

WELCOME
Ak-Sar-Ben
Visitors

With a store more beautiful than ever, because of recent remarkable improvements, this great establishment invites you to make your own, all the accommodations and conveniences which we have to offer.

While you are in the Court of Quivera to enter into the festivities of this Ak-Sar-Ben season, do not forget that this holiday also affords you a splendid opportunity to visit Omaha's Greatest Attraction, her largest and most progressive retail establishment.

For Your Convenience

Three Restaurants are here to supply you with excellent foods at moderate prices.

A Postoffice where you may mail letters and get all postal information.

Rest, Reading and Writing Rooms on the South Balcony.

Free Use of Local Telephone—which you will appreciate.

And Three New and Beautiful Elevators, now running from Basement to Third Floor, on the southeast side of the building.

Complete Stocks of All Fall Apparel

We Will Send Packages

Free of Charge

to the different encampments where our soldier boys now are:

- Fort Riley
- Fort Benjamin Harrison
- Camp Cody, "Deming"
- Great Lakes Training Camp
- Camp Dodge, Des Moines
- Camp Funston
- Fort Snelling

to any of these we will send articles bought in this store, free of all delivery charges.

Fall Blouses
Newest Styles
Exceptional Values

Jap Tub Silk and Dainty Lingerie Blouses, lace or embroidery trimmed models, large collars, at **\$1.95**

Georgette Crepe and Crepe de Chine Blouses, Plaid Silk Blouses, Stripe Blouses, all exceptional values, at **\$3.98**

Dressy Georgette Crepe, Crepe de Chine and Lace Blouses, at **\$5.00**

We have an exceptional collection of blouses this season. Blouses to suit the most critical, semi-tailored models, as well as dressy models.

We are living up to a reputation that has been built for years, as one of the best Blouse Shops in the middle west.

Second Floor

Dollar Sale
of
SWITCHES

For Tomorrow Only
\$1.00

We are offering 20-inch naturally wavy switches mounted on three short stems—all shades but gray.

Second Floor.

A Fortunate Purchase of Fashionable Fall Coats

Permits Us to Sell **\$25** Women's, Small Women's and Misses' Garments Here on Thursday, at

This stock was bought by our New York representative, and he obtained such a remarkable concession from the manufacturers that we can truly say, that, at **\$25.00**, we are offering materials, styles and general makeup in Coats, better than we have offered in many, many months at this price.

\$40 or \$45 for these Coats would be a conservative value estimate.



We show seven of the exact styles in these Illustrations.

The Coats are made of Pom-Pom Cloths, Bolivias, Broadcloth, Burella, Plush, Velour and Suede Velour and other excellent cloths.

Trimmings are of Fur, Plush, Braid, Buttons, Belts. Capacious Pockets, Convertible Collars and Beautiful Linings complete these Coats.

The colors are Ruby, Paprika Brown, Taupe, Beet Root, Rodier Blue, Navy Blue, Black, Mahogany, Russian Green and Beige and others.

There Are 30 Different Models in This Sale
Sizes From 16 to 44—A Size for Everyone

Second Floor

Now Comes the Best Basement SHOE SALE

of this entire year—a sale that presents opportunities to buy Shoes from celebrated makers, in the latest Fall styles.

At Half and Less Than Half

the prices usually charged for them.

Thursday, Friday and Saturday

We purchased very recently

The Entire Stock of J. C. Merrick Co.

Sioux Falls, South Dakota

An Exclusive Shoe Shop, carrying only the very best Footwear—and this stock comprised all the shoes they had bought for their Fall trade—therefore, the newest Footwear, in the latest Fall styles.

The Purchase Amounted to More Than

5,300 Pairs of Shoes

Which We Bought From J. C. Merrick & Co.

At 50c on the Dollar

and in some instances even less

And Will Sell Them the Same Way

We have never sold better Shoes than these in this Basement.

These Shoes are from such makers as:

"Florsheim"—Nationally advertised Footwear.

"Walkover"—Known from coast to coast.

"Pringree & Smith"—Another celebrated firm.



- J. C. Merrick's Women's \$7 and \$10 Shoes, here, at **\$3.95**
- J. C. Merrick's Women's \$4.50 to \$7.00 Shoes, here, at **\$2.95**
- J. C. Merrick's Women's \$4.50 to \$7.00 Slippers, here, at **\$2.95**
- J. C. Merrick's Men's \$5.50 to \$9.00 Shoes, here, at **\$3.35 and \$3.95**
- J. C. Merrick's Children's \$3.00 to \$6.00 Shoes, here, at **\$1.65 and \$2.65**
- At **\$3.95**—Women's Shoes, White Kid, Gun Metal Calf, Dull Leather and Vici Kid; welted or hand turned soles, leather Cuban, full covered Louis, also Baby Louis heels; short or long vamp, plain or tipped toes, also in combinations. Sizes 2 1/2 to 8, widths, AAA to D.

- At **\$2.95**—Women's Shoes, Vici and Patent; Mat Kid or Cloth top, also White Canvas and Kid; Cuban, full Louis and Baby Louis heels. Sizes 2 1/2 to 8, widths B to D.
- At **\$2.95**—Women's Slippers, Silver and Cloth of Gold, Ball and Evening Slippers, also White Washable Kid, Black Kid and Dull Leather and Patent and Dull in beaded designs. Sizes 2 1/2 to 8, widths AAA to B.
- At **\$3.35 and \$3.95**—Men's Shoes, all leathers, Patent and Dull Calf, Vici and Russian Calf, with leather or Neolin soles, leather or rubber heels, English or high toes, button, blucher or lace styles. Sizes 5 1/2 to 13, widths AA to E.
- At **\$1.65 and \$2.65**—Children's Shoes, for girls and boys, Box Calf, Velour Calf, Patent and Vici Kid; flexible soles, English or high toes; low or high heels. Sizes for girls from 5 to 2. **\$1.65**
Sizes for boys from 2 1/2 to 5 1/2. **\$2.65**

Thursday **Brandeis Stores** Thursday
Friday **Brandeis Stores** Friday
Saturday **Brandeis Stores** Saturday

The Greatly Enlarged Third Floor Departments

again offer values that are very unusual. These Third Floor Departments are attracting more and more women every day—greater space, greater displays, greater convenience and service and greater values, make this third floor now one of the most attractive in this store.

Three additional elevators on the southeast side of the store give additional service that makes the Third Floor easy of access.

P. N. Corsets

Front Lace **\$1, \$1.50, \$2**

Three very excellent offerings from this newly enlarged and beautiful Corset Department.

Made of Pink and White Cotton.

Two distinct models at each price, one topless and the other medium low.

Well boned, with shield under lacing in front. Long skirt with elastic band in back.

Pink Broche Corsets, very exceptional value **\$3.50**

Low top, very long skirt, sizes 20 to 30. This is one of the best values this season.

Please Note—That in this new location we have many fitting rooms, enabling us to give the very best of service at all times.

Expert Corsetieres are here to make suggestions about the proper models for you and also to see that you get the right kind of a fitting—this service is free.

Drapery Offers

This Department offers you a service that every woman will appreciate. If you contemplate the furnishing of a home, or any room in the house, our representatives in this Department will suggest the proper color schemes and the things which will best harmonize. This is a service that is free and will help you materially.

Curtain Nets, 39c

Very good quality Curtain Nets, in white, ecru, ivory and beige.

Window Shades, 39c

3x6 ft. Window Shades, all first qualities, made up and ready to hang, with fixtures wrapped up with the shades. This is a very low price for this quality shade and the convenience of obtaining the proper brackets and all necessary hanging appliances is another service which we render.

Third Floor

Art Embroidery Offerings

of a character that every woman will appreciate. We are, in these new quarters, showing scores and scores of the prettiest things for decorative and practical home use. A splendid showing of the useful as well as the ornamental.

Stamped Crepe Dressing Sacques, designs for French knot and loop stitch. Pink, blue, white and rose. Special, each **39c**

Stamped Cream Serge Infants' Sacques, made up designs for French knot and ribbon work. Special, each **39c**

Stamped Pique Carriage Robes, daisy and ribbon designs on fine wall material. Each **50c**

Dutch Linen Luncheon Cloths, 45x54 inches. Assorted designs, especially good for Delft work. Special, each **89c**

Cretonne Knitting Bags, shirred on rod at top, good, roomy bag, strap handles, light and dark colors. Each **59c**

New Spoke Work on Tan Needle Weave Cloth, Scarfs and Pillows, models on display. Each **50c and 75c**

Don't forget that Saturday is Children's Day in Our Knitting Class, when Mrs. Schwartz will be glad to show them how to Knit, Crochet or Embroider.

Third Floor