

SALESMEN DROVE OUTSIDE BRANDS CLEAR OF OMAHA

Successful Coffee Salesmen Declare Newspaper Advertising Big Necessity to Merchandise Marketing.

"How We Drove Outside Brands From Omaha" is a story which might well be written by either Roger Holman of Paxton & Gallagher, or Frank Hoel of McCord & Brady, as these two men led the fight for Omaha roasted coffee, which has practically driven the outside brands from the local market. For the first time in its history Omaha business is now practically confined to Omaha brands so far as the coffee question is concerned, and as a result Omaha housewives buy the same grade of coffee here that is sold in cities of like size from 5 to 10 cents per pound higher.

Judicious newspaper advertising has been the one big help given to salesmen who depend on the grocer for business. The retailer realizes that local newspaper advertising is the one thing that brings a trademarked food article before his customers, backing him up in his statements as to the merit of the goods.

Must Educate Housewife. When the housewife has been educated by newspaper advertising to believe that Advo or Butternut coffee are the most economical for her household the grocer is placed in a buying mood when the salesman enters the store. Time was when the salesman thought that newspaper advertising was a waste of money and that the amount should be credited to his expense account rather than spent for newspaper publicity. A few bitter lessons in commission losses when a real advertising campaign was placed by his competitors, while his own house still stuck to the old-fashioned methods by saying, "Our goods advertise themselves," and the salesman became a booster for newspaper advertising, as well as the retailer, and in turn the ultimate consumer, who wants something besides a clerk's recommendation to aid her in judicious buying.

A successful city salesman, who is ranked one of the best business getters in Omaha, says: "Give me a piece of goods that my house says is good, back it up with a newspaper advertising campaign, and I can sell and place more orders on it in 60 days than I can in a year without advertising. We have tried it out at our house and know."

"I can remember when the average grocery store carried as high as 30 brands of coffee. Go into any good Omaha store today and you will find that it is Omaha roasts and coffees that are selling. There are a few outside brands represented, but the real sellers are Omaha brands, made permanent sellers by newspaper advertising. I regard local newspaper advertising as part of the salesforce, as it helps me reach the retailers, and helps the retailer make quick turnovers."

During the past year Paxton & Gallagher and McCord-Brady have spent more money in newspaper advertising than their total for five years previous, and as a result, thousands of dollars are remaining in Omaha which formerly went to competing cities.

Hold Train While Aged Irish Woman Chats With De Valera in Gaelic Mrs. Abbie Daly of Council Bluffs, 91 years old, was made extremely happy Monday because she had lived to see, talk to, and shake hands with the president of the Irish republic.

Jerry Howard initiated the plan to have the aged Irish woman meet President De Valera. With other members of the O'Neill Monument association, he met Mr. De Valera at Pacific Junction and told him of Mrs. Daly. Others brought Mrs. Daly to the station in Council Bluffs.

She was able to walk, in spite of her four-score and 11 years. She talked for a long time to Mr. De Valera. Their conversation was in Gaelic, the ancient language of Erin. She had also written a piece of poetry in Gaelic which she read to him and then gave him. The conductor held the train a few minutes over its usual time.

Mr. De Valera seemed deeply affected by the meeting.

Council Approves Awards For Police Motor Equipment

The city council yesterday approved awards for motor equipment for the police department, the total investment to be more than \$13,000. The seven-passenger high-power cars will be purchased on a bid of \$3,805 each and three five-passenger Fords on a total bid of \$1,972. Eight motorcycles will be bought for \$395 each, with four sidecars at \$120 each. Bids for two new automobile patrols are being called for.

Dr. McDermott Granted More Time to Answer Divorce Suit

Dr. Bernard A. McDermott, who was sued by his wife, Sophia McDermott for a divorce, naming Mrs. Minnie Storz Higgins co-respondent, September 10 was yesterday granted an additional 10 days in which to make an answer. He already had been granted two weeks additional from October 13, which was the original answer day.

Thief Steals Purse A thief interfered in an afternoon party given at the home of Mrs. George W. Shields, 1618 South Thirty-third street, Monday and stole a purse containing a watch, bracelet and \$10. The purse belonged to Mrs. Shields. She told police she left it hanging on the knob of the kitchen door while she was out of the room. When she returned she saw a youth running through the back yard, she said. She then discovered the loss of the bag.

Cold Weather Needs

A few items selected at random to convey some idea of the completeness of our stocks of winter goods.

"TWEEDIE" BOOT Tops for Women—Glove-fitted to the low shoes or boot, does not pull up at the front or back, good range of styles and varieties of colors. Priced from 3.50 to 5.00.—Main Floor.

WOMEN'S SPATS. A splendid assortment of 200 pairs in Brown, Light Brown, Dark Gray and Ivory. Good sizes. Only 2.95.—Main Floor.

"KOZY TOES" FELT Slippers. Equal quality cannot be found. We are the exclusive representative for this splendid line of Felt Footwear. An extensive line of fur-trimmed felt Romeos made up with leather soles and heels, ribbon bow, hand-turned sole, extra fine felt, good colors in black, blue, gray and brown. Sizes, 2 1/2 to 9. Priced at 2.50.—Main Floor.

MEN'S CAPS— Men's heavy winter caps with ear protectors, plain and fancy colors; all sizes at 1.00, 2.00, 2.50, 3.00, 3.50 and 4.00.—Main Floor, Men's Store.

MOTOR SCARFS— Motor Scarfs in combinations of blue and tan, brown and tan and gray and black. All have pockets and belts. Priced from 10.00 to 16.50.—Second Floor.

BOYS' CAPS for school wear, with ear protectors, at 1.25, 1.50 and 2.00.—Men's Arcade.

HOT WATER BOTTLES— Two-quart hot water bottle, 1.25 value, made of chocolate rubber, specially priced at 79c.—Main Floor.

KID MITTENS for girls and boys, with warm, comfortable fleece lining. Good shades of tan with coney fur-trimmed wrists. All sizes. Very specially priced, pair, at 85c.—Third Floor.

BATH ROBES or Lounging Robes—Made of heavy material, printed patterns of elderdown, pockets and collar trimmed with satin ribbon. Colors are brown, blue, cardinal, lavender and gray. Very specially priced at 7.50.—Third Floor.

SATEEN, FANCY mercerized, fine permanent finish, 36 inches wide, in all the season's best combinations of colorings in both light and dark. Special, per yard, 33c.—Main Floor.

MUFF FORMS, filled with down and hair as per plaid or silk linings. Ranging in price from 99c to 2.95.—Main Floor.

TRICOTINE, 50 inches wide, all wool, an exceptionally popular fabric for this fall and winter wear. Comes in navy blue, black and all the season's most wanted colors. Special per yard, 33c.—Main Floor.

ALL-WOOL COAT- ings, 54 inches wide, Velour, Silverstone, Zibline Mixture, etc., in a good range of colors. Special per yard at 2.95, 4.95 and 5.95.—Main Floor.

Interesting Cold Weather Offerings in the Hardware Section—Featuring Electric Heaters



Special at 8⁴⁹

These heaters come with heavy copper wire cover over heating element and also have a copper heat reflector. With 6-ft. of cord and with cut off on cord, specially priced Wednesday.

Rex Oak Heating Stoves

Oak stoves that are made of a good grade steel with nickel trimmings. Will burn either wood or coal. Sizes and prices as follows:

10-ft. Fire Box, 12.00
13-ft. Fire Box, 16.00
15-ft. Fire Box, 19.00
17-ft. Fire Box, 24.00
19-ft. Fire Box, 28.00

Corn Poppers at 59c

These Corn Poppers are made of sheet steel with sliding lid. Two-quart size specially priced.

Waffle Irons at 2.49

High grade Griswold Waffle Irons with wire handles. Low frame, priced at 2.19; high frame, 2.49.

Stamped Pillow Cases 2.75

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

On Sale Wednesday at 9 A. M.

Thousands of Yards of Wanted Silk Remnants at 1/2 Price

Because we have assembled all the short lengths and odd pieces of our entire-silk stock makes this sale highly important to you. The newest weaves and colorings are presented, and are most desirable for blouses, skirts, dresses, etc. The savings are of a remarkable nature and this is the best opportunity you have had for a long time to so advantageously purchase desirable silks. Limited space here permits the mention of only a few of the items in this selling.

	Regular Price.	Selling Price.		Regular Price.	Selling Price.
Printed Georgette Crepe, 40-inch	3.50	yd. 1.75	Striped Satin and Taffeta, 36-inch.	3.00	yd. 1.50
Chiffon Taffeta, 36-inch	2.50	yd. 1.25	Printed Rodium, 40-inch	4.50	yd. 2.25
Crepe de Chine, 40-inch	3.00	yd. 1.50	Black Peau de Soie, 36-inch	3.00	yd. 1.50
Georgette Crepe, 40-inch	3.00	yd. 1.50	Suede Satin, 40-inch	5.50	yd. 2.75
Satin Radiant, 36-inch	2.50	yd. 1.25	Crepe Meteor, 40-inch	3.95	yd. 1.98
Satin Charmeuse, 40-inch	4.50	yd. 2.25	Satin Charmeuse, 40-inch	6.00	yd. 3.00

These Silks Come in Lengths of 1 to 5 Yards

5000 Yds. Jap Silk

36-inch extra heavy, lengths 1 to 5 yards. Can be used for drapery, dresses, blouse, underwear, fancy work and many other purposes. Worth 1.75, extra special Wednesday, per yard **79c**

Various lots on sale while they last. No mail or phone orders accepted.

Silk Velvet Remnants

1,500 yards of remnants in black, 19-inch, suitable for scarfs, trimming, millinery, hand bags, etc., in lengths from 1/2 yard to 5 yards. Values to 3.00, sale price, **1.25**

MAIN FLOOR

We are Featuring for Wednesday Munsing Underwear

For Women and Children



The reality that winter is well upon us and weather indications pointing to more severe coldness, these sellings of underwear should prove of real interest—Underwear that is sold on the basis of quality, remarkable values, featured Wednesday.

WOMEN'S FLEECE-LINED MUNSING UNION SUITS in all styles and ankle length. Regular sizes at 2.75; extra sizes for 3.25.

WOMEN'S FLEECE-LINED VESTS and Pants in heavy fleece, in cream or white. Vests come in both the long and half sleeves. Regular sizes at 1.50; extra sizes for 1.75.

VESTS and PANTS for women in all wool, white or natural. These garments are of a fine Mareno wool. Regular sizes, 3.50; extra sizes, 4.00.

UNION SUITS, medium weight for winter wear, in good bleached cotton without fleece. Come in all sizes and ankle length. Regular sizes, 2.50; extra sizes, 3.00.

CHILDREN'S UNION SUITS, full bleached, fleece lined cotton, in heavy weight grade of material. These garments are made of the better quality of cotton yarns and they come in all styles. Small sizes, 1.50; medium sizes, 1.75; large sizes, 2.00.

UNION SUITS FOR BOYS and GIRLS in all wool, in natural and white. This is a garment that appeals to every mother who sees it on account of the extra good quality of material used in the making of these garments. Come in all sizes priced as follows: Small, 3.25; medium, 3.50; large, 4.00.

BOYS' HEAVY FLEECE UNION SUITS in gray or cream, cut full and roomy. Just the underwear for sturdy boys. Small sizes, 1.50; medium, 1.75; large, 2.00.

GIRLS' UNION SUITS in ribbed material, part wool of a good heavy weight. Just the garment to feel comfortable in when the weather is cold. Small sizes, 2.00; medium size, 2.25; large sizes, 2.50.

THIRD FLOOR

Furs of Quality

The assurance of quality goes with every piece of fur that is purchased here. Gorgeous furs, guaranteed by us, in the greatest variety of any season heretofore.



SCOTCH MOLE BOX COAT, 30 inches long, 525.00
SIBERIAN SQUIRREL FANCY COATEE, 27 inches long, 375.00
HUDSON SEAL BOX COAT, with Australian Opposum Collar, 28 inches long, 545.00

NOVELTY HUDSON SEAL COATEE, with fancy Mole Collar, 30 in. long, 375.00

HUDSON SEAL BOX COAT, with belt and dyed Raccoon Collar and Bell Cuffs, 32 inches long, 275.00

NUTRIA BOX COAT, reversed border, 30 inches long, 350.00

MARMOT COAT, with blended Muskrat Collar and Cuffs, finest quality, 47 inches long, 235.00

JAP MINK BOX COAT, with Belt and Large Shawl Collar and Cuffs of brown dyed Marmot, 32 inches long, for 175.00

NATURAL MARMOT BOX COAT, with border, Collar and Cuffs of brown dyed Marmot, 32 inches long, for 175.00

NEAR SEAL BOX COAT, 30 inches long, 269.50

LEOPARD BOX COAT, with Raccoon Collar and Cuffs, 40 inches long, for 510.00
BLACK RUSSIAN PONY BOX COAT, 36 inches long, at 187.50
WOLF ANIMAL SCARFS, in black, brown and taupe, from, 6.95 to 95.00

SECOND FLOOR



Featuring—Made Up Kimonos

In the Art Goods Section

Of heavy good quality old blue and old rose crepe, all ready for the embroidery needle. The designs are stamped in most attractive patterns in floral and conventional effects and are to be worked in French knots.

Priced at 3.50

Displaying Pacific Package Goods

Including infants' and children's dresses, women's night gowns, teddy bears, camisoles, etc., dresser scarfs, library scarfs, etc., with floss for making. The finished model display is well worth seeing. Stamped pieces priced from 1.15 to 4.75.

Stamped Pillow Cases 2.75

Halloween Candles 50c
Plain twisted ones of Orange color, at 15c and 25c.
Orange Candles decorated with black owlets. Each, 25c.
Larger Candles of burnt orange decorated with bats, cats, witches and devils. Each, 50c.

Children's Dresses 59c
Sizes for four and six years, stamped on tan and blue cloth of good quality. Special, each, 59c.

THIRD FLOOR

A Feature That Adds to the Interest of the Selling Thursday of

Old Fashioned Oval Braided RUGS

These are the kind that grandmothers used to make and are suitable for sitting rooms. A new assortment of attractive colorings in o blues, roses, gold, etc. Reversible and serviceable.

Have You Ever Heard of ROVING RUGS?

Probably not—and if you have it is just recently, for they present an entirely new wave. Rag Rugs, suitable for chambers and bath rooms. Blue and light color combinations. Washable and reversible.

18x36	96c	75
24x36	1.50	48
	1.85	
27x54	2.50	2.5
30x60	2.75	
36x72	3.75	

THIRD FLOOR

Keep Baby Warm



Here are a few of the things that are necessary in order for baby's wardrobe to be complete.

CORDUROY SUITS for Boys—Here's a special lot for Wednesday only. 125 suits all told. While they last at 8.45.—Second Floor Men's Store.

SAMPLE SWEATERS for Boys—Hundreds of samples in different styles and colors. Priced at just one half. Now is the time—beginning of cold weather. Sizes to fit every age.—Second Floor.

DRESSES made of fine quality gingham, combined in dainty checks and plaids with plain colors. Sizes 1 to 6 years at 1.75.—Third Floor.

CASHMERE KIMONOS embroidered in pink and blue, at 2.25.—Third Floor.

INFANTS' SACQUES made of fine cashmere, embroidered in pink and blue, at 79c to 1.00.—Third Floor.

FLANNEL SKIRTS, plain and embroidered in the long and short sizes, at 1.25.—Third Floor.

INFANTS' SHIRTS in all wool and silk and wool, at 85c to 2.25.—Third Floor.

INFANTS' BONNETS, Caps and Toggles, in sets, knitted, crocheted in all wool. White and colors, at 75c to 8.25.—Third Floor.

BATHROBES made of Elderdown. Big line of colors. Sizes 1 to 6 years, at 1.00 to 6.50.—Third Floor.

KOZY WRAPS OF Corduroy for the new baby. In white only. Lined with silk. Each 10.00.—Third Floor.

CHILDREN'S COATS made of velvet, broadcloth and silverstone, in Brown, Blue, Green and Dark Red. Some with fur collars. 1 to 6 years, at 16.50 to 39.00.—Third Floor.

BONNETS and Hats made of velvet and silk in light and dark colors at 2.50 to 12.50.—Third Floor.

INFANTS' GOWNS made of fine flannellette, in white and colors, at 1.00 to 1.25.—Third Floor.

ELDERDOWN BUNTINGS in white and colors, 2.50 up to 12.50.—Third Floor.

SLEEPING GARMENTS for Children made of flannellette in white and colors, at .50.—Third Floor.

CAPS, LEGGINGS and Mittens, of wool knit and Angora suits in colors of Red, Blue and Rose, at per set, 3.95.—Third Floor.

SWEATERS for children, made of a heavy quality wool in white, trimmed with Blue, Rose and Red. Special, 2.95.—Third Floor.

ROMPERS for little Boys and Girls, in cambric, flannellette and gingham. Size 1-year to 5 years.—Third Floor.

BATH ROBES, silk padded with colors of Pink, Blue and Red. Sizes 5 to 9 years.—Third Floor.

