

STORY BOOKS

Beautifully Illustrated

These Illustrated Story Books will prove a joy to the little tots—stories well told and beautifully illustrated in colors. A limited quantity on sale while they last, priced at—



Three Bears
Selfish Fox
Peter Rabbit
Matt and Jeff
Cartoons
Chicken Little
Little Red Hen
Bringing Up
Father Cartoons

Each
25c

BOOK DEPARTMENT—MAIN FLOOR

The Success of the Sale of THESE SMART HATS

Is conclusive assertion of their quality, beauty and desirability for the young Miss. Our previous offering met with such decided favor that decision to repeat the offering again affords opportunity Saturday to choose from these beautiful Hats.

at **298**

Hats of fine silk, velvet hats with long silk ribbon streamers, just what every Miss wants at the present time. These hats come in a large variety of shapes and such colors as black, brown, navy, beaver, cherry. Wonderful values at this reasonable price **2.98**

—SECOND FLOOR—

Toys

Ball Bearing Roller Skates, per pair, 2.95

DOLLY DUMPLING, the dearest little doll hit of the season. Every little girl's heart would be made happy with a Dolly Dumpling. Saturday price **1.50**

THE MYSTERIOUS TALKING BOARD will answer your questions, tell you anything you want to know. It will give you a great deal of amusement. Special for Saturday **50c**

LARGE PAPER DOLLS, 12 inches high, consisting of 1 doll, 3 costumes and 2 hats to be cut out, Saturday, at **10c**

KIDDIE KARS are most popular than ever, all sizes, at each **1.25 and 2.50**

TOY SECTION
MAIN FLOOR

Apparel For Wee Tots

That we have not forgotten the needs of the wee tots of this country is amply evidenced in our displays of cunning wearables for infants. Featured for Saturday's selling are:

BABY BUNTINGS—Infants warm, comfy, cozy wraps, made of fine quality Eiderdown, in colors of pink or blue. Special each **2.25**

INFANTS' SHORT COATS of fine cashmere with cap collar. Dainty embroidered and lined. Very special **\$3.98**

WARM KNIT HOODS, bonnets, toques and caps in white, blue or pink **75c to 2.98**

KNIT BOOTEES, all wool, long and short, **39c to \$1**

ALL WOOL KNIT SAQUES, colors pink and white, blue and white **1.50 to 2.98**

—THIRD FLOOR—



Children's Hand Bags

In a Special Sale Saturday

Bags are in vogue for children as well as for their mothers and what little miss wouldn't be tickled stiff with one of these bags. On sale at considerably less than regular price.

LOT ONE—Real morrocos and real pin seal bags, very chic and stylish, beautifully made, all colors, price **1.98**

LOT TWO—Morrocco and Persian bags, also some patent leather bags and pocketbooks, all colors, price **\$1**

—MAIN FLOOR—

Infants' Wool Mittens, 39c

In White, Sky and Pink, Washable

One-clasp imported cape skin gloves, extra quality, splendid shades of English tan, P. X. seams, neatly stitched backs, sizes 1 to 7 inclusive, per pair **1.50**

Mocha gloves in gray and tan, with warm fleece lining, P. K. seams, short broad cut, one-clasp styles, pair **1.39**

—MAIN FLOOR—

Children's Hosiery

INFANTS' PURE SILK HOSE, full ribbed double heels and toes, in white, pink and blue; irregulars; 1.00 grade, special **50c**

LISLE HOSIERY FOR MISSES AND CHILDREN, in fine and heavy ribbed double heels and toes, in black and white only **50c**

HOSIERY FOR CHILDREN fine ribbed, light and medium weight, reinforced heels and toes, in black, white and cordovan **35c**

—MAIN FLOOR—

A Big Sale of Boys' Shoes

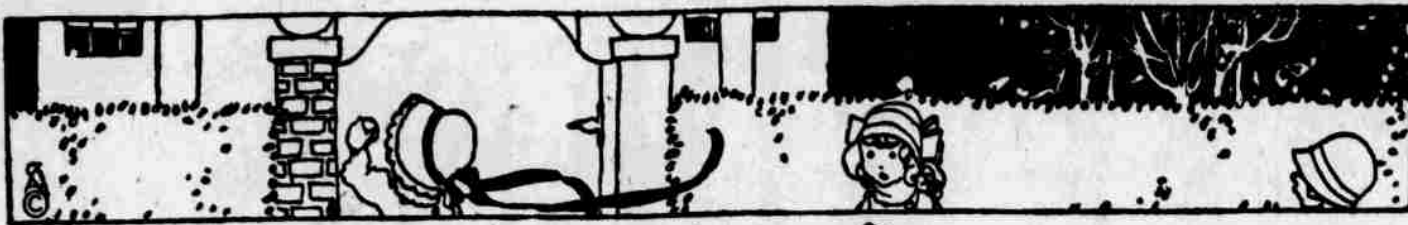
Some 525 Pairs at a Notable Price Concession

This sale comprises shoes of various makes, a clean up of broken lines. It isn't an ordinary lot that we present for your selection, it is a wonderful line of boys' shoes.

At **4.95** Pair

Includes anything a boy wants and nothing within two or three dollars of their price can touch them. In Russia calf, dull leather, patent colt and vici kid; every pair made with Goodyear welted sole; every size from 2½ to 6 in English or high toe, button and lace styles.

MAIN FLOOR—MEN'S STORE



CHILDRENS DAY

At Omaha's Store for the Younger Generation

IN THE immediate outfitting of boys and girls, mothers are now availing themselves to the ever ready service and facilities of this great store where can

be had most everything for children—with added advantage of most complete assortments and assurance of style, quality, dependability and most value.

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

CANDY SPECIAL

Princess Assorted Chocolates and Bon-Bons
Extra Special Saturday

Pound Box
39c

—CANDY SECTION—
MAIN FLOOR—

Three Very Special Half Price Sales

Featured for Children's Day, Saturday

FOLLOWING are three sales of unusual importance in point of quality, seasonableness and economy. They were prepared especially for children's day.

The First: Children's Sample SWEATERS At Exactly Half Price

We have secured sample lines of misses' and juniors' sweaters in both coat sweaters, with belts and slip-ons for children from 4 years to 15 years. Practically every wanted color is here and all sizes to choose from. A few of the items follow:

5.00 Wool Sweaters for 2.50
7.50 Wool Sweaters for 3.75
12.50 Wool Sweaters for 6.25

This sale, coming as it does just at the beginning of the sweater season, should prove very interesting to mothers who want a nice, warm sweater of dependable quality for the little tot to play in or for her big sister who attends school.

—SECOND FLOOR—

The Second: Children's Sample UNDERWEAR At Exactly Half Price

This offering is especially timely and this opportunity to purchase children's underwear should not go past unnoticed. The sale comprises:

Boys' and girls' vests and pants and shirts and drawers, 75c quality, at **39c**
Misses' and children's part wool ribbed vests, 1.25 quality, at **65c**
Misses' and children's union suits, \$1.50 value, suit at half price **75c**

These are samples that we advantageously purchased and for that reason half usual prices are possible.

—THIRD FLOOR—

The Third: Boys' Sample SWEATERS

If you've been planning to buy a Sweater for your boy there is every reason for you doing so now—in this sale—for you will have splendid choosing and the half price as an added incentive.

\$2 Sweaters at 1.00
\$2.50 Sweaters at 1.25
\$3 Sweaters at 1.50
\$3.50 Sweaters at 1.75
\$4 Sweaters at 2.00

These are sample Sweaters and come in all colors, gray, blue, maroon, red, dark gray and also in khaki and fancy stripes. In all styles, including slip-over shawl collars and button down the front styles.

SECOND FLOOR—MEN'S STORE

HALLOWEEN—

That night when pumpkins, witches and spooks growl about, calls for favors weird and mystic. Our displays are full to overflowing with novelties to add to the merriment of that looked-forward-to-occasion.

A Large Variety of Table Favors for Halloween parties at each **5c, 10c and 15c**

Pumpkin Lanterns from **5c to 1.50**

Black Cat Lantern and Red Witch Heads at, each **10c**

Halloween Witch Hats, at each, **5c and 10c**

Paper Face Lantern, all colors, at, each **10c**

Black Cat and Witch Pins, at each **5c**

—CANDY SECTION—MAIN FLOOR—

Another Lot of Those Liberty Airplanes

Simple in operation, ascend and soar like an aeroplane; give plenty of outdoor pleasure for the children; special Saturday, each **13c**



For Children's Day:—

75 Girls' and Flappers' Dresses

Values \$15 to \$20—Very Special

\$10 Each

Attractive models made of very latest styles in serge and taffeta and Georgette for dress up occasions and practical wear. Ages 6 to 16. Early attendance is urged as the quantity is very limited.



New Arrivals in Girls' and Flappers' Coats

Blouse styles, loose models, belted styles, displaying the new fullness. Beautiful materials in popular shades.

Prices \$19 to \$39

Girls' Rain Capes, Age 6 to 16 Years, Price—

3.50 to 8.95

Rain Coats

Price—
4.50 to 12.50

Smart Coats for Little Tots Ages 1 to 6 Years

Complete assortment of coats from the cute little baby styles, high waisted shirred on yoke to the plain tailored models, mannish styles, materials velvet, corduroy and chin-chilla, silvertone and broadcloth. Shown in dainty shades. Priced at **12.50 to \$39**.

—SECOND FLOOR—



HART SCHAFFNER & MARX Clothes for Boys

My how good this must sound to you parents who have been trying for years to supply your Boys with clothes that will stand the wear and tear and still have an aristocratic appearance.

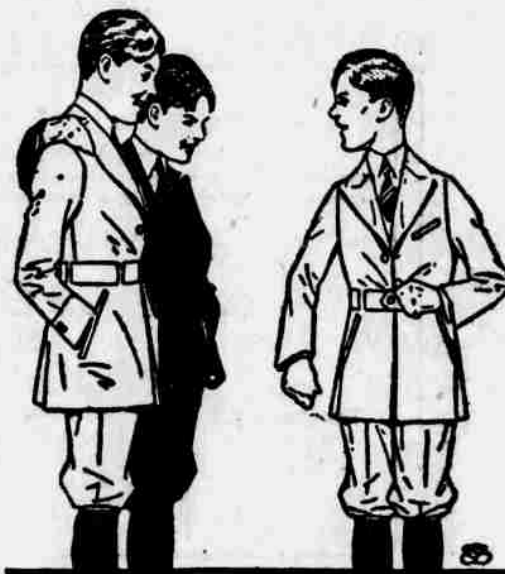
We have always prided ourselves on selling good clothes for boys. Now there is no comparison between

HART SCHAFFNER & MARX and any other make. Judging by the way suits and overcoats are selling, parents and boys alike must feel the same way about them.

KNICKER SUITS that have character written all over them. Belted styles, plaited styles, one-half belted styles, yokes, and oh, boy, what pockets. Every conservative kind. Very generous assortment—

at **25.00**

Others at 27.50 to 30.00 and up.



Real Overcoats for Real Boys

Coats with full belts in Ulster styles. Dress coats, seaman styles and all the plain color effects, smart plaid styles—

Priced at **\$25 and Up**
MEN'S STORE—SECOND FLOOR

Boys' Headwear

BOYS' GOLF CAPS, new one-piece wms, in a wonderful range of fancy patterns, splendidly trimmed, at **1.50, 2.00, .50**

BOYS' SCHOOL CAPS, special big assortment, including Bah Bah Hats, special at **50c**

BOYS' 1.50 Hats at **75c**

BOYS' CLOTH STITCHED HATS AND FELT HATS. Some slightly soiled, 1.50 values, Saturday **75c**

MEN'S ARCADE

