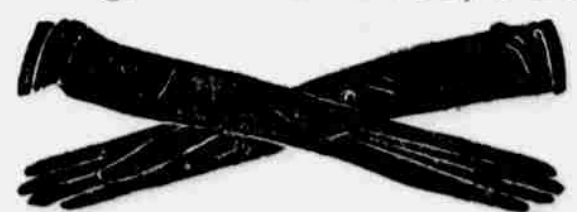
For mixing up a salad dressing, for holding left-overs in the icebox and a dozen other purposes, these bowls are a convenient size.

**Crystal Marmalade Jars—**Of clear blown glass, beautifully cut and hand tinted; complete with colored spoon; each, **39c**



Fifth Floor—East

## Long Silk Gloves, 95c



Seconds of the better quality; 16-button length; all desirable shades to finish out the season; double tipped fingers; 1.50 value; per pair, **95c**

Main Floor—North

## Brassieres—Corsets

A group of specials on odd lots and discontinued numbers at prices greatly lowered to effect quick clearance.

**Nemo Circlet Brassieres**

In jersey, silk broche and all-over lace; discontinued models; sizes 34 to 48; values 2.50 to 5.00. Special, each, **1.85**

**Boysform Bandeaux**

A broken lot, in firm broche and plain materials; 1.00 and 1.50 values. Special, each, **59c**

**Corsets**

An odd lot of well made corsets, such as Mue. Lysa, American Lady and the new Nemo Justpull; in low and topless models in both fancy and plain materials; all well boned and with strong hose supporters; values 5.00 to 8.50; special, each, **3.49**

Third Floor—North