

An Announcement
Extraordinary

THE BRANDEIS STORE

Plan on Attending
This Sale Monday

A Store Wide Event--Monday--One Day Only

Brandeis Day

Biggest Bargain Day of the Year

FOR over forty-three years Omaha has looked to the Brandeis Store to set the pace in value-giving—how well we have kept faith with the public is evidenced by the fact that today our great, block-long, ten-story establishment is recognized as the store where you can always save the most on the merchandise you need.

WE have arranged at the threshold of the winter season, to conduct a One-Day Sale that will demonstrate, as has never been demonstrated before, that the path to the Brandeis Store leads to the greatest values—and that is why we call it "BRANDEIS DAY."

WE take an acute, personal pride in our store and "BRANDEIS DAY" is a one-day selling event that will be one of the most memorable in the annals of merchandise in all America. It is our Day—BRANDEIS DAY—and One Day Only—a day of savings overshadowing all events in the past.

Palmolive Soap, Bar 5c
Palmolive, Creme Oil, Olive Cream, Hardwater Castile and Life Buoy soaps; very specially reduced; no deliveries.
First Floor

Trejur Triple Compacts, 85c
Most convenient are these little cases, complete with powdered rouge, and lip stick. Make nice Xmas gifts.
First Floor

1.50 Hair Clippers, 89c
Warranted clippers; very useful if one with bobbed hair wishes to always look smart and trim; a real economy; sizes Double O and Triple O.
First Floor

Ambre Royal Powder, 79c
Finest quality French face powder; will not injure the softest skins; ideal powder for the fastidious; regularly 2.00.
First Floor

3-Piece Toilet Sets, 4.98
Brush, comb and solid stock spring-back mirror, in semi-shell and amber finish, in the Dubarry patterns.
First Floor

2.00 Brocade Damask, 1.25
36-inch beautiful brocade damask in handsome patterns and rich colorings; suitable for coat lining, draperies, etc.
First Floor

Women's Wool Hose, 39c
Warm, black woolen hose. All sizes are shown in these semi-fashioned, well reinforced hose, plain and fancy ribbed.
First Floor

Fringe Ornaments at 1/2 Off
Our entire stock of beaded, fringed ornaments at one-half marked price; all colors and combinations; 12 to 27 inches long.
First Floor

15c Handkerchiefs, 9c
Imported madeira and Irish Shamrock handkerchiefs in white and colors; attractively embroidered and scalloped.
Main Floor—East

7.00 Tea Sets, 4.48
Beautiful silver-plated tea or coffee sets, in burnished finished colonial designs. Pot, creamer and sugar.
Main Floor—East

2.00 18-inch Filet Lace, 1.00
This beautiful lace is 18 inches wide; an exquisite trimming for table runners, bedspreads and similar pieces.
Main Floor—Center

45.00 Beaded Robes, 19.75
Imported robes in crystal jet, silver and steel beads; on a beautiful quality of georgette; a wide range of popular colors.
Main Floor—North

2.50 Mamma Dolls, 1.69
For Monday only, non-breakable 14-inch Mamma dolls, all are nicely dressed, with lace-trimmed dress and matching bonnet.
Main Floor—Arcade

1.00 Filet Laces, 59c
Filet laces and insertions in all the wanted patterns in various widths up to five inches.
Main Floor—Center

Domestic Goldfish, 5c
For Monday only, Brandeis Day, these fine goldfish at only 5c. Also Japanese fantails at 29c each.
Main Floor—West

5c Coats' Thread, 3c
100-yard spools. Black and white in all numbers. Limit one dozen spools to a customer.
Main Floor—South

60c Chocolates, 27c
One-pound box of assorted chocolates made in our own candy kitchen. Specially priced.
Main Floor—West

80c Texas Tommy, 49c
A rich cream center wrapped in vanilla caramel and rolled in fresh pecans. Delicious.
Main Floor—West

50c Turkish Towels, 35c
Just 500 large, heavy towels. Red, blue and yellow borders. Limit six to a customer.
Main Floor—South

4.50 and 5.50 Bedspreads, 2.39
Just 250 full sized bedspreads with stripes, in yellow, rose or blue. Limit two to a customer.
Main Floor—South

2.00 Canton Crepe, 1.29
39-inch silk-mixed crepe of a rich, heavy quality. Browns, black, blue, gray and rust.
Main Floor—Center

Leather Hand Bags, 1.85
Handsome bags, lined and fitted completely; under arms, envelopes, swaggers and pouch styles; exceptional values.
First Floor

Women's Silk Hose, 85c
Full-fashioned, thread silk hose; in tan bark, French taupe, airdale, black and Russian calf. All are well reinforced.
First Floor

1.25 Curling Irons, 48c
Guaranteed electric curling irons and wavers with strong spring and black handle; complete with cord and double socket.
First Floor

5c Darning Cotton, 2c
J. P. Coates' darning cotton, black, cordovan and white; at less than half price; all are full 30-yard spools.
First Floor

3.00 Kid Gloves, 1.95
Popular one-clasp kid gloves with flare cuffs, novelties, and plain effects; black, brown, beaver and gray to choose from.
First Floor

Women's Gloves, Pair 65c
Double silk, silk fabric lined, suede fabric and short kid gloves are included in this group; desirable colors and styles.
First Floor

Crepe de Chine, Yard 98c
40-inch all-silk crepe de chine in 47 beautiful shades—suitable for dresses, blouses, lingerie, fancy work.
First Floor

1.00 Safety Razor, 29c
Genuine Gillette, Auto-Strip and Ever-Ready razors at this astonishingly low price. Complete.
Main Floor—West

60c Kotex, 38c
Kotex sanitary napkins, packed 12 in a box, at the lowest price ever. Limit two packages to a customer.
Main Floor—South

1.95 Silk Hose, 1.39
Full fashioned hose from a well-known manufacturer. Pointed and square heels. Newest colors.
Main Floor—North

1.50 Kimono Silks, 94c
33 and 36-inch widths in beautiful patterns of oriental, floral and Japanese designs.
Main Floor

3.00 French Duvetyn, 1.95
36-inch imported duvetyn of velvety finish. Twenty rich, new shades, black and white.
Main Floor

5.00 Chenille Novelties, 2.95
Exquisitely soft and beautiful are these chenille embroideries, woven on georgette and crepe de chine.
Main Floor

2.00 Chiffon Taffeta, 1.15
Soft taffeta in handsome black. A beautiful quality and a great bargain.
Main Floor

15.00 Velvet Remnants at 1/2 Price
Black and colored velvets, chenille and velvet brocades, and metal brocades. Usable lengths.
Main Floor

To 2.50 Silk Remnants, 1.39
Canton crepe, crepe de chine, georgette, taffeta and satin. Mostly 40-inch width.
Main Floor

22c Scout Percale, 12 1/2c
36-inch scout percale, in standard quality; assorted colors; dress, wrapper and shirting styles.
Basement—North

75c Zephyr Gingham, 49c
32-inch imported and domestic fine dress gingham; consisting of genuine Peter Pan, Anderson's, Tootal's, etc.
Basement—North

22c Outing Flannel, 14 1/2c
27-inch white outing flannel; plain or twilled surface; Amoskeag brand; a very special value.
Basement—North

2.50 Wool Blankets, 1.75
Wool blankets in dark colors; made with reinforced center seam; extra heavy; sizes about 60x72 inches.
Basement—West

1.79 Pepperell Sheets, 1.35
81x99-inch celebrated bleached seamless sheets; ticked Salisbury; known to the housewife as the standard of quality.
Basement—North

75c Genuine Lingette, 55c
36-inch genuine lingette, national advertised fabric for lingerie and bloomers; plain and shadow striped.
Basement—North

25c Cotton Challis, 12 1/2c
36-inch cotton challis, in pretty floral styles; the popular material for comforter coverings.
Basement—North

35c Serpentine Crepe, 29c
Genuine serpentine crepe, in large variety of patterns and colorings; also plain shades.
Basement—North

2.00 Cotton Blankets, 1.50
500 pairs of Nashua staple cotton blankets, in colors of gray or tan; with assorted fast color fancy borders; thread whipped edges.
Basement—North

10.00 Full Size Mattress, 6.99
Full sized mattress, covered with a fancy Gobelin art ticking; deeply tufted roll edge; standard size and weight.
Basement—West

49c Kindergarten Suiting 35c
Nationally known fabrics, specially constructed for hard wear and adapted for boys' and girls' clothing.
Basement—North

35c-59c Lingerie Fabrics, 25c
Lingerie checks and underwear material, in assorted colors and white; a very good quality.
Basement—North

22c Bleached Muslin, 14 1/2c
36-inch bleached muslin, famous brands, such as Truth, Good as Gold and equal qualities.
Basement—North

25c Hope Muslin, 14 1/2c
The celebrated Hope bleached muslin, 36 inches wide; justly famed for its wearing qualities; mill ticketed. Ten-yard limit.
Basement—North

\$5 Black Chiffon Velvet, 3.39
An exquisite quality of soft, clinging velvet in rich black—for afternoon or evening.
Main Floor

6.50 Linen Tea Napkins, 4.50
Fine quality of pure linen, size 13x13, so handy for general use. Hemstitched borders.
Main Floor

1.75 French Serge, 95c
500 yards of fine French serge in navy blue. 42-inch width. For school or business.
Main Floor

1.00 Sanitas Scarfs, 50c
300 scarfs, 18x48 inches, attractively decorated, in vari-colors. For shelves or table use.
Main Floor

1.98 Cluny Lace Scarfs, 1.05
A manufacturer's overstock of Italian linen scarfs trimmed with cluny. Size 18x54.
Main Floor

To 4.00 Coatings, 2.45
400 yards all-wool coatings in the newest cuts, designs and colorings of the year.
Main Floor

2.25 Novelty Woolens, 1.69
A pleasing assortment of wool dress materials—stripes, plaids, etc. Width, 42 to 54.
Main Floor

98c Peter Pan Sets, 49c
For Monday Only, Brandeis Day, we offer Peter Pan Collar and Cuff sets with wide military cuffs in eyelet embroidery.
Main Floor—Center

50c Madeira Hand'chiefs 29c
For Monday Only, Brandeis Day, Women's colored linen handkerchiefs, with real Madeira embroidered scallops and corners.
Main Floor—East

4.00 Perrin's Gloves, 2.95
For Monday Only, Extra quality kid and lambskin gloves and gauntlets in newest styles and shades.
Main Floor—North

25c Women's Hand'chiefs, 15c
Brandeis Day Only, Fine linen handkerchiefs, nicely made with hemstitched borders; initials in corner.
Main Floor—East

69c to 98c Boudoir Caps, 35c
For Monday Only, Brandeis Day, we offer heavy silk lace and net combinations in pink, blue, rose, turquoise and orchid.
Main Floor

1.75 Novelty Bandings, 98c
2 and 4-inch novelty bandings in smart new browns, blue, red, orange and combinations.
Main Floor—North

15c Fancy Ribbons, 10c
For Monday only, Brandeis Day, Ribbons for fancy work, trimming, and ties; in two-tone plaid and metal effects.
Main Floor

5c Narrow Laces, 2c
Val Cluny and Torchon edges and insertions in white and ecru shades.
Main Floor

15c Sewing Silk, 11c
Richardson's Blydia and Beddings silks in 100-Yard spools.
Main Floor

10c Safety Pins, 4c
Peter Rabbit safety pins, rustproof and with guarded coil. Assorted sizes.
Main Floor

10c Needles, 5c
Best grade of gold-eyed steel sewing needles in all sizes. 25 to a paper.
Main Floor

25c Cluny Lace, 15c
Linen and cotton cluny laces in bands and edges to 3 inches wide. White and ecru.
Main Floor

\$1 Box Women Kerchiefs 50c
Shamrock linen kerchiefs in solid colors with hand embroidered corners. 3 in box.
Main Floor—East

To 49c Coat Buttons, 10c
Suit and coat buttons in various sizes and shapes. 4 to 12 on a card.
Main Floor—North

2.25 Satin-Faced Canton 1.69
An excellent quality of raven black canton, firm and heavy and quality that drapes beautifully.
Main Floor—Center

1.25 Wash Silks, 79c
For dresses, blouses and lingerie. 36-inch radium, ponce, jersey crepe and satin stripes.
Main Floor—Center

12.50 and 15.00 Bed Sets, 7.77
Spread and bolster piece of fiber silk in ripplette weave. Blue, rose, yellow and lavender.
Main Floor—South

20c Turkish Wash Cloths, 5c
Large sized cloths with the name Brandeis woven in each. Limit 6 to a customer.
Main Floor—South

1.98 Japan Table Cloths, 1.00
300 blue print cloths, size 63x63 inches. A real bargain for this quality and size.
Main Floor—South

59c and 79c Sateen Rem., 22c
An excellent quality sateen, in lengths from one to five yards; light and dark shades; 22c yard.
Basement—Center

25c Apron Gingham, 14 1/2c
Amoskeag gingham, warranted indigo dye; all wanted checks and broken styles; excellent value.
Basement—North

35c Amoskeag Flannel, 25c
Genuine 1924 quality, 36-inch width; in white and assorted fancy colors; and excellent weight.
Basement—North

36-inch Longcloth, 12 1/2c
A beautiful soft finished snowy white material for undermuslins and nightwear and infants' clothing.
Basement—North

10.95 Wool Blankets, 6.88
All-wool plaid blankets, assorted colors; steamed and scoured to prevent shrinking; great bargain.
Basement—West

59c Swiss Voile, 35c
Genuine Normandy voile in all the wanted styles; in figures and Swiss dot effects; popular color combinations.
Basement—Center

5.25 Wool Blankets, 3.50
500 genuine English wool blankets, 62x90 inches; made under rigid instructions of the English war department; 80 per cent wool.
Basement—West

29c Zephyr Gingham, 18 1/2c
32-inch dress gingham, well known brands such as Amoskeag, Kalburnie and Renfrew.
Basement—North

60c Pillow Tubing, 39c
Bleached Peguot tubing, ticketed, Cohasset; the best quality; 42-inch width; unusual opportunity.
Basement—North

To 1.98 All-Wool Rem., 1.05
54-inch material, in black and all wanted shades; the wanted weaves; 1 1/2 to 5-yard pieces, 1.05 yard.
Basement—North

12 1/2c Linen Doilies, 6c
500 7-inch fringed linen doilies. For china closets, buffet or luncheon table.
Main Floor

37.50 Wool Axminsters, 27.50
Closely woven in the newest of conventional designs and colorings. Serviceable and inexpensive.
Sixth Floor

57.50 Axminsters, 42.50
A varied assortment of deep pile rugs in the newest of patterns and colorings. Real values.
Sixth Floor

To 2.98 Framed Pictures, \$1
An assortment of framed pictures and French mirrors with picture at top. Sizes to 14x17.
Sixth Floor

85c Children's Kid Mitts, 59c
Fleeced lined kid mittens, in black and brown, sizes 3 to 7. Very special.
Main Floor

60c Oriental Incense, 19c
Packages of six boxes of incense in various odors. A real bargain.
Third Floor—West

6.50 to 10.00 Oxfords, 3.95
Black and brown kid and black and brown calf oxfords of unusual quality. Specially priced Monday.
Third Floor—East

6.50 to 12.50 Slippers, 3.95
Slippers in patent leather, black kid, black and brown satin and suede. Spanish or Cuban heels.
Third Floor—East

4.50 Children's Shoes, 1.95
School and play shoes of brown or black calf and elkskin. Some high cuts with buckle tops.
Third Floor—East

1.25 Bedroom Slippers, 89c
Children's felt booties, moccasins and slippers of finest felt. Warm and comfortable.
Third Floor—East

1.50 Kling Kloce Nets, 69c
Single and double mesh in cap and fringe styles. All colors except gray and white.
Main Floor—South

1.00 Semi-Circular Veils, 39c
Veils with black, blue, brown, gray and taupe mesh, with contrasting embroidered edges.
Main Floor—East

50c, 75c French Veiling, 29c
French economy veiling in solid colored mesh with dainty chenille dots. Assorted colors.
Main Floor—East