

Musical Memory Contest

Children, if you want correct information about the Musical Memory, ask in our Victrola Department.

Victrola Department—Main Floor—West.

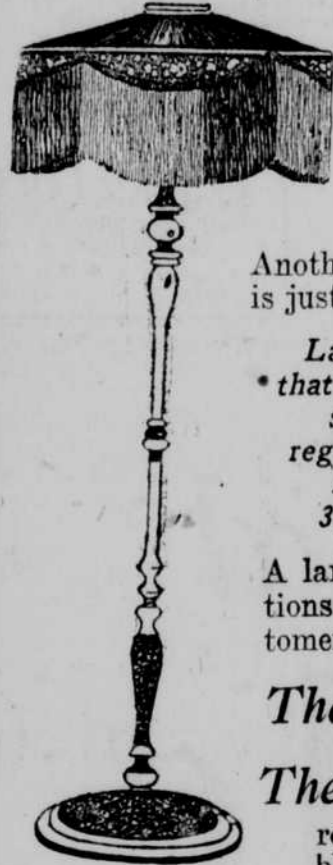
THE BRANDEIS STORE

Boxed Valentine Materials, Per Box, 39¢
Receiving a Valentine gives a child but a moment of pleasure, while making them affords hours of entertainment for little folks. In these gay scarlet boxes are all the necessary materials and printed directions for putting them together.

Purchase Them in the Book Section—Main Floor—Atrium.

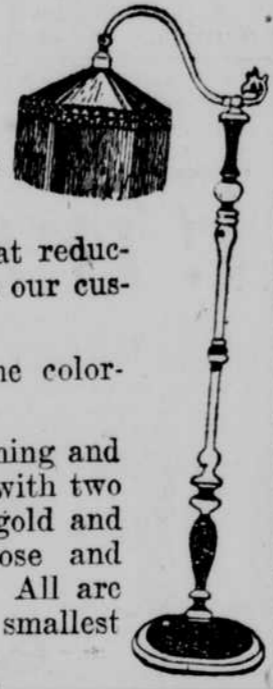
Monday, at 9 A. M., Big Sale of Fine

**Floor Lamps and
Bridge Lamps**



Another of the remarkable sales for which The Brandeis Store is justly famous.

Lamps that would sell regularly for 30.00 **17⁵⁰** Base and Shade Complete



A large number of Lamps, obtained at great reductions on a recent buying trip, are offered to our customers in this value-giving event.

The Bases Are of gold and polychrome colorings on seasoned wood.

The Shades Are silk georgette with lining and interlining and silk drop with two rows of all silk and bullion fringe. In gold and black, orange and black, mulberry, rose and black. All are shirred or semi-pleated. All are well made and carefully finished to the smallest detail.

On Sale in Our Art Department—Third Floor—West

Third Floor—West No. C. O. D.'s

Monday—Sale of
Turkish Towels

Sizes and Qualities Suitable for Homes and Hotels

Towel headquarters for Omaha is our Linen Department—a title we can claim because of our large stocks, variety of merchandise and the consistently low prices.

In the face of the advancing cotton market we offer you these low prices on Turkish Towels. Buy in quantity—

Medium Size Turkish Towels—Snowy white; the right size for guests; at **18¢**

Ribbed Turkish Towels—Heavy quality; will wash and wear well; each, **25¢**

Double Thread Turkish Towels—Extra heavy; snowy white; a wonderful Towel for service; each at, special, **35¢**

Heavy Turkish Towels—Size 22x44 inches; extra good quality; each, **39¢**

Big Double Thread Turkish Towels—Colored borders; fine heavy quality Towels; special at, each, **59¢**

Main Floor—Center.

Monday—Clearance of
Fine Infants' Wear

All short lots and odd garments have been taken out of our regular stocks and reduced to prices that are but a fraction of their real worth.

Infants' French Dresses—Cleverly styled; finished at neck with two little crocheted buttons; all hand-made of fine soft nainsook; sizes 6 months to 2 years. Reduced to only, **1.39**

Infants' French Gertudes—To match the above dresses. Sizes 6 months and 1 year; at **89¢**

Hand-Made Night Gowns—With drawn work and embroidery; kimono style; sizes 2 to 8 years; reduced to only, each, **2.98**

Third Floor—East.

Just Received 100 Pieces of
New Spring Silks

These arrivals are Fashion's forecast of popular silks of the coming season. New printed crepes more gorgeous in color and more original in design than ever before are represented. These are the forerunners of the beautiful new spring silks. We invite you to come in to see them. You will be charmed with their beauty.

Silk Department—Main Floor—Center.

Monday—After Inventory Clearance Sale of
Women's and Misses' Apparel

After Inventory Sale of

Fine Winter Coats

In Three Low Priced Groups

38⁰⁰ 48⁰⁰ 78⁰⁰

Values to 79.00

Values to 110.00

Values to 165.00



These groups include a remarkably wide selection of styles and fabrics in well-made garments. There are Coats of the soft, high pile fabrics, smart shaggy tweeds, snappy overplaids and novelty mixtures. The woman who demands swagger sport styles will find many models at each price and in the most practical of materials. The soft-high pile fabrics are fashioned into luxurious dress models for the woman who desires warmth and style.

Fur trimmings are lavishly used. Some Coats have fur collars and cuffs to match, others are trimmed with bands of fur. Such furs as these are used: Viatka, Dyed Coney, Skunk, Dyed Opossum and Manchurian Wolf.

Second Floor

Monday—Specials in Women's Dainty
Silk and Muslin Lingerie

Sale time in our Muslin Underwear Department means super-values in the best quality and newest styles of Undies. Shop early.

An Odd Lot of
Extra Size Garments

Gowns, Petticoats, Drawers, Corset Covers and Marcella combinations. Fancy and tailored styles; exceptionally well made; sizes up to 52; regular prices, 1.50 to 2.98 at reductions of One-third Off Regular Prices.

1.50 Undergarments, One-third Off, 1.00
1.98 Undergarments, One-third Off, 1.32
2.50 Undergarments, One-third Off, 1.67
2.98 Undergarments, One-third Off, 1.99

Silk Lingerie

On Sale in Two Groups

2⁹⁵ 4⁹⁸

Very attractive Lingerie in heavy radium and crepe de chine; tailored and elaborate styles with lace trimming. Models are sufficiently varied to make selection one of personal preference. Included are Nightgowns, Envelope Chemises, Step-ins and Bloomers, in flesh, orchid, peach and white.

Third Floor—Center

A Group of Fine
Silk Lingerie

Soiled from display; included are Gowns, Teddies, Step-ins, Pajamas, Costume Slips, Step-in Sets; of crepe de chine, radium and crepe-back satin; regular prices, 4.98 to 32.50; at reductions of **One-half Off Regular Prices.**

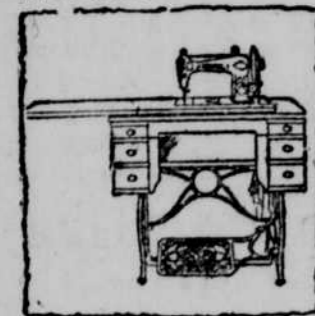
4.98 Undergarments, One-half Off, 2.49
6.98 Undergarments, One-half Off, 3.49
12.50 Undergarments, One-half Off, 6.25
32.50 Undergarments, One-half Off, 16.25

Clearance Sale Sewing Machines

Beginning Monday, January 28, and continuing for two weeks, we are offering especially attractive reductions on every machine in stock, including new, demonstrators, rebuilt and second-hand models.

Below Are Some of Our Special Values:

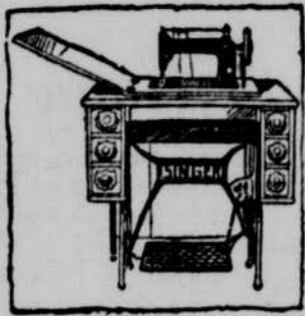
Many others to be had—but lack of space does not permit us to mention them here.



Domestic Sil-lite
New; life guaranteed; very specially priced at, **55.00**
New Wilbur—New; 2 1/2 year guarantee, for only, **40.00**
Paragon—New; guaranteed fifteen years, for, **35.00**
Norwood—Standard make; new; very specially priced at, **27.00**
Free—Used; in very good order; especially priced for this sale at, **29.50**
Singer—Used; perfect condition; very special at, **29.50**



Singer Rebuilt
Perfect condition; guaranteed sale price only, **37.50**



Special! 15c Sewing Machine Oil, Per Bottle, 8c

In Two Low Priced Groups
Popular Wall Paper

A number of tapestry and damask effects of high quality and all the new shades of 30-inch blended Harmonella papers. For the living room, hall and dining room, at, **19c**

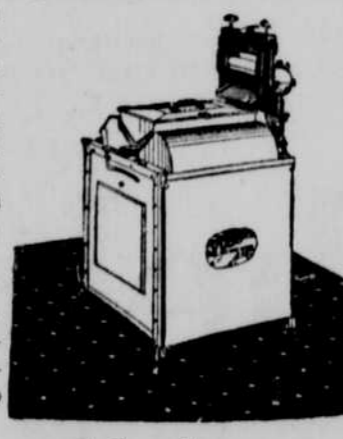
We offer an unusually large assortment of papers, including the wanted shades in 30-inch oatmeal paper. For the bedroom, kitchen, parlor and dining room, at, **9c**

Our Paper Hangers Are Reliable

Fifth Floor—West.

A Washer That Appeals to the Most Particular
Voss Sea Wave

By choosing a Voss Sea Wave Washer, you make sure of having the highest achievement, the most modern and highly developed in washing machine construction. You have back of each Voss Washer over 47 years of experience in the manufacturing of washing machines. To convince yourself, let us demonstrate it to you.



Sales and Service
Fifth Floor.

Monday—Specials in Fine
Domestic and Wash Goods

Including the Best Qualities of Wanted Wash Fabrics

Prepare for the spring sewing season and take advantage of these special prices on Cotton Fabrics for undergarments, dresses, blouses and other apparel.

Novelty Homespun Suitings—36 inches wide; in a range of pretty patterns and colorings; worth 98¢; per yard, **75¢**

Long Cloth—36 inches wide; a beautiful soft mellow finish; per yard, **19c**

White Windsor Plisse Crepe—36 inches wide; the popular and practical material for undergarments, pajamas and other apparel; per yard, **29c**

Chambray Gingham—Fine quality; in assorted colors; long mill lengths; specially priced at, per yard, **19c**

American Dress Calico—In light blue and dark indigo blue; warranted fast color; per yard, special, **12 1/2c**

Scout Percalé—5,000 yards; 36 inches wide; a recognized standard quality; in light and dark colors; 2 to 15-yard lengths; special, per yard, **18 1/2c**

Genuine Normandie Swiss Voile

The season's most wanted and popular new spring wash fabric. In a new range of pretty patterns and colorings; guaranteed to give satisfaction. **39 in. Wide, 65c Per Yard,**

York Dress Gingham—In beautiful plaids and checks; all new spring styles; specially priced, per yard, **19c**

Fancy Printed Silkline—36 inches wide; a full standard quality; in beautiful patterns; 2 to 8-yard lengths; specially priced at, per yard, **17 1/2c**

Cheviot Shirting—Warranted indigo fast dye; in assorted stripes and colors; the wanted material for men's and boys' work shirts, blouses, waists and other apparel; 2 to 10-yard lengths; per yard, **19c**

Basement—North.

White Voile—40 in. wide; beautiful soft chiffon finish; with tape edge; special, per yard, **39c**

Silk and Wool Mixed Flannel—In assorted widths and qualities; in useful lengths; worth 1.00 to 1.50; Monday, while a limited quantity lasts, per yard, special, **59c**

Outing Flannel—36 inches wide; in assorted fancy styles; extra heavy quality; per yard, **25c**



Wear a Netherall

It helps materially to decrease the wardrobe budget.

It combines three garments in one, vest, buston-finer and hip girde. Washes easily, and because it has no bones can be rolled up so that it occupies but a small place in the suitcase or trunk. It gives just the right amount of support and controls the figure beautifully.

It is made in many materials and in several designs, one of which, the Sallayanne, has reinforced back and diaphragm section to give greater support to figures that require it.

The Netherall is popular with Miss 12 to 16. On sale in our Corset Department. **3.00 TO 7.50**
The Price is only

A Popular Bandeaux the Junior Circlelet
A clever little bust confiner; of silk Jersey; very narrow; no elastic; fastens in back with narrow tape; sizes 30 to 38, only, **1.00**

Third Floor—North.

Monday—Final Clearance of
Women's Low Shoes

Formerly **6.50 to 10.50** All New Styles **3.95**

To maintain our reputation for advanced styles in women's footwear, we have radically reduced all this season's models so that they may be cleared before the arrival of new spring styles. Wise women are taking advantage of the savings. The assortment is varied—there are shoes for wear in every hour of the day. There are—



Suedes in black or brown, trimmed with patent leather kid in matching or contrasting colors. Walking heels.

Black satin fancy strap pumps, made on French lasts with either high, Spanish or box heels. Patent leather fancy strap pumps with high Spanish heels or box heels.

Patent leather oxfords with walking heels. Black or brown kid or calfskin oxfords with Cuba heels.



All Sizes Are Included—Shop Early

Third Floor—East