

We Welcome the Women, the Men and the Children of the Great West to
 Omaha's Brilliant Holiday Headquarters at Brandeis Stores

The Buying Center for Christmas Gifts and Winter Wear

Make the most of your Christmas money this year. Buy your gifts where you get the biggest bargains. Christmas shopping is a pleasure and a comfort in this great, well lighted, well ventilated store. 1,000 polite clerks to wait upon you. Shop early.

We Invite All Visitors to the Corn Show to Make Themselves at Home in This Store.

Check your baggage and parcels free—free waiting rooms and rest rooms, with all modern conveniences (maids in attendance.) Checks on all banks cashed free. Branch station U. S. Postoffice—Main floor. Best moderate priced restaurant and lunch counter in Omaha.



The Most Beautiful Store Decorations Ever Seen in the West

The spirit of the Corn Show and the Holiday Season carried out in brilliant lights and decorations. Big, beautiful Toyland in the basement. See Santa Claus in his own house. He has a gift for every boy or girl. See the dolls' Ak-Sar-Ben Ball and Coronation.

TAKE ADVANTAGE OF THE LOW RAILROAD RATES TO OMAHA THIS WEEK

It is Quicker, Easier & More Satisfactory Christmas Shopping by Our Transfer System

Ask for transfer slip at the first counter you buy. Use the same slip for every purchase and you can pay for all purchases at the transfer desk and get your parcels. The system is accurate, and you can save time and worry.



You Can Save Your Railroad Fare and all of your expenses in Omaha if you do your buying here.

Beginning Monday, December 20th, Store Will Be Open Evenings Until Christmas.

Gifts of Jewelry

To please a woman best give her a Christmas present of jewelry.



Women's Brilliant Hat Pins—finest white stones... \$1.00 to \$3.00
 Fancy Belt Pins and Brooches \$1.00 to \$2.50
 Gold Filled Bracelets—very pretty, \$1 to \$20
 Rogers Bros. 1847 Silver, in mahogany case, velvet lined—6 hollow handle knives, 6 forks, 12 teaspoons, 6 butter knives, 6 table spoons, 6 cold meat forks, vintage design... \$25.00
 The prettiest toilet sets—comb, brush and mirror, at set... \$1.25 up to \$10.00
 International silver comb, brush and mirror set in fancy box, 5-year guarantee—grey finish, worth \$10, at... \$4.98
 Great sale of women's and men's watches at about one-half jeweler's prices.

This Is A Genuine Fairyland of Toys for the Little Folks. A Greater Display, a Larger Variety and Actually Lower Prices than anywhere else in the West

Combination Black Boards and Writing Desks, at 75c to \$2.98
 Black Boards to hang on the wall, at... 15c, 25c and 98c
 Ives Miniature Railways, 98c-\$1.10
 Mechanical Toys, the kind that do not break, at... 10c to \$1.50
 New This Year.
 Performing Clowns, at... 49c
 Performing Bears, at... \$1.50
 Balloon Ascensions... 98c
 Flying Willie, at... 10c
 Count Zeppelin Air Ship... 49c
 New Automobiles... 10c to 49c
 Play Store Registers; shows the amount of each purchase... 49c
 \$2.50 Electrical Train on track, complete, at... \$1.29
 Moving Picture Machines, complete 98c
 Beds, Cradles and Go-Carts 25c to \$1.00
 All steel rubber tired handcars for children—All doctors recommend these for health builders, at \$3.50, \$3.98 and... \$4.98
 Special for Monday—Imported Mechanical Trains, with brake, 6 piece track, tender and two passenger cars, at... 49c
 Steam Engines... 39c up to \$12.50
 Mechanical Trains, with track—one set in a nice box, special, at, a set... 29c
 Boats that sail on the water, at, each... 25c, 49c and \$1.25
 Bradley's Puzzles; 50-piece set; Monday, at... 10c
 60-piece set, at... 15c
 Teddy in the African Jungle—A new painting set, with stamps of animals, etc., at... 48c
 Billiken Dolls; make everybody laugh, at... 49c and 98c
 Humpty Dumpty Circus Sets, at 98c up to... \$10.00
 A Real Gun; shoots a cork or rubber ball, each... 25c
 Beautiful, large size Dressed Dolls; positively worth \$2 each, at... 98c
 \$1 Dressed Dolls; perfect samples, 49c
 50c Dressed Dolls, at... 25c
 25c Dressed Dolls, at... 15c



Xmas Handkerchiefs

Brandeis gift handkerchiefs are much better quality and lower priced than anywhere else in Omaha.

Real Madeira and French hand embroidered; very fine linen and very dainty, worth up to \$1.50, at 50c, 69c & 98c

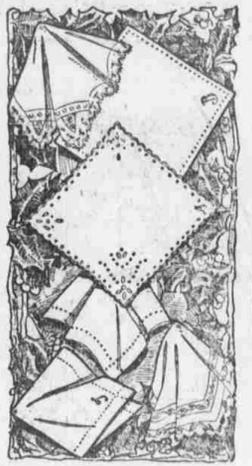
Women's and men's pure Irish linen handkerchiefs—embroidered, scalloped and hemstitched borders, hand drawn work, etc., worth up to 50c, at, each... 25c

Women's fine embroidered and hemstitched, also men's hemstitched and pure Irish linen handkerchiefs; full size—worth up to 25c, each, at... 15c

Women's and men's silk handkerchiefs—fancy silk embroidered, silk embroidered initials—printed designs, etc., at, each... 25c

Women's hand embroidered, initial handkerchiefs, pure Irish linen, neat script and English letters, etc., 6 in fancy box, at, box 50c, 75c, \$1.00 and... \$1.50

Men's hand embroidered initial handkerchiefs—pure Irish linen and fine cambric—six in fancy box, at, a box... 59c, 85c and \$1.50



CHRISTMAS GIFTS OF KID GLOVES



Women's 2-clasp, real Grenoble kid gloves; heavy embroidered or Paris Point stitching. Celebrated "Perrins & Pownes"—in all the new shades, fitted to the hand; main glove counter; pair, at...

\$1.50 and \$2.00

Women's 1 and 2-clasp kid, cape and mocha gloves; main glove counter, pair, at... \$1.00
 Women's 2-clasp, \$1.25 kid gloves; tan, mode, grey, brown, black and white; bargain square, pair... 69c
 Women's and children's rough rider gloves; fleeced lined and unlined, pair, at... 50c

Women's Christmas Neckwear

Real Irish crochet and real cluny lace jabot, stocks, Dutch collars and coat sets, Oriental and Val. lace jabots, hand embroidered stocks, jabots, collar and coat sets, real hand run Spanish lace scarfs—worth 50c-\$1-\$2 up to \$10, at, each... \$10

Women's pure thread silk hosiery; plain and silk embroidered; black and all colors, pair 85c and \$1.50
 Women's pure Italian silk vests, each \$1.69 & \$2.50
 Men's pure thread silk hose; double soles; black and colors, at, a pair... 75c 98c and \$1.50

Toilet Articles, Etc., Drug Dept.

25c Lilac Talcum, can... 6c
 25c Santal Face Cream 14c
 50c Java Rice Powder... 85c
 \$1 Travelling Cases... 49c
 3 Hair Receivers for... 1.25
 Fancy Box Perfumes, special... 45c
 \$2.50 Travelling Cases... 1.98
 We have a large line of hair brushes at lowest prices. Watch for the extraordinary low prices in our drug, drug sundries and toilet articles department.

CIGARS
 25 Owl Cigars, per box 95c
 50 Capaduras, box... 1.05
 A Buster Brown Camera will satisfy the youngster... 98c
 We have triple shaving mirrors, from \$1.49 up to \$4.00
 Toilet Sets, consisting of comb, mirror and brush; all latest designs, prices up from... \$2.25
 Hand Mirrors of all descriptions; 12 hand mirrors Monday, special, at... 98c

Women's Net and Silk Waists



Chiffons, taffetas, mesalines, real Irish lace, cluny, silk nets, etc.—exquisite new styles for holiday time, colors and white—\$5, \$6.98, \$8.98, \$10, \$15 to \$35

Sweater Coats

Snug, warm and very stylish this season; reds, whites and oxfords; long and medium, at—
\$1.98 \$2.50 \$3.98 and \$5.00
 Women's and misses' dainty evening gowns and dancing frocks, at—
\$25 \$35 \$39 up to \$95



Negligees, Kimonos

Also dressing ensembles—pretty, practical, warm and very serviceable. Elderdown and Blanket Bath Robes; full cut shapies, at \$2.98 \$5.00 and... \$7.50
 House Jackets, Breakfast Blouses, Combing Jackets, etc.; pretty colorings and materials, at 98c and... \$1.50 \$1.98 and... \$2.98



Women's Silk Petticoats—\$5.00, \$6.98 and \$10.00.

CHRISTMAS APRONS
 All the dainty round and straight Aprons; many beautifully trimmed; bibs and bretelles, at 25c 50c 75c and... \$1.00

50c Wide Embroid'ry, 25c ya.

18 and 24-inch fine embroidered flouncings, skirtings and corset cover widths—in English eyelet, floral and shadow effects; worth up to 50c a yard, at, yard... **25c**

12c Laces and Insertions, 5c Yard

Fine French and German Val. laces and also platt Vals, torchons and cluny laces—new designs and many to match—many worth up to 12½c a yard, at... **5c**

Overcoats and Men's Suits

From the Great Surplus Stock of B. Rothschild & Co., Rochester, New York.

Very stylish and strictly up-to-date clothes from this special purchase, just in time for your selection before holidays. Actually worth up to \$32.50, at—
\$15-\$19

Greatest showing in Omaha of fine fur lined coats and fur coats.



Put Your Presents in Holly Boxes

They add greatly to the appearance of your gift—all shapes and sizes, 5c-10c-15c at, each...

Practical Christmas Gifts for Men

A man never thinks to buy what he needs—do it for him Christmas.

Men's fancy vests, wash vests, white vests, flannels, mercerized, etc., special, at... 98c
 Men's Smoking Jackets and House Coats, at... \$5
 Men's Silk Mufflers and Squares, worth up to \$1.50, at... 69c



Men's Bath and Lounging Robes

Men's \$3.50 Robes, special, at... \$1.98
 Men's Robes, worth \$6.50 to \$10.00, at \$3.98, \$4.98 and at... \$5.50
 Men's Robes, worth \$15 to \$20, at \$8.50 and \$12.50
 Silk Night Shirts and Pyjamas, at... \$3.98 to \$8.00



Sweater Coats

Warm, serviceable gifts, specials 49c, 98c up to \$4.98



Men's Silk Mufflers and quilted reefers at 98c to... \$4.98
 Silk Reefer, Automobile Mufflers, \$4.98 to... \$15

GLOVES

Men's Dress and Street Gloves, at... 98c to \$3.50
 Men's and Boys' Fur Gloves and Mittens... 98c to \$15



NECKWEAR

50c Neckwear, at... 25c
 75c and \$1 Silk Neckwear, at... 45c and 75c
 Finest Ties, at... 98c to \$2

