

THE
ECONOMY CENTER
OF
OMAHA

BRANDIS STORES BASEMENT

THE
HOME OF
BETTER VALUES
FOR
THRIFTY
SHOPPERS

Bargains For Friday

Any person has to visit our Bargain Basement but once to realize that this is a place where values abound—a shopping center where bargains and good merchandise go hand in hand—truly the Economy Center of Omaha.

Special—
\$1 Chemise, 67c

Very special lot of women's Envelope Chemise, all sizes; different styles; lace and embroidery trimmed; regular price, \$1; special at—

67c

Women's Night Gowns, many different styles, 1.25 and 1.39 the real price, **88c** special at

Women's Envelope Chemise, fancy lace and embroidery trimmed, 1.25 to 1.49, the real price, extra special Friday

May Sale of
Muslinwear

In the Basement

Women's Fancy Lace Trimmed Cotton Camisoles, all sizes, regular 59c values, at **37c**

Women's Night Gowns and Petticoats, as long as a small lot of each lasts, worth today 1.00, special, at **69c**

Women's Night Gowns and Petticoats, as long as a small lot of each lasts, worth today 1.00, special, at **88c**



Suits, Capes and Dresses at \$10

An Extraordinary Offering Coming Into the Limelight Fearlessly

Bringing, as it does, ready-to-wear garments of unusual quality and style—and the values, you will notice, are typical of this great basement.

13.85, 14.85 and up to 20.00 Garments
All Grouped in One Lot at One
Price for Friday—Choice.

\$10⁰⁰



150 Splendid Suits, all new, right up-to-date styles, 13.85 to \$20 values; all wool poplin, serge, shepherd checks, etc.

100 splendid Capes, several very pretty styles, all wool serge and all wool velour, 13.85 up to 17.50 the real price.

125 Dresses, taffeta silk, crepe de chine, satin, silk gingham and other fancy silk combination Dresses; all new, right-up-to-the-minute Dresses, made to sell at 13.85 up to 17.50; Friday only, each, 10.00.

Unusual Bargains in
Underwear

Women's Cotton Knee Pants, in lace trimmed and tight knee styles, in all sizes, **50c** each, at

Women's Pink Cotton Bodice Vests, in large sizes, 36c values, at, each **25c**

Women's Pink Cotton Union Suits, sleeveless and tight knee style, each **75c**

Women's Cotton Ribbed Vests, in fancy lace yoke and plain top, all sizes, special Friday, at each **25c**

May White Sale Of
White Goods

In the Basement

White India Linon, in assorted widths and qualities, while the lot lasts; special at yard **19c**

38 and 40-inch fancy printed Dress Voile, pretty patterns and colorings, special, at yard **29c**

40-inch White Voile, extra soft and clingy, with tape edge, a sheer dainty fabric for graduation and confirmation dresses, etc., special Friday, at yard **35c**

Special—
Union Suits

for women; fine cotton, shell knee style, full topped; in all sizes; extra special each, at—

39c

Women's Cotton Ribbed Vests, in fancy lace yoke and plain top, all sizes, special Friday, at each **25c**

Women's Cotton Ribbed Vests, in fancy lace yoke and plain top, all sizes, special Friday, at each **25c**

Special—
Women's Hose

Women's mercerized Lisle Hosiery, double soles and garter tops; seconds of 50c quality; an extraordinary value at, pair—

15c

Women's Lisle Hosiery, in bronze only, with double soles and garter tops, second quality, special, pair, at **25c**

Note Carefully These
Hosiery

Specials for Friday

Women's Fibre Silk Boot Hosiery with double soles and lisle garter tops, black, white and colors, seconds of 50c quality, at, pair **35c**

Men's Seamless Colored Lisle Socks, with double soles, seconds of 25c quality, special, per pr., **15c**



Special—
Huck Towels

One lot of Huck Towels, plain or hemstitched ends, soft and absorbent kind; wearing qualities like the all-linen; choice, each—

23c

Bed Spreads, satin quality, scalloped and cut corners, large size, made of very fine sea-island yarn, 7.50 value, Friday, at each **5.98**

White Sales of
Linens

In the Basement

Huck Towels, full bleached, fancy borders, hemmed ends, soft and absorbent kind, special, at each **10c**

Padding, this is the fleeced kind, to protect your table, also suitable for ironing pads, special, at, yard **39c**

All Linen Napkins, in the plain weave, full bleached, hemmed, ready to use, special, at each—

19c



Men's 1.25 to \$2
Shirts at 88c

A New Lot on Sale for the First Time Friday—

Plan to Buy at Least Half a Dozen for this is one of the best shirt bargains we have offered in some time; once you see them you'll surely buy a summer's supply.

Hundreds to choose from; handsome patterns, beautiful striped effects and color combinations; fine materials, well made; collar attached or neckband styles; sizes 14 to 17.

On Sale Friday and Saturday



500 New Stunning Trimmed Hats at **3.00**

Just arrived from New York, in a wonderful assortment of shapes and colors; all trimmed different.

Notions

Big Savings on Little Things
Special—

50-yard spools Sewing Silk, spool—**3c**
American Maid or O. N. T. Crochet Cotton, ball **6c**
Fast colored Wash Edging, yard **2c**
Fast colored Darning Cotton, 3 spools for **5c**
San-Silk, slightly soiled, per spool **2c**
Safety Pins, card **3c**
Hooks and Eyes and Dress Clips, card **3c**
Ladies' and Children's Garters, pair **15c**
Rick-Rack, 2 bolts **15c**
Knitting Cotton, ball **5c**
Dressing Pins, large paper for **3c**

Special—
Bed Sheets

Bleached seamless extra heavy linen finish sheets at less than mill cost; \$1.90 at 1.39, and size 72x90 at—

1.29

Mill Remnants, 36-inch dress and wrapper percale, medium and light colors, special, yard, at **17 1/2c**
36-inch Bleached Muslin, full spring water bleach, soft cambric finish, special, yd. at **15c**

10,000 Yards of
Ginghams

Genuine Everett Classic
Pretty plaids, neat checks, stripes, etc., all on a large bargain square.

15c Per Yard

Mill Remnants of Fancy Voile, Suitings, Fancy Galatea Cloth, Percalines, etc., values from 19c to 25c, yard, at **14 1/2c**
Mill Remnants, 36-inch Mercerized Sateen, for linings, undershirts, etc., special, yard, at **19c**



A Great Mill Purchase of 2,500 Pairs of High Grade Net and Lace Curtains

At Savings Averaging About 40%

In beauty of design, as well as in quality, these Curtains measure up to the highest standard. At the end of each mill season, however, the makers drop certain patterns and replace them with new designs. Because there are now such patterns to be discontinued, we are enabled to offer them tomorrow at prices so low that the shrewd housewife will quickly see the wisdom of supplying her needs for months to come.

1,000 Pairs of 2.00 Curtains At **1.25**

Per Pair

Of fine Nottingham weave in a large assortment of pretty designs; all 2 1/2 yards long; on sale while the lot lasts.

950 Pairs of 3.25 Curtains At **1.95**

Per Pair

These beautiful Curtains are of fine file and lace net in a host of patterns. Unusually fine. All 2 1/2 yards long.

550 Pairs of 4.50 Curtains At **2.95**

Per Pair

These curtains are of fine Nottingham and file net of a splendid quality and unusual values even at the regular price, 2 1/2 and 3 yards long.



75 pieces of Marquisette, Voile, etc., 36 to 40 inches wide; regular price, 39c; special, yd. **25c**

2,000 yds. of Scrims, 2 to 8-yd. lengths, all in one great lot; on sale while it lasts, yd. **8 1/2c**

Special—
Wall Paper

Plain 30-inch Oatmeal Papers, in all colors; shown with pretty cut-out borders to match; special Friday, per roll—

11c

Heavy Gilt Papers (the kind that won't rub off), with cut-out borders, roll **12 1/2c**
Beautiful Tapestries and Blends, in new tints and effects, very special, Friday, roll, at **42c**

Special Offerings in
Wall Paper

A large display of new papers specially priced for Friday selling.

Bed Room Papers, in beautiful color effects, in stripes, chintzes and all-over patterns, shown with cut out borders to match, in two lots, special Friday at, roll **11 and 14c**

Papers for any room in the house, with borders to match, Friday, roll **5 1/2c**

Patterns nice for living room, dining room, parlor or hall, each have a cut out border to match, roll **11 and 16c**

Misses' and Children's
School Shoes

Made of pliable kid skin and black cloth uppers, button styles, solid leather soles, spring and regular heels; sizes 8 1/4 to 2; \$3 and 3.25 values, at, pair—
2.45

500 Pairs of Sample Low Shoes

Women Wearing Sizes 2 1/2, 3, 3 1/2 or 4 Are Offered Here a Most Remarkable Bargain. Think of Being Able to Purchase a Pair of Oxfords for 75c!
This Lot Comprises—
Gun metal Lace Oxfords with contrasting tops, in Cuban or concaved heels or low medium heels; and Colonial Pumps in mat kid or patent, high grade white Satin Party Pumps and many others.
You'll find French heels, military heels and walking heels, hand turned and Goodyear welt sewn soles. They are slightly soiled from handling. Sizes are 2 1/2, 3, 3 1/2 and 4. A wonderful bargain, at pair **75c**



Gift Shop
500 Bags and Pocketbooks

88c

EACH—ON SALE

Friday and Saturday

Genuine Leather Bags, black only, fancy linings, with inside purse and mirror, plain and engraved frame, some with patent locks, your choice, at each **88c**

Special—
Fine Bar Pins

Set with brilliant white stones in imitation platinum; variety of shapes on sale in the Basement Gift Shop at about 1/4 price; choice—

\$1

Real Leather Hand Purses, black only, silk lined with top and back strap, some have mirrors, all made with the overlapping frame, each **88c**

For Your Garden—
Seeds

at Half Price

Vegetable and Flower Seeds, packets we have sold at 5c, special, TWO packets for 5c.

Corn, Peas, Beans, packets we have sold at 10c, now, 5c
Full Size Garden Hoes, 49c
Lawn Mowers, warranted quality, 3 blade, with 8-inch wheel, special, at **4.98**

Special—
Drapery and Cretonnes

1,000 yards of Drapery Madras and Cretonnes, lengths 2 to 10 yards; worth to 69c yard on the bolt, special at, a yard—

39c

Dandelion Diggers, can also be used for digging out other weeds from the lawn or for cutting asparagus, each **19c**

Our Great \$15,000 New York Purchase Sale of Millinery on Sale Saturday. See Announcement on Page 10