

Buy Your Christmas Gifts Early—Start Now



Something New at Christmastide

The Brandeis Store always sets the pace at Christmas time—shows the new things—introduces all the novelties and makes Christmas something new in Omaha.

Something New in Decorations
The most massive and brilliant store decoration ever achieved by any western store. A masterpiece of art.

Something New in Toys

Scores of novelties from abroad never seen before and shown only at Brandeis. Moderate range of prices.

Something New in Jewelry

All the smartest Parisian novelties imported direct by us. No such variety ever shown by a western store.

Something New in Every Department—Every aisle, every counter. But we don't forget the old things that have made Brandeis' store the greatest in the west. Low prices just the same as ever. You can have the same old feeling that your Christmas money does better service at Brandeis. Your money buys more gifts and better gifts. You get a bigger selection, better quality, better bargains. A CHRISTMAS STORE FOR EVERYBODY.

Visit Our Jewelry Annex—Main Floor, West End

Where Appropriate Gifts of Jewelry are Very Moderately Priced
It is filled with suitable gifts for women and men—Special for Thursday only.
100 Sterling Silver Mirrors at 1.49
4-Piece Manicure Set for .50c
100 Sterling Silver Hair Brushes, worth \$4.00, at 1.49
Imported French Clocks, worth \$8.50, at 3.98

WELCOME CHRISTMAS GIFTS

Useful, Appropriate and Very Moderately Priced

- 4.98 for Fur Sets, worth \$10.00.
4.98 for Silk Petticoats, worth \$8.00.
\$3.98 for Silk Petticoats, worth \$6.50.
\$1.98 for Feather Bows, worth \$10.00.
\$3.98 for Natural Squirrel Muff, worth \$6.00.
\$2.98 for Natural Squirrel Scarf, worth \$5.00.
\$6.98 for Silk Petticoats, worth \$12.50.
\$14.85 for Tailored Suits, worth \$30.00.
\$5.88 for Four-strand Marabout Bows, worth \$17.50.
\$17.50 for Imported Waists, worth \$35.00.
\$9.98 for Sweit Waists, worth \$17.50.
\$5.00 for Opera Coat, worth \$50.00.
\$24.50 for Fur Coat, worth \$37.50.
\$35.00 for Opera Coat, worth \$75.00.

Xmas Special \$10
Long Winter Cloaks
In loose or tight fitted effects, blacks or blues

Xmas Special \$15
Smart Long Coats
All long awagger styles, worth up to \$30 at

Christmas Aprons
No better gift than one of these. The most extensive line of these popular gifts ever displayed in Omaha. There are all shapes, styles and kinds—lace, embroidery, tucked and plain, at each—
25c, 29c, 39c, 48c, 75c, 98c and up to \$4.98



Christmas Handkerchiefs and Christmas Ribbons

Women's Handkerchiefs—All linen and Swiss, plain and embroidered, 12c the 25c kind, at 12c
Men's Sheer Linen Handkerchiefs—All width hems, up to 35c quality, 15c at
Children's Handkerchiefs—3 in fancy box, at box, 6c-10c
Ladies' Handkerchiefs—All initials, plain and plaid, Shamrock linen, 6 in fancy box, on big bargain square, box, 1.25
Silk Ribbon—Plain and fancy, worth up to 25c a yard—per yard, at 7c-12c-15c

Articles for Christmas Decoration in Stationery Department—Main Floor

Paper Garlands in red, green and holly, 10c and 15c
Dennison's, the best, Crepe Paper, in red, green, white, etc., roll 10c
Dennison's Decorated Crepe Paper with holly designs, roll 15c
Holly Paper Lunch Sets—table cloth, napkins and doilies, set 25c
Holly Paper Doilies, dozen, 5c, 10c and 15c
Holly Paper Napkins, dozen, 5c
Holly Paper Streamers, 5c
Tissue Paper Balls, 5c and 10c
Christmas Candles, in boxes containing 18, 24, 36 or 48 candles, box 15c
Dinner Cards, holly designs, dozen 10c and 15c
Holly Paper, Tinsel Cord, Tags, Labels, Beads, Stickers, Etc., with which to wrap and tie up Christmas packages.
Empty Holly boxes in various sizes and shapes to hold Christmas gifts, 15c, 10c and 5c

Big Christmas Sale
In Our New China Dept.
To induce Christmas shopping now before the big rush, we make a special reduction for Thursday of 20 per cent on everything in the entire stock.
20% Off
Holly Boxes
For holly Christmas presents, various sizes for handkerchiefs, jewelry and books, neckwear, etc. in stationery department, at 5c-10c-15c
Your gift looks much prettier in a holly box.
Sheet Music
Half Price
12c
Choice of Sweet Madeline, Mamma, I Never Can Forget You, Indiana, Dixie Queen, I'm Running Wild, Cinderella, and our whole winter full of others at Half Price.

TOY BOOKS
Foxy Grandpa, (Three of Him), Buster 25c, etc.
Peck's Bad Boy, Four Little Mice, Happy Hooligan, Maud Jimmy, etc.
11 1/2 x 16, heavy, strong covers, beautiful colorings, 25c values for one day—Thursday—
25c Stationery.

BENNETTS JUST ELEVEN DAYS LEFT FOR CHRISTMAS SHOPPING Do It Now! Do It Now!

See Those Great Christmas MERCHANDISE WINDOWS

SOUVENIRS, Dainty and Useful
Ink wells, paper weights, ash trays, pearl pen holders, perpetual calendars, values 25c to \$1.00, choice from huge heading table, Thursday—
15c Christmas cards, postal and plain, per dozen 1.00 Stationery.

GRAND DISPLAY OF CHRISTMAS TOYS SECOND FLOOR

DOLLS 35 SAMPLES DOLLS
Every one is a beauty, they are gems, comparisons not in it with this lot. These samples are all large dolls, perfect and beautiful, ranging in price from \$9.50 down to 3.50

Balky Mule AND FIFTEEN PER CENT Japanese Mechanical Auto
Great 50c Mechanical Toy, Thursday 29c OF A DISCOUNT-THURSDAY Regular 35c value, Thursday 19c

Toy Typewriters from \$1.00 up to \$5.00
\$1.25 Mechanical Train for .98c
Toy Tea Sets, \$1.50 value for .98c
Toy Printing Presses, 98c up to \$5.00

LARGE ROCKING HORSES
Real Hair Special Price
THURSDAY 10 PER CENT OFF
FINE MODELS IN STEAM ENGINES; THE LARGE ONE WILL SOON BE SOLD; BETTER BUY EARLY.

Bargains in Women's Wear For Holiday Buyers

Outing Flannel Bath Robes, satin trimmed, \$2.48
Flannelette Night Gowns, for 69c
Elderdown Bath Robes, for \$3.95
Jap Silk Kimonos, full length, for \$5.00
Plaid Wool Waists, for \$1.95
Children's Wool Dresses, for 49c
Bearskin Coats, for \$1.95
Fur Scarfs and Throws, for .98c

Two Thousand Pieces of China

Salad Bowls, Chocolate Jugs, Cracker Trays, Cups and Saucers, Plates, Etc. This is the finest German China, high class decorations, every piece worth from 50c to \$1.50, Thursday all at 25 Cents

Special Offerings of Fine Footwear for Men and Women

Specials in Men's Shoes
Men's shoes, hand-sewed, cork-filled, extra thick soles, every pair stamped \$3.50 by the maker and worth every cent of it Thursday only
\$2.69
Men's soft tan and black velvet Kid Slippers would make a sensible Christmas present, pair \$1.25
Women's warm lined Jersey Overshoes, regular \$1.00 values 75c
Women's one-buckle Artics, Overshoes, warm lined, regular \$1.25 value 98c
Men's warm lined Alaska Overshoes, regular \$1.25 value, Thursday only 98c
Men's one-buckle, warm lined Artics, Overshoes, regular \$1.50 value, Thursday 1.23
Double Green Trading Stamps on all \$3.50 to \$5.00 shoes.
Headquarters for Santa Claus Slippers.

Gloves and Glove Certificates

An easy way to make a present of a pair of gloves when you don't know the size is to buy one of our glove certificates. It entitles the recipient to a pair of gloves to be fitted before or after Christmas.
Ladies' 3 clasp Kid Gloves, pair, \$2.00, 1.50, 1.25 and 1.00
Ladies' Mocha Gloves, pair, \$1.50
Ladies' Silk Lined Gloves, \$2.00 and 1.50
Ladies' Elbow Length Kid Gloves, \$4.50, 4.00, 3.50 and 3.00
Men's "Fownee" made Kid Gloves, pair, \$2.00 and 1.75
Men's "Dent's" made Kid Gloves, pair, \$2.25 and 2.00
Men's Ireland Bros. Kid Gloves, at 1.50
Men's Silk Lined Kid Gloves, \$2 and 1.50

We show most complete line Fur Gloves shown in the west
HANDKERCHIEFS
Ladies' Pure Linen Handkerchiefs, 50c down to 10c
Ladies' Pure Linen Embroidered Handkerchiefs, \$1.50 down to 15c
Ladies' Pure Linen Initial Handkerchiefs, 50c down to 25c
Men's Silk Initial Handkerchiefs, 75c down to 25c
Our line of lace handkerchiefs is the finest ever shown in this city. Ask to see them, \$10.00 down to 75c

Attractive Holiday Furnishings for Men

Men's Bath Robes
Men's long full cut blanket robes in stylish, fancy effects, worth \$3.00, at 1.98
Men's House Coats and Smoking Jackets
We are showing the best all wool double face house coats you ever saw, every one new this season, sizes 35 to 46.
5.00
Fancy Single Box Suspenders, \$1.50, \$1.00, 75c, 50c and 25c
Half Hose, best fancy effects and plain colors, \$2.50, \$1.50 and down to 25c
Men's Holiday Neckwear, handsome showing, \$2.00, \$1.50, \$1.00, 75c and 50c
Men's Pyjamas, silk, seiseite, etc., brown, tan, pink, blue, cream, \$10.00, \$7.50, \$5.00 and 3.50
Mufflers, Reefers and Full Dress Protectors, exquisite showing, all the latest novelties, \$3.00, \$2.50, \$2.00 and down to 50c
Holiday Shirt Special, hundreds of patterns, fine imported shirtings, plain or plaid, cuffs attached or detached, our regular \$2.00 shirt, choice, 1.50

Carpets and Draperies

Third Floor
A Useful Christmas Present
Rugs of all kinds at exceptionally low prices.
Japanese Rugs, 30x60, will go at 98c
All Wool Smyrna Rugs, 30x60, will go at \$1.69
Axminster Rugs, 27x54, will go at \$2.25
Axminster Rugs, 36x72, will go at \$3.98
Fur Rugs, 28x60, will go at \$3.48
Oriental Rugs at One-Third Off
Diseal's Carpet Sweepers, in all the leading brands at \$4.00, \$3.00, \$2.50 and 2.25
Buy now and we will hold them until you want them delivered with a small deposit.
Drapery Section—Third Floor
Couch Covers, Portieres, Lace Curtains, all useful Christmas presents, a big line at reasonable prices.
Couch Covers, new patterns, full size, from \$4.75 down to .98c
Lace Curtains, real hand made Arabian Curtains, our entire stock at 25 per cent, or one-fourth off.
Other curtains all marked at reduced prices.
Shirt Waist Boxes, upholstered with matting, burlap or figured cretonne, pair \$16.50 down to 2.00
Rope Portieres, in order to reduce our stock, all day Thursday we will give 25 per cent off on any Rope Portieres in the house.

Piano Department
Third Floor.
Twenty-five factories represented—including the world's best makes.
New Pianos up from \$150.00

Toy Land Opens Saturday It Will Be Children's Day and Some Most Delightful Surprises Will Be in Store for the Little Folks

GREATEST DISPLAY OF TOYS EVER
HAYDEN'S THE RELIABLE STORE
MANY UNIQUE FEATURES PRESENTED

Manufacturer's Stock Sale

FURS
Thursday and Friday

Entire Surplus and Sample Stocks of Three Prominent Manufacturers. The Most Sensational Bargains of the Year. Genuine Alaska Seal Coats. \$350 quality elsewhere, guaranteed for 4 years, magnificent bargains, at sale price \$150
Best Quality Beaver Coats, sold elsewhere at \$80 to \$100, lined with heavy furrier's satin, guaranteed for four years. our sale price \$59
Genuine Krimmer Coats, regular \$59 values, in this sale, at \$39
French Coney Coats, Skinner satin lined, \$30 values elsewhere, here \$18.50
XXXX Near Seal Coats, splendid garments, regular \$60 value \$39
Fine Siberian Squirrel Coats—Sold everywhere at \$70 to \$80, our sale price \$50
Hundreds of other bargains in all kinds of fine furs. Our Manufacturer's Stock Sale Values in Ladies' Suits and Coats are a revelation to those who appreciate real bargains. Why not buy Furs for Christmas?

Grand Special Sale

Toilet Sets, Comb and Brush Sets, Military Brush Sets, Hair Brushes, Cloth Brushes, Single Mirrors, Etc.
Entire Sample Line of the largest manufacturer of these goods in the land. Over 1,000 numbers to select from. No two alike. All guaranteed perfect.
AT 60c ON THE DOLLAR THURSDAY
Take advantage of this opportunity at once while assortments are most complete.

Closing Out All Dry Goods

In Our Great Domestic Room to Make Room for Our Large Assortment of Toys.
All our 7 1/2c apron checks 5c
All our Armstrong outing flannel at 7 1/2c
All our cotton challies 3 1/2c
All our 7 1/2c G. L. muslins 5c
All our 12 1/2c dress gingham 7 1/2c
All our 7 1/2c prints 5c
All our red trunks, worth 7 1/2c 2 1/2c
1.98 cotton blankets 1.39
1.75 cotton blankets 1.25
1.50 cotton blankets .98c
Cotton blankets, 75c, 65c, 50c 39c
Handmade comfortables at \$1.98, \$2.25, \$2.50 and 3.50
Remnants of all linen tablecloths, worth up to \$2.00 yard, 54c, 49c, 39c and 25c
Closing out remnants of all dress goods, up to \$3.50 yard, 15c, 25c and 39c

Buy Your Supplies Now for Christmas Pies, Puddings and Cakes

48 pound sack best fancy High Patent Flour at \$1.35
12 bars Laundry Soap for 25c
10 pound sack best Cornmeal for 15c
Unecuda Biscuit, per pkg. 3 1/2c
The best Soda or Oyster Crackers, per pound 6c
Fig Newton Cookies, per pound 8 1/2c
FRESH VEGETABLES AND FRUITS FOR THURSDAY.
2 heads fresh hothouse Lettuce 5c
Shallot Onions, per bunch 5c
3 bunches hothouse Radishes 5c
2 bunches fresh Parsley 5c
3 heads fresh Celery 5c
Head Lettuce, each 7 1/2c
Wax or Green Beans, per lb 12 1/2c
Cucumbers, each 17 1/2c
Fancy California Nectarines, lb. 17 1/2c
Fancy Imported Lemon, Orango or Citron-Peel, per pound 17 1/2c
Fancy Seeded Raisins, per pkg. 12 1/2c
The best Mince-meat, per pkg. 8 1/2c
Fancy seeded Grapes, per pkg. 9c
12 bars Laundry Soap for 25c
10 pound sack best Cornmeal for 15c
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HAYDEN BROS.

Time Enough
Some people say—Do you realize that you have only ten days more to do your shopping. Don't put it off. Come in and see us. Look for the name.
S. W. LINDSAY, Jeweler
1516 Douglas Street.

DR. BRADBURY, Dentist, 16 Years

1506 FARNAM ST., OMAHA. Phone Douglas 1756
Extracting 25c
Porcelain Fills .81 up
Crowns \$2.50 up
Bridge Work \$2.50 up
Plates \$2.00 up
We make a specialty of metal and rootless plates. Painless work in all operations. Open evenings till 8 o'clock.

Jewelers C.B. BROWN CO. HOLIDAY GOODS
To those who are looking for just the right kind of gifts, we will say our assortment of
Diamond Rings
Diamond Brooches
Solid Gold Watches
Gorham Sterling Silver
Gorham Leather Goods
Mail and Mantel Clocks
Fancy Handle Umbrellas
Silver Cut Glass
Was never so varied in all our years of catering to the wants of a most appreciative public.
C. B. BROWN CO.
1078 AND FARNAM STS.
Largest Circulation THE OMAHA BEE Best in West

Xmas Jewelry
DIAMOND RINGS—\$600 \$65
BRACELETS—\$125 \$50
LADIES' WATCHES—\$100 \$100
MEN'S WATCHES—\$100 \$100
CUFF BUTTONS—50c \$25
SCARF PINS—50c \$35
FOR \$1.00 AND UP. COMPARE OUR PRICES.
Louis A. Borsheim
Opp. 23rd Street, 508 S. 10th St.