

Store Open Evenings



Brandeis is Acknowledged to be Omaha's Christmas Center

Thousands of gift buyers make this their headquarters every day because it is the biggest, the brightest, the airiest and the best conducted store in the west.

Every Day Is a Big Bargain Day in Christmas Gifts at Brandeis

Come tonight or early in the morning. See the most magnificent Holiday decorations ever shown by any store in the west.

- See the Street Pageant with Santa Claus in his Castle of Ice. See the Brilliant Window Displays. See the galloping Reindeer. See the Holy City. See the Circus of Teddy Bears. See the big Toyland. See the Dolls' Wedding. See the Dolls' Military Ball. See Santa Claus and the Messenger Boy.

Brandeis Has the Largest and Most Complete Stock in Omaha of Gift Handkerch'fs

- Men's all linen Initial Handkerchiefs, with corded borders and all over patterns, at each 25c. Men's Pure Irish Linen Handkerchiefs, all widths of hems, 15-25-49c. Children's Handkerchiefs—3 in fancy box, neatly hemstitched, per box 10c. Men's Silk Handkerchiefs, with fancy borders, at each 15c-25c. Ladies' and Men's All Linen Handkerchiefs, sheer quality, at 10c. Ladies' Hand Embroidered All Linen Initial Handkerchiefs, at each 15c. Ladies' French Hand Embroidered Initial Handkerchiefs, each 35c. All colors up to five-inch width, many worth up to twenty-five cents yard, at 7 1/2c-10c-15c.

Christmas Gloves

- KID GLOVES are presents that can't go wrong. Buy a KID GLOVE BOND for a gift and the recipient can come to the store and be fitted in gloves of her own selection. Fancy Glove Boxes with Christmas Gloves. WOMEN'S LONG GLOVES—Elbow length, real Grenobles kid, in all the newest shades of tan, brown, red, navy and gray, also black and white, worth \$3.50, every pair fitted—2.48. WOMEN'S TWO-CLASP GLOVES—Finest selected German lambskin, in black, brown, tan, all sizes, worth \$1.25—bargain square, at 98c. LADIES' AND CHILDREN'S KID MITTENS—Fleece lined and fur trimmed, all sizes, worth 75c—49c.

Come and Visit the Most Beautiful TOYLAND YOU HAVE EVER BEHELD

- Child's Color Kit—Composed of water color prints, crayons, drawing cards, stencils and colored pictures—an elegant gift for a child—at a set 98c. Toy Pop Cannon—Shoots corks and rubber balls, large size—at each 49c. Full Line Christmas Tree Ornaments—Candies and candle holders—many special values for Thursday at 2c, 5c, 10c. Imported Toy Airships—An interesting toy—special for Thursday at 15c. Large Size Girl's Toy Range—\$1.50 size at 88c. The Busy Cookies—One of the newest mechanical toys—sells for 35c—special for Thursday 15c. Book Banks—The kind that saves money—at each 35c. A Whole Menagerie of Teddy Bears—The imported kind, with soft fur and smart expressions—a good one for 39c. Larger Ones at 49c to 98c and up to \$10.



Oriental Rug Sale

With the greatest bargains in rich, beautiful rugs ever known in western history. A great purchase Next Saturday at BRANDEIS



OMAHA'S PURE FOOD CENTER

Open Every Night Until Christmas

Restaurant on 2d Floor

Tasty Cooking

Moderate Prices

Wines

Let some one else look after your dinner if you wish, but look after the wines yourself. Our stock of family 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 Champagnes imported and domestic. In fact all the best brands of liquors, wines and cordials, to greet the Christmas and toast the New Year. Special Christmas present with every gallon purchase. Owl Hollow, full quart, 40c. Wilson Whiskey (That's All), 75c. Comet Whiskey, 60c.

Bakery Department

- Christmas Cakes, each 50c. Fine Fruit Cakes, per lb. 85c. Maranque Shell, per doz. \$1.50. Marzipan Dainties, per lb. 50c. Pound Cakes, each 75c. Almond Macaroons, per lb. 50c. Imperial Macaroons, per lb. 40c. Coconut Macaroons, per lb. 40c. Kisses, per lb. 40c. Lady Fingers, per lb. 40c. car-load of Christmas trees, means a tree for everyone. Tree trimmings. Tree candles. Plum Puddings, each 15c-20c-25c-35c. Plum Pudding Sauce, 10c-15c-20c. Mince Meat, quart jars, each 65c. Mince Meat, 1/2 gallon, \$1.10. Crystallized Apricots, per lb. 60c. Crystallized Cherries, per lb. 60c. Crystallized, assorted, per lb. 50c. Fine Candles, Preserves in Jars, 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 with which to welcome the Yuletide.



17th and Douglas Streets. Telephone Douglas 947. Private Exchange Connects All Dept.

Useful Presents

Christmas Footwear

- What could be more acceptable or useful than a pair of fine shoes or slippers? Our display of Christmas footwear surpasses anything heretofore shown in Nebraska. For Men: There are handsome street and dress boots with the new Cuban heel and narrow toe, beautiful slippers, sandals and Oxford in dainty styles. In fact many pretty concepts for footwear. For Women: Dancing pumps, house slippers, dress shoes or shoes for business wear. For Boys and Misses: We have many beautiful things in footwear for the youngsters—patented leather dancing pumps, leggings, rubber boots, etc. etc.

Drexel Shoe Co.

1419 Farnam St.

Ladies' Christmas Presents FREE

We have left over from last year a large assortment of Bique ware, Imported Japanese, Austrian and Italian articles useful and ornamental. Many of these articles retail for twice as much as we get for the wine or liquor alone. They must be closed out at once. A present for every purchaser of 80c or more. Come in and pick them out yourself. California Parts, Sherries, Muscatels, Catawbas, 50c, 60c, 75c per quart. Weldon Springs and Jackdaw Whiskey; \$1.00 and \$1.25 full quart.

Cackley Bros.

Phone Douglas 1145, Opp. Post Office.

Mrs. Winslow's Soothing Syrup

It has been used for over SIXTY YEARS for the relief of CHILDREN'S COLIC, BRUISES, SCALDS, SORE THROATS, INFLUENZA, HOARSENESS, AND ALL AFFECTIONS OF THE THROAT AND LUNGS. It is the best remedy for DIARRHOEA, and is especially adapted for the relief of the little ones. It is a safe and reliable remedy, and is sold by all druggists. It is a great relief to the mother and a blessing to the child. It is a sure cure for all the above mentioned ailments. It is a great relief to the mother and a blessing to the child. It is a sure cure for all the above mentioned ailments. It is a great relief to the mother and a blessing to the child. It is a sure cure for all the above mentioned ailments.

STORE OPEN EVENINGS

JUST 5 SHOPPING DAYS

BENNETT'S THURSDAY'S CHRISTMAS NEWS

The tender sentiment—gift giving—finds a rich and complete opportunity for expression in our enlarged book sections or in the exquisite China department. Time's getting short; hurry!

CHARMING GIFT IDEAS IN CHINA SECTION

- Cut Star Water Set, new art cutting, six tumblers and jug, set \$2.98. Fine German Steins, five hundred to choose from, fifty cents to five dollars. An extra special for Thursday's Sale 29c. DINNERWARE! Dinnerware! DINNERWARE! Dinnerware to make every feminine heart rejoice, sixty patterns on display; biggest values we have ever shown; all prices cut for Thursday. See our extraordinary pre-Christmas Special Thursday at \$10. EXTRAORDINARY CHRISTMAS GIFT VALUES IN CUT GLASS. A two quart jug for \$3.98. ELECTROLIERS About fifty different styles, 20% OFF. All Russian Hammered Brass Jardiniers, 33 1/2% OFF. Prudigous values in China Art Brics-a-Brac 33 1/2% OFF.

CHRISTMAS UMBRELLAS

- Large Pearl and Ivory Handed Umbrellas, with Sterling Silver and fine Gold trimmings, silk and linen covers, every one a regular \$5 Umbrella, Thursday only at 2.98. Men's single box Holiday Suspenders, worth 75c, 50c. Men's fine silk, four-hand ties, regular 50c silks special at 35c. Three for \$1.00. Men's fine silk reefers and mufflers, black, white and popular colors, \$1.50, \$1.00, 75c and 50c. Men's fine shirts, plain or pleated, cuffs attached or detached, latest imported shirtings, regular \$2.00 value, special \$1.50.

MORE TOYS RAGING DISCOUNTS--THURSDAY

- TOOL CHESTS 25% Discount. DOLL BEDS 68c Doll Bed 50c \$1.50 Doll Bed, brass trimmed, good spring at \$1.19. TOY GRAND PIANOS \$4.68 value, sale price \$3.50. TOY CARPET SWEEPERS 25c Kind 15c 35c Kind 25c 48c Kind 35c. DOLL HOUSES 35c Doll Houses 25c 50c Doll Houses 35c \$2.75 Doll Houses \$1.98. PRINTING PRESSES From 25c up to \$8.00 25% Discount.

BOOKS FOR BOYS

- Henty and Alger books 19c 75c Books, 39c. ANOTHER BIG SALE OF POSTAL ALBUMS. Postal Card Albums, at \$1.95, \$1.25, 79c, 49c, 25c, 19c and 9c. Holly Wreaths 15c each Main Entrance.

One Price FURS

- Fur sets, scarfs, throws, ties and muffs at one-half regular price. Come and see them. Sable Fox, Beaver, Isabella Fox, Chinchilla, Black Lynx, Siberian Squirrel, Jap Mink, White Fox, Mink, Ermine, Martin, Kolinsky, Broadtail, Astrakhan.

SHOES

- Double Green Trading Stamps on Articles, Hubs, Alaska Boots. Special prices on men's 8, 10, 12-inch, solid leather storm boots, just the thing for drivers, linemen, etc. \$4.50 value, for \$3.20 \$5.00 value, for \$4.30 \$6.00 value, for \$5.30. MISSES' AND CHILDREN'S STORM BOOTS. Cork filled soles, box calf uppers, keep the little limbs and feet warm, sizes 8 1/2 to 11. \$2.25 Sizes 11 1/2 to 2. \$2.50 And double green trading stamps. MEN'S HOLIDAY SLIPPERS 59c, 98c, \$1.25, \$1.50, and \$2.00.

Open Evenings Until Christmas



Don't Fail to Visit Toyland

Most Convenient, Profitable Place to Buy



See Santa Claus and Teddy G., The Living King of All the TEDDY BEARS Every Day in Toyland

Special Bargains in TOYS, GAMES, DOLLS, DOLL FURNITURE, SLEDS, VELOCIPEDS, and WAGONS, ETC.

Grand Sale of Sample Umbrellas

A purchase of over 2,000 fine Umbrellas—Great assortment of handles, including Sterling, Gold Plated, Ivory, Pearl, Pearl Inlaid, Horn, all sorts of fancy woods, etc., finest silk, or silk and linen covers, taped or hemmed edge, and best steel frames—On Sale Thursday at—

ABOUT HALF REGULAR PRICE

- Men's and Ladies' Umbrellas—With fancy horn and metal handles—value up to \$3.00—choice, \$1.50. Men's and Ladies' Umbrellas—Big range of fancy handles—values to \$4.00—Thursday, \$1.98. Men's and Ladies' Umbrellas—Worth regularly to \$5.00—choice, \$2.50 and \$2.98. EXTRA SPECIAL—100 men's and ladies' Umbrellas with handsome silver or gold plated handles—best silk taped edge covers—regular values up to \$10.00—on sale, beginning at 9:30 a. m. Thursday, while they last, at \$3.98. Misses' and Children's Umbrellas—in splendid assortment of fancy horn and metal handles—sizes 20, 22 and 24 inches—great bargains at these prices 49c, 98c, \$1.50. NEVER BEFORE HAVE SUCH BARGAINS BEEN OFFERED. THEY'LL MAKE SPLENDID GIFTS. COME EARLY THURSDAY.

When in Doubt Give Books Closing Out All Books at Deeply Cut Prices

- Buy Your Holiday Books Early, Before the Lines are Broken. ALL 25c STANDARD 12 MO. BOOKS ON SALE AT 12 1/2c. Including Complete Line of the Very Best Authors. All 55c Boys' and Girls' Books—including Henty's, Alger's Otis and Carey books, \$17 1/2c. The Fanny Books—Regular 75c value, at 49c. Eugene Field's Books—Regular \$1.25 values, at 89c. Louisa M. Alcott's Works—(Illustrated)—\$1.75 values, \$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 and \$1.25 values, at 35c. BIG LINE OF GILT TOP 16 MO. BOOKS GO AT 17 1/2c. Famous Tales of Sea, of Land, of War, of Heroism, Occult Tales, Etc.—in this sale at 17 1/2c. The Riley Books—Fully illustrated—Love's Lyrics, Saving o' Cheer, Child Rhymes, A Defective Santa Claus, etc., \$80c. Ella Wheeler Wilcox's Works—Regular \$1.25 values, \$89c. Padded Poets—\$1.00 to \$2.25 values, \$1.89, 98c, 89c, 79c. The Waldorf Library—Regular 75c edition, 39c. All Pepper Books—On sale at 89c. All Elsie Books, 69c. BIBLES, PRAYER BOOKS AND SETS AT 25 PER CENT DISCOUNT. Kipling's Works—Regular 75c and \$1.25 values, at 35c.

- All Kinds of Fine FUR GARMENTS Coats, Scarfs, Capes Etc., On Sale to Close AT 25 TO 33 1/2 PER CENT LESS THAN REGULAR RETAIL PRICES. 20% DISCOUNT On All GRIPS AND SUIT CASES From now until Christmas FANCY VESTS AND SMOKING JACKETS At Special Bargain Prices.

A Splendid Line of Christmas Slippers

on Sale Thursday at Special Bargain Prices BOYS' KNEE PANTS SUITS—Regular values to \$4.00—Thursday \$2.95. SMOKING JACKETS—A splendid assortment, in all styles and colors—greatly underpriced at \$2.95 to \$5.00.

CHRISTMAS TREE ORNAMENTS AT HALF PRICE

We find that we are overstocked on Christmas Tree Ornaments and in order to clean up we have cut the prices in half. 2c Tree Ornaments, 1c 7c Tree Ornaments, 3 1/2c 4c Tree Ornaments, 2c 10c Tree Ornaments, 5c 5c Tree Ornaments, 2 1/2c 15c Tree Ornaments, 7 1/2c. Come to Hayden's for Tree Decorations.

For Your Christmas Supplies See Hayden's First

- The Best Fancy Mixed New Buts, nothing finer, per pound 15c. Extra Fancy 150 Size Highland Navel Oranges, sweet and juicy, per dozen 85c. Fancy New Halloween Dates, per lb. 7 1/2c. Fancy Arabian Fard Dates, per lb. 12 1/2c. Fancy 7 Crown Layer Figs, per lb. 11c. New York Catawba Grapes, per basket 20c. Kumquats, per basket 20c. Cape God Cranberries, per quart 7 1/2c. Fresh Roasted Peanuts, per quart 7 1/2c. 2 Heads French Leaf Hothouse Lettuce 5c. 2 Bunches French Leaf Hothouse Lettuce 5c. Fancy Head Lettuce, worth 7c 5c. 1 lb. Jar Pure Fruit Preserves, 8 1/2c. Fancy Stuffed or Plain Olives, per bottle 17 1/2c. Fancy Pickles, assorted kinds, per bottle 8 1/2c. Worcester Sauce, per bottle 8 1/2c. Fancy Cookies, assorted kinds, per pound 23 1/2c. The Best Soda or Oyster Crackers 10c. 1 pkg. Seeded Raisins 20c. Mungstet Layer Raisins, per lb. 10c. Cleaned Currants, per lb. 10c. Fancy California Prunes, per can 8 1/2c. Peanut Butter, per jar 3c. Fancy Creamery Butter, per lb. 35c. Fancy Country Butter, per lb. 25c. Cheese, per lb. 20c. Fancy Full Cream Wisconsin Cheese, per lb. 17 1/2c. 4 lb. Packs Best Fancy High Patent Flour 11 1/2c. 21 lb. Best Granulated Sugar 11.00.

At Hayden's Meat Department--12 lbs. Leaf Lard From 7 Till 9 P. M. \$1.00

TRY HAYDEN'S FIRST