

Brandeis Stores
August
Fur Sale

Will begin Monday, August 1. This event will be of more than ordinary importance to the women of Omaha and vicinity.



DO YOU know that the furs were never so beautiful as they are this season? Visit our beautiful second floor and be convinced. Fur-bearing animals of all the world have yielded their richest and best for the 1921-1922 season. If the furs of other seasons have tempted you to buy, you will count these soft, luxurious great wrap-up fur coats wholly irresistible. Never has there been a season when your instinct for fur luxury could be so completely satisfied.

THEY ARE IRRESISTIBLE. There's compensation for the bitterest cold in the splendors of these gorgeous wraps with the air of luxury and smartness. Of lustrous sable, mink, seal, squirrel and mole—skins of the choicest grade, matched and combined by deft fingers that revelled in their craft. Their beauty makes them as near soul-satisfying as things inanimate can be. That brings us to the

AUGUST FUR SALE which this year is of exceptional importance to you. This sale begins Monday, August 1.

For many years our August Fur Sale has been one of the greatest value-giving events on the business calendar, but this season the August Sale affords an extraordinary opportunity for saving in the purchase of furs. We can assure you that you can save in this August Sale 20 to 33-1/3% on the new price basis.

When Brandeis Stores makes such a statement it means something. It means that now is the time to buy your furs for now they can be purchased at marked savings.

OUR COURSE IN 1920. While we are in business primarily to make money we cannot afford to confine to that narrow point our conception of business. Our business existence requires that we protect and advise our customers to the best of our ability. Sometimes this may mean temporary loss of business on our part as evidenced by our decision to abandon the August Fur Sale of 1920. We went into the market in the month of June, 1920, and after pricing and examining furs we decided they were then too high and would necessarily fall in price. We not only did not hold an August Sale, but we did not buy any furs at that time. We also advised our customers not to buy furs in August, 1920. Subsequent events confirmed the wisdom of this course for the fur market of August, 1920, was much higher than that of the later months.

HOW DIFFERENT TODAY! This June we were confronted with the same problem. But how different the situation! Fur manufacturers after the lean year through which they had just passed were hungry for business. Likewise they were hungry for cash. We realized as never before the tremendous buying power of an organization backed by unlimited capital. In some instances it is possible for such a concern to name its own price on merchandise. Sometimes these prices are less than the actual cost of manufacture. Invariably in such cases the price advantage is passed to Brandeis Stores' customers. So in this year, 1921, we bought our quota and then bought some more of these wonderful bargains.

Furs of the highest quality, personally selected for individual beauty and elegance and widely diversified in style are in the showing made at the Brandeis Stores' August Fur Sale. The prices, we believe, are far lower than they will be at any other time this year, quality for quality.

L. S. Brandeis Stores



Note: Charge purchases will be entered on October statements, payable November 1. Any garment purchased will be held in our modern cold storage vaults until October 1 or later without additional charge if desired. If more convenient, a deposit of 20% will hold furs you select until wanted. We strongly advise you to take advantage of the low summer prices.

THE poorest education that teaches self control is better than the best that neglects it.

BRANDEIS STORES

DON'T be a fusser over trifles. It's a sure sign that moss is collecting on your brain.

Black Is Fashion's Edict for the New Season!

The Dresses Are Black!

They are fashioned of black Canton crepe and crepe de chine. About 35 styles are represented in our display in which are included several Vionnet dresses. There are ribbon trimmed models, others are trimmed with charming hand drawn work. Graceful pleating at the side is used in one model to give the necessary fullness. Beads of black are used to good advantage. Jet is used in the decoration of another creation. The new Jenny sleeve and neck add a decidedly French touch. Some models are combined with georgette. Misses' and women's sizes, \$25 to \$75.

The Blouses Are Black!

Gowns, hats and even blouses, to be in line, must be black. A symphony of quiet elegance is fashioned of black Canton crepe in the tie-on style. It is French and it is hand made. Therefore it is perfect. There are also over blouse styles and the materials are either canton crepe or crepe de chine. Some of the models have their beauty enhanced by touches of beading or embroidery, always in black. From \$15 to \$35.

The Hats Are Black!

Whether they are small or flaring, tailored or semi-tailored, trimmed or untrimmed, they are black, that epitome of all color combinations. The materials are soft duvetyne or glistening baronet satin. They are semi-tailored or tailored, are trimmed with fringe or beads, quills or feathers. But they are always beautiful. \$18.50 to \$22.50.

Brandeis Stores—Second Floor



Translation of Clipping From "Le Matin" of Paris

"Fashion has the sorrow to inform you of the death of her beloved daughters

THE COLORED DRESSES

who died this Spring after a short sickness, innocent victims of the latest fad. The ladies, sincerely repenting, have declared that they would wear mourning. Therefore, they will be seen dressed in black, mainly in all the places called pleasure places, etc., etc."

A Big Cleanup in All Odd Lots of Linens and Towelings

- 55 Dozen Fancy Turkish Towels—Our regular double thread 59c quality; in assorted colors. Each, **39c**
- 2,000 Yards of Bleached Cotton Toweling—The famous Amoskeag toweling, neat blue border, 18c quality, yard **11c**
- 1,300 Yards of Bleached All Linen Kitchen Toweling—Good quality, has neat red border, per yard, **25c**
- Bleached Turkish Wash Cloths—With colored borders; 8c value; for Monday, each, **3c**
- 300 Odd Lace Trimmed Scarfs—Trimmed with wide file lace, a beautiful assortment, some of them sold as high as 3.50; in this sale, each **1.79**
- \$10 Bed Sets—Extra large size with bolster sham, these are snowy white crochet spreads; per set, **\$6.98**
- 200 Snowy White Crochet Bed Spreads

Main Floor—South.

Sale Picture Frames

A special assortment of stand picture frames from an eastern manufacturer purchased at a phenomenally low price. For Monday, divided into three lots, they will sell as follows:

- One lot at **2.98**
- One lot at **5.00**
- One lot at **7.00**

Also a special discount of 25% on all hanging frames and moldings in the department. This includes fitting. Bring your pictures.

Fourth Floor—East.

Monday—A Midsummer Clearance of Beautiful Silks

Silks at 1.25

Crepe de chine, 40 inches wide, firm weight and texture, all the wanted colors for street, afternoon or evening wear. Per yard **1.25**

Black silks, 36 inches wide; changeable taffeta, 36 inches wide; white novelty sport silk, 36 inches wide; wash satin, flesh, plaid, ivory, 36 inches wide; colored satin, 36 inches wide. Values up to 2.50; per yard, **1.25**

Main Floor—Center.

Novelty Silks

Foulard Silk—36 inches wide, in a wide variety of colors and patterns; a practical silk for summer wear. Special, yard **1.95**

White Baronet Sport Satin—High lustrous finish, good wearing quality; this is a popular fabric for outdoor wear; worth 2.35; in this sale, per yard, **1.49**

Imported Pongee—A dependable and washable quality, extra firm weight; desirable for blouses, children's dresses, men's shirts, drapes, etc.; per yard, **49c**

A July Clearance of Summer

Wash Goods

The values offered in this lot are among the best in all our years of merchandising; in many instances the quantities are limited, therefore we urge you to shop early in order to secure greater variety and best values. Original costs and selling prices are forgotten as you will clearly see.

For Instance:

- 36-inch woven tissue gingham, regularly 75c.
- 36-inch silk and cotton mixed dress voile, regularly 59c.
- 36-inch silk and cotton mixed embroidered crepe, regularly 59c.
- 40-inch fancy printed dress voile, regularly 75c.
- 36-inch fancy printed dress batiste, regularly 59c.
- 36-inch white pique, assorted cords, regularly 75c.
- 36-inch fancy printed organdie, regularly 1.00.
- 36-inch novelty white voile, regularly 48c.
- 36-inch gabardine, white and colors, regularly 59c.
- 36-inch Indian Head, Belfast linen finish, regularly 45c.
- 40-inch French voile, assorted plain shades, regularly 75c.
- 36-inch foundation silk, white only, regularly 48c.
- 36-inch Blue Bird lingerie crepe, regularly 39c.
- 30-inch white combed yarn, India linen, regularly 39c.

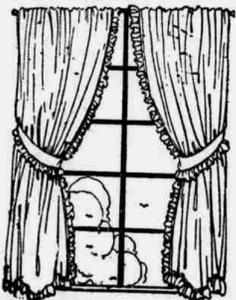
Your Choice per yard at

25c

No mail or phone orders
No C. O. D.'s Filled.
Main Floor and Basement.

Curtains Have Seasons Just as Clothes Do
Look the House Over—Do You Need New Curtains, Drapes, Shades?

Ruffled Curtains—Made of fine quality voile with full narrow ruffles and ruffled tie-backs to match. **1.75**
A 2.75 value, per pair.

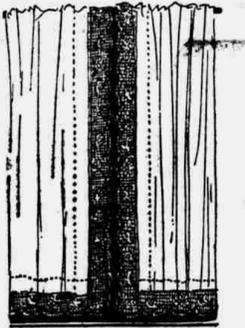


Marquisette Curtains—Made of fine quality mercerized marquisette, trimmed with cluney pattern lace edge. Per pair, **1.50**

Porch Shades—Made of the finest selected wood in green and brown, closely woven, with heavy cotton cable cord and metal pulleys.

Size 4x7, reduced to **2.85**
Size 6x7, reduced to **5.00**
Size 8x7, reduced to **7.00**
Colored Figured Madras—Natural ground in pink, blue and yellow floral

patterns, makes a very attractive curtain. Per yard, **39c**
Cretonnes—A very fine selection of beautiful patterns and coloring for every decorative and furnishing use. Per yard, **39c**
Quaker Nets—Beautiful all-over designs in white, cream and ecru; values to 85c; per yard, **39c**
All Our Hammocks—Porch swings, stands and lawn umbrella sets, 1/2 price

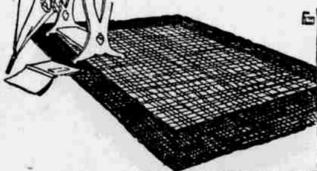


Scrim Curtains—Sheer quality scrim, hemstitched, trimmed with wide file pattern, lace edge. 1.50 value, per pair, **98c**

Fourth Floor—East.

9x12 Chinese Rugs for Summer

Regular 7.50 Values at **2.95**



150 rugs only in this lot. 9x12 size, suitable for dining room, sun room, bedroom or porch. Sanitary and durable, attractive color combinations in rose, brown, blue, green and tan. The Chinese rug is the ideal floor covering for the summer, besides being practical, and they give a delightfully cool appearance to a room. Monday, each, **2.95**

Fourth Floor—Center.

Beautiful Hand Embroidered Models of Discontinued Stamped Pieces All at 1/2 Price



These include infants' and children's dresses, women's underwear and night gowns, waists, kimonos, luncheon sets, dresser scarfs, center pieces and so forth. All are beautifully hand embroidered by experts. A few pieces are slightly soiled. An early selection is suggested, there being but one of each design.

Third Floor—West.

Whether you are going to spend your vacation at home or at the seashore or lake, you should by all means have a

Nestle Permanent Wave

The natural sheen and softness of the hair is improved by having it done and the satisfaction of knowing that your hair is looking just right is a pleasure and a real comfort. The TIME that it takes to have this work done on the Nestle machine is well spent. The work is done by experienced operators.

Second Floor—East.



IRENE CASTLE GOWNS DIRECT FROM PARIS which can be quickly and easily made by using **HOME JOURNAL PATTERNS**

There are eight others equally as pretty and simple.

Any Home sewer can make these to look exactly like sketches. Every Home Journal Pattern is unconditionally guaranteed perfect in style and fit.

Call at our pattern section for 3172 further information. **3172** Main Floor—South.

