

CHRISTMAS EXPOSITION WEEK



Begin Monday

to do your Christmas shopping. Buy while our stocks are fresh and complete; shop while the store is not overcrowded. Only 19 more days to buy.



Holiday Stocks

Are All Ready
Two great stores filled with beautiful and useful Christmas gifts. Only 19 more shopping days before Christmas.



BRING YOUR CHRISTMAS LISTS TO BRANDEIS

Of course you want your Christmas money to go just as far as possible. Every dollar does better service at Brandeis—you can select here from the largest stocks of high grade holiday goods. You can get more desirable presents for less money than you ever could before.

Brandeis is truly the Christmas store for everybody

Appropriate Gifts FOR CHRISTMAS In Our Jewelry Section

The reason we are selling more jewelry novelties than any two houses in Omaha is because we are showing the daintiest, newest things in jewelry, the prettiest imported wares bought in Paris by our own buyers, and the finest lines of leather goods in the west.

Jewel Cases—(made by the well known Roger Bros.) lined with silk in rose and blue—also glove boxes, handkerchief boxes, etc., of pure silver on quadruple plate—baskets, bon bons, flasks, etc.—

\$2 to \$20
Gent's Smoking Sets—Silver plate, brass and bronze, at **2.50 to \$20**

Imported Music Rolls—Fancy leather, fitted with mirror and powder puff, at each **\$5**

Ladies' Toilet Sets—Made by International Silver Co., and fully warranted to wear—large size mirror, brush and comb, in handsome new designs, Jeweler's prices **\$10 and \$12, at 6.98**

Gent's Military Sets, at **\$6**
Gent's Manicure Sets, at **\$5**
Gent's Traveling Cases, at **\$5**

Ladies' Imported Wrist Bags and carriage bags, finest Russian goat and calf—

\$3 to \$25

ADVANCE SALE OF SILKS

For the Holidays

4,500 yards new printed and plain Crepe de Chine, for scarfs, waists, etc., coin dots, Persian patterns, border and floral effects—full twenty-four inches wide, on bargain square **69c-49c**

New Fancy Silks and Plaid Silks, Chiffon Taffetas, Peau de Reine, etc., worth \$1 yard, at, yard **49c**

Black 36-inch guaranteed Taffeta. We will make up any of the petticoats sold to measure by a competent dressmaker for \$1.50. Just the thing, perhaps, for a holiday gift, worth \$1.35 yard, for Monday, yard **87½c**

2,500 yards of all kinds of Silk Remnants, 5 to 20 yards, worth \$1, at, yard **39c**

Monday Specials in LINENS

50c Bleached and Half Bleached Table Damask, yard **39c**

30c Bleached Table Damask, yard **19c**

6c Bleached Cotton Toweling, yard **3c**

10c Hemmed Huck Towels, each **6½c**

10-inch Hemstitched Dollies, each **1c**

Extra large bleached and unbleached Turkish Towels, worth 15c, each **10c**

TOYLAND

In Our Great BASEMENT
Thousands of all New, Up-to-Date Toys and Pretty Dolls.
See the Beautiful Display.

BRANDEIS

CHRISTMAS HANDKERCHIE'S

All pure linen—our own importation—ladies and men's sizes—many sheer linen and hand embroidered initialed—2 special bargains Monday—

12½c - 25c

Plain and Fancy ALL SILK RIBBONS

All widths of taffetas, satin taffetas—Dresden and floral designs—also newest silk plaid ribbons, at, yard **10c-15c-25c**

Ladies' Long Gloves for Christmas—8, 12 and 16-button lengths—newest street and evening shades—very best makes, including Per-rin's, Reynier's, etc., at, **1.98-3.50**

LACE SPECIALS

45-inch fine figured and dotted lace nets—latest novelties for waists and robes—white and cream **59c-75c-98c** at, yard **5c-7½c-10c**

Fine French Valenciennes, Mechlin and Maltese Laces, Insertions and Beadings—many widths to match—special, at, yard **5c-7½c-10c**

Dress Goods

At prices never before equalled for new fall and winter fabrics. 75c, 44-in. Cream Mohair, at, yard **39c**

50 pieces of superior grade black fancy batiste, nun's veiling, crepe, etc., at, yard **29c**

50c and 75c Fancy Waistings and Silk Stripes Challies—Make a very pretty gift, at, yard **25c**

150 pieces of silk Eolienne, silk crepe, chamelion Eolienne for party and street wear, \$1.50 grade, yd **49c**

A jobber's broken line at 50c on the dollar, plaids, serges, granites, Panamas, mohairs, etc., at yd. **45c**

All French dress patterns bought by our buyers in Europe, sold without regard to cost—silk marquissettes, silk shadow plaids, English and Scotch Suitings.

BOOKS

FOR

CHRISTMAS

We've recently opened a complete book department—book store rather—occupying more space and containing more stock than any in Omaha. We're showing all the best gift books and new books for this year's holiday season.

Come and inspect this immense stock and see the Bargains we're offering

BRANDEIS

GREATEST FUR SALE

EVER HELD BY A WESTERN HOUSE

GENUINE ERMINE, BLENDING MINK, NATURAL MINK, BLACK LYNX, KOLENSKI, JAP MARTEN, RUSSIAN SABLE, BLENDING HUDSON BAY SABLE, BLUE LYNX, CHINCHILLA, FOX MARTEN, BEAVER, SIBERIAN SQUIRREL.



FUR COATS, FUR JACKETS, FUR SCARFS, ZANAS, THROWS, FOUR-IN-HANDS, FELLOW MUFFS, FUR SETS, CHILDREN'S FUR PIECES, FUR BELOW VALUE

A backward season left a N. Y. manufacturer with a large percentage of his finest fur pieces late in November. He couldn't afford to keep the furs on his hands and he needed ready money so badly that he sold to us at less than really high class furs were ever before sold on the New York market.

Every Coat, Scarf and Muff is new, beautifully made and very fashionable. We priced them away below what they should be marked. Just a few of the specials are mentioned here. The Fur Department has been enlarged for this selling event and special salespeople who know all about fine furs will be in attendance.

- Near Seal Jackets, worth up to \$35.00, **24.50**
- Guaranteed Astrakhan Jackets, select values, worth \$37.50, at **24.50**
- Blended Brook Mink Jackets, Prince Chap blouse and reefer style, worth \$65.00, at **45.00**
- Natural dark grey Siberian Squirrel Blouse, worth \$85.00, at **69.00**
- Russian Pony Skin Novelty Jackets, worth \$55.00, at **59.00**
- One Seal Skin (genuine), worth \$175.00, long, worth \$275.00, at **98**
- One dyed Otter, extra select skins, worth \$250.00, at **185**
- One Extra Select Seal Skin Coat, 24-in. long, worth \$275.00, at **198**
- One 44-inch Loose Blended Squirrel, very swell, \$198.00 coat, at **135**
- Choice of 10 guaranteed Astrakhan Capes, 30 inches long, worth up to \$30.00, at **17.50**
- One fine Persian lamb Blouse Jacket, with chinchilla revers and collar, worth \$250.00, **169**
- Cluster Scarfs, Zanas and doubles in Brook Mink, Canadian Marten, Blended Coney, worth up to \$4.00, at **1.98**
- Ladies' fine Scarfs, in imitation of ermine, chinchilla, Australian Marten, Blended Brook Mink, Squirrel, etc., worth up to \$5.00, at **2.98**
- Fine Fur Scarfs, in Isabella and Sable Fox, genuine and Canadian Martens, natural and blended squirrel, etc., worth up to \$10, at **4.98**
- 200 stylish scarfs, in double fox, Jap mink, beavers, etc.—pretty Zanas and scarf styles, worth up to \$12.50, at **6.98**
- Fine Scarfs, in all the most popular and stylish furs and shapes, worth as high as \$20.00 each, at **9.98**
- Blended and Brook Mink Muffs, with 8 stripes, at **3.98**
- Natural Siberian Squirrel Muff **4.98**
- Blended Siberian Squirrel Muff **7.50 and 9.98**
- Mink Muffs, in 2 to 5 stripes, **17.50 to 24.50**
- Children's Furs from this purchase, including all the samples and odd sets, worth in many cases up to double what we ask.
- Pillow Muff and Fancy Scarfs to match, in all the popular furs, at prices, \$4.98, \$7.50, \$9.98, \$12.50, \$24.50, \$39.00 and up to \$98.00 each.
- Black Broadcloth Cloaks
The favorite style in tailored coats of the year—in loose or form-fitting effects—**14.85 to \$25**
- Ladies' Black Novelty Cloth Coats—stunning styles—a splendid value, at **9.98**
- Two Basement Specials
Fur Scarfs that sell regularly at \$1.50, **69c**
- Small fur neck pieces, clusters with doubles, worth \$2.00, at **98c**

TO MAKE ROOM FOR THE TOYS Grand Sacrifice Sale in Basement

Monday will be the biggest grand slaughter of staple dry goods ever attempted by any store. Thousands of dollars worth of goods in the basement will be sacrificed at almost ridiculous bargains in order to make room for our immense Toy Bazaar.

- All the Swansdown Flannel Remnants that have sold all season at 5c a yard will go, per remnant **1c**
- All the standard prints in mill remnants, usual price 5c yard, will go at yard **2c**
- All the yard wide heavy Wrapper Flannel that usually sells at 15c a yard, will go at, a yard **5c**
- All the Cotton Challie remnants that usually sells at 5c a yard will go at **1c**
- All the Comfort Cretonne Remnants that usually sell at 12½c a yard will go at, a yard **3½c**
- All the 7½c quality Outing Flannel in light and dark colors, at, a yard **5c**
- All the double fleece Bath Robe Flannel that usually sells at 19c a yard, will go at **6½c**
- All the fleece back Flannel remnants, usually sell at 10c yard, go at, yd. **3½c**

Always the Best Values in Omaha—Strictly High Grade

RUGS and CARPETS

in Our Complete, Up-to-Date Dept. Second floor, old store

27x60 Axminster Rugs, regular \$3.50 values, Monday, at **2.25**

36x72 Axminster Rugs, regular \$5 values, at **3.50**

Sample Rugs, 1½ yards long, all fringed, \$2.50 values, at **1.25**

Ingrain Carpet, regular 50c values, at, per yard **35c**

MILLINERY

Ladies' Stunning \$25.00 Hats at \$5.00—These hats are many of them models from Mme. Rebox, a famous 6th Ave. milliner—others are beautiful copies of winter modes in Paris Pattern Hats; trimmings are of long ostrich plumes, aigrettes, etc., price **\$5**

Ladies' \$10 Hats at \$2.50—Made on silk velvet frames, latest fashionable trimmings **2.50**

Ladies' \$5 Hats at \$1—Right up to date and extremely becoming styles in this lot—genuine bargains at **\$1**

LADIES' FINE SHOES

The Red Cross Shoes for ladies—need no breaking in—the sole bends with the foot—absolute comfort—makes walking easy—a favorite throughout the United States, at **\$4.00**

The Phit Eezi Shoe for ladies at **3.50**

Dr. Reed's Cushion Sole Shoes for Ladies—Combines absolute style with perfect comfort. The price is pair **\$5**

HANDSOME GIFTS

In Our New China Section West Arcade—New Store

Russian Jardinieres—Highly polished hand made brass—rich and beautiful in appearance and extremely practical. To introduce this new line we offer a 20 per cent discount on every jardiner.

Cut Glass—In beautiful, rich cuts—and the greatest variety of prices from the large brilliant pieces to the dainty little things that make pretty little gifts. Prices are very moderate.

Have Your Eyes Tested by Our Expert Optician—OPTICAL DEPT. New Store.