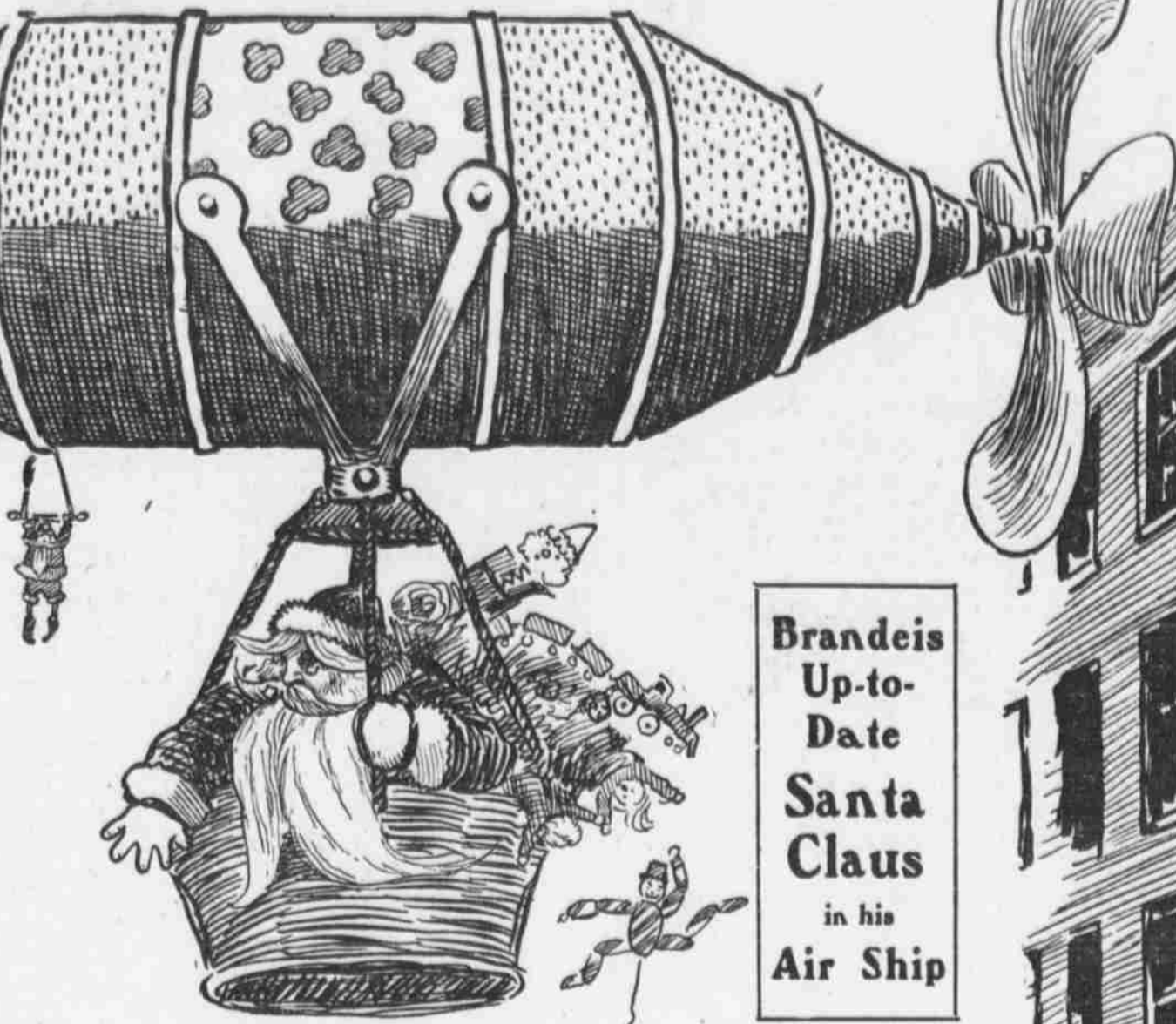
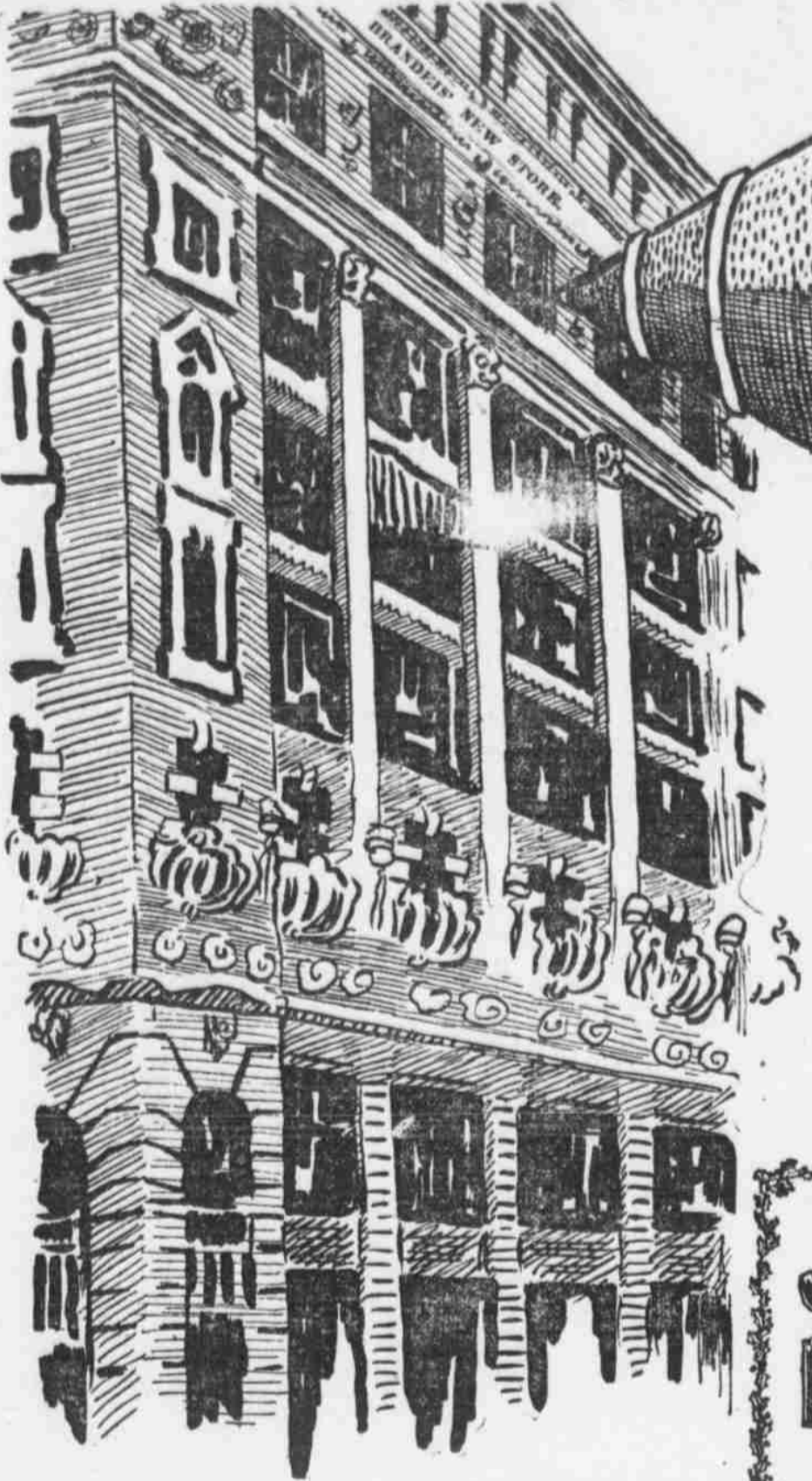
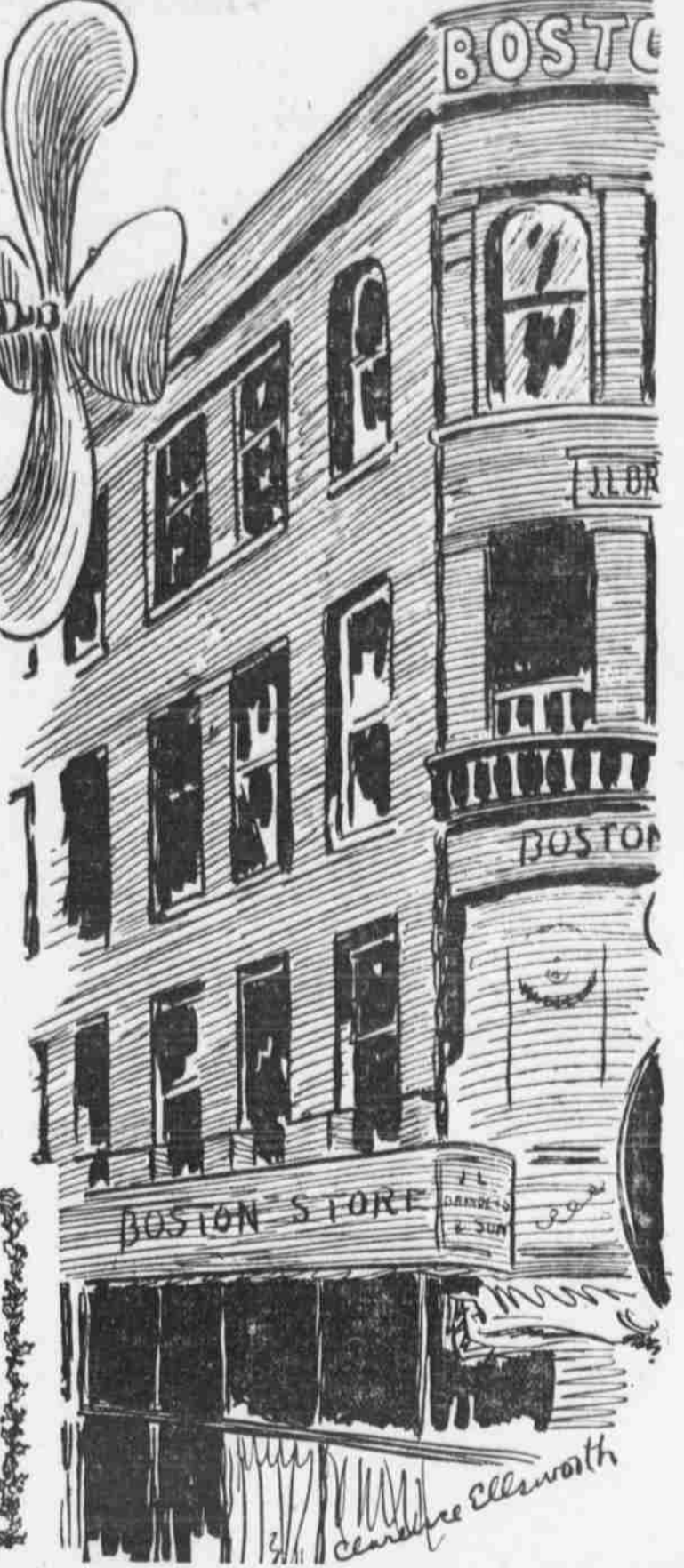


BRANDEIS' STORES ON BOTH SIDES OF THE STREET



Brandeis Up-to-Date Santa Claus in his Air Ship



# BRANDEIS "BOSTON STORE" & SONS

## Suggestions For Christmas Gifts at 25c

Box Stationery, Ladies' Belts, Wrist Bags, Hose Supporters, Side and Empire Combs, Sheet Music, Nut Picks and Cracker, Hand Mirrors, Hair Brushes, Wool Golf Gloves, Ash Trays, Tie Clasps, Watch Fobs, Men's Gloves, Laundry Bags, Cuff Buttons, Jap Caps and Saucers, Neckties, Ladies' Embroidered Neckwear, Hand Embroidered Initial Handkerchiefs, Patent Leather Belts.

**TWENTY-FIVE CENTS**

## LADIES' SAMPLE SUITS

Ladies' ultra fashionable Tailor Made—the height of winter style—at

**\$24.50**

Ladies' Suit—Long and short coat styles, all new, worth up to \$25, at

**\$12.50**

Ladies' Beautiful Opera Coats and Party Gowns at just half price.

Ladies' Fine Silk Petticoats—Make splendid holiday gifts—great variety of new effects in all colors—**4.98-7.50-9.98**

Ladies' Beautiful Silk and Lace Waists—In all the new and very fashionable styles and colors—specially priced. **4.98-6.98-8.98 up to \$25**

Ladies' House and Bath Robes—In blankets, flannels and eiderdowns, corded belts, applique and embroidered facings—all colors **2.98-3.98-4.98-6.98 up to \$25**



## Watch for Brandeis' Jolly Santa Claus in His Big Flying Air Ship

All this coming week Santa Claus will be flying about in his airship. Many times a day he will fly back and forth between Brandeis' new building and our main store. The most wonderful sight the little ones of Omaha ever saw. A real airship that flies, with a real Santa Claus. Santa Claus has a present for every child this week. He will give to every youngster a moving, whistling Dickey Bird that came along with his airship. In another week Santa will be giving away Toy Balloons.

## Glittering Toyland For the Children



The jolliest old Santa Claus you ever saw is ruling Brandeis' Toyland. Bring the children to see him. He is here every day. Our Toyland is the largest and most beautiful in the west. The children of Omaha never feel that Christmas is coming until the Boston Store is read with their big display. We buy our toys in carload lots, enabling us to sell at wonderfully low prices. All our foreign toys imported direct from Europe. Thousands of beautiful Children's Books. Our section for Doll Bugdies and Go-Carts alone takes as much space as most toy departments. Our showing of Iron Toys unsurpassed by any store in the world.

### OUR CHRISTMAS DISPLAY IS A SIGHT OF A LIFETIME

Monday on the main floor we will sell at **JUST ABOUT HALF PRICE** an immense line of imported novelties, such as Imported Toilet Sets, Collar and Cuff Boxes, Small Bronzes, Writing Sets, Mantel Decorations, Leather Novelties, etc. These were imported for the Portland exposition, but arrived too late, and Brandeis bought them all. Monday on main floor at **ONE-HALF PRICE.**



## SALE OF FURS

We are showing specially for holiday time a splendid assortment of high grade furs of ermine, mink, chinchilla, Persian lamb, Jap mink, beaver, etc.; very modest prices.

Ladies' fine fur scarfs, at **3.98**

A splendid variety of stylish scarfs, **4.98** at

Special showing of popular fur scarfs, **7.50** at

Ladies' elegant fur scarfs, at **9.98**



Ladies' 48-inch Covert Coat—Heavy winter covert, half satin lined, pleat and tourist back, very stylish **9.98** and a special Monday value, at **9.98**

Ladies' 48-inch Heavy Cheviot Coat—Venetian 1/2 lining, Belgian **6.98** sable collar, at **6.98**

Fine Long Loose Black Broadcloth Coat—The stunning coat of the season—ultra fashionable, at—

**\$19-24.50-\$29-\$35**

## Suggestions for Christmas Presents at 50c

Kid Gloves, Shopping Bags, Center Pieces, Pin Trays and Comb Trays, Fancy Pillow Tops, Men's Shirts, Card Cases, Tie Clasps, Ash Trays, Cigar Cutters, Scissors, Fancy Ink Wells, Needle Books, Toothpick Holders, Baby Chains, Beauty Pins, Napkin Rings, Box Handkerchiefs, Children's Cups, Cut Glass Pieces, Silverware, Cold Meat Forks.

**FIFTY CENTS.**

The Daintiest of Christmas Gifts

## HANDKERCHIEFS

An Almost Endless Array of Most Beautiful Styles.

The prettiest of Gift Handkerchiefs for ladies and men in plain Irish linen and fine Swiss embroidered; a hundred charming styles at, each **10c, 12c, 25c**

Ladies' Lace Edged and Hand Embroidered Handkerchiefs; high class novelties, mostly all samples and worth as high as \$1.00 each, at each **50c**

Pretty Lace and Embroidered Handkerchiefs, also plain white and fancy bordered, all widths of hems; worth up to 15c each, at each **3c and 5c**

Ladies' Fancy Silk Handkerchiefs in all colors; regularly worth 25c each, **10c** at each **25c and 50c**

Men's Fine Silk Initial Handkerchiefs; splendid presents worth 25c each, **10c** at each **25c and 50c**

Men's Japanette Handkerchiefs, with beautifully silk embroidered initials, all letters—at, each **6c**

Handkerchiefs in Boxes—Ladies' and men's cotton and all pure linen initial handkerchiefs, in fancy box, at, each **50c-75c-1.39**

## HOLIDAY NECKWEAR

Hundreds of styles of the newest, most charming neckwear, dainty effects for holiday time, in embroidered and lace Turnovers, Stocks, Tabs and Jabbeaux—white, ecrú and fancy colors, at—**10c-15c-25c**

Ladies' and children's large Lace Cape Collars—all of them samples—worth up to \$1.50 each, at—each **69c**

**LADIES' KID GLOVES FOR XMAS**

We are showing the newest importations of Ferrin's, Monarchs, Dent's, Franchon suede, etc.—street and evening shades—many long gloves—at **\$1, 1.50 up to 3.50**

Ladies' Fine Kid Gloves on Bargain Square—Latest correct shades, all sizes—make splendid gifts—at, pair **59c-69c**

## A Little List of Desirable Christmas Gifts

**\$1.00 at \$1.50** and

Silver Mounted Hair Brushes, Toilet Sets, Writing Sets, Trinet Boxes, Bread Trays, Umbrellas, Opera Bags, Chaffin Dishes, Ladies' Waists, Children's Fur Sets, Clocks, Magnifying Glasses, Silver Match Safes, Manicure Articles, Cigar Jars, Pint Flasks, Solid Gold Rings, Silk Mufflers, Military Hair Brushes, Cuff Buttons and Pins to Match, Baby Neck Chains, Satin Girdles and Belts, Cut Glass Pieces, Elegant Pocket-books and a thousand other suitable gifts.

**One Dollar and a Dollar and a Half**

## Gifts that delight every woman Jewelry Novelties

Our immense Jewelry section now occupies double its former space in the Annex. Thousands of the most charming novelties suitable for gifts for everybody. Prices are wonderfully low and every piece is thoroughly reliable.

A Providence, R. I. Mfgs. Entire Stock of Sterling Silver Novelties

All on sale on bargain square—3 piece sterling silver waist sets—worth 75c and \$1, at **25c**

50 styles sterling silver stick pins—worth 50c, **15c**

Gent's heavy sterling silver link cuff buttons, worth 50c and 75c a pair, at **25c**

Sterling silver hat pins, twenty-five styles, worth 25c and 35c, at each **15c**

Oxidized silver pin cabinets, at **25c**

Gent's sterling silver fobs warranted to wear, worth \$2, at **69c**

Sterling silver belt pins, worth 50c and 75c, at each **25c**

These prices represent just about half what exclusive jewelry stores ask you for solid gold jewelry.

Ladies' solid gold beauty pins, at per pair **49c**

Gent's solid gold link buttons, in Roman gold for monogram, at **1.49**

Gent's solid gold monogram rings, worth \$5.00, at **2.98**

Solid gold stick pins, a large variety to select from, at **75c**

Solid gold baby chains, 3/4 length—worth up to \$4.00, at **1.98**

Solid gold brooch pins, neat designs—will go at **1.98**

Bohemian garnets, warranted to be genuine—in sterling and gold mount—**1.49 to 7.50** ed. from

Solid Gold Bracelets, from **4.98 to \$15**

The most elegant showing of high class Leather Goods for Christmas trade, Japanese, Italian and Berlin Leather Novelties in splendid variety.

## DRESS GOODS FOR CHRISTMAS

Waistings on bargain square, yd. **25c**

Double Width Albatross and French Flannels, yd. **39c**

Fine Imported Dress Goods; hundreds of pieces of black and all colors; finest winter dress goods and cloths; regularly \$1.50 grades; also 4 1/2 inch cream broadcloth, yd. **69c**

Fine Silk and Wool, fancy weaves, Cloth Suitings, Scotch mixtures, also 4 1/2 inch Sulzberg, and 1 1/2 grade; bargain square, yd. **49c**

In regular department—48-inch Black Silk Gloria; 75c grade; yd. **39c**

48 All-Wool Bleached, Nun's Veiling, yd. **37c**

Up-to-Date Weaves, all stylish colors, regular \$1.00 and \$1.25 grades, also black and cream, at, yd. **85c**

## Big Sale Sample Pipes

A great eastern pipe factory closed out to us all their salesmen's samples at just one-half factory cost. We place them on sale on bargain squares in the Arcade.

Assorted Briar Pipes, all shapes and sizes, worth up to \$1.50 in a box, at **15c**

Hand Carved French Briar Pipes, genuine amber, packed in cases, with \$1.50, **50c**

Old lot Case Pipes, some amber, some **25c**

Large Briar Case Pipes, genuine amber, mounted in silver and gold, arcade **1.50**

## Christmas Box Cigars

Langsdorf Perfecto, packed 25 in a box, at **35c**

Langsdorf Invincible, packed 25 in a box, at **45c**

Baronet Hall Diplomas, packed 25 in a tin, at **35c**

Baronet Hall Sublime, packed 25 in wood, at **25c**

Gaiety, packed 25 in tin case, at **35c**

Gaiety Panatela, packed 50 in a box, at **35c**

A. B. C. Regalia, packed 25 in a box, at **35c**

Jap. Rose Christmas Club, packed 25 in a box, at **35c**

J. G. Blaine, packed 25 in a box, at **35c**

**BRANDEIS "BOSTON STORE" & SONS** 100 Calling Cards 39c

## NOW ON SALE

Entire High Class Stock of Men's OVERCOATS and SUITS From PEASE BROS. CO. Who Retired from Clothing Business

## AT JUST HALF PEASE BROS. PRICES

Greatest Sale of High Art Apparel Ever Held in the West.

**1/2 Price**

## Rugs for Christmas

We are showing specially for Christmas an exceptionally fine line of small rugs in Axminster, Smyrna and Wilton. No Christmas gift could be more welcome.

Fine Wilton Rug—In size 27x54—**3.98** at

Smyrna Rugs—Size 26x54—**\$2** Axminster Rug—27x60—**2.50**

FUR RUGS—All our Fur Rugs go in three lots—worth up to \$10.00—go at—**1.98-2.98-3.50** each

CARPET SWEEPERS—Prices **1.69 to \$5** from

**BRANDEIS "BOSTON STORE" & SONS** 100 Calling Cards 39c

## SILKS FOR CHRISTMAS

Several hundred new pieces Fine Silks; bright pretty colors, many elegant white silks, black silks, plain and changeable tafeta waist and dress silks, **49c and 69c** only.

11-50 Crepe De Chine at 45c; 50 pieces fine 24-inch Silk Crepe De Chine in all the dainty light shades, best \$1.00 and \$1.50 crepes, at only **85c**

11-50 Black Taffeta, 27 inches wide, only **79c**

11-50 Black Beau De Sable, 28 inches wide, only **\$1.29**