

Go to the
Red Cross Booth
on the Main Floor

Brandeis Stores

A Dollar to
The Red Cross
Is a Good Investment

It Pays to Smile

The New York University Hall of Fame recently picked occupants for six niches. In the first class, that of authors, the Hall of Fame, rejected Thomas Paine, Joel Chandler Harris and Walt Whitman. Then the race narrowed down between Mark Twain, the humorist, and Noah Webster, the dictionary man. The man who gave definitions for about all the words the English speaking world uses was defeated. The man who made men smile beat him by a big majority. But the readers of Webster's unabridged may have the consolation of knowing that as long as people are in doubt on definitions and spelling—and that will be until Gabriel blows his horn—the fame of Noah Webster will be enshrined in the hearts of men.

There is division of opinion on most questions. But on the proposition that Brandeis Stores is the place where the shopper finds the best quality of goods at the lowest prices there is no division. Brandeis Stores is practically the unanimous choice.

Do You Realize What

It Means When Brandeis Stores

Offer these low prices:

Formerly	Now
2.95 Rag Rugs	1.98
1.00 Cretonnes	.50
.35 Wash Edging	.20
57.50 Cedar Chests	29.50
2.50 Felt Slippers	1.95
2.45 Women's Spats	1.49
59.50 Axminster Rugs	43.75
12.50 Boys' Overcoats	8.95
1.00 Men's Silk Hose	.50
.25 Rick Rack Braid	.20
1.95 Men's Felt Boots	1.49
1.60 Cotton Petticoats	.99
.98 Babies' Wrappers	.59
1.79 Boys' School Pants	.98
175.00 English Wilton Rugs	129.50
10.95 Wool Mixed Blankets	8.50
4.50 Wool finish blankets, assorted col.	2.95
1.40 Fancy Silk Camisoles	.99
.49 Full Bleach Turkish Towels	.29
.59 Full Bleach Linen Toweling	.25
2.00 Women's Heavy Cotton Fleece Union Suits	1.40
.50 Women's Cotton Fleece Vests	.39
2.50 Boys' Corduroy Pants	1.89
1.95 Boys' Gingham Blouses	.89
4.50 Boys' Jumbo Knit Sweaters	3.95
.45 Bleached Lonsdale Muslin, 36 inches	.26
1.00 Dwight Anchor Bleached Tubing	.75
5.95 Silk Jersey Bloomers	4.95
12.00 Pussy Willow Knickers	9.50
8.00 Women's Felt Spats	2.45
.25 Men's Jersey Gloves	.21
5.95 Gingham and Percale House Dresses	3.98
1.98 Dark Mercerized Petticoats	1.49
5.98 Little Girls' Velvet Hats	3.59
7.45 Men's Gun Metal Shoes	6.45
.90 Fleisher's Knitting Yarn Balls	.65
1.50 Fleisher's Knitting Yarn, hanks	1.15
.60 Women's and Children's Leather Soles	.39
2.00 Men's Fine Silk Neckwear	1.15

Important, Because—Right in the Heart of the Season!

Offering at "Way-Below-Regular" Prices One of the Most Complete Stocks in the West in

A Sale of Plushes and Velvets

All the Newest, Most Wanted Pile Fabrics

Silk Chiffon Velvet, Costume Velvet, Silk Velours, Fur Plushes, suitable for street and evening dresses, wraps, coats, suits, scarfs and trimmings at wonderful reductions!

Not a Special Purchase! Every Yard the Season's Newest From Our Regular Stock!

\$8 Imported Costume Velvet

In a soft, rich finish; absolutely fast pile, in navy, open, fuchsia, taupe, graphite, castor and black; 44 inches wide; special, per yard,

4⁷⁵

8.50 Silk Chiffon Velvet

This beautiful textile is very much in demand for the new afternoon and evening frocks and wraps; this rich velvet in navy, open, sapphire, Belgium, castor, silver, African, taupe and black; 40 inches wide; special, per yard,

4⁹⁵

8.50 Velour du Nord

Black Velour du Nord; extra good weight; for coats, scarfs, etc.; 36 inches wide; our 8.50 quality; special, per yard,

5⁵⁰

\$6 Imported Costume Velvet

A beautiful rich, drapy, lustrous finish; guaranteed fast pile and color; an ideal velvet for dresses and suits; in navy, African, open, gray, wistaria, brown and black; special, per yard,

3⁷⁵

16.50 Beaver Fur Plush

Extra deep pile beaver fur textile; a beautiful fur cloth for trimmings, scarfs and coats; 50 inches wide; to see it is to want it, especially at, per yard,

9⁹⁵

22.50 All Silk Velour

All silk seal velour; this beautiful, soft, light weight pile fabric represents the highest art in textile making; shown in African and black; 50 inches wide; 22.50 quality; special, per yard,

15⁵⁰

11.50 Rich Seal Plush

Rich, deep pile; suitable for coats, scarfs and trimmings; 50 inches wide; and an exceptionally big offering which should receive a ready sale, at special, per yard,

6⁹⁵

19.00 Alaskan Seal

Black tipped, brown ground Alaskan seal; one of the most beautiful fur fabrics shown; very deep pile; soft finish; 50 inches wide; 19.00 quality; special, per yard,

12⁵⁰

18.50 All Silk Velour

All silk black seal velour; rich deep pile; very soft finish; an ideal fabric for wraps; 40 inches wide; 18.50 quality; special, per yard,

12⁵⁰

27.50 Fine Fur Textiles

The finest and most beautiful fur fabrics shown; for collar and cuffs, scarfs and coats; in lynx, otter, chinchilla, mole, silver fox, ermine and many other exquisite fur effects; our regular 27.50 quality; 50 inches wide; special, per yard, at,

18⁵⁰

Black Chiffon Velvets

8.00 Black Chiffon Velvet, 40 inches wide, special, yard	4.95
12.50 Imported Black Chiffon Velvet, 40 inches wide, yard	8.50
16.50 Imported Erect Pile Velvet, 40 inches wide, yard	9.95
11.50 Black Silk Velvet, 40 inches wide, per yard	7.95

Main Floor—Center

One of the most popular of the Season's New Corsets



This Charming Low-Busted Nemo Kop Service Model No. 514

Here is a new model, extra stylish, low busted corset which cannot dig in. The front is so boned that the tension of the garters while standing, and the position of the front steels and bones while sitting, cause the top of the corset to stand away slightly from the body. (Though this is not noticeable to the eye, it is most noticeable in comfort to the wearer.)

Up to the moment in every one of its graceful lines

The type of figure which requires confinement and reduction below the hips only, will find this model the ideal corset. A very low bust and long skirt offer just the combination of virtues wanted, while elastic inserts at the side and back of the corset-skirt control and slenderize the figure.

Nemo Kop Service No. 514—In fine pink coutil, sizes 22 to 36—

7⁰⁰

Third Floor—North

Women's, Children's, Infants' Hosiery Sale

and Just Figure Your Savings

Women's Fancy Silk and Wool Hosiery—Heather mixtures and plain black cashmere models; double toes and heels; these are our regular 2.00 values, in this sale at, per pair,	95c
Children's Wool Hosiery—Fancy sport ribbed heather mixtures; double soles; in colors; sizes 7 to 9½; irregulars of 1.50 grades; special, per pair,	69c
Infants' Silk and Wool Hosiery—In white; sizes 4 to 6½; first grades; regular 1.00 values, special, per pair,	59c
Women's Heavy Cotton and Lisle Hose—In colors of black, white and brown; all sizes; irregulars of 50c qualities; special, pair,	29c

Main Floor—South

Drape Veils

Sale of 1.50 to 2.50 Values, at

1¼-yard lengths, embroidered floral borders and trimmings of chenille dots; in all the popular shades and many with color combinations, specially priced, at

95c

Main Floor—North



Dresses For You

Newest Fall and Winter Models Offering the Climax of Value Giving in

A \$25 Sale

350 Dresses Worth up to \$89

The downward trend of the market—the willingness on the part of manufacturers to dispose of their surplus stock at tremendous concessions, the desire of many makers to co-operate with us—and the ability of the Brandeis Stores to buy large quantities of dresses at spot cash—have made this possible.

Tricotines, Velours, Velveteens, Satins, Georgette Crepes, Tricolettes, Silks

15 dresses worth \$35	Choice	50 dresses worth \$65
20 dresses worth \$39.50	at	40 dresses worth \$60
25 dresses worth \$45	\$25!	35 dresses worth \$75
45 dresses worth \$49		5 dresses worth \$79
65 dresses worth \$55		5 dresses worth \$89
45 dresses worth \$59		

Cold Weather Calls for Warm UNION SUITS

Here they are at Special Prices

Boys' and Girls' Union Suits

1.75 to 2.00 Values at \$1³⁹

Heavy fleece lined union suits for boys and girls; in gray and cream and some bleached the boys' garments have the open seat; 1.75 to 2.00; special, per suit, 1.39

Women's Winter Union Suits

2.00 and 2.25 Values at \$1⁵⁹

In medium weight; sleeveless and ankle length; for winter wear; the low neck style has the tailor band finish; colors are white and pink; regular 2.00 and 2.25 values; special, per suit, 1.59

Third Floor—Center

Toilet Articles Wednesday at Sale Prices

40c Daggett & Ramsdell Cold Cream	33c
50c Hind's Honey and Almond Cream	39c
Piver's La Trefle, Azura or Floranize Face Powder, 1.39	
Mavis Talcum Powder, 25c size	18c
Hospital Cotton, 1-pound roll	39c
\$1.00 Hair Brushes, china bristle	49c
Bocbelli Castile Soap, 4-pound bar	1.49

Main Floor—West

Free—A Copy

of Sara Swain Adams'

"How to Set the Table for Every Occasion"

Given to everyone buying household linens during our "Thanksgiving Linen Sale," now going on.

Main Floor—South.

Speaking of Brandeis Stores New Cafeteria

"Mary Louise" says

IMPRESSIVE it was, the opening of the Brandeis Stores new cafeteria, with that long line of eager diners making satisfying choices from the array of tempting delicacies. I notice you can always lead a crowd anywhere with the right kind of food, and I wanted to know where all this was coming from. So I engineered a tour for an inspection party of one and made my way into the kitchen. My, they were busy! I thought at first they must

A Traffic Cop

FOR I was jostled and bumped so many times by the busy workers. But I withdrew into a corner where nobody else wanted to be, and then I began to see that there was no confusion at all—that each and every worker was just playing his own game as a unit in a gigantic machine—and I had been jostled because I stood where I didn't belong.

Miracles

WERE wrought there before my eyes. At the behest of cooks in gleaming white uniforms, a long, shiny black range was devouring great pans of juicy red beef and giving them back toasted beautifully brown and bursting with savory juice. And on the other side was a

Jazz Band

WHICH I learned was a mechanical dishwasher. It took stacks and stacks of plates and cups and saucers, washed them thoroughly in hot suds, rinsed them in clear boiling water and dried them in a few seconds without the touch of an unsanitary dishcloth.

Patty Cake

IS all out of style for this baker's ran. Electric batter mixers and cream whippers make his days so easy that he can devote lots of time to thinking up new goodies for us to eat.

Science

HAS gone into the Brandeis Stores cafeteria from the ground up. When the old floors and walls were torn out, new ones were chosen of materials that make for absolute purity and cleanliness; electric potato peelers, steam soup cauldrons, steam vegetable cookers have been installed. In fact, this kitchen is fitted with every up-to-date practical contrivance known to modern restaurant kitchens. In the dining room, there are facilities for serving 3,000 meals a day, and serving them in the most appetizing and satisfactory way. The steam table is so arranged that every meat or vegetable may be kept piping hot, and plate racks, heated by the same steam, assure hot dishes. Naturally one wonders

Who Did It?

JOE SPAGAT, one of the foremost caterers of Chicago, originator of the famous Marigold Garden, Chicago, which he ran for some years, and later chief steward and general caterer of the Edgewater Beach hotel, has come to Omaha to place his experience and talents behind the restaurant department of the greater Brandeis Stores. Everybody says that Joe Spagat has

Put Over

THE New Cafeteria with wonderful success. He will remain in charge here and later will engineer the opening and operation of the magnificent new restaurant which is planned for the new tenth floor.

Think Hard!

IT means \$50 to any man or woman or child who can name this cafeteria. Come in and have a meal in this splendid restaurant. Then send in the name you think will suit this cafeteria. If you are the lucky one the judges will mail you a check for \$50. Contest closes at 12 noon Saturday, so you'd better hustle.

Mary Louise