

# Monday Opportunities for Economical Shoppers

**Cudahy's White Borax  
Naphtha Soap 21c**  
10 Bars for  
Fifth Floor—West

## THE BRANDEIS STORE

**Eaton Crane and Pike's  
Kara Linen Paper 39c**  
Envelopes to match, 19c a package. Pound  
Main Floor—North

### Monday Features in Our January White Sale of Domestics

A fine line of cotton fabrics for every use. Now is the time to buy materials for house dresses, aprons, children's clothing, men's shirts, night wear and for every household use while prices are specially reduced.

- 5,000 Yds Assorted Remnants**  
Including pongee, marquisette, nainsook, sateen, serpentine crepe, shirting madras, striped shirtings, cretonnes and similar wash fabrics. Values from 29c to 50c. Grouped in one lot, yard, **19c**
  - Punjab Percalé**—Light and dark colors; dress, wrapper and shirting styles in a beautiful range of new patterns, per yard, **29c**
  - Shirting Madras**—36 inches wide, warranted fast colors, in a range of new spring styles, yd., **29c**
  - Dress Gingham**—Assorted colors in pretty checks. A good quality for women's, misses' and children's wear. 32 inches wide, per yard, **16½c**
  - Kindergarten Suitings**—The superior of all other brands for children's rompers, school or play suits. 2 to 10-yard lengths, per yard, **35c**
  - Cotton Crepe**—2,500 yards, including the genuine Serpentine crepe and imported Japanese crepe in assorted fancy styles and plain colors. Two of the most practical wash materials. Regularly worth 39c, per yard, **28c**
  - Fancy Outing Flannel**—Heavy, fleecy, warm quality, 10 to 20-yard lengths. Per yard, **14½c**
  - Apron Gingham**—In a big variety of checks and broken styles. Standard quality. Monday, per yard, **13½c**
  - White Embroidered Swiss**—In assorted dots, a splendid quality for dresses, waists, etc. 36 inches wide, per yard, **35c**
  - White Dimity Checks**—In assorted patterns, sheer and dainty for underwear or fancy work. 36 inches wide, per yard, **35c**
  - Plain White Flaxon**—A sheer, crisp quality for aprons, linings, boudoir sets, etc. Per yard, **19c**
  - Plain White Voile**—Beautiful soft chiffon finish with tape edge. 40 inches wide. A splendid value, per yard, **48c**
  - White Amoskeag Flannel**—None better made. Extra heavy, warm, fleecy nap. 36 inches wide; a wonderful value, per yard, **25c**
- Basement—North

### Monday Features in Our Pre-Inventory Sale of Apparel for Women and Misses

Lines and sizes are somewhat broken, however, a very good selection at radical reductions await the thrifty shopper.



### Winter Dresses

- 75 Cloth Dresses**  
Originally priced 15.00 to 19.75, now **10.00**
- 100 Silk and Cloth Dresses**  
Originally priced from 22.50 to 29.75, now **14.85**
- 100 Silk and Cloth Frocks**  
Originally priced 35.00 to 49.00, now **29.75**
- 25 Beautiful Frocks**  
From the better manufacturers, including Milgrim and Collins. Originally priced 65.00 to 85.00, now **58.00**

**A Few Better Gowns**  
Originally priced 95.00 to 110.00—  
Now **78.00**

### Clearance of Fur Coats

- Luxurious furs in the season's richest styles reduced for immediate clearance.
- 49.75 Beaverette and Coney Coats**, Now **29.75**
  - 110.00 Sealine Coats**, beautifully lined with durable silk, Now **55.00**
  - 99.50 Slynx Lamb Coats**—Very popular for school wear. Now **69.50**
  - 125.00 Sealine Coat**—Trimmed with dyed opossum. Now **75.00**
  - 145.00 to 175.00 Coats of Civet Cat, Natural Opossum and Muskrat**. Now **99.00**
  - 295.00 Hudson Seal Coats**—With collar and cuffs of Beaver. Now **150.00**
  - 495.00 Coats of Hudson Seal and Mole**—Trimmed with fitch and squirrel, now **295.00**



Second Floor

### Clearance of Winter Coats

Beautiful Fur-Trimmed or Plain Coats Marked at a Fraction of Their Former Selling Price.

- 50 Plain and Fur Trimmed Coats**—Originally 25.00 and 29.75, now **13.00**
- 100 Fur Collared Coats**—Originally priced from 29.75 to 39.00, now **25.00**
- 75 Beautiful Fur Collared and Fur Trimmed Coats**—Originally marked 45.00 to 65.00, now **39.00**
- 68 Better Winter Coats**—Originally priced 75.00 to 95.00, now **78.00**

Also a few capes in fine pile fabrics, plain and fur trimmed, at greatly reduced prices.

### All Winter Suits

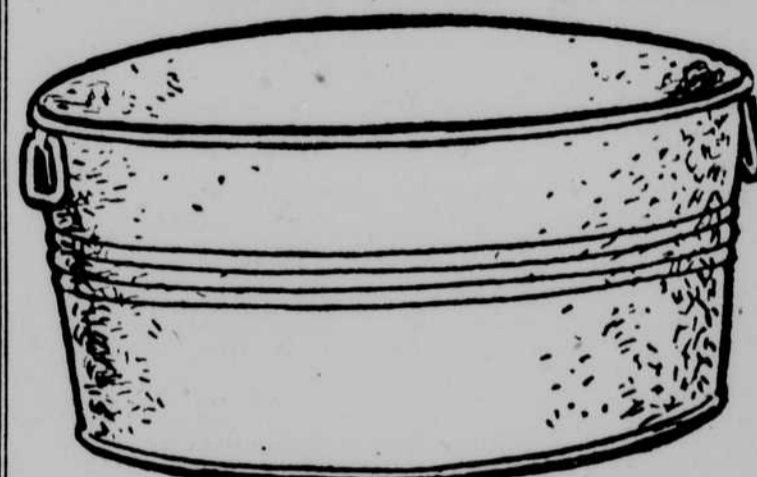
Two or three-piece models sacrificed for clearance. Beautiful materials, strictly tailored or fur trimmed.

- 35 Two-Piece Suits**—Originally priced 19.75 to 25.00, now **10.00**
- 15 Two-Piece Suits**—Originally priced 75.00 to 79.00, now **35.00**
- 55 Two-Piece Suits**—Originally priced 29.00 to 39.00, now **18.00**
- 3 Three-Piece Suits**—Of velvet, duvetyne and caracul cloth, formerly priced 250.00, now **100.00**
- 35 Two-Piece Suits**—Originally priced 55.00 to 69.00, now **25.00**
- All Other Winter Suits Reduced in Proportion.

Second Floor—West



### Monday Big Sale of Galvanized Wash Tubs



**Regular 89c and 98c value 59c**

900 Wash Tubs made of heavy galvanized ware with reinforced tops, corrugated sides and drop handles. Numbers 2 and 3, the two largest sizes, are offered at this special price for Monday.

We Reserve the Right to Limit Quantities  
Fifth Floor—West

### Monday—First Showing of Mah Jongg Bags

Leather bags, strap purse and vanity cases in wonderful colorings of blue and gold, golden brown, green and brown, all with Oriental designs. Fitted and lined in a most attractive way.

Priced 2.98 to 10.00  
Main Floor—East

### Final Clearance Sale of Hand Embroidered Models Discontinued Stamped Pieces

at Reductions of  
**50% and More**

The assortment includes centerpieces, scarfs, infants' and children's dresses, underwear, buffet sets, luncheon sets and other pieces. Regularly priced 1.25 to 45.00, now **50c to 22.50**

Third Floor—West

### Special Reduction on the Famous P. N. Practical Front Corsets 3.00

A substantially built practical front lace model for the average to stout figure. Made of exquisite silk brocade in well boned, low and medium low top models. Some are made with an extra abdominal support of wide elastic and curved front steel. Designed for those who require reducing features without extra adjustments. All are our regular stock models selling from 6.50 to 14.00; sizes from 24 to 36.

Third Floor—North

# NOTIONS Beginning Monday—Big Sale Made Possible By a Special Purchase From Clafin's Inc., New York

- 25c Gum Rubber Baby Pants** for **10c**
- 10c Cushion Collar Bands**, 5c
- 5c Carbon Dressing Pins** for **3c**
- 15c Bias Scaloped Edging**, 3-yard bolt for **5c**
- Hickory Sanitary Aprons**, **35c**
- 25c Romper Braid**, 3-yard bolts, at **19c**
- Imported Straw Shopping Bags**, each, **10c**
- 25c Lorraine Dress Shields**, per pair, **15c**
- 25c Sew-on Corset Garters**, pair **10c**
- 10c Lullaby Safety Pins**, guarded coil, card, **3c**
- 60c Kotex Sanitary Napkins**, dozen for **45c**
- 10c Card Fish-Eye Pearl Buttons**, good assortment of sizes, card, **3c**
- Imported Marcell Waving Irons**, **9c**
- Hickory Waists for Children**, **37c**
- 50c Imported Sewing Scissors**, assorted sizes, for **23c**
- 20c Corset Laces**, 8 and 10 yards, **10c**
- Aunt Lydia's Strong, Smooth Carpet and Button Thread**, per spool, **8c**
- White Featherstitched Braid**, assorted patterns, per bolt, **5c**
- 10c Kohinor and Wilsnap Fasteners** for **6c**
- 15c Bone Hair Pin Cabinets** for **6c**
- J. & P. Coats' Daring Cotton**, per spool, **2c**
- 10c Linen Tape Measures**, 60 inches, **3c**
- Russet Shoe Polish**—Combination of liquid and paste for all shades of tan shoes, **10c**
- 50c Naiad Batiste Dress Linings**, 34c for **35c**
- 35c Hickory Pants for Babies**, special, **25c**
- J. & P. Coats' Best Six-Cord Spool Cotton**, each, at **4c**
- 10c De Long Hooks and Eyes** for **6c**
- Roll English Twill Tape**, 10 yards for **10c**
- Sansilk, spool**, **5c**
- 25c Dry-Foot Shoe Dressing**, **15c**
- 15c Beaded Edge Lingerie Tape**, 3-yard bolts for **10c**
- 29c Venus Sanitary Belts**, **19c**
- 50c Black and White Dressing Comb**, special, **35c**
- 25c White-more's Shoe Polish**, per box, **19c**
- 50c Shinola Sets**, brush and dauber, **25c**
- 10c Shinola Paste** for **6c**
- 50c Children's Suspender Waists** with supporters for **25c**
- 10c Needle Books**, assorted sizes for **5c**
- 50c Household Rubberized Kitchen Aprons** for **34c**
- 25c Hemstitching**, 3-yd. bolt, **15c**
- ¾-inch Elastic**, black, white and jasper, yard, **2c**
- 25c Gilco Shoe Retainer**—Prevents pumps and low shoes from slipping; **19c**
- 15c Bottle of Singer Machine Oil** for **9c**
- 25c Leather Key Ring Cases** for **19c**
- Barrettes for Bobbed Hair** for **5c**
- 35c Skirt Marker** for **21c**
- Rick-Rack**, assorted sizes, 3-yard bolts for **3c**
- Mercerized Sewing Thread**—Spool for **4c**
- 15c Tube of Machine Needles**, **9c**
- Trousers or Skirt Hangers**, 2 for **9c**
- M. & K. Turkey Red Marking Thread**, per spool, **4c**
- 10c Star Pearl Cotton** for **7c**
- 15c Cube of Headed Pins**, per cube, **5c**
- Collingsbourne's Knitting Cotton**, per ball, **5c**
- 4.50 Covered Dress Forms**, with stand, **3.39**
- 10c Shoe and Slipper Trees**, per pair, **7c**

We wanted to give our customers the biggest sale of notions in Omaha history. Opportunity came to us when Clafin's, Inc., New York, decided to discontinue their notions department. We bought liberally of the stock and then added to it the well-selected stock of notions already in our stock rooms. Upon the whole lot we have placed prices low enough to clear them out in short order. Housewives and dressmakers who have waited for this sale will have their reward in the low prices offered. This is a rare opportunity for everyone to lay in a stock of notions that will last them for a whole season.

Main Floor—South