

# Brandeis Stores

16th, Douglas and 17th Sts., Omaha

## Largest Retail Institution West of Chicago Offers by Far the Greatest Varieties in

### Women's Winter Apparel

That is Strictly Fashionable and Thoroughly Practical.

To the thousands of Nebraska Teachers, we extend a genuine welcome. Our Assembly Hall in Pompeian Room with uniformed maids in attendance is exclusively at your disposal. Your baggage and parcels checked free. Free telephones. Free writing desks and stationery. Checks on all banks cashed free. Free Cabaret Show.

Use our store at all times as a meeting place for your friends. You are always welcome. 1,000 clerks are ready to wait upon you.



#### New Styles in Suits

Scores of remarkably well tailored garments in an attractive variety of the most favored fall materials and colors. Now seen for the first time, at .... \$25

#### Charming New Dresses

New effects that are plain tailored or fancy trimmed. They are as clever as can be, at ..... \$15

**MISSES' CHIFFON AND MESSALINE PARTY FROCKS**—Pleated and draped effects over china and messaline silks, light blue, pink, lavender, maize and white, at, each ..... \$15 \$19 and \$25

**WOMEN'S CORDUROY DRESSES, \$6.98**—You'll not see this offer anywhere else. You'll find them here in good tailored styles, in all colors and sizes, pretty combination collars and cuffs, at, each \$6.98

**MARABOUT AND OSTRICH SETS**—In two tone and plain, long, straight strand scarfs and fancy pelerines with muffs to match, at \$10 \$15 \$19 up to \$35

#### Women's Stunning New Winter Coats at \$15 and \$19

We consider these the two best coat values in Omaha right now. These two groups include chinchillas, plushes, caraculs and mixtures, new Johnny coats, long, practical coats, etc., at, each ..... \$19 and \$15

**GUARANTEED SELETTE PLUSH COATS, With Skinner Satin Linings, at \$25**

#### Brandeis is the Safest and Best Place to Buy Your Furs

Our greater assortments of furs gives opportunity for selection that ordinary fur stocks cannot hope to offer. The rapid increase in our fur business in the past few years shows the genuine confidence placed in our guarantees and recommendations.

- Long Pony Coats, beautifully flowered at ..... \$69
- 54 inch heavy rich Near Seal Coats at ..... \$98
- Full Length Striped Marmot Coats at ..... \$89
- Fine Silky Curly Astrakhan Coats at ..... \$59
- 54 inch Heavy Curly Gray Krimmer Coats at ..... \$98
- XXX 54 inch Hudson Seal Coats, at, each ..... \$159
- Mole Coney and Hudson Seal Novelty Coats at ..... \$198
- Novelty Striped Mole Coney Coats at ..... \$98

- Mole Coney Fancy Throw and Pillow Muff at ..... \$49
- Beautiful Red Fox, 2, 3 and 4 Skin Sets at ..... \$35 to \$75
- Blue Wolf Sets, straight and fancy Scarfs at \$25 to \$59
- Jap Mink Fancy Scarfs and Novelty Muffs, \$49 to \$98
- Beautiful Selected Mink Sets at ..... \$69 to \$350
- Black Fox Sets, many styles, at, each ..... \$35 to \$150
- Special Canadian Marten Sets at ..... \$15, \$19 and \$25
- Special Coney Sets, Novelty and Plain Scarfs, \$5 to \$19



#### We Are the First to Show the Correct New Styles for the New Season WINTER MILLINERY



We present, well in advance of all other western milliners, the genuinely authentic winter hats from the hands of the designers who create the favorite models for fashionable New York sets. The new winter models differ in style, shape and color effect from the earlier designs. The \$10 to \$35 new dress hats are particularly effective at \$10 to \$35

We show hundreds of attractive and practical new winter models in Misses' and Children's hats which we show at moderate prices in our special section devoted to misses' millinery.

#### Women's \$3.50 Long Kid Gloves \$2.75 pr.

Women's Long Gloves of fine Grenoble kid with 3 radium clasp fasteners, single row embroidery, in white only—fitted to the hand; worth \$3.50, at, pair, ..... \$2.75

One and 2-clasp Short Gloves—Kid, mocha and cape, unlined or silk lined—white, gray, tan, brown and black; at, ..... \$1.75

French Lambkin Gloves—Two-clasp effects, in white, black, tan and brown, single row embroidery—fitted if desired; ..... \$1.25



#### WOMEN'S FINE FALL NECKWEAR

New Robespierre collars in silk, satin and velvet, trimmed with filmy shadow laces; also coat and dress sets in Venise, macrame and crocheted effects, wide sailor and capishon collars in crochet and Venise effects, lace yoke, chemisettes, etc.—worth up to \$2.00; at, ea. h., ..... 50c-98c

**Fine Net and Shadow Lace Pleatings**—special values at, yard ..... 25c 39c and 50c  
Latest novelties in fine laces and dress trimmings for reception, evening and street wear.  
Exquisite reproductions of hand made laces in Point Venise, Macrame, crochet, carickmacross, Bohemian, Alencon, Chantilly, etc., in sets of widths to match.  
New filmy Shadow Laces in allover, edges, flourncings and bands to match.  
Beautiful Gold and Silver Metallic Laces, in allover, edges and bands to match.  
Rich, gold, crystal and pearl beaded Passamenteries and fringes.  
Rich rhinestone Trimmings, etc.—all at very special prices.

Judge the High Standard of the "Victor Talking Machine" By the Homes in Which It is Found. For the marvelous clearness and beauty of its tone, the Victor is preferred above all others by critical lovers of music. The entertainment and satisfaction you can have these winter evenings with a Victor makes their price an unimportant factor. We have a number of models just suited to your needs at the modest price of ..... \$15

### BRANDEIS STORES

#### Sale of Ladies' and Misses' Coats and Suits

Begins Wednesday and Ends Saturday Night  
**Raphael-Pred Co.**



Hundreds of samples of Plush and Baby Lamb Cloth Coats, plain and trimmed, secured by our New York resident buyer at prices that surprised us. This lot is the best and grandest assortment we have ever had before. Every garment is a model of the finest grade and style. They are worth from \$22.50 to \$40. In four lots:

- LOT 1—** Beautiful Plush Coats, elegantly made and lined; worth to \$22.50—**\$12.50**
- LOT 2—** Samples of Fine Plush and Baby Lamb Coats; worth up to \$27.50—**\$19.00**
- LOT 3—** Real Swell Plush Coats; this lot you will have to see to appreciate; worth to \$30.00—**\$16.95**
- LOT 4—** No money can buy higher class Plush Coats than this lot, worth to \$40.00—**\$22.50**

**NOBBY COATS, made of the Finest New Cloth Materials, on sale for the first time in four lots:**

- Ladies' Misses' and Juniors' Coats**—mostly samples; worth to \$12; caraculs, pretty cloth, and ribe lines and mixtures, at—**\$4.95**
- Real Fine Coats, all new novelties, and also swells**—Black Broadcloth Coats—worth to \$25, **\$14.85**
- Ladies' Misses' and Juniors' Coats**—Newest and Prettiest lot of Novelty Coats, all heavy winter weight; worth to \$17.50—**\$9.98**
- Real Fine Coats, all new novelties, and also swells**—Black Broadcloth Coats—worth to \$25, **\$14.85**

#### Beautiful Winter Dresses for a Song Saturday

The Royal Dress Manufacturing Co. of Chicago has sold us all their surplus and sample stock of Dresses all at one price; the cheapest dress in this lot is worth \$9.50 and up to \$16.50. They will all be sold Saturday at \$3.55, \$4.55 \$6.95 and \$6.95.  
About 75 of these dresses in new in our windows; 150 more we have put away for Saturday. We will sell you more about them a little later. If you want real good dresses for a song, then wait for this sale.



**Special Sale of Ladies' Shoes**  
\$3.00 Ladies' Shoes at \$1.95—In Gun Metal and Patent Leather, for 4 days only ..... \$1.95  
\$3.50 Ladies' Shoes at \$2.45—Endless variety of Leathers with Cloth and Kid Tops, Button and Blucher styles, only ..... \$2.45

**Raphael-Pred Co.**  
Wholesale and Retail  
S.W. Cor. 13th and Farnam

Looking Backward This Day in Omaha  
Thirty—Twenty—Ten Years Ago  
—See Editorial Page of each issue

#### Teachers Welcome to Omaha and Omaha's Style and Bargain Center—A Grand Series of Sale Events Has Been Arranged for Buyers This Week at

You'll Find it Mighty Profitable to Take Advantage of These Special Wednesday Offerings.



Here You Have Most Complete Assortments for Selection and Each Purchase Guaranteed Satisfactory.

### A Great Two Days' Sale WEDNESDAY and THURSDAY

## All Trimmed Hats HALF PRICE

Not a Single Hat in Our Immense Stock Reserved—Everything Goes AT HALF

### A Tremendous Stock of Imported and Domestic Pattern Hats for Selection

\$100,000 Stock of Winter Underwear All Perfect Garments Now on Sale at... About Half

### A Tremendous Stock of Coats, Suits and Furs at Pricings You Would Not Expect Before January Sales



We never before at this season had such values or assortments to offer at the prices; it's a wonderful opportunity for satisfactory selection at a big saving

**Handsome Long Novelty Cloth Coats** in the season's noblest new styles, made to sell at \$20, in Wednesday's sale..... **\$10.00**

**Long Plush Coats, Astrakhan and Novelty Cloth Coats**, made to sell at \$25 and \$30, classy new styles, matchless bargain. **\$14.90**

**Long Marmot Fur Coats** worth \$75.00, all Skinner Satin lined—handsome garments, at ..... **\$49.00**

**OTHER SPECIALS**  
Flannelette Petticoats—Regular 50c values; on sale at, each ..... **25c**  
Ladies' Eiderdown and Blanket Robes—Regular \$5.00 values, on sale at ..... **\$2.95**

**Elegant Tailored Suits, \$45.00 and \$50.00 values**—All samples, no two alike—Imported designs, including a swell line of Velvet Suits; on sale at ..... **\$25.00**

**OTHER SPECIALS**  
Children's School Dresses—All sizes 7 to 14 years; regular values to \$2.00 ..... **85c**  
Children's Bear Skin Coats—\$4 values, sizes 1 to 6 years, at ..... **\$1.95**

#### 85c and \$1.00 Silk Velvets Wednesday at 58c

A big special mill purchase of plain Silk Velvets, Paon Silk Velvets, Dress Velvets, and Velvetens, including all the new and staple colors, all perfect goods, 85c and \$1 yard values, at 58c

**Good Warm Sweaters Most Attractively Priced Wednesday**  
Ladies' Fine Hand Knit Sweaters—Made to sell up to \$10.00; choice styles and colors ..... **\$5.98 and \$6.98**  
Ladies' Sweaters—Worth \$3.00, good weights, all wool, in cardinal or navy; on sale at ..... **\$1.98**  
Other Specials ..... **\$2.45 \$3.50 and \$5.00**  
Boys' Heavy Wool Sweaters—In jersey or coat style, \$1.50 values **98c**  
Boys' and Misses' Sweaters—Norfolk, rough and military styles, \$2.00 and \$2.50 values ..... **\$1.45**

**Knit Caps and Toques**—Ladies' misses' and children's new weaves and styles special at ..... **49c and \$1.50**  
4-fold Germantown Zephyrs, **10c**  
4-fold Germantown Zephyr—Double skeins, at ..... **18c**

**Bear Brand Yarns**—Most complete stock of yarns in Omaha—  
German Knitting Yarn **30c**  
Cederdown Yarn ..... **12 1/2c**  
Many Other Specials.

#### Furniture Specials

The day is past when you have to pay from \$50.00 to \$100.00 for a Brass Bed. We're showing Brass Beds at \$9.50, \$12.50 and \$14.50  
Brass Beds of Massive Construction, shown at \$12.50, \$22.50, \$25  
6 All Oak Dining Chairs with leather seat ..... \$9.50  
6 All Oak Dining Chairs with wood seat, at ..... \$7.50  
Sanitary Steel Couch, best quality special ..... \$4.30  
Good Sanitary Couch ..... \$2.50  
Mounting Special Every Day This Week—See Day Them.

#### Wednesday Spec'ls in Domestic Room

Scotch Plaids for children's dresses, 18c values, **12 1/2c**  
The best selected soda or oyster Outing Flannels, good pattern, regular 19c values, at ..... **7 1/2c**  
Unbleached Muslin, 36-inch width, 7c values ..... **5c**  
Excelsior 72x90 Ready Made Sheets, 50c values ..... **39c**  
Poplins, plain and striped, 25c values ..... **15c**  
Robe Land Fleece for bath robes and kimonos, 28c values ..... **22 1/2c**

#### Linens for Wednesday

Barnsey and Glass Crashes—warranted pure linen, 15c values, yard ..... **10c**  
Fine Fancy Figured Huckaback Toweling, 22 inches wide—75c values, yard ..... **50c**  
Guest Towels, warranted pure Irish flax, hemstitched, \$1.00 values, each ..... **50c**  
Absolutely fast color, oil boiled Turkey Red Table Damask—62c values, yard ..... **49c**

#### STOP AND THINK What It Means To You

When you can save 1-3 the cost of your living expenses by trading at Hayden's for groceries.....  
19 lbs. best granulated sugar, 93c  
48 lb. sacks best high grade Diamond H flour, made from the best selected wheat, and nothing finer for bread, pie or cakes, per sack \$1.20  
10 lbs. Best "Em All" Diamond C or Lenox soap ..... 25c  
10 lb. best white or yellow cornmeal at 17 1/2c  
7 lbs. best bulk laundry starch ..... 25c  
8 cans oil or mustard ..... 25c  
The best domestic macaroni, spaghetti or Vermicelli, pkg. 7 1/2c  
2-lb. cans fancy sweet sugar corn 7 1/2c  
2-lb. cans wax, string, green or lima beans ..... 7 1/2c  
2-lb. cans hominy, pumpkin or squash ..... 7 1/2c  
4 lbs. fancy Japan head rice, pearl or fine tapoca ..... 25c  
Jello or Jelly, pkg. 7 1/2c  
The best bulk peanut butter, lb. 18 1/2c  
Feter's breakfast cocoa, per lb. 25c  
Yeast Poam, pkg. ..... 3c

Grape Nuts, pkg. .... 10c  
Toasted Corn Flakes, pkg. .... 6 1/2c  
The best selected soda or oyster crackers, lb. .... 7 1/2c  
5 cakes good toilet soap ..... 25c  
The best No. 1 dairy butter, lb. 28c  
Golden Santon coffee, lb. .... 25c  
Butter, Cheese and Butterine Specials  
The best creamery butter, carton or bulk, lb. .... 25c  
The best No. 1 country creamery butter, lb. .... 25c  
The best No. 1 dairy butter, lb. 28c  
2 lbs. good cooking butterine, ..... 25c  
Good table butterine, per lb. .... 17 1/2c  
Extra fancy table butterine equal to creamery butter, lb. .... 25c  
The best No. 1 eggs, per dozen ..... 24c  
Full cream brick cheese, lb. .... 18c  
Full cream Y. A. or Wisconsin cheddar cheese, lb. .... 20c  
Buy your winter's supply of box apples now.  
A cartload of extra fancy Idaho Jonathan and Baldwin apples, packed in bushel boxes, while they last, per box ..... **\$1.38**

**The Vegetable Market for the People**  
2 heads fresh leaf lettuce ..... 5c  
Fresh spinach, peck ..... 7 1/2c  
6 bunches fresh radishes ..... 5c  
6 bunches fresh onions ..... 5c  
Beets, carrots, turnips or parsnips, lb. .... 5c  
3 large heads cabbage ..... 10c  
3 large soup bunches ..... 10c  
4 bunches fresh parsley ..... 5c  
Fancy wax or green beans, lb. \$1.30  
Fancy cauliflower, per lb. .... 10c  
4 bunches fresh parsley ..... 5c  
Fancy head lettuce, head ..... 7 1/2c  
Fancy cranberries, quart ..... 7 1/2c  
Large grape fruit, each ..... 5c  
Fancy red or white onions, per lb. .... 5c  
At ..... **3 1/2c**  
2 stalks fresh celery ..... 3c  
2 large bunches oyster plant ..... 10c  
Fancy Tokay grapes, basket ..... 25c  
Madame Higelow and Madame Rankin will give free lessons how to use the Advo Jell and Delft Peanut Oil in making up these beautiful delicacies for the table, every morning from 10 A. M. to 12 P. M.

It Pays Try HAYDEN'S First It Pays