

BRANDEIS STORES

'Twill Be the Biggest and Best in Brandeis Stores History 39th Year-End Clearing Sale Begins Monday Morning at 9 O'clock

JUST as "in the spring the young man's fancy lightly turns to thoughts of love" so after the extra expenditures of the Christmas season the buying public thinks of economizing. But there are so many things which men, women and children must have that when one thinks of economizing he also thinks of buying and then of bargains. But the shopper wants real bargains. That's just what he will get in the Brandeis Stores' Year-End Clearance Sale which begins at 9 a. m. Monday, December 27, and concludes at 6 p. m. Friday, December 31st.

This will be the 39th Year-End Clearance Sale for Brandeis Stores. When we say that the prices will be in keeping with the Brandeis Stores' record in similar events the buying public will understand that this Year-End Clearance Sale will provide for the shoppers of Omaha and vicinity bargain opportunities such as are enjoyed by very few communities.

We need not tell you that you may depend upon the values we state. You are familiar with the record we have made on this line.

So we need only give you these hints of the hundreds of opportunities you may expect to find in every department during this great 5-day sale.

What would you think if we were to tell you that on Monday at Brandeis Stores you can buy for 89 cents shirts that sold for from 1.50 to 2.50? But that's just what you can do. Isn't that a big relief to you? You can also buy men's hose in mercerized cotton and lisle finish worth 39c at 19c. But the Men's Furnishings Department all along the line is a most attractive spot for the searcher for bargains.

Of course, it's a long way from shirts to rugs, but you'll make no mistake if you visit our rug department. You will find there fine Axminster rugs, 9x12, with harmonious color effects, worth 69.50 on sale for 43.50. That's only one example.

Do you remember those Georgette crepe and tub silk blouses you thought cheap at from 3.50 to 5.00? Well, you can buy the same articles here during this sale at 2.50. That's just a hint.

Those office aprons of black sateen which were formerly sold at 1.50 will go during this sale at 79c.

It's difficult to believe it, but you will be able to buy sewing silk, Richardson's and Belding's, all colors, 100-yard spools, worth 14c for 8 cents. But each customer can secure only 8 spools.

In our misses' wear department every cloth coat in our entire stock will be sold for 27.50, and these formerly sold for from 35.00 to 65.00.

Women's and misses' dresses, which formerly sold at from 32.50 to 59.00 will be offered for 25.00.

Satin, Jersey and Tricotine dresses that have been regularly priced at from 17.50 to 29.00 will be sold for 10.00. Just a few more hints.

Women's sweater coats and slip-overs, in a full line of sizes, 34 to 44, in all colors, sold formerly for from 5.00 to 7.50. In this sale they will go at 2.75. Only another hint.

We have 21 pure silk sweaters for which our customers were once glad to pay from 52.50 to 67.50. We will sell every one of these at 37.50.

You know what Hart Schaffner & Marx overcoats and suits are. We have sold lots of these for from 50.00 to 65.00. In this Year End Sale every one of these coats and suits go at the heretofore unheard of price of 25.00. These coats are all sorts of styles, Chesterfields, form-fitting coats, raglans and others; in belts all around or half belts. So far as overcoats and suits are concerned it will be the opportunity of a lifetime.

Then there are silks. Just think of this; 25,000 yards of the most wanted 36 and 40-inch silk in a wonderful range of patterns and colorings, silks for dresses, blouses, underwear, shirtings, trimmings, etc., and every yard of it goes at 1.00.

Domestics? Certainly, and lots of them. White outing flannel worth 25c, goes at 12½c per yard, although we are obliged to limit 15 yards to a customer. Dress calico that sold for 12½c will go for 8½c.

Bookfold percale that was a bargain at 19c goes at 11½c. Wash goods, imported fabrics especially adapted to early spring wear, will be offered at 35c per yard. The former price of this was from 48c to 89c. But even these are very hints.

In the basement knit underwear department you

will find such things as men's cotton socks that are worth 19c selling for 7½c; women's cotton union suits, long sleeves and ankle length, worth 95c, will sell for 59c.

There are 50 dozen all wool cloth caps for men that sold for 2.50. You can buy these in this great Year End Sale for 1.65.

Women's high shoes worth up to 12.00, will sell for 3.95.

Mazda Electric lamps, 25 and 40-watt, Westinghouse and Edison make, worth 40 cents, will be sold for 27c.

Then in the Drug Department you will find many more opportunities. "Too numerous to mention" covers the situation in this as in other departments. Creme Oil Soap, 5c per bar; Rose Bath Soap, made by the manufacturers of Palm Olive, 31½c per bar; Jergin's Violet Glycerine Soap, 5c per bar. You never heard of that before, did you?

Dress Goods? Oh, no, we have not overlooked that line. Simply as an example we will offer 16,500 yards of all wool dress goods at 1.50 per yard. These fabrics have been selling for from 1.95 to 3.00 per yard. Then you can also buy finest chiffon broadcloths at 2.95.

Men's overalls and jackets, 1,275 in number, will go for 1.00 per garment. That's another record breaker. Men's sweaters worth from 4.95 to 10.00 will go in this sale for 1.50, 2.50 and 3.50. Then there are 674 men's all wool suits, all sizes, that will go for 10.00. Men's work shirts will sell for the small sum of 79c.

TO go into detail and quote the hundreds and hundreds of items that we are offering during this sale, would be next to impossible. Wherever you go in this store, wherever you have a need or a want, you will find just **The Very Thing You Are Looking For, at the Very Price You Wanted to Pay, or, in most instances, at Even a Lower Price than You Ever Expected to Pay.**

WATCH the Monday Papers for Additional Prices in this Great Sale.