

Do You Realize the Magnitude of the Present Day Happenings at Brandeis Stores

DO YOU REALIZE that Brandeis Stores is making history in merchandising?
DO YOU REALIZE that Brandeis Stores is one of the very few stores in the country that have taken the initiative in cutting prices to the proper figure?

Alertness!

When the break in the markets came, we not only made use of our great resources and bought goods at the lower prices, but we also reduced the prices on our own stocks. This put them in line with the conditions of the market. It is true that this procedure meant an immediate loss for us. But under all circumstances we seek the confidence of our customers which, in the long run, means more customers and more business for us. This in itself would make up for any immediate losses we have had in adhering to our system of price regulation.

Realization!

JUST TO ILLUSTRATE, by a few items that are representative of many hundreds throughout this store, we are quoting below THE NEW PRICES on merchandise, showing in comparison what this same merchandise sold for until recently.

One of the first items we wish to mention is our CHOICE OF THE HOUSE SALE OF MEN'S CLOTHING. Do you realize what it means when we sell our whole stock of men's clothing at two prices, \$35 and \$50?

These suits formerly sold up to \$115, suits of the famous Hart Schaffner & Marx and other equally good brands.

Performance!

DO YOU REALIZE WHAT IT MEANS when we offer our entire stock of Boys' Clothing, including all the Hart Schaffner & Marx boys' suits at three prices, \$10, \$17.50 and \$25? These suits were formerly sold up to \$45.

DO YOU REALIZE WHAT IT MEANS when we offer women's coats at \$35 that formerly sold at \$65; also women's suits at \$35 that formerly sold at from \$45 to \$59?

Do you realize what it means when we offer such items as these:

	Formerly	NOW
Bleached Turkish Towels.....	.49	.29
All Wool French Serge.....	2.50	1.95
Kayser pure thread silk Hosiery..	4.00	3.00
Standard Percales.....	.48	.25
Standard Apron Gingham.....	.35	.19
Men's Domet Flannel Shirts.....	2.50	1.69
Flannel Night Gowns.....	2.25	1.59
Cotton Toweling.....	.29	.17
Boys' Mackinaws.....	8.50	6.50
Muslin Night Gowns.....	1.50	1.00
Black Office Aprons.....	1.50	.98
Men's Overalls.....	2.50	1.29
Men's Work Shirts.....	1.75	1.29
Men's Knit Underwear.....	2.75	1.79
Fashioned Silk Hosiery.....	2.00	1.39
English Wilton Rugs.....	175.00	129.50
Axminster Rugs.....	69.50	43.75
Rag Rugs.....	2.95	1.98
Wool Mixed Blankets.....	10.95	8.50
Wool finish Blankets, assorted col.	4.50	2.95
Mercerized Damask Pattern Cloths	4.00	2.98
Kayser fine silk lisle Union Suits	3.50	1.79
Kayser Italian Silk Marvelfit Vests	3.50	2.50
Children's Velastic Union Suits...	2.00	1.29
Bleached Muslin, 36 in. wide.....	.29	.15
White Flannel, 27 in. wide.....	.35	.22 1/2
Men's leather and sheep lined Vests	13.50	9.85
Bleached Hope Muslin, 36 in. wide	.39	.24
Kalburnie Zephyr Dress Gingham..	.59	.35
Heavy 36-in. midnight blue Satin	5.50	2.95
Lock Stitch Mignonette, 36-in. wide	5.00	2.69
Black Chiffon Taffeta, 36 in. wide	2.95	1.49
Women's High Shoes.....	15.00	9.85
Gingham Bungalow Aprons.....	2.00	1.39

TO SAVE
"Buy it
at Brandeis"

Brandeis Stores

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Monday—The Greatest Sale of Rugs Since 1914!

1/3—At Savings that Will Easily Average—**1/3**
Mostly the Famous Bigelow Hartford Carpet Co.'s and Alex Smith & Sons Carpet Co.'s Make



We purchased these rugs at prices that make possible most unprecedented savings. Our only regret is that the quantity is altogether too limited. Sale begins Monday at 9 a. m. sharp.

Sale continues as long as the lots last. Inasmuch as there are only single pieces of many patterns we advise early selection. Below we state the approximate quantity of the rugs offered for sale.

304 Room Size Rugs—754 Small Size Rugs

4 Scotch Chenilles, worth \$250, each	169.50	113	12 Royal Wiltons, worth \$125, each	94.75
8 Royal Wiltons, worth \$189, each	136.50	9x12	1 Seamless Wilton, worth \$115, each	79.50
7 Royal Wiltons, worth \$185, each	134.75	Rugs	17 Seamless Wiltons, worth \$9.50, each	67.50
14 Royal Wiltons, worth \$175, each	129.50		3 Royal Turkish, worth \$145, each	98.50
5 Royal Wiltons, worth \$165, each	123.00		15 Wilton Velvets, worth \$79.50, each	58.75
10 Royal Wiltons, worth \$139, each	98.50		11 Wilton Velvets, worth \$75, each	57.50
			6 Wilton Velvets, worth \$69.50 each	46.00
53—9x12 Seamless Axminsters				
11 Rugs, worth \$9.50, each	74.50			
14 Rugs, worth \$9.50, each	67.50			
7 Rugs, worth \$9.50, each	59.75			
5 Rugs, worth \$75, each	56.75			
16 Rugs, worth \$9.50, each	43.75			
33—8-3x10-6 Rugs				
4 Royal Wiltons, worth \$179, each	132.50			
2 Royal Wiltons, worth \$175, each	129.50			
2 Royal Wiltons, worth \$139.50, ea.	98.50			
13 Royal Wiltons, worth \$129, each	85.00			
12 Wilton Velvets, worth \$37.50, ea.	65.00			
66—8-3x10-6 Rugs				
14 Wilton Velvets, worth \$69.50, ea.	47.50			
2 Brussels Rugs, worth \$55, each	39.50			
6 Brussels Rugs, worth \$39.50, each	29.50			
11 Royal Axminsters, worth \$75, ea.	56.75			
8 Royal Axminsters, worth \$65, ea.	47.50			
6 Royal Axminsters, worth \$9.50, ea.	49.50			
7 Royal Axminsters, worth \$9.50, ea.	43.75			
6 Royal Axminsters, worth \$9.50, ea.	67.50			
6 Royal Axminsters, worth \$9.50, ea.	58.75			
39—11-3x12 Rugs				
1 Royal Wilton, worth \$250, each	185.00			
5 Royal Wiltons, worth \$220, each	165.00			
8 Royal Wiltons, worth \$295, each	225.00			
11 Royal Wiltons, worth \$285, each	215.00			
2 Royal Wiltons, worth \$275, each	197.00			
1 Royal Wilton, worth \$185, each	139.00			
17 Royal Axminster, worth \$8.50, ea.	72.50			
8 Seamless Velvets, worth \$75, each	56.75			
5 Brussels Rugs, worth \$55, each	39.50			
754—Small Size Rugs				
12 Royal Turkish, 36x68 inches, worth 22.50, each	16.75			
27 Royal Wiltons, 36x68 inches, worth 29.50, each	22.50			
82 Royal Wiltons, 36x68 inches, worth 24.50, each	18.50			
49 Royal Wiltons, 27x54 inches, worth 18.50, each	13.75			
58 Royal Wiltons, 27x54 inches, worth 17.50, each	12.75			
72 Axminsters, 36x72 inches, worth 14.50, each	10.75			
84 Axminsters, 27x54 inches, worth 8.25, each	5.95			
114 Axminsters, 27x54 inches, worth 6.75, each	4.95			
248 Axminsters, 27x54 inches, worth 7.50, each	5.45			
64 Velvet Rugs, worth 8.95, each	4.50			

Brandeis Stores—Fourth Floor—Center. Omaha's Greatest Rug Department.

November Sale of Blankets, Mattresses, Comforters!

Your Greatest Buying Opportunity of the Year

Our Bargain Basement Will See the Season's Biggest Crowd of Customers

BLANKETS AT OMAHA'S LOWEST PRICES

2.95 Blankets, at 2.19

Cotton Blankets—In assorted colors; heavy, warm, fleecy nap; assorted fancy borders, thread whipped edges; for three-quarter size beds; worth 2.95; special, per pair, 2.19

5.50 Blankets, at 3.19

Flaid Blankets—Beautiful wool finish in assorted colors; thread whipped edges; size 66x90 inches; worth 5.50; special, per pair, 3.19

4.50 Blankets, at 2.59

Wool Finished Cotton Blankets—In gray and tan, with assorted washable borders; thread whipped edges; extra heavy, warm wool finish; worth 4.50; special, per pair, 2.59

10.75 Blankets, at 8.75

Genuine Beacon Blankets—Beautiful plaids and Jacquard designs; of imported cotton; extra thick and warm; bound with two-inch mohair blanket binding; worth 10.75; special, per pair, 8.75

8.50 Blankets, at 5.50

Beacon Blankets in tan, white and gray; with fancy blue and pink borders; made of imported cotton; extra thick and warm; size 72x84 inches; worth 8.50; special, per pair, 5.85

15.50 Blankets, at 10.95

Genuine All-Wool Blankets in white and assorted plaids; guaranteed every thread pure wool, thorough, scoured to prevent shrinking; worth 15.50; Monday, per pair, 10.95

1.25 Blankets, at 79c

Beacon Baby Blankets—Size 30x40 inches; almost endless assortment of animal, Jacquard, floral and nursery designs; in colors of pink and blue; worth 1.25; Monday, special, each, 79c

8.00 Blankets, at 6.00

Beacon Bathrobe Blankets—Variety of Indian and Jacquard styles; size 72x90; large enough to make a full-size bathrobe; complete with girdle, neck cords and frogs to match; wonderful value; special, each, 6.00

7.00 Blankets, at 4.85

WORTH \$7.00—Genuine Woolnap Blankets—In assorted plaids and checks; also gray and tan; with fancy washable borders; neatly whipped edges; looks and wears like wool; for double beds; Monday, per pair, 4.85

Comforters, Pads and Pillows

Full Size Bed Comforters Filled with sanitary cotton batting; some have 8-inch plain borders, neatly hand tufted; heavy winter weight; wonderful value; special, each, 3.50	Sanitary Couch Pads Made of good quality all cotton felt and covered with fancy ticking; regulation standard size 5.85 and weight; regular, 8.50 value; special, each, 5.85	Feather Pillows Covered with good quality fancy ticking and filled with sanitary feathers; regular value, 1.69; special, each, 98c
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Mattresses at Lowest Prices

Cotton Top Mattresses Covered with fancy striped ticking and filled with good grade excelsior; deep layer of cotton on top; regular double bed size; extra value; each, 5.75	Combination Mattresses For full size beds; covered with splendid quality art ticking; standard weight and size; well made with deep tufts positively worth 13.50; Monday, special, 8.50	All-Felt Mattresses Wonderfully built with layer cotton; splendid quality art ticking; deeply tufted; roll edge; worth 15.50; special, each, 11.95
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Basement—North

Our Great Annual November Household Linen Sale!

In this sale are represented the most famous and world-renowned fine Linens from Belfast; featuring very special the "Derryvale" genuine Irish linens, sold only in the Brandeis Stores.

\$2.50 Hemstitched Lunch Cloths —Full bleached, chief value linen; hemstitched ends; 54-inch size; pretty patterns, heavy quality satin Damask, special, each, 2.50	98c Scarfs —Made of very fine embroidery cloth; pretty fancy colored designs; embroidered edge to match; special, each, 59c	\$15.00 Napkins —(No cloth or damask to match); very heavy quality, satin damask; every thread linen; elaborated patterns; 22-inch size, special, dozen, \$10	29c Crash —A heavy quality, soft and absorbent toweling with fancy edge; a big special in this sale, yard, 10c
\$2.50 Hemstitched Lunch Cloths —Very fine quality, high-class satin damask, hemstitched ends; 45-inch size; special, each, 1.50	\$12.00 Napkins —All linen damask; full bleached; in the 19-inch size; all very pretty patterns; special per dozen, 7.95	\$5.00 Napkins —Full bleached heavy damask napkins in the Irish make; 20x29 inches; very neat patterns; special, dozen, 3.98	59c All Linen Crash —Full bleached, heavy, all linen "Barnesley" crash; fancy red edge; big special in this sale, per yard, 25c
\$6.50 All Linen Lunch Cloths —In plain heavy Oyster linen; hemstitched ends; 54x54 inches; very heavy quality; special sale, each, 4.98	\$17.00 Table Cloths —An exceptional value; one lot of odd pattern cloths (no napkins to match); very high class, all linen, satin finish damask; in the renowned makes such as "Derryvale," and other well known brands; a special, each, 10.50	25c Napkins —These are hemmed, ready for use; made of very fine quality mercerized damask; 18-inch size; special, each, 19c	\$9.00 Table Cloths —Irish make, all linen; 70-inch size; patterns of Rosa, Fleur de Lis, Spot, Chrysanthemum, Tulip and Anemone, special, each, 5.98
Fancy Scarfs —About 100 dozen; some in flannel with motifs and some trimmed with deep lace all around; manufacturers' odds and ends; values, \$3 to 3.50; special, each, 1.50		40c Napkins —Full bleached; heavy quality English mercerized damask; in the 20-inch size; very pretty patterns, special, each, 29c	\$9.50 Napkins —All linen, Irish damask; in the 18-inch size; in a range of patterns to select from; per dozen, 6.50

Main Floor—South