

## Baby Specialists.

THAT there are Physicians who specialize on Infant ailments you know. All Physicians understand Infant troubles: all Physicians treat them. It is his But in serious cases he calls in the Specialist. Why? He knows as every Mother knows, or ought to know, that Baby is just a baby, needing special treat ment, special remedies.

Can a Mother be less thoughtful? Can a Mother try to relieve Baby with a remedy that she would use for herself? Ask yourself; and answer honestly Always remember that Baby is just a baby. And remembering this you Children. n.


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## Children Cry For



The False and the True. Advertising by the use of large space, the expenditure of huge
mas of money have placed on the market, have put in pour nomes pertaps, many
readilis amit
ade Do you recall anything that has more modestly appealed to the
public than has F Fecterors Castorias modest in At all timeses and turuthtuly for out patioses The biz splur, the mileading claims mar wia for a time, but that peat the hare.


To them: to these ture mothers no argument can indicie them


 genuine CASTORIA always



Women's Sheer Linen Handkerchiefs

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[^1]Stamped Pieces In Attractive Designs That Are
Easy to Make
prewer sarit and piece buffet sets, hem-
stitehed for crocheting stiched for crocheting
with dainty designs to be embroidered in Freneh
knots and lazy dalay stiteh. Choice of seart
or buffet

Thid Floer-Wut

For Your Fall Hat

Drape Veils
In Charming Patterns
mported silk mesh veil enbroidered with seroll deaigus or trimming of chenille dots in plain col Spectily priced. 95 c

Main Flour-N

When You Shop at The Brandeis Store When you shop in The Brandei
Store you partake of remarkable aids and conveniences provided
for the shopper. You will enjo the advantages of obtaining the
 best quality goods at the lowest
that a complete system to bring about with the peration. This system is called the "Lookout in Foretop." Its work is well described in the little ture itself, which has come to be known as a Brand
trademark. As a writer in the New York Commercia put it: "The Lookout in the Foretop" is a picture phrase of splendid beauty. The pilot in his cabin, the engineer below deck, the captain, the mates, passe ent on "The lookout in the foretop.
$\qquad$ tematic operation of the mercantile institution "Lookout in the Foretop" works for the benefit of the sore management itself as well as for its custome the jober on the a result, The Bran romptly recognized truth of the statement recently made by an obser Omahan:
TTo have been in Omaha and not to have visited The Brandeis Store is not to have been at all
ments of The Brandeis Store are the result
$\qquad$

## An Invitation to

Ak-Sar-Ben Visitors Make The Brandeis Store Your Headquarters
Visitors just arriving in town may come to The Branundles ind Luggage Checked-Bundles and hant uggage may be check out into the city feeling well groomed and ready meet your friends. Your letters to the folks at home Banking Conveniences-The Bank is located on the Rest Rooms-You are invited to visit the new Rest Rooms on the Tenth Floor. They
for your comfort and convenience

Dining Rooms-There is a magnificent dining roon Hoor is a cafeteria and soda fountain-dining roome to suit every taste and poeketbeok.

Mail Facilitien - Strangers who have not decided or
place of residence it Omaha can have thir dressed to station 17, which is located on the Main
Floor-West. They may call for their mail there. a regular United States postoffied
Shoppins Made Easy-The Tranafer Srater ser may make purchases in any department and yoods them all at once. The puselases will thun bay pay fivered to the home town free of clarge.
Information Desk-The Information Deak on the Main
Floor is alwaya ready to supply any needed informa.


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[^1]:    Main Floor-Nerth

