

BLUE EYES DREW SMOKER

What Happened at the Sign Stand When a Pretty Girl Seemed Miss.

A gray-haired man who wore a skull cap had operated the sign and news stand for years. An air of quiet and

peace, sometimes the ominous forerunner of commercial disaster, had lately hung over the place.

One day there was a change. Even from across the street it could be discerned that a metamorphosis had taken place. An air of brightness and business surrounded the old news stand. On closer investigation it was found that the outside had been repainted and an attractive

window display arranged. A new name had been painted in gold letters across the window. She was a vision in a light blue, carefully tailored dress, big blue eyes and a mop of blonde hair arranged in an intricate but extremely attractive pattern. A bystander continued to gaze surreptitiously at the apparition under the pretense of looking at some magazine fastened in the window. When the

vision started toward him he was too startled to retreat. The door opened and a soft voice inquired if he would not come in and look at the better things that were on display inside. He went in, although he wanted neither magazines nor cigars. Inside there was an unexpected air of order and business. Under the spell of the blue eyes and the blonde hair the man bought two two-for-

quarter cigars, although he had always found 5-cent ones perfectly satisfactory before, and a 2-cent magazine that he had never seen before and in which he was not at all interested.

Soon others discovered a new interest in cigars and magazines. Business grew better with each day. A group of young fellows who spent money as well as talked constantly about the place, and

its presiding genius served all with impartiality. Business was good. Another chapter, however, remained to be added to a story which properly should end here. The young woman proprietor was missing one day and a young man was in her place. He was one of the young men who had hung faithfully about the place for some time preceding. He seems now to be a permanent fixture at the

old stand. Occasionally the young woman relieves him for an afternoon, and sometimes she comes just before closing time, and they go away together, but the young man seems to be directing the business. And business is not so good now.—Indianapolis News.

A "For Sale" ad will turn second-hand furniture into cash.

Personal Shopping Service for Ak-Sar-Ben Visitors

This store will provide a shopping expert to accommodate strangers and others who require intelligent assistance in making purchases. These shoppers will relieve you entirely of shopping or they will simply accompany you through the store. The service is helpful, courteous and, without exception, efficient. Ask any floor manager.



Saturday Will Be "Children's Day"

It is neither extravagant nor expensive for the mother who is smartly dressed to dress her children equally smart. The question of dress has so much to do with the kiddies' standing particularly in school that good clothes are not an extravagance but a well-repaid investment. At Brandeis Stores mothers can provide their children with a wardrobe that will be a credit to them at very modest cost.

Special Fitting Service for Girls in H. & W. Corsets and Waists

We have devoted a section in our corset department to girls' corsets and waists. We have Mrs. Leland from New York with us, who has made a study of girls' figures and their wants.

Start the proper molding of your daughter's figure now, if the graceful figure lines are to be hers after she is out of her teens.

Many young girls today are wearing corsets designed for fully developed women simply because mothers do not know of the H. & W. Waist and Corsets for Misses and Juniors, especially designed for girls from 13 to 16 years.

H. & W. Waists for Girls 8 to 12 Years, in 2 Styles 50c



For girls 14 to 16 years, who are more fully developed, an H. & W. Garment, in which features of the corset and the waist are combined. Philadel clip front. Sizes 14, 15 and 16 years, choice at \$1.50, \$1.00 and 75c

Semi-Annual Opening of Misses' and Juniors' Section In the Millinery Department Saturday, October 2d

Two seasonable novelties illustrated, by Weisman, with a touch of the war note, both are exact copies of the hats worn by German and Russian soldiers, being made of good quality velvet, in all the best colors of the season, at \$1.00 and \$1.50

Dress Hats, Street Hats, School Hats, at \$2.50 to \$8.50

Sample line of Hats and Baby Bonnets, over 200 styles to select from, just received from Morton Weisman, 121 W. 37th St., New York City. All-Silk Velvets, Silk Plush, Fur Trimmed effects. Dressy Bonnets for little tots and a wide selection for girls 3 to 12 years. Positively worth to \$6.00, at \$1.50

Any child, accompanied by parent or older person visiting our Millinery Display, will be presented with a handsome souvenir Saturday.



Dresses and Coats for Girls

A Big Purchase of an Eastern Manufacturer's surplus stock of Children's and Juniors' Dresses, entire surplus stock of coats and dresses from prominent New York manufacturers, go on sale Saturday, Children's Day.

Extra Special--Velvet Dresses

Dresses that readily sell for \$7.50 to \$12.50. The new and popular colors—African brown, subterranean green, plum, field mouse, navy and black, choice, at \$5.98

Coats

The styles represent the masterpieces of the best designers, employed by this maker of children's apparel. The lot comprises fine plushes, caraculs, corduroys, zibelines and novelty cloths, in the correct colors for this fall. All sizes for juniors and children, at \$5.98

On Main Floor Bargain Square

Children's Dresses of corduroy, serge, mixtures, with fancy lace trimmings; also fur trimmings. Worth up to \$3.00 \$1.95

Children's Sweaters, in white, red, gray and navy—made with ruff neck or high collar effects, in plain and fancy styles, with pockets. Made of good quality wool; value worth up to \$1.95; special for this sale 89c

Children's Worsted Dresses in checks and plaids, trimmed with fancy collars and cuffs, made up in different styles, both French waisted or straight line effects, in sizes from 3 to 4; worth up to \$1.50. special 79c

CHILDREN'S KNIT UNDERWEAR

Misses' and Children's Vests, high neck and long sleeves; Ankle Pants to Match; 25c quality, garment 19c

Misses' and Children's Yelastie Vests and Pants; regular 25c quality 25c

Misses' and Children's Union Suits; worth 50c, suit 35c

Boys' Lambdawn Union Suits, 75c quality, suit 59c

Handkerchiefs

Children's School Handkerchiefs, first names in full on fine sheer linen. Worth 25c, each. 15c

Children's School Handkerchiefs with new colored initials, 25c value, each, each 8 1/2c



Children's Coats

For Saturday, Children's Day, we feature a select assortment of chinchilla, zibeline, corduroy, plush and caracul coats, in the season's authentic styles and colors, at \$3.50, \$5.00 and \$6.98

Children's Dresses

A special selection of high class dresses in plaids, serges, checks, etc., with pretty velvet and braid trimmings. Priced, \$2.50, \$3.50 and \$5

Hosiery

Children's Fiber Silk Hosiery; 25c quality 25c

Children's School Hose, in fine ribbed style; 25c value, pair 19c

Hose for Girls and Boys; worth 15c, pair 12 1/2c

Fountain Pens

A 14-karat, gold point, genuine plain canite rubber barrel. An unusually good pen, equal to some of the high priced pens. Regular \$1.00 value, at 50c

A Very Special Purchase of 50 Doz. Children's Gloves at About Half Price

will be placed on sale Saturday, "Children's Day." It is a very well known make, and includes children's, boys' and misses' kid gloves, unlined and silk lined. Worth to \$1.25 a pair, very special— 49c

Children's Fur Sets

Imitation chinchilla, cone, Thibet and angora. Excellent values at— \$1.50, \$2.50 & \$3.50

A Big Day for the Boys

Everything in tip-top shape for the biggest display of boys' wearing apparel ever shown in any store in the west.

Three Big Specials for Saturday

\$5.00 Blue Serge Suits \$3.75

Splendid tailored, all-wool blue serge, at \$3.75

Corduroy Pants Regular price, \$1.50, sale price, pair \$1.00

\$1.00 Blouse Waists 45c

An exceptionally large purchase of these blouses makes this ridiculously low price possible, each 45c

Boys' Suits With Two Pairs of Pants

All these splendid new tartan checks, Glen Urquhart plaids, in strictly new shades, \$3.50 \$3.95, \$5.00 and up to \$10.00

New Juvenile Suits—Tommy Tucker, Eton and Vestee styles, at \$2.50 to \$5.00

Velvet Suits, in green, maroon, blue, brown and black, at \$4.00 to \$6.50

Corduroys in tan, blue, brown and green, \$2.95 to \$3.95



Our Boys' Mackinaws Are Sure to Make a Big Hit

Three big tables stacked high with new stylish mackinaws. Reds, blues, browns, greens and grays, in plain colors or Smart Plaid Effects, with fur lined collars. Coats as low as \$2.95, and up to \$7.50

In Our Long Trousers Suit Section

Our popular high school model suits, no suits ever sold have the same fitting qualities as these splendid model suits. Priced as low as \$7.00 and up to \$17.50

Boys' and Children's Hats

Rah Rah Hats, at 25c

Boys' and Children's Rah Rah Hats. Regular 50c value, on sale Saturday, at 25c

Boys' \$1.00 Hats, at 49c

Over 100 Dozen Boys' and Children's Chinchilla Rah Rah Hats, with inside ear bands. Also cloth hats, felt hats and golf caps with fur inside bands. 75c and \$1.00 values, in one lot Saturday, choice for 49c

Boys' Headwear The most complete and up-to-date line of Boys' and Children's New Fall and Winter Headwear in the city, at 49c, 69c, \$1.00, \$1.25 and \$1.50



Women's New Moderate-Priced Apparel Among Fall Fashions

Embracing all the successful models of this fall, the very moderate prices being possible through the quick action and foresight of our representatives in the East



A New Wool Jersey Sport Coat

Beaver fur trimmed. German knit cloth. One of the season's newest ideas, all shades, rose, Chinese blue, purple and green, a special value Saturday—

\$22.50

New Chinchilla Coats

In Sport styles, showing new box and belted flare effects, featuring the new plaids in green, blue, tan and rose combined with white, a special value Sat.—

\$16.50 and \$19

New Corduroy Sport Skirts

In Russian, Green, Navy, African Brown, Mouse and Black, belts and pocket effects, a special value for Saturday, at—

\$5.00

Choice Afternoon Gowns

Popular priced, charmeuse, satin, taffetas and Georgettes. All new shades navy and Hague blues, blackberry, rose, Russian green including, at—

\$25, \$35 to \$59

New and Latest Ideas

From the New York market showing the new boxy coats and longer line in Russian effects, in broadcloths, duvetynes and velvets, handsomely trimmed in fur, from

\$35, \$39, \$45 up



Wonderful Values for Saturday at the Brandeis Blouse Shop



New Plaid Blouses, with Georgette crepe sleeves. All the new shades—navy, brown and green, at \$5.00

Crepe de Chine Blouses that are exceptional values. Excellent quality crepe de chine, numerous attractive models, some plain tailored, others elaborately embroidered. White and flesh, at \$2.00 to \$3.98

Dressy Georgette Crepe Blouses, this season's most popular material, at \$3.98 to \$6.50

Note—This material launders beautifully.

Drugs and Toilet Articles

- Laxative, 11 size, special 59c
- Brown's Liniment, 80c size, 29c
- Hospital Band, 50c value, at 19c
- Horlick's Malted Milk, hospital size \$2.69
- Anty-Bacteric Tint, 50c size 29c
- Miss. Lee's Face Powder, 50c size box for 29c
- Loutrite Nail Enamel, worth 50c, at 12c
- Dier-Kiss Face Powder, per box 48c
- Melrose Rouge, 29c
- Miss. Lee's Chamber Cream, 11 size, per jar 69c
- Dandruff, 50c size, special, per bottle 29c
- Moiba Cleanser, 50c size, jar 29c

Noticeably Good Hosiery---Underwear

Women's Pure Thread Silk Boot and Fiber Hosiery, full fashioned and seamless; black white and colors; double soles, heels and toes, garter tops. Worth 50c, special, pair 35c

Women's Silk Lisle Hose, seamless, spliced soles, heels and toes; black only. Worth 25c, special, pair 15c

Women's Pure Dye Thread Silk Hosiery, in fancy colors, plain black and white; novelties and embroidered insteps; full fashioned, high spliced heels and toes, double toes and wide garter tops. Worth to \$1.00, special, at—

69c

Women's Glove Silk Vests, hand top, reinforced under arm stifeid, white and pink. All sizes, each \$1.19

Women's Glove Silk Bloomers, reinforced, in pink and white. Extra good quality, at \$1.59

Women's Munsing Union Suits, low neck, sleeves; knee length; Dutch neck, elbow sleeves; low neck, sleeveless; high neck, long sleeves; ankle length. \$1.00 Suit \$1.00

Brandeis Piano Quality Not Limited

Every piano manufacturer and dealer who advertises his WONDERFUL LOW PRICE acknowledges that his piano is in the class where price alone counts—THAT HE IS IN COMPETITION ON A PRICE BASIS. You know what that means. In all such pianos every dollar's worth of value that can be put into them is figured out in advance, and is limited by that low selling price, hence—LOW PRICE MEANS LOW QUALITY. Only pianos of known value are handled by us, and the BRANDEIS GUARANTEE OF SATISFACTION goes with each and every one.

Brandeis Piano Department--Third Floor

Cut Flower Department

Sale of Dutch Bulbs, Boston Ferns and Carnations —At Very Low Prices.

Real Human Hair Switches

24-Inch Switches, weight 2 1/2 ounces, at \$4.95

24-Inch Switches, weight 2 ounces, at \$10

A special lot of Switches, 22 inches long, weight 2 ounces. \$5.00 values, at \$1.98

Our Beauty Parlors are the best equipped and most sanitary in Omaha. Hairdressing, manicuring and facial massage. We make a specialty of bobbing children's hair. Appointments made by phone—Douglas 1614. Second Floor.