

BRANDEIS

THE CHRISTMAS STORE



Most everybody in Omaha comes to Brandeis because THIS IS THE BEST STORE TO BUY GIFTS

Everybody knows that the biggest assortment is here—that the gifts are more modern and up-to-date and that the prices are actually lower than elsewhere **YOU CAN GET MORE FOR YOUR CHRISTMAS MONEY DOLLAR FOR DOLLAR, IF YOU BUY AT BRANDEIS—COME TO NIGHT OR EARLY IN THE MORNING**

Xmas Specials

Ladies' and Men's Handkerchiefs—plain white, hemstitched, fancy lace and embroidered—worth up to 10c, at each, 3½c and 5c

Ladies' and Men's all linen Handkerchiefs—all weights, fine and sheer—wide and narrow hems, at each, 10c

Silk Handkerchiefs for ladies and men—fancy colored borders and plain white, at each, 15c and 25c

Laces in beautiful patterns, vals, etc. These are remnants and a big bargain, at, yd. 2½c and 5c



In Art Needlework Dept.—Main Floor

PILLOW TOPS

Very Specially Priced for Christmas

Big assortment of **Tapstry Pillow Tops**, in real tapstry patterns, worth up to 75c, special

Sofa Pillow Tops—18 and 20-inch immense variety of all kinds and patterns, worth 50c, at—

Renaissance Center Pieces and Squares, worth up to 75c, at—

25c 25c 39c

Beautiful Hand Embroidered 27 inch and 30 inch Centerpieces—many finished with hand made clumsy lace—worth up to \$7.50, at **2.98 and 3.98**

Put Your Christmas Gifts in Holly Boxes

It will add greatly to their appearance. Supply Holly Box—various sizes, in Stationery Dept., at each.

5c-10c-15c

Christmas Decorations

Paper garlands—red and green, at 10c and 15c

Donalson's Cords per roll, holly design, roll

Holly paper—lace sets, cloths, and napkins and doilies 50c

Tissue paper balls, at 10c and 15c

Christmas candles, box of 18, 24, 36 or 48 candles, at 5c

Welcome Gifts

are these gifts for the home

In Housefurnishing Department

Basement—Old Store

Chafing dishes—5 o'clock teas—coffee percolators—baking dishes—silver tea, coffee and chocolate sets—candlesticks—ash receivers—Chinese gongs—silver knives and forks—silver teaspoons, carving sets—silver mugs—crumb trays and scrapers—fern dishes—nut cracks and picks—cake baskets and hundreds of other novelties for Christmas too numerous to mention.

Linen Specials Friday

In Linen Department—Basement

Great lot of fine medium quality table damask remnants in table cloth lengths. These are big bargains and will make good Christmas gifts.

Hundreds of half dozen lots of fine and medium dinner napkins at less than cost to import.

A large quantity of Scarfs and Squares and Center Pieces that are worth as high as 75c, at each **25c**

Oriental Rugs



Biggest Sale in Western History

(See the Windows)

Next Saturday at Brandeis'

Courtney's

OMAHA'S FINE FOOD CENTER

Open Every Night Until Christmas

Restaurant on 2d Floor

Tasty Cooking, Moderate Prices

"A Merry Christmas And Glad New Year Are yours, if you buy Your Eatables Here."

Bakery Department

Christmas Cakes, each 50c
 Fine Fruit Cakes, per lb. 35c
 Marzipan Shells, per doz. \$1.50
 Marzipan Distincts, per lb. 25c
 Pound Cakes, each 25c
 Almond Macaroons, per lb. 40c
 Imperial Macaroons, per lb. 40c
 Coconut Macaroons, per lb. 40c
 Klava, per lb. 40c
 Lady Fingers, per lb. 40c
 A carload of Christmas trees, means a tree for everyone.
 Tree trimmings—Tree candles.
 Plum Puddings, each 10c-20c-25c-35c
 Plum Pudding Sauce, 20c-35c-50c
 Mince Meat, quart, Jar, each 25c
 Mince Meat, ½ gallon, each \$1.10
 Crystallized Apples, per lb. 60c
 Crystallized Cherries, per lb. 60c
 Crystallized, Assorted, per lb. 50c
 Fine Candies, Imported, Jar, 75c
 Spiced Fruits and Pickled Fruits, Pin Money Pickles, Fancy Cheeses, Stuffed Prunes, Figs, Dates and Nuts.

In fact at this great store you can find everything which delight to welcome the Yuletide.

Meat Dept.

Fresh Crockers, per lb. 5c
 Oxtail Meringue—Imported—each 10c
 Smoked Salmon—Fancy—per lb. 20c
 Notice our display of Fine Meats, in our Meat Department. Kept under Sanitary Refrigeration.

Wines

Let some one else look after your dinner if you wish, but look after the Wines yourself. Our stock of the finest wines and liquors for the Holiday trade is very complete—Rhine Wines, direct from Germany, Burgundies and Sauternes from France, together with the leading brands of Champagne, imported and domestic. In fact all the best brands of Liquors, Wines and Cereals, to greet the Christmas and Toast the New Year.

Special Christmas present with every gallon purchased.
 Owl Hollow, full quart 60c
 Comet Whiskey, per bottle 60c
 Wilson Whiskey (That's all) 75c

Courtney & Co.

17th and Douglas Streets,
 Telephone Douglas 666
 Private Exchange Connects All Depts.

CHRISTMAS CANDY

60c Smart Set Chocolates 29c

Saturday will be the last opportunity before Christmas to take advantage of our special Bargain Chocolates.

Orders booked now for Huyler's Famous New York Candies.

Original Allegretti Chocolate Creams, etc.

Myers-Dillon Drug Co.
 16th and Farnam Sts.

NOT OPEN SUNDAYS

But we will be open from 10 to 10 week days, and guarantee to make you as good a picture by night as by daylight. We will also make our \$5.00 Photos for \$3.00 a dozen this week only, and get them out for Christmas. Will also present each \$3.00 customer a beautiful painting done on glass, in oil colors, suitable for framing, free with a dozen of our \$5.00 Photos cut to \$3.00.

Emory Ground Floor, Krug Theater Building, 14th and Barney

Every Saturday Especially Tomorrow

We shall sell more fresh Saturday Candy than ever. This is a 50c assortment of Chocolates, Nuts and Fruits, sold Saturday only—and in One Store only in every city in the United States. Look out for imitation for the market is full of them—but there's only one Liggett's Famous Candy—which is the genuine and delicious kind. We don't sell it in every city Saturday only, fresh, 25c.

SHERMAN & MCCONNELL DRUG CO.
 Corner 16th and Dodge Sts.
OWL DRUG COMPANY,
 Cor. 16th and Barney Sts., Omaha, Neb.

You Exercise Your Own Mind When You Ask For An Advertised Article.

therefore, insist on getting what you ask for when making a purchase. The dealer who substitutes relies on his ability to make you change your mind. He will give you what you ask for, if you refuse a substitute. Substitutes pay him a larger profit than the why he tries to change your mind. When your mind is made up, keep it so by insisting on getting what you want.

\$11.48
 Your choice from lot two

\$8.89
 These chairs are guaranteed by us to be worth almost double the money.

Quarter-sawn Oak Taborettes, piano finish, regularly sold at \$3.25

\$1.79
 Accept No Substitutes

BARGAIN FRIDAY STORE OPEN EVENINGS

ONLY 4 SHOPPING DAYS ONLY 4 SHOPPING DAYS

BENNETT'S

Last Bargain Friday
 CHRISTMAS NEWS SPECIAL

Bargain Friday Sale of Holiday Books

Hundreds on hundreds of beautiful picture books, the embodiment of the best funny picture productions of the Sunday newspapers and week-lies of the year:

Books that should sell for 15c. Bargain Friday 25c books for..... 5c
 50c Picture Books for..... 25c

BIG BARGAIN SALE OF TEDDY BEAR BOOKS—Illustrations and rhymes by Seymour Eaton, the man who set the world by the ears by getting up "The Roosevelt Bears Abroad," \$1.50 edition for **\$1.18**

BARGAIN TABLE SALE OF PADDED GIFT BOOKS

Books that ordinarily sell for 75c and \$1.00, Bargain Friday 49c

THE CHARMING GIFT BOOK OF CHRISTMAS TIDE.

Editor Metcalf's book "Of Such is The Kingdom" 210 pages, illustrations by Franklin Booth, fourth edition, hand-drawn by the greatest in the land, for..... **\$1.00**

Pictures

25% Discount on framed pictures, including our fine oil paintings, water colors, carbons and novelties of all descriptions.

See Bargain Tables **10c 25c 50c**

DOLLS AND TOYS 25% DISCOUNT

on Kid and Jointed Dolls 10% DISCOUNT on Autos, Hand Cars and Velocipedes.

10% DISCOUNT on all Mechanical Toys.

See the bargains in Games, Teddy Bears, Animals, Doll Beds, Rubber Goods and thousands of other items.

WRAPPERS, KIMONOS, DRESSING SACQUES AND BATH ROBES

We bought over 1,500 garments at about one-half their value. These will be placed on sale Friday; altho, alderdowns, Terry cloth, flannellets and blanket robes:

98c Garments for 49c
 \$1.48 Garments for 89c
 \$1.98 Garments for 98c
 \$2.98 Garments for 1.69
 \$4.95 Garments for 2.95
 \$8.50 Garments for 4.95
 \$12.50 Garments for 7.48
 \$15.00 Garments for 8.95

Charming Christmas Chances in CHINA

Fine China Dinner Set, pretty green spray decoration, good shape, on sale Friday, set..... **\$10.00**

Only seven sets to sell. Come early.



All day Friday 20% Discount on every Dinner Set sale. Sixty patterns to select from.

Cut Glass Sugar and Creams, pretty shape, good cutting, Friday, pair, at..... **\$2.38**

Intaglio Decorated Glass Trays, several shapes and decorations, 85c and 98c values, Friday, each 58c

DRAPERY

Shirt Waist Boxes, most complete line in the city, all sizes, upholstered with plain Japanese matting, burlap or figured cretonnes, an ornamental as well as useful present, from \$15.50 **\$2.50** down to.....

Couch Covers, a big assortment of heavy figured damask covers, for Christmas trade, each **\$6.50** — **\$4.75**

THIRTY MORRIS CHAIRS

Made to retail at from \$15.00 to \$30.00; quarter sawn oak, mission oak, imitation mahogany; silk plush, black velvet, Boston leather and corduroy cushions, your choice from lot one—

\$11.48
 Your choice from lot two

\$8.89
 These chairs are guaranteed by us to be worth almost double the money.

Quarter-sawn Oak Taborettes, piano finish, regularly sold at \$3.25

\$1.79

Friday is Bargain Day in TOYLAND AT

STORE OPEN EVENINGS UNTIL XMAS **HAYDEN'S** THE RELIABLE STORE STORE OPEN EVENINGS UNTIL XMAS

See Santa Claus and Teddy G Every Day in Toyland. Christmas Tree Ornaments Children's Chairs, at 33½% at JUST HALF PRICE. PER CENT DISCOUNT.

Closing Out All Books AT DEEPLY OUT PRICES.

Buy Your Holiday Books Early, Before the Lines Are Broken. ALL 25c STANDARD 12 MO. BOOKS ON SALE AT 12½c. Including Complete Line of the Very Best Authors.

All 85c Boys' and Girls' Books—Including Henty's, Alger's, Otis' and Carey books..... 17½c
 The Pansy Books—Regular 75c value, at..... 49c
 Eugene Field's Books—Regular \$1.25 value, at..... 59c
 Louisa M. Alcott's Works—(Illustrated)—\$1.75 value, at..... \$1.19
 Alcott's Books—All the regular line on sale..... 98c
 All 50c Girls' Books..... 39c
 BIBLES, PRAYER BOOKS AND SETS AT 25 PER CENT DISCOUNT
 Kipling's Works—Regular 75c | Mary J. Holmes' Works—On sale at \$1.25 value, at..... 35c | at..... 49c
 BIG LINE OF GILT TOP 16 MO. BOOKS GO AT 17½c.

Several Great Silk Bargains

Why not give a Silk Waist, Skirt or Dress Pattern.

75c and 85c SILKS, Novelties, Stripes, Checks and Plain Colors in Taffetas, Messalines, Louisianes, etc., all most wanted shades and the most attractive bargains of the season, at..... **49c**

\$1.25 Black Taffeta, special | \$1.50 Black Taffeta, special Friday, at..... **89c** | Friday, at..... **\$1.10**

All kinds of Silk Remnants HALF-PRICE.

Remnant Bargains Friday

FROM 9 TO 11 A. M.

We will place on sale the finest line of Remnants of Wool Dress Goods ever seen in Omaha. These are not little scraps from traveling men's samples, but long remnants, the ends of the piece that sold out first and range in price from 75c to \$5.00 per yard. As usual all will go in four lots—no matter what the selling price.

Lot 1	Lot 2	Lot 3	Lot 4
25c	39c	49c	59c

FROM 2 TO 4 P. M.

Another grand lot of entirely new goods will go on at

Lot 1	Lot 2	Lot 3	Lot 4
19c	25c	39c	49c

All the Remnants of Silk and Cotton Silk Gingham, Mulls, Dots, White Goods and worth up to 59c, will close at **10c yard.**

China! China!

Before purchasing your Dinner ware for Christmas presents do not forget to visit our Crockery and look over our large assortment of dinner sets.

100-piece White and Gold Haviland Dinner Sets, worth \$75.00, at..... \$54.95	100-piece Austrian China Dinner Sets, worth \$15.00, at..... \$10.95
100-piece English Porcelain Dinner Sets, worth \$15, at..... \$10.50	100-piece Porcelain Dinner Sets, worth \$25, at..... \$19.95
	100-piece English Porcelain Dinner Sets, worth \$10.95, at..... \$6.50

Four Your Christmas Supplies

See Hayden's First

The Best Fancy Mixed New Nuts, nothing finer, per pound 15c	Orange, sweet and juicy, per dozen 25c
Extra Fancy 150 Size Hayland Navel Oranges, per dozen 25c	
Fancy 7 Crown Layer Pigs, per lb. 15c	Fancy Cookies, assorted kinds, per pound 12½c
Fancy New Halloween Dates, lb. 7½c	The Best Soda or Oyster Crackers, per pound 6c
Fancy Arabian Seed Dates, lb. 12½c	1 pkg. Keeled Raisins 13c
New York Catawba Grapes, at per basket 20c	Muscatoe Layer Raisins, per lb. 30c
Cape Cod Cranberries, per quart 15c	Peanut Butter, per jar 15c
Fresh Roasted Peanuts, per quart 15c	Imported Sardines, per can 8c
2 Heads French Leaf Hothouse Lettuce, each 5c	Fancy Full Cream New York Bags Cheese, per pound 17c
2 Bunches French Leaf Radishes 5c	Fancy Country Roll Butter, lb. 25c
1 lb. Jar Pure Fruit Preserves 14c	Fancy Full Cream Wisconsin Cheese, per pound 17c
Fancy Stuffed or Plain Olives, per bottle 25c	Fancy Full Cream Wisconsin Cheese, 4 lb. sacks, Best Fancy High Patent Flour for 11.15
Fancy Pickles, assorted kinds, per bottle 25c	21 lbs. Best Granulated Sugar 19.95
Worcester Sauce, per bottle 25c	

TRY HAYDEN'S FIRST

On All Traveling Bags and Suit Cases

Appropriate Gifts for Ladies or Gentlemen

We carry the best line made, and the finest ever shown in Omaha. See our choice line of Fitted Bags, Suit Cases and Toilet Articles. Also our large line of Trunks "our own make," artistic, durable and well built in every particular.

OPEN EVENINGS UNTIL XMAS.

Prices lower than inferior goods usually sell

OMAHA TRUNK FACTORY, 1209 Farnam St.

SELF-FILLER

A Conklin Fountain Pen would please any man who writes much. We also have a nice stock of Waterman Pens. Stop in and see them LOOK FOR THE NAME.

S. W. LINDSAY, Jeweler
 1519 Douglas Street.

BELLEVEUE COLLEGE

CLASSES—Classical, scientific, philosophical courses.

ACADEMY—An accredited high school prepared for entrance to any other college or university.

NORMAL SCHOOL—Elementary and advanced courses. Certificate granted.

CONSERVATORY—Classes of music, piano, voice, violin, and art.

OMAHA UNIVERSITY—Electric line, and Bellington railway. Free Mission, Burlington, Lincoln, Omaha, Grand Island, Kearney, Neb.