

# THE BRANDEIS STORE

## Monday Begins Our Great February Sale of Fine Draperies and Lace Curtains

Special purchases of fine new draperies, together with many of our higher class lace curtains, on which we have made substantial reductions, make this an exceptionally fine group and afford an excellent buying opportunity.



### 7.50 Filet Net Ruffled Curtains

Made of real serviceable filet net; in dainty designs; light cream color; suitable for any room; large size, with tie-backs to match.

February Sale Price Per Pair **5.95**

### 3.50 Grenadine Ruffled Curtains

Made of excellent quality grenadine; well made with good full ruffles; tie-backs to match. In white only; many dainty designs.

February Sale Price Per Pair **2.25**

**50c Dotted Marquisette**  
36 inches wide; figured marquisette; in white only; very serviceable; especially priced at per yard, **29c**

**1.75 Imported Cretonnes**  
50 inches wide; beautiful floral effects; rich color combination, **85c**

**2.25 Ruffled Marquisette Curtains**  
Made of good serviceable marquisette; in dainty checks and plaid effects; in white only; 2 1/4 yards long; tie-backs to match; special, pair, **1.49**

**3.50 Drapery Materials**  
Repps, poplins and many new high grade drapery materials; in blue, green, rose and mulberry colors; 50 inches wide; especially priced per yard, **1.95**

**2.00 Plain or Figured Madras**  
Wonderful values in fine madras for drapes, window or door curtains; 48 inches wide; many good color combinations; specially, per yard, **98c**

**7.50 Sectional Panel Lace**  
Beautiful imported duchess panel lace; of a beautiful quality; ivory color; 90 inches wide; per yard, **2.98**

**40c Curtain Swiss**  
A good serviceable curtain material; in white only; dainty designs; 36 inches wide; priced at per yard, **29c**

### 5.00 and 6.00 Brocaded Silk Damask

A group of broken bolts of fine quality Drapery Fabrics; in blue, rose, brown, mulberry color combinations; beautiful patterns; per yard—

**2.95**

**3.00 and 4.00 Fringed Net Panels**  
These are good serviceable curtains; in attractive designs; ecrú color; all 2 1/2 yards long; while the limited quantity lasts; very special, at, each, **1.95**

**3.00 Ruffled Voile Curtains**  
Beautiful quality voile curtains with good full ruffles and tie-backs to match; 2 1/4 yards long; special, per pair, **1.95**

**8.00 Imported Madras Curtains**  
Come in the cream color or in blue, brown or mulberry combinations; 36 and 45 inches wide; fine, washable curtains that will wear well; per pair, **4.95**

**25.00 Arabian Renaissance Curtains**  
Beautiful curtains for the living room or dining room; made of fine French net with beautiful borders; in dark ecrú colors; 2 1/2 and 3 yards long; pair, **15.00**

**9.00 Etamine Curtains**  
Serviceable and attractive; suitable for any room; will launder well; made with hand-drawn work, real lace motifs and real lace edging; 2 1/2 yards long; especially priced, per yard at, **5.95**

**2.00 Sunfast Drapery Silks**  
A beautiful high luster drapery material in brown, rose, gold, blue or mulberry shades; 36 inches wide; guaranteed fast colors; per yard at, **1.59**

**95c Silk Curtain Marquisette**  
An extremely pretty drapery material; in cream color; this fabric has some slight imperfections which do not affect the wearing quality; yard, **59c**

**1.65 Casement Silkinette**  
A very new and attractive drapery material for all kinds of curtains; very serviceable; in dainty designs; 36 inches wide; special, per yard, **98c**

**1.50 Duchess Lace Paneling**  
Made of real serviceable Swiss net with beautiful applied border designs; 27 inches wide; white only; for vestibule door or windows; per yard, **69c**

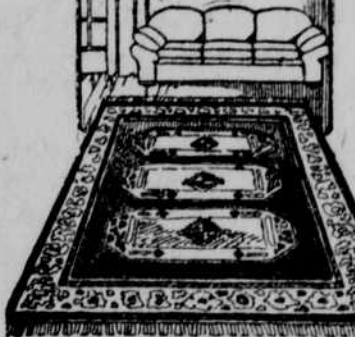
**6.00 Filet Net Curtains**  
Made of excellent quality net in dainty designs; cream or ecrú color; trimmed with lace edge on sides and bottom; 2 1/2 yards long; per pair, **3.95**

**17.50 Antique Scrim and Net Bed Sets**  
Exquisite imported bed spread sets with bolster cover; made for 3/4 and full size beds; while a limited quantity lasts, **10.00**

**18.00 Irish Point and Duchess Curtains**  
This group consists of beautiful imported curtains; in cream or white; in matching sets of from 2 to 6 pairs; 2 1/2 and 3 yards long; special, per pair, **10.00**

**Sale of Curtain Rods**  
An exceptional money-saving opportunity.  
**35c Brass Curtain Rods—Each, 19c**  
**50c Brass Curtain Rods—Each, 29c**  
**75c Brass Curtain Rods—Double, ea., 39c**

## Monday—Continuing Our Great February Sale of Rugs and Linoleums



The second week of our February Sale offers many bargains in Wilton, Axminster and Velvet Rugs and Linoleums. Thrifty housewives will avail themselves of this opportunity to purchase floor coverings at very substantial savings. These may be bought

### On Our Easy Time Payment Plan

#### 75.00 9x12 Seamless Wilton Rugs

Heavy Wilton Rugs with rich lustrous pile; fringed ends; having slight imperfections, consisting of blurred places in patterns, **57.50**

#### 39.00 to 45.00 9x12 Axminster Rugs

Of quality unsurpassed at this low price; richly colored and with deep silky pile; an excellent wearing quality; very specially priced, **28.95**

#### 85c 6 and 9 Foot Congoleum

In large pieces or two cut rolls in quantities for any size room; this material is perfect; specially priced, per square yard, **59c**

**Seamless Velvet Rugs**—A large selection of attractive patterns are shown in these fringed rugs. 9x12 size. February Sale Price; each, **39.87**

**Ardibon Worsted Wilton Rugs**—In attractive designs, in taupe, blue and rose shades. 9x12 size. February Sale Price, **99.50**

**Royal Wilton Rugs**—Firmly woven of finest quality wool and finished with fringed ends. 9x12 size. February Sale Price; each, **87.50**

**118.75 Worsted Wilton Rugs**—Of finest quality; attractive rose and taupe combinations from which to choose. 8-3x10-6 size. Very special. February Sale Price, each, **99.50**

**Broad Loom Carpeting**—De Luxe Roxbury and Claridge quality in plain colors suitable for living and dining rooms. 9 feet in width. Sale Price, **7.95**

**Chenille Carpeting**—Both domestic and Scotch weaves are offered at this very low price. 12 feet in width. February Sale Price, per square yard, **9.75**

**\$3.10 Velvet Stair Carpeting**—In soft shades of blue and tan. An exceptional value at this very low price. February Sale Price, yard, **2.49**

**15.00 Inlaid Linoleum**—Patterns suitable for bath rooms and kitchens, in tan, blue and gray. February Sale Price, per square yard, only, **1.19**

**\$1.70 Straight Line Inlaid Linoleum**—A wide variety of light tile patterns from which to choose. February Sale Price, per square yard, **1.39**

**Cocoa-Door Mats**—Good, substantial quality. 14x27 inches in size. February Sale Price; each, **1.00**

**133.00 Bigelow Wilton Rugs**  
Of the finest worsted yarns in new spring patterns; in beautiful color combinations of rose, blue and taupe shades. 9x12 size. February Sale Price, only, **119.95**

**Royal Wilton Rugs**  
The designs are so attractive, the colors so pleasing, these rugs will add to the beauty of any room. All are neatly fringed. 8-3x10-6 size. February Sale Price, **72.50**

**132.50 to 145.00 Rugs**  
Particularly patterned and designed for large rooms, 11-3x12 size. February Sale Price, **119.00**

**2.35 American Inlaid Linoleum**  
Of unusually heavy quality; any amount may be purchased from the roll. February Sale Price, per square yard, **1.95**

# THE BRANDEIS STORE

## Monday---Opportunities for Mothers' Economy

## Infants' Winter Apparel Specially Priced

In the mid-winter season babies require undivided attention. Our mid-winter stocks are in readiness for the mother who is looking for good-dependable garments for baby's proper outfitting.

### Clothing and Service for Little Babies

**Beacon Crib Blankets**—Size 30x40 inches; each, **98c**

**Knitted Lap Pads**—Size 17x18 inches each, **79c**

**Quilted Crib Pads**—Size 27x40 inches; each, **1.59**

**Hair Baby Pillows**—Each, **1.98**

**Drooling Bibs**—Each, **25c**

We have a complete library for mothers which we loan free. A trained nurse is always in attendance. Experienced saleswomen will aid you in your selection.

Third Floor—East

**Infants' Dresses**  
Fine nainsook with dainty hand-hemstitching at neck, shoulder and cuff. All made by hand and designed for baby's every-day wear; simple, yet dainty of fine quality material. Sizes 0 to 2 years. **98c** Each.

**Infants' Gertrudes**  
Hand made with fine scalloped bottoms and a touch of embroidery or plain. Sizes 0 to 2 years. Each, **98c**

**Knitted Gertrudes**  
In wool; soft and elastic so that they keep baby snug and warm. Shoulder ties make them easy to put on and take off. **2.75**

**Knitted Gertrudes**  
Of silk and wool, **1.50**

**Outing Flannel Kimonos**  
Very good quality outing flannel with dainty pink or blue edging and embroidery; **98c** special.

**All Cotton Vests**  
Of finest Egyptian cotton; well woven; Carter make; double-breasted style; buttons at sides; winter weight; wool lined. Sizes 6 months to 3 years. Each, **89c**

**Gertrudes of Outing Flannel**  
Good quality; full cut and well made; edged with dainty crochet and finished at bottom with crochet or hemstitched hems; priced **79c** at.

**Wool Mixed Shirts**  
Double-breasted style; fine elastic quality; button sides or band; will not gap at neck and easily put on. In Tiny Tot and Carter make; sizes 6 months to 3 years; **98c** each.

**Teething or Shoulder Bands**  
With side pinning tabs, slip over the head; beautifully woven; sizes 6 months to 3 years. **98c**

**Silk and Wool Bands**—Each, at, **98c**

**Wool and Cotton Bands**—Each, **50c**

**Birdseye Diapers**  
Red Diamond brand; the best quality; very soft and absorbent. Torn, hemmed and sterilized; ready for use. **1.98**

Size 24x24 ins.; per doz., **1.98**

Size 27x27 ins.; per doz., **2.50**

Size 27x54 ins.; per doz., **5.50**

Third Floor—East

### "Know Omaha"

This is the beginning of "Know Omaha Week." During this week there will be a general and earnest effort in the way of impressing upon the residents of this fine town of ours its advantages as a home and as a place of business.

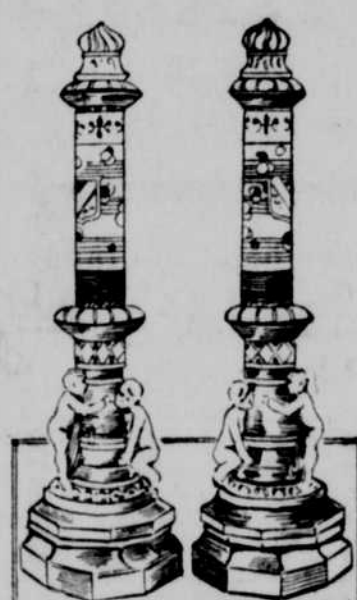
Omaha is, indeed, a wonderful city. In reviewing its advantages most people naturally think first of what Omaha has done for them. In this view J. L. Brandeis & Sons could not if they would, and would not if they could, avoid a deep sense of gratitude. Over and over again we have given Omaha the credit for the remarkable progress of this institution.

The Brandeis Store opened more than forty years ago in a room 22 feet wide—a space not so large as some of its single departments today. The present floor space, including warehouse and factories, covers more than twelve acres of ground. It has the longest single aisle of any retail store in America, the length being 449 feet. It has 101 departments, seventy-five of which are selling departments. Its passenger elevators travel on an average of 225 miles a day and it is estimated that elevator passengers will average daily more than 59,000. In a single day, more than 3,500 telephone calls are handled at The Brandeis Store. Some idea of the large number of people doing business here every day may be obtained from the operations of the bank on the Main Floor. There only small checks are cashed as accommodation. During a single year the checks cashed at this bank aggregate more than \$12,000,000 or more than \$1,000,000 per month.

These mere hints of the growth of The Brandeis Store—admittedly remarkable—are offered not only as a description of the development of this institution. In a larger sense they constitute a tribute to the progress of Omaha and the surrounding territory, whose resources have made this advancement possible.

J. L. BRANDEIS & SONS.

## 300 Beautiful Electric Torchieres



Each **1.49**  
2.00 Value  
Pair **2.98**  
4.00 Value

Gold, polychrome finished torchieres with the cylinder attractively decorated in shades of blue, rose, red, lavender and tan, add a distinctive bit of color to the davenport or console table or the necessary light to a buffet. Complete with cord and plug.

No deliveries. Third Floor—West

### Special Sale of Mina Taylor



## House Dresses

And Frocks of Other Well Known Makes **2.45**

Gingham and chambray dresses, trimmed with braid and pipings. Belted and side-tie models. Regular values to **\$5.98**

Third Floor—South

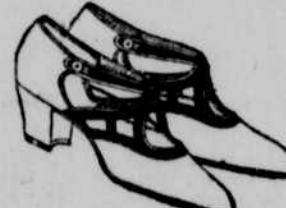
### Black Satinette Petticoats

Black embroidery above the plain hem trims these fine quality petticoats.

Regular sizes, **2.49** Extra sizes, **2.98**

Third Floor—South

## Monday---Reduction Sale of The Brandeis "Bernice" Strap Slippers



(Illustrated) Regularly **10.00 to 11.50**  
**6.45**

### A Smart Early Spring Walking Slipper

In the following combinations:  
**Black Kid with Black Suede Straps**  
**Tan Russian Calf with Fawn Suede Straps**  
**Patent Leather with Black Suede Straps**  
**Light Weight Black Calfskin with Gray Suede Straps**  
Made with light weight welt soles with covered wooden or leather Cuban heels.

## One Day Special Monday, 350 Pairs Women's Slippers

Of Black Satin or Patent Leather **2.95**



REGULARLY 6.50 to 9.50. REDUCED FOR QUICK CLEARANCE.

Third Floor—East

## To Bring Back Fashionable Lines The Nemo Corset



That is the mission of the new 1924 Nemo Special model. It helps you regain correct lines and brings them back without causing the slightest feeling of discomfort. If you have not worn a corset or have been carelessly fitted in the past, you will find this Nemo Special Corset well adapted to your needs. No doubt your figure has spread, become heavier and less symmetrical; walking and climbing stairs tires you. All this may be corrected with Nemo Corset Model 530. It gives the necessary support where it is needed.

Sizes Up to 36 Priced **5.00**

The Nemo Circler Brassiere—Designed to give a youthful figure, and trim, smart appearance to any costume. Model 1924, sizes 34 to 48, at **1.00**

Third Floor—North

## February Sale Wall Paper

Living and Dining Room Paper—Tapestry, two-toned and blended effects; regularly priced 45c; February Sale price, per roll **24c**

Bed Room Paper—Plain and floral striped patterns as well as dainty all over hints designs, regularly priced 35c; February Sale Price, per roll, **11c**

Light and Dark Colored Paper—Practical designs for the less representative rooms are offered at unusual savings. February Sale Price, per roll, **4 1/2c**

Fifth Floor—West