

# Friday Basement Sales for Christmas Shoppers



## Only 10 Christmas Shopping Days Left

We are fast approaching probably the most wonderful Christmas the world has ever seen. A Christmas when everybody will surely want to remember everybody else.

### Have You Done Your Xmas Shopping?

Our great Basement Store will be of service to thousands, who seek to adjust their expenditures so as to include every one on their Xmas list, with something good and worth while, yet not extravagantly costly.

These Sales for Friday

Children Enjoy Our Playroom While You Are Shopping.

# Branders Stores

The Green Room Always Serves Good Luncheons.

Merchandise Certificates for the Gifts at the Exchange Desk.

Morning Hours Best for Shopping.

## Extra Special! Bungalow Style Aprons

Made of excellent quality percale; choice of two pretty styles; aprons made to sell for 1.25; on sale while 50 - dozens last; choice **88c**



## Handkerchiefs

The ever popular gift item for Christmas—large assortments and unusually low prices in our Downstairs Store.

Women's Fancy Embroidered White and Colored Effect, 6 in fancy box, at, box, **59c**

Women's White and Colored Initial Handkerchiefs, 6 in fancy box, at, box, **59c**



Women's Embroidered White and Colored Effects, 3 in fancy box, at, box, **39c**

Women's Fancy White and Colored Initial Handkerchiefs, 6 in box, at, **39c**

Women's Cotton Embroidered and Initial Handkerchiefs, in white and colored effect, at, each, **5c**

Women's Handkerchiefs, 3 and 4 in fancy box, at, box, **50c**

Women's White Handkerchiefs, 3 in fancy box, at, box, **29c**

Men's Plain White and Corded Borders, good size handkerchief, at, each, **12 1/2c**

Women's White Corded Border Initial Handkerchiefs, ea., **6 1/2c**

Children's Novelty Handkerchiefs, 3 in box, at, box, **35c**

Men's Initial Handkerchiefs, in white and colored initial, 6 in box, at, box, **75c**

## Underwear Specials for Friday

Women's Silk Top, Lisle Body, Pink and White Union Suits, in fancy band top, all sizes; at, each, **1.79**

Women's Fancy Hand Crochet Top Vests, **50c** and **59c** each

Women's cotton, low neck, sleeveless, ankle length, medium weight Union Suits in band top, in sizes 5, 6, 7, 8, 9, at, **1.50** and **1.75**

## Gloves For Gift Giving

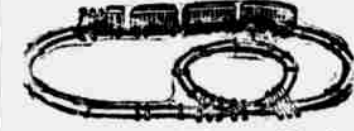
Boys' Black Part Leather Finished Gloves, at, pair, **95c**

Women's Black Cashmerette Gloves in sizes 7 to 8 1/2, at, pair, **59c**

Ladies' Black Cotton Gloves, at, pair, **39c**

Children's Wool Mittens in black and assorted colors, at, pair, **25c**

## See Santa Claus Friday And His Wonderful Toyland Downstairs



**American Flyer Trains**  
The train with a guarantee. Best American made mechanism; highly decorated coaches, **1.25 to 7.00**. Lionel electric trains bring joy to the boy. **6.00 to 25.00**.

## ERECTOR

Hello Boys, Gilbert Toys. There's hardly a boy in America that hasn't heard of Erector—the toy-like structural steel, which builds sky scrapers, bridges and engineering models of all kinds, just like workmen build the real thing. Come to the Erector counter and see the models built by an Omaha boy. Erector sets sell from **1.00 to 25.00**.

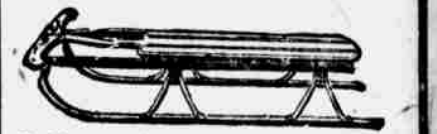
## Games

Errand Boy, Messenger Boy, Tit-tat-toe, Yacht Race, Base Ball and many others, **25c**  
Fish Pond, Ping-Pong, Hunting the Tiger, and hundreds of Soldier and Board Games, from **50c to 3.00**  
Carron Boards that you can play 57 games with, for **3.50**  
Others up to **8.00**



## Velocipedes

There is nothing more beneficial for the boy or girl than a velocipede. Good substantial velocipedes for the little boy, **2.50**. Others for the older children, rubber tires **5.00 to 10.00**.



Self-steering and genuine flexible Flyn sleds **1.50 to \$8**

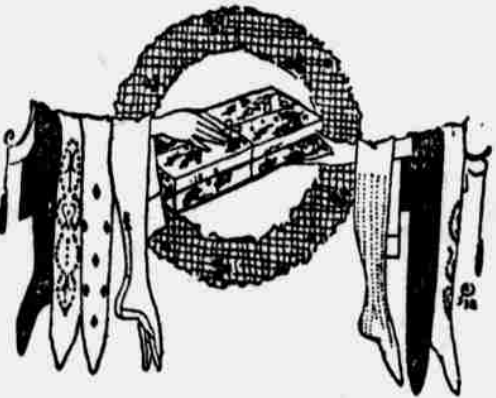
## Shoo Flies for the Baby

With two prettily painted horses and fancy upholstered seat, **2.00 to 5.00**

## Dolls and Dollies



You never saw so many in your life, Boy Dolls and Girl Dolls, Baby Dolls and Indian Dolls. Sanitary Rag Dolls that you can wash, and Dolls made out of dried apples. Schoinhut Dolls made of wood. Horsman Gold Medal Dolls—well, you will just have to see the Doll Counter to believe it.



## Hosiery

Assortments and Prices to Please Everybody

Women's Silk Fiber Hosiery, with double soles and lisle garter tops, in colors, per pair, at, **1.25**

Women's Silk Lisle, Double Soles and Garter Top, in assorted colors, 2 pair in box, at, box, **1.29**

Women's Lisle Black and White Hosiery, 2 pair in box, at, box, **79c**

Men's Fiber Silk Socks, in assorted colors, 2 pair in box, at, **1.29**

Men's Lisle Colored Socks, put up 2 pair in box, at, **79c**

Men's Wool Socks, in oxford, black and natural, pair, **59c**

Children's Cotton, Lisle and Silk Hosiery, in heavy, medium and fine ribbed Black Cat Brand, at, pair, **50c**  
Sizes 10 1/2, 11, 11 1/2, at, per pair **59c**

## Domestics--Flannels

Beacon Bath Robe Flannel, in a splendid variety pretty jacquard and Indian designs for men's and women's bath robes, etc., per yard, **65c**

Fancy Embroidered and Scalloped Pillow Cases, made of splendid quality muslin, in assorted fancy designs, size 45x36. Make an excellent Xmas gift. Special at, pair **95c**

36-Inch Percale Dress, Wrapper and Shirting, styles light and dark colors; our very best quality, at, per yard, **35c**

32-Inch Woven Shirting Madras, pretty striped and jacquard effects for men's and boys' shirts, etc., per yard, at, **35c**

## Any OF THESE Rugs

Can Be Purchased by Gift Seekers—Excellent Values, Too

30x60 Hit and Miss Rag Rugs, special at, each **1.25**

18x36 Wool Felt Rugs, in pretty colorings, a useful Xmas gift, at, each, **1.39**

27x54 Axminster Rugs, pretty designs, a gift that would be appreciated, at, each **2.95**

36x72 Axminster Rugs, worth up to \$6.98, a special offering, at, each, **4.95**



## A Sale of 1400 Winter Coats

For Women and Misses at after Christmas prices. Divided into 4 real bargain lots. If you want a good coat for a very low price, here is your chance to buy at clearance sale prices.

## Excellent Plush Coats

**25.00** for Fine Salt's Sealette Plush Coats, many have big fur collars and cuffs. Plain and fancy Coats, several styles, made to sell for as much as **35.00**.

## Wonderful Coat Values at

**17.95** for Women's and Misses' right-up-to-the-minute style long Coats. Made to sell at **25.00 to 30.00**. Fine all satin lined, Imperial plush, fine all wool, plain and fancy cloth Coats, many different styles, sizes to fit most anyone. Fine Coats at cut of the season prices.

## \$15 and \$17.50 Winter Coats,

Hundreds of good practical styles, heavy long winter Coats, for Women and Misses, at this price; many are all lined, dozens of styles, all new, up-to-date Coats. Imperial Plush Cloth Coats, with big fur collars, etc. Sizes to fit most anyone, one style in extra sizes for stout women.

## Think of it---Women's Coats at

**10.00**  
A lot of good Coats, for this small price, all good long coat styles, many different styles, all good, practical materials, some are all lined, a few have large fur collars. Materials are Zibeline, Chamois finished Broadcloth, fancy mixtures and plaids, fancy rough cloth, etc. Every Coat is worth more wholesale than we are asking retail. Just think, a good, warm winter Coat, up-to-date style, only

## Useful Gifts for Boys

**BOYS' SUITS**—Fancy Mixed Norfolk Suits, belted models, in mixtures of gray, brown, green, and tan; 6 to 18-year sizes. Priced at **6.75** and up to **12.95**



Exceptionally Good Values  
**Boys' Overcoats**

in full belted and half belted models, in plain colors, and fancy mixtures. 3 to 18 year sizes, priced at **7.50** up to **14.95**

**Boys' Mackinaws**  
in plain colors and plaid effects, 6 to 18-year sizes, at, **6.50** and **9.75**

**Boys' Shirts**  
in fancy colored striped effects, neckband styles, 12 to 14-year sizes, priced at **85c**

**Boys' Sweater Coats**  
have shawl collars and double side pockets, in oxford grey and finely knit, priced at **1.50**



## Men's Shirts

Are splendid as gifts, and choosing can be economically done here.

Men's Shirts in a great assortment of patterns, high grade in every detail, come in fine Count percales, soisette and fancy madras, collar attached, or neck band styles, sizes 14 to 17 1/2. **1.45**

## Gift Ideas---Hardware Dep't

**Nut Bowls**  
We have two very pretty patterns we offer for Friday's sale, one a rustic pattern with crack and picks, **1.29**. The other pattern, as illustrated, a very finely finished bowl, with nickel-plated mounted cracker, at **1.95**

**Casseroles**  
8-Inch Nickel-plated Casseroles, with first grade brown and white inset, at **1.29**

**Aluminum Percolators**  
"Mirro" Aluminum Percolators, Colonial pattern, **2.49**  
Plain pattern Aluminum Percolator, **1.49**

## Food Choppers

Any size "New Standard" Food Choppers, worth from 1.89 to 2.79, at **1.49**

1.98 "Columbia" Food Choppers, special at **1.59**

2.25 "Columbia" Food Choppers, special at **1.79**



## Serving Trays

One lot of mahogany finished serving trays in a variety of patterns at **98c**.

## Golden Rod

Borax Naphtha Washing Powder, **17c** extra large package, per pkg. (Limit 3 pkgs. to a customer, no phone orders)

## White Borax Naphtha

Laundry Soap, bar **4c** (Limit 10 bars to a customer, no phone orders)

## A Timely Sale of High Cut Shoes

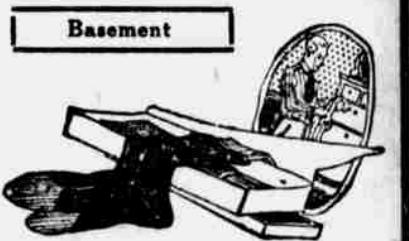
High top shoes fill all requirements for outdoors and hard wear. The upper leather is known as Brownstone Genuine Chrome Tanned Glove Fitting. Dries soft after wetting. Two full soles and all leather.

Three Special Lots for Friday and Saturday  
**LOT NO. 1—Men's High Cut, \$5**

14-inch, tan, double oak sole, blucher, cut strap and buckle, sizes 6 to 11. Values **7.00**, Friday and Saturday only at this price, pair, **5.00**

**LOT NO. 2—Boys' High Cut, 3.45**  
8 and 10-inch tan or black, two soles, closed tongue, wide roomy last, strap and buckle, sizes 2 1/2 to 5 1/2; per pair, **3.45**

**LOT NO. 3—Youths' High Cut 2.95**  
Same Shoe as Lot 2, only sizes 1 to 2; at, per pair, **2.95**



## Men's Hose

An assortment in colors of black, white, tan, gray and some fancy, put up 4 pair in a Christmas box, at **1.00**

## Men's Sweater Coats

in large shawl collar, V neck and heavy jumbo styles, sizes for all. Priced at **1.98** Up to **4.98**

