

A Realization of Christmas at

Open Evenings
Until
..CHRISTMAS..

BRANDEIS "BOSTON STORE" & SONS

Dolls and Toys
In The
...BASEMENT...

Not only is the holiday tone different from all other stores, but in reality the Boston Store is the only shop in town that makes a holiday display worthy of the name. The spirit of Christmas tide greets you at the door way. The windows display beautiful Christmas scenes and in every broad aisle and on every counter are happy evidences of the approach of St. Nicholas. Thousands of pretty things to delight the shopping throngs. The way our goods are priced make Christmas giving a pleasure instead of a burden. You will enjoy your Christmas better if you buy goods at Brandeis.



SANTA CLAUS
Wants All the Children to
Call Him Up by Telephone
PHONE NO. 772
BOSTON STORE.

Christmas Specials in Black Silks

- 500 black silk dress patterns, 12 to 14 yards. 500 black silk waist patterns, 4 yards. 500 black silk one skirt patterns, 6 to 10 yards, in all the latest fashionable weaves, at quick selling prices.
- 14 yards silk dress patterns of handsome peau de sole, guaranteed quality—worth \$13.50, at **9.75**
- 12 yards silk dress patterns of very wide peau luxor or peau de sole, worth \$15.00, at **12.00**
- 12 yards silk dress patterns, finest pure dye 27 inches wide peau de gant or "Bonnet" oil broiled taffeta, Habutal "Spot Proof"—worth \$20, at **13.50**
- 4-yard waist pattern of elegant new white crepe and black Louisiana silk usual selling price \$1.35 a yard, at a pattern **2.98**
- 4 yards new imported Lyons satin sole Liberty, very glossy and durable—worth \$1.25 a yard, \$3 a pattern **3.00**
- 4 yards of our high class plain weaves and fancy silk that have been selling up to \$1.50 a yard, all go at, a pattern **2.98**
- 10-yard skirt pattern, all pure silk Hel-low finish taffeta, very glossy and recommended for wear—worth \$5.00, at **5.90**
- 8-yard skirt pattern of our celebrated Pure Dye Bonnet Lyons Taffeta—worth \$12.00—**7.50**
- 14 yards silk dress patterns of the finest imported "Bonnet" silk. DRESS SILKS in 20 different weaves, guaranteed for one year, worth \$25—at **17.50**
- 14-yard pattern of satin finish crepe de chine in black and colors, positively worth \$1.25 yard, at **95c**
- 4 yards new glaze 27-inch hair line taffeta, the latest shirt waist silk in 10 different combinations, a pattern **3.45**
- 6-yard skirt pattern of 36-inch Phoenix mill guaranteed taffeta—worth \$10, at **6.50**
- 4-yard skirt pattern of the finest 54-inch black taffeta ever shown over any counter, positively worth **7.95**

Elegant Furs and Cloaks for Christmas Gifts

No Christmas present could be received with more delight than a selection from our furs & cloaks



- Siberian squirrel scarfs, imitation ermine lining, worth up to \$12.50, at **7.50**
 - Sable and Isabella fox scarfs, mink, stone marten, etc., worth up to \$17.50, at **9.85**
 - Fine Sable and Isabella fox scarfs—worth ten dollars, at **6.98**
 - Cluster scarfs, American stone marten, etc., worth up to \$6.00, at **2.98**
- ### Fur Coats and Jackets
- Seal skin jackets, 22-inch at **\$139**
 - Hudson Bay otter, 22-inches long, at **\$98**
 - Blended silver beaver, 22-inches long **\$89**
 - Childs' and misses' sets, all new shapes at 98c **1.98 up to 7.50**
 - Near seal blouse jackets, choice of 3 shapes, worth \$48 and \$50 at **\$29**
 - Select Astrakhan jackets, choice of 20 selected jackets, at **24.50**
 - 27 astrakhan and electric jackets, 23-in. long, worth up to \$25, at **14.85**
- ### Winters Smartest Cloaks and Suits
- \$10 Monte Carlo with double capes and satin lining, at **5.00**
 - \$15 Monte Carlos, inverted pleat, satin lining and double capes, at **8.98**
 - \$22.50 Monte Carlos, novelty effects, new collars and lining—**12.50**
 - \$36, 45-in. kersey coats with Mexican beaver collar and revers, at **14.85**
 - \$25 new silk Monte Carlos, entirely new, at **12.50**
 - \$30 tailored suits in all the new styles and cloths, at **14.85**
 - \$22 tailored suits, broadcloths and Venetian, new effects—**9.98**
 - \$32.50, 45-inch Monte Carlos with and without capes **19.00**
 - \$60 long coats in exclusive and sample garments—at **35.00**

Holiday Unmade Dress Patterns

Full Dress Pattern at \$2.98

We will sell in main dress goods department the remaining dress patterns left from the great Fifth Ave. dressmaking stock, consisting of the highest grade French novelty dress goods, silk and wool English cloths, chevots, twine etamine, mistral at \$2.98 a pattern.

To these we have added values worth twice the price we ask, in serges, chevots, suitings, fancy weave, mohairs and etamines, all colors and black, all at, per pattern **2.98**

Waistings on Bargain Square

- All the finest 75c French challies and flannels, plain, fancy and silk stripes, at **39c**
- Albatross and waistings—on sale at **39c**
- White mohair, raindrop mohair and all our 85c striped waistings and Scotch flannels, at **49c**

Pretty Christmas Neckwear

- Imported Lace Collars—Imported sample lace collars in white, cream and ecru, also black silk, many styles, worth as high as \$2.00 each, go in lots at—**59c, 75c, 98c and \$1.50**
- Lace and Mull Ties—A New York importer's samples and surplus stock of lace and mull ties, only 2 or 3 of a kind, and over a hundred styles, all go on bargain counter and worth up to \$1.50, go in lots at—**15c, 25c and 49c**
- Fancy Silk Neckwear—Ladies' fancy silk neckwear, including tab stool collars, silk flues and jabots, go at—**39c, 50c, 98c**
- \$1.00 and \$1.50 Kid Gloves at 59c—Some of the latest styles of ladies' high grade kid gloves in black, white and all colors, many well known makes, plenty in the lot worth from \$1.00 to \$1.50, on bargain square—**59c**
- Ladies' Underwear—Ladies' fine and heavy ribbed fleecy lined vests and pants, all sizes, worth 50c, go at—**29c**
- Ladies' Australian all wool camel's hair vests and pants, \$1.00 quality—**69c**
- Ladies' \$1.00 wool union suits, Oneida style, at—**98c**
- Misses' and children's medium weight, fine and heavy ribbed underwear, all sizes, worth up to 40c each, go on bargain counter at—**15c**
- Boys' and girls' heavy camel's hair wool underwear, worth 35c, all sizes, at—**19c**

Great Values in Holiday Jewelry

- A ladies' gold set ring set with pearls, rubies and emeralds, fully guaranteed... **\$1**
- The genuine Lanier opera glasses, trade mark the "Fly," in morocco, jewellers' price \$15.00 our price, only **7.50**
- 50 pair opera glasses with achromatic lenses, in pearl and morocco, at **1.49-2.49-2.98**
- Ladies' or misses' beautiful enameled chatelaine watch with pin to match, in morocco box, **4.75** at
- Gents' solid gold 14k link buttons, in rose gold, at **2.98**
- Ladies' solid gold 14k Tiffany rings set in pearls, rubies, emeralds and sapphires, at **5.98**
- The finest stock of leather goods ever shown in Omaha, wrist bags, purses, chatelaine bags in walrus, real seal and alligator, from **98c-\$10**

TOYLAND IN THE BASEMENT

An endless variety of children's toys and dolls in the basement. Every plaything this year is brand new.

- This season we are showing a large line of trains and tracks, like cut. These are the most perfect mechanical toy made. They will run for a long time and do not get out of order. We have them—**85c**
- China toy dish sets, up from **15c**
- This season we are showing an endless variety of iron toys, such as hook and ladders, fire trucks, fire towers, hose carts, engines, trains, etc., all ranging in price up from **25c**
- Creamole Boards, like cut, for **59c**
- Others ranging in price up to \$3.00.
- Tool Chests, in all sizes, ranging in price from **25c** to **2.50**
- Rocking Horses. Good, substantial, well-built rocking horses, like cut, **1.25** for. Others up to \$2.50.
- Pianos. We have them in white and mahogany, rose wood, ranging in price up from **19c**
- Magic Lantern... **98c**
- Drums. We have snare drums and the regular military drums, ranging in price from 85c down to **39c**
- Tin horns, bugles, trumpets, etc., in an endless variety, up from **5c**
- Kid Body Dolls. The latest line ever shown in Omaha, ranging in price from \$5.00 down to **25c**
- We have them with cork stuffed bodies and Kestner heads, no better doll is made: these range in price from \$5 down to **1.25**
- Ten Pin Sets, now the popular game, in all sizes from \$1.00 down to **15c**
- Floor Chimes. Always an entertaining toy for little ones. We are showing a sample line of them this year which we bought from a New York manufacturer, in prices ranging from 45c down to **10c**
- Sleds. A large line of Go-Girls' Sleds, Boys' and Girls' Sleds, Coasters, etc., every conceivable kind, up from **25c**
- Carts and Doll Cabs, in prices ranging up to **25c**
- Doll Heads, with short curly hair, like cut, or with long flowing natural hair and beautiful wavy severed wigs, in all sizes, from the smallest to the largest, prices ranging from \$2.00 down to **10c**

Clothing for the Holidays

A TREMENDOUS SALE OF FINE CLOTHING JUST IN TIME

\$18 and \$20 Suits and Overcoats at \$10



Tomorrow we place on sale all our \$18 and \$20 Suits and Overcoats for \$10. This includes clay lined kerseys, rough chevots, Meltons and Irish Frieze Overcoats. The suits are made of the finest domestic and imported fabrics, which no custom tailor could duplicate for less than \$35. We offer this entire purchase for tomorrow, at only **\$10**

House Coats and Smoking Jackets
We have every style that can be sought for. Handsome gifts that carry comfort to the wearer. Don't wait until the last day. Make your selection now. Prices... **\$3.98, \$5.00, \$6.50, \$8.50**

Bath and Lounging Robes—
Bath and lounging robes of every sort. The most comfortable garment for a man at home evenings. Prices... **\$2.98 to \$12**

Boys' Suits and Overcoats at \$2.98
Your unrestricted choice of the highest and finest grade of boys' suits, overcoats and ulsters, bought from the receiver, sizes and ages 3 to 15 years, that sold in New York for up to \$7.00, on sale at **\$2.98**

See our elaborate Holiday Slipper Show—Nothing to equal it ever seen in Omaha. Dolls given away free with every pair Girls' shoes sold on second floor.

Ladies' Bench Made Shoes \$8

We show for the first time in Omaha ladies' real bench made shoes. These are of the very finest patent coltskin, with a fine hand bottomed hand sewed sole. They represent the very highest point in the shoemaker's art. On sale in the special \$5.00, \$6.00 and \$8.00 shoe department on the second floor.

At \$5 we show tomorrow a number of high grade novelties in ladies' street and dress boots in hand turned and hand welt soles in low medium and high heels. These are all exclusive New York styles and controlled by us in Omaha... **\$5**



Dr. Reed's Men's Cushion Shoes \$5

We are sole agents for Dr. Reed's Celebrated Cushion Shoe for men. We have them in a dozen different styles in vicid kid, velours calf and box calf, in all widths and all sizes. These are the only shoes made which will positively cure tender feet, corns and callouses and at the same time preserve all the effects that the latest styles dictate... **\$5**

The Dr. Reed's enameled Blucher for young men is the sweetest street shoe ever made. The price is... **\$6**

Our Own To-order-Made Shoes for Men for Street and Dress Wear at **2.50, \$3, 3.50, \$4, \$5**

For those who desire a first-class shoe making for less money, we show 150 styles of men's shoes from \$2.50 to \$5.00. These prices include the very latest of footwear worn today by men for street wear, for work and for dress.



Children's Foot-Form Shoes.

In our exclusive children's department, on the second floor. We have the largest variety and the best made shoes for infants, children and growing girls and boys ever brought to Omaha. All of these are made on perfect lasts, which fit the foot. We guarantee the wear of every pair and assure you that no better shoemaking is possible, nor can there be any better leather put in than that of which these shoes are made. Prices range from 50c to \$1.25 for children's and from \$1.39 to \$2.50 for the girls and boys.