

THE
ECONOMY CENTER
OF
OMAHA

BRANDIS STORES BASEMENT

THE
HOME OF
BETTER VALUES
FOR
THRIFTY
SHOPPERS

Friday and Saturday will be demonstrative days of our power to serve the multitudes. No person with a single thought to economizing can or will ignore the possibilities that these two days bring forward. Wonderful saving opportunities are presented. Avail yourself of them. There's not an institution in the country so devoted to helping its patrons keep down the H. C. of L. It's our desire—You benefit by it—Make this your store.

FRIDAY AND SATURDAY—TWO GREAT BARGAIN DAYS

WASH TUBS

Made of heavy galvanized iron, with securely fastened drop handles—

No. 1 size, 89c.
No. 2 size, 98c.
No. 3 size, 1.19.

CORSET COVERS

Women's and Misses' Corset Covers. Made of a good quality material, originally sold for 50c. A large selection in all regular sizes, each, 33c

GINGHAM

27-inch and 32-inch. Beautiful plaids, checks and plain colors. All new Fall styles, yard, 25c

FANCY SILKOLINE

36-inch. Pretty patterns and colorings. Desirable for comfort coverings, draperies, etc., long mill lengths, 18 1/2c

UNBLEACHED SHEETING

36-inch. Extra fine round thread quality of Sea Island Cotton. Correct width for sheets and pillow cases, yard, 22 1/2c

APRON GINGHAM

In the wanted blue checks, good quality, at less than today's mill cost. Limit, 10 yards to a customer. Yard, 14 1/2c

PRINTED FLANNEL

36-inch Elderdown, in a wonderful assortment of pretty floral and Persian designs and colorings suitable for bath robes, kimono, house dresses, etc., long mill lengths, 39c

SHIRTING MADRAS

36 inches wide, splendid assortment of pretty patterns and colorings for men's and boys' shirts, waists, etc., 39c

ROUTING FLANNEL

36-inch. Heavy, warm quality, with long, fleecy nap, big assortment of pretty patterns. Yard, 39c

ROMPER CLOTH

27-inch, plain and fancy styles, warranted fast colors, for boys' and girls' school suits and dresses, 10 to 20-yard lengths. Yard, 45c

DRESS CHAMBRAY

Genuine Imperial brand. Plain shades and fancy styles, guaranteed colors, 30 inches wide, in 3 to 12-yard lengths. Yard, 45c

LACE CURTAINS

Nottingham and Fillet Net curtains, 400 pairs in the lot, all are 2 1/2 yards long. On sale Friday, per pair, 1.59

VELOUR FLANNEL

Fancy printed, dark styles for children's dresses, underwear, etc., 27 inches wide. Specially priced for Friday, per yard, 19c

LINOENE MATS

Size 18x36, 250 in the lot, all pretty patterns. Every one is an unusual bargain, 25c

FILET NET

For curtains; 50 pieces, 36 inches wide, excellent quality; positively worth 39c per yard, on sale Friday, yard, 29c

PLISSE CREPE

In the wanted plain shades, also neat floral effects on white and tinted grounds, for underwear, pajamas, etc. Per yard, 45c

PRINCESS SLIPS

For Women and Misses. In fine nainsook and lawn. These come in black only and are 1.50 and \$2 values 59c

MUSLIN DRAWERS

For Women and Misses. A splendid lot that formerly sold at 50c to 69c. Very special for Friday. Each, 39c

This Basement Furnishing Store is perfectly prepared to economically meet parents' demands for children's school necessities regarding

Boys' School Togs

THERE'S no better time than Now, and no better place than right HERE, to outfit the boy with apparel that he'll need and wants. We've made special preparations for school days and stocked up with merchandise of a desirable quality. Buying early, as we did, the school requirements of your boy can be purchased at a saving.

Boys' Long Pant Suits at 14.75

Boys' long-pant suits—splendid workmanship throughout, in new models for fall; plain blue, green or brown mixtures. Sizes for all. Priced at 14.75

Boys' School Suits, 5.45 to 11.50

Boys' school suits with one and two pairs of full lined knickerbocker pants. Wonderful values in cassimeres, chevots and blue serge for boys from 6 to 18 years of age. Priced from 5.45 to 11.50

Boys' Blouses

Mothers should take advantage of this boys' blouse sale—just the blouse for school, made of madras and percale in extra good qualities, with collars attached. All sizes from 6 to 16. Each 59c

BOYS' SHIRTS

Plain blue and khaki, collar attached style. Good values; specially priced Friday. Sizes: 12 to 14. Each, 69c

BOYS' PANTS

Knickerbocker Pants that are durable, made of dark colors or striped chevots, full cut for boys from 6 to 18 years of age. Priced from 1.25 to 1.95

A Very Complete Display of NEW WALL PAPERS

IF NEATNESS and attractiveness of the interior of your home interests you—and no doubt it does—here are offerings of impressive importance. Not only are the papers of beautiful design and good quality, but the prices we've attached to them, for two days only, are strong incentives in themselves. Just look over the items below.

Plain 30-inch oatmeal papers in all colors, sold with cut-out borders to match, at per roll, 11c

Medium weight papers in new effects suitable for any room in the house; sold with borders to match, at per roll, 5 1/2c

Extra heavy kitchen blocks and granites in all colors at, per roll, 10c.

Bedroom patterns, new and pretty, each has a beautiful cut-out border to match, at per roll 11c and 14c

Heavy blanks and gills, nice for dining rooms, parlors or halls, shown with cut-out borders, at per roll, 12 1/2c and 16c

ROOM LOT PAPERS

A very special showing. This lot has cut-out borders and ceiling. Specially priced for Friday at prices ranging from, per room, at— 3.95 to 7.95

SCRIM

Scrim, plain and fancy, about 100 pieces in the lot, hemstitched; 15c values, special Friday—

Yd. 10c

WASH RUGS

Wash Rugs, 500 in the lot, size 18x36 inches, a nice assortment of colors, on sale—

39c

Window Shades

Window Shades, 50 dozen in the lot, 29 to 36 inches wide, 6 feet long, blue and tan only. Special—

25c

Smart Silk Blouses

Best of Styles and Materials

Georgette, Crepe de Chine and Pongee Silk Blouses. Many new, becoming, right-up-to-the-minute styles, which come in white, pink and the natural pongee. Sizes 36 to 46. Price,

3.69



Here's An Extraordinary Two-Day Sale of Shoes for Men, Women and Children

The Basement Shoe Department is surely in strong opposition to H. C. L. Friday and Saturday you have the opportunity of making a distinct saving and one that's most important, too. We advise that everyone desirous of saving money be on hand as early as convenience will permit. Get your choice at the starting of the sale.



School Shoes

Boys' and Women's Tan Lotus Calf-skin Lace Oxfords, elkskin soles that give double wear. Very desirable for all-around wear; with both wide and narrow toes. Sizes 2 1/2 to 7. Regular 2.45, now—

For Young Ladies. Made of black kid and gun metal, solid leather soles, mostly but-ton styles, with cloth tops. Sizes, 2 1/2 to 7. Regular 4.50 now—



Boys' School Shoes

These are made of dull calf-skin, button and lace styles, with full toes and double soles; our own Hickory brand. Sizes, 2 1/2 to 5 1/2. We will stand back of every pair.

3.45



Women's Low Shoes

And it's one that you can't afford to miss. They're odds and ends, of course, but every pair is a mighty good value. In fact, these ordinarily sold for \$3 and \$4. Sizes 2 1/2 to 4. This lot also includes White Kid Oxfords. Be on hand Friday morning and share in this money-saving sale.

98c

Children's Scout Shoes

Children's Scout Play Shoes in black pliable gun metal, with stitched soles. These are usually deemed seconds. Sizes, 6 to 2. Slightly broken.

49c



Men's Shoes

We carried over from last year about 500 pairs of men's Endicott Johnson black gun metal button shoes, oak leather soles, heels and counters of solid leather, with three styles of toes. Well worth \$5.50, but now priced at—

Children's Shoes

White Linen Button and lace shoes, made on the foot-form lasts, wedge heels. Sizes: 6 to 7; \$2.00 values for—

1.19

Extra Big Value in New Fall All Wool Serge Dresses

We know when women see them and note their good value, the lot will rapidly dwindle to a small quantity, therefore, we advise as early attendance as possible. Made for practical wear, and priced at a remarkably small figure. For Friday,

Good Styles

985

Values 12.50



They are attractively trimmed with buttons and braid, come in navy and black only. Sizes 16 to 18 for misses, and 36-inch to 42-inch bust measure.

Also 150 Silk Dresses For Fall Wear

And here's another offering that's well worth taking advantage of. Splendid Silk Dresses at way under regular price. Friday and Saturday, each— 9.85



In All Fairness to Yourself You Should Take Advantage of This Sale of Bungalow Aprons

Newest Styles—Good Quality

You easily save 50 per cent, and in some cases nearly 100 per cent—That's worth availing yourself of. The offering is worth taking advantage of even if you are amply supplied, for there's nothing wiser than preparing for the future. The quality is commendable, and from a good maker. In this instance 95c has more value than it has had for a long time.

Striped and Figured Percale

At 95c

1.50 and 1.75 VALUES

Very desirable merchandise at a price that would hardly cover the cost of material, and made up in good new styles with pockets and other trimmings of frills in contrasting colors. These aprons also come in plain colors. Priced specially at 95c

SPECIALS FROM THE BASEMENT GIFT SHOP

IN THE BASEMENT

One lot Fancy Jewelry, all the odd pieces of Brooch Pins, Bar Pins, Circle Pins, Collar Pins, Tie Pins, etc. Your choice for Friday, each, 15c

One odd lot of Tableware—Tablespoons, Teaspoons, Butter Knives, Sugar Shells, your choice Friday for 5c

One lot of Shaving Mirrors, white enameled. Your choice, at 39c

One lot of White Enameled Picture Frames, oval style. Your choice, at 15c

One lot Fancy Beads at less than one-half price. Your choice, at 25c

Silk Skirts

\$5 to \$7 Values

It's hard to resist buying one or more skirts like these when the price is so remarkably low, and it's practicing good economy to do so. Large, fancy plaids, also some plain silk and shadow striped poplins. Good styles. Very special,

4.39

'WIZARD MOP SPECIAL'

A medium size Wizard Mop with 5-foot handle and a 25c bottle of Wizard Oil and a 15c chemically-treated Dust Cloth. Friday for 1.29

BOYS' KOVERALLS

In plain blue and fast colors and khaki cloth for boys from two to eight years of age. Each, 1.35

MEN'S SHIRTS

Odds and ends of Men's Shirts (collar attached neck-band and sport collar style), while they last, 49c

MEN'S NOSE

35c value. In colors and black, tan, white and gray, also Palm Beach, blue and cordovan. Sizes 9 1/2 to 11 1/2. Special at 18c

KNIT UNDERWEAR

Cotton Union Suits for Women. Sleeveless, lace trimmed, knee style with full silk taped. Sizes 34, 36 and 38. Per pair, at 50c

UNION SUITS AND PANTS

For Women. Odd lots. To clean up stock, per pair, 25c

WOMEN'S VESTS

In fine ribbed cotton, sleeveless style, sizes 36 and 38. Each, 15c

UNDERWEAR

For Boys. Balbriggan Shirts and Drawers. Sizes 24 to 34. Each, 25c

SEAMLESS HOSIERY

Women's pure thread silk, with double soles, lisle garter tops, in black, white and colors. (Seconds). Per 75c

FIBRE SILK HOSIERY

For Women. In colors, with double soles and lisle tops (seconds). Per 25c

CHILDREN'S HOSIERY

In black and white, medium ribbed. Sizes 5 to 9 1/2. At, per pair, 25c

LINGERIE CLOTH

20-inch, tinted grounds with beautiful bluebird printings, for underwear, lingerie, etc. Per yard, 49c

27-INCH VOILE

Silk stripe, a beautiful woven sheer fabric, in all the wanted colors for pretty street dresses, evening wear, etc. Per yard, 39c

FLAXON AND DIMITIES

Fancy printed, in a pretty collection of neat floral effects. Very desirable for early Fall wear. Per yard, 35c

SILK MULL

27-inch, in all the wanted plain shades, very lustrous for evening wear, foundations, interlinings, etc. Per yard, 39c

WATER PAILS

A good, serviceable pail, made of heavy charcoal tin, with reinforced metal bottom, 12-qt. size, special, 49c

TUNGSTEN ELECTRIC LIGHTS

10, 25, 40-Watt, special at 27c
60-Watt, special at 32c

JOHNSON FLOOR WAX

For polishing floors and furniture. Very special, at 45c

FOLDING LUNCH BOXES

Made of fiber, and very compact when folded, and a good, roomy lunch box when open. Special, 29c