

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

THE many substantial economies resulting from so great a volume of business as we conduct here in Omaha—make it possible for us to not alone maintain our leadership in value-giving day in and day out, but to also from time to time—and more frequently each year—arrange exceptional selling events such as this that are eagerly awaited by everyone posted on values.

Sale Opens Monday at 9 A.M.
READ each item in these pages and come expecting to find many, many more equally as good to choose from in complete assortments of desirable winter merchandise—everything is new, fresh and perfect.

BECAUSE of the unusual values we anticipate the largest single day's business in our history. We cannot guarantee quantities to last all day, and ask your indulgence if deliveries are not up to our usual prompt standard.

No Mail Orders—No Phone Orders nor C. O. D. Orders can be filled and we reserve the right to limit purchases in order to protect ourselves from dealers.

93.00 French China Set, 70.50
50-piece set of gold-encrusted Old Abbey Imported French China. Open stock.
Fifth Floor—East

52.00 Nippon China Set, 39.00
50-piece set Knollwood Nippon China. New shapes and floral design; lovely red and blue tones.
Fifth Floor—East

58.00 Nippon China Set, 39.25
50-piece set open stock china, ivory border with black, gray and gold border; rose motif.
Fifth Floor—East

5.98 32-Piece Dinner Set, 3.98
American ware, with gold line. 7.50 42-piece set at 5.98. 10.50 50-piece set at 7.98.
Fifth Floor—East

43.95 English China Set, 30.50
50-piece set of high grade English Porcelain on Floradora and Rosemont patterns. Open stock.
Fifth Floor—East

10 Bars P. White Soap, 27c
No deliveries; your opportunity to lay in a supply of this nationally known laundry soap at a low price.
Basement—West

1.00 Vests and Pants, 59c
Heavy fleeced cotton; vests have high neck and long sleeves; pants: ankle length; sizes 36 to 44.
Basement—Center

Boys' 75c Union Suits, 45c
Full weight suits in cream, color; high neck, long sleeves, ankle length. Sizes 2 to 12 years.
Basement—Center

1.50 Denim Overalls, 99c
Made of the best 220 weight blue denim; cut full and wide; high back style. Sizes 32 to 42.
Basement—Arcade

1.00 Men's Work Shirts, 47c
Slightly imperfect; just 900 shirts of plain blue or gray chambray, with one or two-breast pockets; double stitched seams.
Basement—Arcade

75c Ruffled Curtains, 49c
White scrim curtains, fresh and clean; full ruffles; complete with tiebacks; suitable for kitchen, bathroom or bedroom.
Basement—West

49c Household Brooms, 25c
Good strong brooms, well made and finished; none delivered; only two to a customer.
Basement—West

35c Bath Rugs, 25c
18x36-inch bath rugs; washable and reversible; securely bound edges; excellent values.
Basement—West

Girls' Winter Coats, 6.75
Coats of blocked polar, suede, polo cloth and English mixtures; full lined; some fur trimmed. Sizes 7 to 14.
Second Floor

Reducing Garments, 1-3 Off
Made of the finest rubber; front lace corsets, clasp arounds, reducing brassieres; confiners; slightly imperfect. \$5 to \$15 values.
Third Floor

Cloth and Silk Dresses, 3.49
Girls' fine little frocks of velours, plaids, taffetas and serge; wide selection of attractive styles and colors. Sizes 7 to 14.
Second Floor

\$15 to 19.98 House Robes, \$10
Beautiful lined or unlined garments; newest style; some with padded hems; trimmed or tailored. Very special.
Third Floor

1.89 Flannelette Gowns, 1.49
We offer heavy outing flannel gowns, with long sleeves, round or V neck; braided trim; cut full and long.
Third Floor

1.98 to 2.98 Pajamas, 1.88
Windsor crepe and striped saten; V or square neck, with sleeves or sleeveless; dainty trimming; pretty color; 2-piece.
Third Floor

10.00 Reducing Girdles, 4.69
Actually reduces the thighs, hips and abdomen; made of scientifically treated rubber; just 300 in the lot.
Third Floor

2.00 Broadcloth Blouses, 1.49
We offer genuine English broadcloth blouses in tan, copen and white. All sizes, 36 to 46; remarkable value.
Second Floor

Silk Negligees, 10.00
15.00 to 18.50 silk and satin garments; plain or elaborately trimmed in lace, ribbon, etc.; blue, orchid and rose.
Third Floor

Crepe de Chine Gowns, 1.98
Lovely 3.98 gowns in a number of attractive styles; tailored models; fancy lace styles; in the new pastel shades.
Third Floor

50c Women's Confiners, 39c
Makers' surplus; back opening; medium length; well fitting garments; well made. Very specially priced.
Third Floor

4.98, 5.98 Silk Gowns, 3.98
All pure silk gowns, lace trimmed or tailored styles; in all the new pastel shades; square, V or jenny neck. Sizes 15, 16 and 17.
Third Floor

Porto Rican Underwear, 1.39
Fine nainsook gowns and chemises; hand embroidered, hand hemstitched; hand drawn work; white, pink, peach, honey dew and orchid.
Third Floor

Brandeis Girdles, 1.39
A comfortable style, built of dainty satin stripe material with elastic gores and belt top; a pliable, easy fitting model.
Third Floor

Regular 2.00 Corsetalls, 99c
Bust and hip confiner with boning over abdomen; elastic gores. Of satin striped material; an extraordinary value.
Third Floor

Infants' Silk Wraps, 3.39
Pretty little padded and quilted Jap silk wraps; button on flaps at sleeve and bottom to keep feet and hands warm.
Third Floor

98c Sleeping Garments, 59c
Ideal sleeping garments, for youngsters; soft, firm, knitted sleepers, with feet; draw-strings at waist. Sizes 0 to 7.
Third Floor

5.50 to 7.00 Sweaters, 3.50
Brushed and unbrushed wool sweaters; bob and chappie styles; in all the new shades and all sizes.
Second Floor

Naturally Wavy Switch, 6.98
A 24-inch switch, made of naturally wavy hair; made up in three separate strands; an excellent piece, easily fastened.
Third Floor

3.25 Silk Pillows, 2.49
Attractive round and oval fancy silk pillows; of two-toned taffeta, shirred to fancy center; flower trimmed; dainty colors.
Third Floor

5.00 Mah Jong Sets, 1.50
Imported solid bamboo sets; bone money wind and dice; a desirable bamboo set for the price of a paper set.
Third Floor

1.00 Torchieres, 79c
Top and base of antique gold mache; decorated cylinder shade; in gold, rose and blue; complete with plug and cord.
Third Floor

22.50 Floor Lamps, 13.95
Junior and bridge lamps; attractive bases ten styles silk georgette shades; in rose, blue, gold, mulberry and black.
Third Floor

1.98 to \$3 Infants' Vests, 1.75
Fine quality, all silk or silk and wool; all double-breasted; Ruben styles; sizes, infants to 3 years.
Third Floor

Batiste Undergarments, 89c
Women's gowns, teddies, bloomers, step-ins, petticoats; white and pastel shades; crepes, batistes, dimities.
Third Floor

4.98 Blanket Robes, 3.95
Beacon blanket robes; in three desirable styles; trimmed or strictly tailored; cut full and well made. Sizes 36 to 44.
Third Floor

1.59 Women's Blouses, 88c
We offer slightly soiled blouses of voile and dimity; in white, peach, gray, tan, copen. Sizes 36 to 44.
Second Floor

2.98 Apron Frocks, 1.98
Attractive apron frocks, including mostly Nelly Dons; of good quality gingham; all seams bound; in six clever styles.
Third Floor

29.75 Smart Dresses, 12.75
Silk and wool dresses of unusual quality and correctness of style; popular colors and styles. Sizes 16 to 46.
Second Floor

To 7.50 'Gotham' Hats, 3.88
Wonderfully becoming hats, with a costly look; metallic brocade, Paris faille, satin and metal lace; black and every color.
Second Floor

49.75 Winter Frocks, 26.00
Street, afternoon and evening dresses; any number of attractive styles; bengalines, faille silks; twills, satins, charmeuses.
Second Floor

50.00 and 60.00 Coats, 32.00
Fur trimmed coats that will please the most exacting; trimmings are beaver, squirrel and fox. Sizes 16 to 48.
Second Floor

49.50 Tailored Suits, 27.00
Just thirty-three beautifully tailored suits; fine quality twills and tricotines; satin lined. Sizes 16 to 42.
Second Floor

\$139 and \$179 Fur Coats, 95.00
Coats of marmots, sealines, and muskrats of extraordinary values; many trimmed with contrasting furs; all fully lined.
Second Floor

25.00 Sport Coats, 12.95
Good warm coats for street and sport wear; fine poles, plaids, English mixtures, etc., some fur trimmed and silk lined. Sizes 16 to 44.
Second Floor

450.00 Library Suite, 295.00
New thin arm style; upholstered in genuine walnut shade of mohair. Carved frame.
Seventh Floor

23.50 Steel Bed, 15.00
Of 2-inch continuous posts with heavy filling rod, cane panels at head and foot. Walnut finish.
Seventh Floor

275.00 Bedroom Suite, 155.00
Four-piece perfectly matched in French walnut—dresser, vanity, bow-end bed and chiffonerie.
Seventh Floor

450.00 Bedroom Suite, 295.00
Handsome four-piece suite finished in beautiful two-tone walnut—dresser, vanity, bed and chiffonerie.
Seventh Floor

\$265 Living Rm. Suite, 139.50
3-piece davenport bed suite, upholstered in blue velour. Davenport opens to a comfortable double bed.
Seventh Floor

8.95 Kitchen Table, 4.95
Full sized table with fine porcelain top, drawer for cutlery and base of white enamel.
Seventh Floor

11.50 Simmons Bed, 7.50
Two-inch continuous steel post, in the new brown finish; all regular sizes.
Seventh Floor

14.00 50-Lb. Mattress, 5.95
Cotton and felt mattress with full rolled edge. Regular size. A real bargain.
Seventh Floor

195.00 Library Suite, 100.00
Three pieces for living room or parlor; blue velour upholstery with loose spring filled cushions on each piece.
Seventh Floor

30.00 Breakfast Suite, 19.75
Five pieces—drop leaf table and four chairs. French gray enameled and decorated in blue.
Seventh Floor

150.00 Bedroom Suite, 69.50
American walnut bed, dresser and chiffonier. We bought these suites for half-price and are selling them accordingly.
Seventh Floor

30.00 Mattress, 17.50
A genuine Blackstone, 55 pounds of selected pure layer felt with four extra rows of stitching at edges.
Seventh Floor

47.50 Walnut Dresser, 35.00
Genuine walnut top and front; large French plate mirror. Substantially built throughout.
Seventh Floor

29.75 Dining Table, 15.00
Round tables in walnut, mahogany or oak. Solidly made and many would sell up to 50.00.
Seventh Floor

\$100 Columbia Phonos, 39.75
Discontinued models of brand new machines of the standard Columbia value. 7-record albums free.
Main Floor—West

50c Pack 500 Needles, 29c
5,000 packages of standard phonograph needles, together with a record cleaner.
Main Floor—West

7.50 Portable Phono, 3.95
An imported portable—small and compact. Light metal case, finished in wood tones. Plays any record.
Main Floor—West

75c O Keh Records, 19c
Brand new records of popular vocal and instrumental selections. 10-inch size.
Main Floor—West

100.00 Console Phono, 49.50
Mastercraft console with special radio arm. Beautiful cabinet finished in either walnut or mahogany.
Main Floor—West

195.00 Dining Suite, 100.00
Of genuine walnut in the two-tone finish; full 66-inch buffet, oblong table and tapestry covered chairs.
Seventh Floor

6.50 End Tables, 2.39
For side of chair or davenport; solidly built and finished in dull mahogany.
Seventh Floor

5.00 Silver-Plated Ware, 3.69
200 pieces in platinum gray finish, including vegetable dishes, pitchers, console sets, bowls, etc.
Main Floor—East

12.00 Mahogany Clocks, 6.50
8-day clocks with 20x10-inch silver dial and melodious hour and half-hour cathedral strike.
Main Floor—East

12.00 Rogers Silverware, 7.98
26-piece set with chest. Standard William Rogers 1881 silver plate, Plymouth pattern.
Main Floor—East

Women's Wrist Watches 12.48
White gold filled, 25-year case; 17-jewel movement; rectangular shape; sapphire in crown.
Main Floor—East

12.00 Wrist Watches, 5.98
25-year white gold filled case, tonneau or octagon shape, engraved top; 16-jewel movement.
Main Floor—East

1.50 Bread Boxes, 98c
Rolled top bread boxes, enameled white and letter in gold. Very convenient.
Fifth Floor—West

89c Galv. Wash Tubs, 69c
No. 3 galvanized wash tub. No. 1 and 2 tubs, also specially priced. All standard sizes.
Fifth Floor—West

1.25 O-So-Easy Oil Mops, 59c
Big orange colored mop in the handy triangle shape, that gets into the corners.
Fifth Floor—West

1.50 Enam. Bath Stools, 89c
Well made stools with braced legs, enameled in white and rubber tipped. Very handy.
Fifth Floor—West

2.00 Boudoir Lamps, 98c
Pretty 12-inch lamps of ivory tinted east iron with parchment shade, in assorted designs and colors.
Fifth Floor—East

137.50 Haviland Set, 103.00
50-piece set of imported Haviland china, in paradise pattern. New shapes. Open stock.
Fifth Floor—East

16.50 Floor Lamps, 10.98
Gold stippled and polychrome finished bases with 22-inch silk shades, fringed and lined.
Fifth Floor—East

10.50 Japanese Tea Set, 6.98
23 pieces, 6 plates, cups and saucers, teapot sugar and creamer. Orange, blue or yellow.
Fifth Floor—East

25.00 Floor Lamps, 14.95
Handsome lamps with weighted bases, finished in gold or tinted. 22-inch georgette shade.
Fifth Floor—East

50c Cut Glass Stemware, 19c
Goblets, wines, cocktails, parfaits and tall sherbets, beautifully cut in the daisy pattern.
Fifth Floor—East

\$3 Glass Boudoir Lamps 1.98
Attractive lamps for dresser or vanity, 12-inch size. Decorated shades, in assorted colors.
Fifth Floor—East

7.50 Electric Heaters, 5.95
Thermax electric heaters with copper reflectors, to take the chill off on cool mornings.
Fifth Floor—West

1.50 Electric Stoves, 98c
For Monday Only, Brandeis' Day—This handy sized stove or toaster is just the thing for the girl's room. Guaranteed for a year. Complete with fixtures.
Fifth Floor

1.25 Cups and Saucers, 49c
Set of 6 cups and saucers of imported china, plain white with raised edges.
Fifth Floor—East

2.49 Wagner Waffle Irons 1.69
A high pattern with cold handle, 8-inch size. Specially priced for Brandeis Day.
Fifth Floor—West

2.50 Serving Trays, 1.98
With mahogany frame and glass top, decorated with conventional designs; wood handles.
Fifth Floor—West

To 2.00 Aluminum Ware, 79c
5,000 pieces, including water pitchers, roasters, double boilers, covered kettles, dish pans, etc.
Fifth Floor—East

5.98 Imp. Cereal Sets, 3.98
15-piece set of white crockery, lettered and decorated in blue. For coffee, tea, spices, etc.
Fifth Floor—East

7.00 Electric Percolator, 3.98
Electric percolators of aluminum, in 6-cup size, at about half the usual price.
Fifth Floor—West

69c Wash Boards, 45c
Well-made full size wash boards of a heavy gauge zinc; priced exceptionally low.
Fifth Floor—West

1.25 Clothes Baskets, 89c
Medium sized willow clothes baskets with handles, priced exceptionally low Monday.
Fifth Floor—West

1.50 Iron Dutch Ovens, 98c
Nothing makes a better baked dinner or pot roast than an old fashioned Dutch oven.
Fifth Floor—West

75c Cast Iron Skillets, 39c
For a real steak dinner you need an iron skillet. This is the average size, No. 9.
Fifth Floor—East

83.75 Bav. China Set, 62.75
50-piece set of imported open stock china. Blue and rose floral pattern, ivory border.
Fifth Floor—East