

THE
ECONOMY CENTER
OF
OMAHA

BRANDIS STORES BASEMENT

THE
HOME OF
BETTER VALUES
FOR
THRIFTY
SHOPPERS

Money Saving Friday Sales of Wanted Winter Merchandise

A Great Sale Friday of
Coats--
Suits--
Dresses
For Women and Misses
\$19 to \$29 Values
Very Special
At 15.95
On Sale Friday and Saturday



These are reproduced with good materials, good workmanship, perfect-fitting garments. You will wonder how it is possible to offer such splendid garments for such a low price. It's a real opportunity to add an attractive garment or garments to your wardrobe at a very decided saving.

The Dresses

We have grouped hundreds of fine All-Wool Dresses, Serge, Jersey Cloth, etc. Fine, heavy Satin Charmeuse, Georgette combinations, etc. Beautiful Dresses. Many are very elaborate. You will find just the kind of a Dress you want in this splendid group. Size, color and style to the desire of any miss or woman.

The Coats

The short, nobby coats look like fur models. Many different kinds of wanted materials. All fancy lined coats, many with big fur collars, others fur-trimmed, etc. Dozens of pretty styles. Hundreds of good, warm, up-to-date winter coats.

The Suits

A splendid assortment of suits that are worth much more. The new long coat styles, all-wool materials, good linings, well made, good fitting suits. At a price hardly possible this season. Here is your chance to buy that wanted suit for only 15.95.

Here are Some Notable Offerings in Wash Goods and Domestics

Irish Linen Cambric, 44 inches wide, in white only, made of pure Irish flax, sheer quality for tailored waists, men's handkerchiefs, etc. Very Special, at, yard, **2.50**

Bleached Muslin, Mill Remnants, 36-inch bleached muslin and cambric, good quality, in long lengths, at, yard, **18 1/2c**

Percale, Bookfold dress and wrapper percale, light and dark colors, splendid quality, at, yard, **19c**

White Plisse Crepe, in assorted stripes, for fine underwear, etc. Special, at, yard, **45c**

Madras Shirting, 36 and 32 inches wide, in a big variety of woven and printed styles for men's and boys' shirts and waists, etc. Yard, **49c**

Cotton Suitings and Cotton Dress Plaids

500 pieces Fall and Winter cotton suiting and cotton dress plaids, 36 and 32 inches wide, in a wonderful collection of pretty patterns, also some 36-inch gabardine in the wanted plain shades. Values up to 75c, in one huge lot Friday, yard at **39c**

Outing Flannel, 10 cases Domet Shaker and Outing Flannel, in colors of pink, blue, gray, white and assorted fancy styles, heavy double-fleeced nap. 27 inches wide, at, **29c**

Cotton Eiderdown Flannel, 36-inch Fancy Printed Cotton Eiderdown Flannel, in a wonderful assortment of pretty patterns and colorings, lengths up to 10 yards, at **35c**

Who Wouldn't Buy-- Bedding Needs

When Offered at Such Interesting Prices

Comforts, silkline-covered comforts, filled with good quality sanitary cotton batting, neatly hand-tufted, medium and dark colors, special, **3.75**

Blankets, wool-finished cotton blankets in assorted colors, fancy, washable borders, thread-whipped edges, long, warm, fleecy nap, special, **2.49**

Beacon Jacquard Blankets, 1,000 pair genuine Beacon Jacquard Plaid Blankets in a wonderful assortment of new patterns and color combinations, all full double bed size, in three lots, Friday, pair at, **11.95, 8.95 and 6.50**

Wool Blankets, all-wool blankets in white and assorted plaids, beautifully bound, size 72x84 inches, thoroughly steamed to prevent shrinking, a splendid 25.00 value, Friday, a pair, **21.50**

Plaid Wool-Finished Blankets, size 66x80, cut single and whipped on both ends, heavy winter weight; regular 6.50 value, Friday, per pair, **4.50**

Sateen-Covered Comforters, 15 dozen sateen-covered comforters, size 72x84 inches, filled with roll white sanitary cotton, beautifully scroll-stitched—positively worth 5.95 7.50, Friday, ea., **5.95**

Marquisette Yd. 22 1/2c
2,500 yds. of Marquisette, 36 and 40 inches wide, lengths 2 to 15 yards. A bargain at **22 1/2c**

Scrim Yd. 10c
2,000 yds. of Plain and Fancy Scrim, at, yd., **10c**

Window Shades each 39c
50 dozen, size 24 to 31 inches wide, 6 ft. long, a bargain at, each, **39c**

Fancy Scrim Yd. 19c
50 pieces of Fancy and Plain, Hem-stitched Scrim, 36 inches wide, a great value at, yard, **19c**

Cretonne Yd. 25c
Table Remnants, length 2 to 10 yards, at bargain, yard, **25c**

Fancy Silkoline Yd. 29c
50 pieces for drapery and comfort covering, a wonderful variety of new patterns and colorings, at, per yard, **29c**

Curtains Pair \$2.50
500 pairs of Marquisette and Lace, 2 1/2 yards long. Value up to \$3.50 a pair. A bargain at, pair, **2.50**

Bungalow Aprons 99c
For Women, made of good percale. Worth up to \$1.69, special for this sale.

Bungalow Aprons 48c
For Girls, made with belts and pockets and have the appearance of dresses, come in plaid and fancy figured percales of good quality and worth 75c.

Percale Tie Aprons 29c
Well made, of good quality. Worth today 50c, but selling special for this sale.

Real Winter Is Here--and Here's Some Real Underwear Values

Specially Priced for Friday

Women's Knit Union Suits, cotton fleeced, medium weight, in high neck, long sleeves, Dutch neck, elbow sleeves, low neck, no sleeves, all ankle length, in sizes 34 to 44, at, per suit— **1.35**

Women's Heavy Fleeced Union Suits, "Velastic Brand," white, in sizes 34 to 44. In high neck, long sleeves, sizes 34, 36, 38, 40, 42, 44, at, per suit, **2.25**

Children's Union Suits, in cotton fleeced, come for boys in gray, for girls in cream and white, in sizes 2 to 16, at, suit, **1.00**

Women's Vest and Pants in white cotton fleeced in all sizes, 34 to 44, at, per garment, **1.00**

Boys Heavy Velastic Fleeced Shirts in cotton, gray color, in sizes 24 to 34. Extra special at, per garment, **59c**

Hosiery, Women's Cotton Hosiery in black and white sole, regular and extra size, per pair, **25c**



Men's Socks

25c to 35c Values
Pr. 18c
Another big lot of men's socks, come in light, medium and heavy weights, all colors, sizes 9 1/4 to 11 1/2.

HARDWARE Offerings for Friday

Oil Heater

Made of heavy blue sheet steel, with nicely japanned trimming. Special, **3.98**

Savory Roasters

A good size roaster made of heavy black sheet steel. Special, **1.79**

Universal Food Chopper

A high-grade chopper, comes with 3 cutting knives, with bright finish—
0 size, **1.69**
1 size, **2.49**
2 size, **2.98**

Nut Bowls

Rustic Nut bowls made from solid oak, just the way it comes from the trees, only nicely varnished. Comes equipped with complete set of picks and nut cracker. Special, **1.59**

Corn Popper

Made of heavy black polished steel, with sliding handle, the Delphos kind. Special, **59c**

Floor Wax

1-lb. can Johnson's Floor Wax. Special for Friday, **45c**

Extra Special!
Superior Toilet Paper
A larger roll of "Superior" Toilet paper, made of fine crepe tissue. Special for Friday.
Five Rolls for 29c

A Sale of LINENS

1.98 Breakfast Cloths 1.69
Very heavy quality damask, mercerized, in the round size, scalloped ends, also square size, hemstitched ends. Friday, choice, each, **1.69**

Napkins Hemmed ends, ready to use, in a range of pretty patterns, the mercerized quality, size 15x15 inches, each— **15c**

Boudoir Sets These sets consist of one scarf with pin-cushion top to match, scalloped ends, neat embroidered designs in colors of light or dark blue, also yellow. Put up in a box, set, **1.25**

Satin Spreads These are the scalloped cut corners, large size, made in the satin finished quality damask, all very neat patterns, also plain hemmed ends, choice, each— **4.98**

Exclusive Sale of Celebrated Goldwear

Put Up in Fancy Silk Box and Fully Guaranteed
Brooches, Bar Pins, Collar Pins, Links, Scarf Pins, Tie Clips, Barrettes, Hat Pins, Lingerie Clasps, Dress Pin Sets, Baby Lockets and Chains, and Bracelets.
—BASEMENT GIFT SHOP—
Always Sold at **\$1**

Sale of Women's and Children's Shoes

Presenting With Unusual Importance Good Values and Styles

Women, and children who have a need for Shoes, here's an opportunity to advantageously buy shoes at savings that are extraordinary. No one can consistently pass up this sale and do themselves justice.

Saving Offerings in Children's Shoes

Children's Street and Dress Shoes, in patent and dull leather and combination. Sizes 1 1/2 to 2. They are \$3.50 to \$4.00 values, at **2.98**

Boys' School Shoes made of gun metal calf, with 2 solid leather soles, English and full toe lasts, sizes 1 to 5 1/2. \$4.00 value at **2.98**

Children's Button Shoes

1,000 pair of Children's Button Shoes, made of Black Kid, upper vamps with black cloth, tops to match, hand-turned leather sole. Sizes are 3 to 8. Actual value, \$1.95. At **1.25**

Boys' Shoes

School Shoes for Boys, made of black gun metal, uppers viscalized, chrome leather, sole will stand a lot of wear, sizes 9 to 13, at **2.25**

Felt Boots

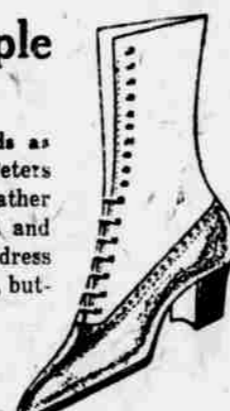
Real Worth \$3, On Sale—
Pr. 1.95
Just received a shipment of Felt Boots, 10 inches in height, red fleeced lining, heavy felt soles, with heels; come in sizes 6 to 11; a real \$3 value. It's a wonderful bargain.

Kid Lace Boots 5.45

Kid Lace Boots for Women, all black kid, Goodyear welt sewed soles, plain toe, with slender Louis heel, size 2 1/2 to 7, A to C width. \$6.50 regular price. For Friday and Saturday at **5.45**

Women's Sample Boots

Including such famous brands as Red Cross, Wright and Peters and many others. The leather and patent kid, glazed kid and colors come with full Louis dress heels or plain walking heels, but-ton and lace styles. Sizes are 2 1/2 to 4, A to D width, \$5.00 to \$8.00 value, **3.98** at



Among the Most Important Offerings Is This One of 600 Mackinaws

\$10 to \$15 Values--Friday

At **6.75**

The most remarkable offering really is this Mackinaw. Where could you buy such a splendid Mackinaw for only—

6.75

These are made of heavy wool fabrics, large shawl collars and patched pockets, sizes 34 to 48.



And Here's Another Splendid Offering Men's Shirts and Drawers

Made of wool—for the men who are out of doors, just the thing for this kind of weather. Regular 2.50 values, at **1.35**

A Few Regular Items but Exceptionally Good Values

Carhart's and Lakin-McKey Overalls

We are sole agents for Carhart's and Lakin-McKey Overalls. They cost no more than other brands, cost less than some, and we absolutely know that by comparison you will find them heavier, roomier and better made.

Gloves

These are just a little better made than the ordinary kind.

Canvas and Cotton Gloves and Gauntlets, 12 1/2c to 59c.

Work Shirts

Blue Chambray Work Shirts, well made, good quality, at **95c**.

Fine, heavy, black sateen work shirt, extra quality, **\$1.25**.