

# BRANDEIS STORES

## To Our Out-of-Town Patrons

WE ANNOUNCE THAT

# The Greatest Rug Sale

Ever Held in Omaha

TAKES PLACE NEXT

## Monday, Nov. 21

There will be more remarkable bargains in high class Rugs than were ever before offered in any sale in the west.

## Here Is the Reason We Can Sell So Cheaply

WE BOUGHT THE CHOICEST LOTS FROM THE GREAT ALEXANDER SMITH & SONS' NEW YORK AUCTION SALE OF FINE RUGS AT WONDERFUL BARGAINS.

The Alexander Smith Rugs are the finest Rugs made and Brandeis buyers secured the most desirable lots offered at auction at great reductions.

- \$35.00 SEAMLESS WILTON VELVET RUGS, 9x12, go, at \$17.98
- \$25.00 AXMINSTER RUGS, 9x12, full bordered, at \$12.98
- HIGHEST QUALITY 9x12 WILTON RUGS, worth \$55.00, at \$29.98
- AXMINSTER RUGS, 36x72, worth \$5.00, at each \$2.98
- ROOM SIZE BRUSSELS RUGS, 9x12, worth \$15.00, at \$7.98
- AXMINSTER RUGS, 27x60, worth up to \$3.50, at \$1.59

THIS SALE WILL BE WELL WORTH A SPECIAL TRIP TO OMAHA.

# Brandeis Stores

OMAHA, NEBRASKA.



## BAILEY & MACH DENTISTS

Best equipped dental office in the middle west. Highest grade dentistry at reasonable prices. Forcelain fillings, just like the tooth. All instruments carefully sterilized after each patient.

THIRD FLOOR PAXTON BLOCX  
Corner 16th and Farnam Streets.

# SOROSIS

## Foot Fitting

We measure the foot—never guess at the size—thus insuring that comfort you are entitled to—same as if we made them to your order. The different shapes of Sorosis are as numerous as the different forms of the human foot—some with high arches and extremely high heels, to the other extreme, with the broad flat or common sense heel. Toes from the wide round to the narrow knob. The materials are almost as numerous as the patterns of Sorosis. From velvet to kid and from black Ouzo, suede or buckskin to the fine, shiny leathers, with either dull or velvet tops. You can tell if they're Sorosis—the fit tells.

**Sorosis Shoe Store**  
208 South 15th St.  
FRANK WILCOX, Mgr.



## Don't have Foot-trouble

The Equipoise shoe is a sure remedy because it combines common sense and style in such a way as to make it not only indispensable to the wearer but of such an attractive appearance that men will feel fully satisfied to bear critical inspection when wearing a pair of Equipoise shoes. The materials used are the very best and the workmanship is high grade.

**The Fry Shoe Company**  
Agents  
16th and Douglas

# BENNETT'S

THE STORE WHERE LASTING SATISFACTION FOLLOWS EVERY TRANSACTION. Shopping Elsewhere is Extravagance.

## Right Now is the Time to Buy Your Suit or Outercoat

We Are Making Some Wonderful Reductions This Week.

Full Length Seal Plush Coats—Gold satin lined; regular \$40.00 garments, at \$29.50. These beautiful Seal Plush Coats are exceedingly popular this year. They are our very best grade, all stunningly lined with a fine rich golden satin—they are the full length, semi-fitting models, turned cuffs and collar. No more serviceable and attractive coats made this season than these regular \$40.00 garments. A special for this week—

**\$29.50**

100 Long Tan Covert Coats—Just arrived. These coats have been so popular this year that it has been impossible to supply the demand. Monday we received 100, in light tan, semi-fitting models, notch collar and wide lapels, lined to waist with extra quality of satin, an excellent value for... **\$25**

Fine Mixture Coats for \$15.00—These coats are our regular \$19.50 and \$22.50 garments, specially priced this week. They come in misses and ladies' sizes; have the velvet collar, semi-fitting effect, lined. Remarkable good values this week for... **\$15**

CHOICE OF ANY WOOL SUIT—Our regular \$40.00, \$45.00 and \$50.00 garments—all imported fabrics—beautifully lined with Persian silk or Skinner satin—30-inch, semi-fitting jackets—in wide wale diagonals, two-tone and basket weave patterns. This week, your choice for... **\$35.00**

LADIES' and CHILDREN'S UNDERWEAR SPECIAL  
Ladies' Merino Vests and Pants, 50 per cent wool; regular \$1.00 values—Wednesday... **59c**  
Children's Fleece Vests and Pants—values to 39c; good warm garments... **19c**

\$3.50 RITE SIZE UNDERWEAR for MEN, \$2.50  
These garments are made by the Utica Knitting Mills, the best grade of Men's Underwear; for Wednesday, exceptional values, for only... **\$2.50**

### Dress Trimming Specials

44-inch all silk Persian Nets, regular \$2.00 value; at, per yard... **\$1.49**  
40 in. all silk Tosca Nets, in 15 distinct colors and shades, regular \$1.00 yard, for... **49c**  
New, swell Persian Bands, light and dark effects—at one-half price... **25c and 50c**

### Wednesday Will Be Another Big Notion Day

25c Dressing Combs, in shell, amber and colors... **10c**  
Ladies' Pin Ons and Hood Hoses—Supporters, 25c kind; for Wednesday only... **12c**  
Machine Silk, all colors and black, two spools for... **3c**  
Fancy, Belt, Pin, Jewel settings—values up to... **15c**  
Gold Plated Beauty Pins, values up to... **25c**  
Gold plated Collar Buttons; one price, per dozen... **7c**

### Private Christmas Cards

This is a new thing in the country. We have several hundred different Xmas designs to choose from. Then have your name imprinted upon them. This is a very fine way to have your Xmas gift cards. Let us have your order early.

500 boxes of Stationery, 24 sheets of paper and envelopes, regular \$25.00, Wednesday... **25c**  
50 Post Card Albums—holds 100 cards... **25c**

### Our Jewelry Department is Backed By Our Reputation

We carry the finest display of diamonds—all sizes—in the city. One-half carat clear white diamond... **\$50.00**  
Also all grades of standard Watches and Cases.  
Men's Waltham or Elgin Watch, 16-jewel, in a 20 year guaranteed gold filled case, for... **\$29.98**  
Ladies' O size Elgin or Waltham Watch, in a guaranteed 20 year gold filled case, special... **\$9.98**

### WEDNESDAY AND THURSDAY GROCERY SPECIALS

Special Sale of Coffee  
2,500 pounds of Bennett's Capitol Coffee on sale Wednesday and Thursday only. The regular selling price of B. C. Coffee is 25c a pound. For these two days—special, per pound package... **23c**  
Tea, assorted, 45c grade... **30c**  
Rice Sale—Two thousand pounds of selected quality large grain Jap Rice, one regular 10c quality—special for Wednesday and Thursday, four pounds for... **25c**  
Chief Boneless Herring, three 1c cans for only... **25c**  
B. C. Pure Maple Syrup, half gallon can... **60c**  
B. C. Baking Powder, 4 lb. can... **\$1.00**  
Double stamps and Grapulated Sugar... **25c**  
Dutch Hand Soap, 3 cakes... **25c**  
Galliard's Pure Olive Oil, quart... **10c**  
Gilliet's Mustard, Jar... **10c**  
Galliard's Mustard, Jar... **10c**  
York Rose Toilet Soap, 3 cakes... **25c**  
And 10 stamps... **25c**  
Monach cut Apparatage, large can... **50c**  
40c Jar Tea Garden Preserves... **30c**  
Kingsford Glass Starch, 6 lbs... **55c**  
And 10 stamps

## The location of your office means everything

Especially if you have a large patronage, or expect to have; because people always desire convenience as well as service. An opportunity to secure central location in a modern, elegantly appointed building is now offered by

## The Bee Building

Rooms 529-530-532—A suite of three fine rooms on the fifth floor, with over 900 square feet of floor space, large vault, a stationary wash stand in each room. Windows facing north and east. Rent \$50 per month.  
Room 526—On north side, fifth floor, with a partition dividing the room into two. Stationary wash stand. Size over 200 square feet. Price \$18.00 per month.  
Room 606—A corner room on the sixth floor. Windows facing south and west. 420 feet floor space. Has vault and stationary wash stand. Rent \$40 per month.  
Room 520—On the third floor, with over 400 square feet of floor space. Vault and stationary wash stand. Fine north light. Specially adapted for draughting work. Price \$40.00 per month.

**The Bee Building Company**  
Bee Business Office 17th and Farnam Sts

## HAYDEN'S

A Few of Wednesday's Money Savers

### In the Big Domestic Room We Offer

- Double Fold Cotton Plaids—For children's dresses; bright, pretty fabrics; 20c yard values—at, yard... **12c**
- Bath Robe Flannel—30 ins. wide, assorted colors and patterns, 39c values; extra heavy quality—... **25c**
- Half Wool Dress Fabrics—36 in. wide, 25c yd. values; look like \$1.00 goods; splendid for wear; big snap at, yard... **15c**
- Hobson Blankets—Full size, good heavy quality—at pair... **\$2.75**
- All Wool Blankets—Full size; Wednesday, pair... **\$3.95**
- Twilled Flannelettes—Fine Persian patterns, fast colors, heavy 18c yard quality—on sale at... **12c**

### SAVE ON LIVING EXPENSES

20 lbs. best Granulated Sugar... **98c**  
E. C. Corn Meal, 5 lbs... **25c**  
E. C. Corn Meal, 10 lbs... **45c**  
E. C. Corn Meal, 15 lbs... **65c**  
E. C. Corn Meal, 20 lbs... **85c**  
E. C. Corn Meal, 25 lbs... **1.05**  
E. C. Corn Meal, 30 lbs... **1.25**  
E. C. Corn Meal, 35 lbs... **1.45**  
E. C. Corn Meal, 40 lbs... **1.65**  
E. C. Corn Meal, 45 lbs... **1.85**  
E. C. Corn Meal, 50 lbs... **2.05**  
E. C. Corn Meal, 55 lbs... **2.25**  
E. C. Corn Meal, 60 lbs... **2.45**  
E. C. Corn Meal, 65 lbs... **2.65**  
E. C. Corn Meal, 70 lbs... **2.85**  
E. C. Corn Meal, 75 lbs... **3.05**  
E. C. Corn Meal, 80 lbs... **3.25**  
E. C. Corn Meal, 85 lbs... **3.45**  
E. C. Corn Meal, 90 lbs... **3.65**  
E. C. Corn Meal, 95 lbs... **3.85**  
E. C. Corn Meal, 100 lbs... **4.05**

## Don't Forget Try Hayden's First It Pays

### Greatest Dry Goods Sale in the History of Omaha

# HAYDEN'S Begins Friday, Nov. 18th HAYDEN'S

We Will Place on Sale Tremendous Purchases From

## B. Lowenstein & Bros. Million Dollar Wholesale Stock

The high character of the merchandise, the magnitude of the purchase, the low price at which we secured it makes this an opportunity buyers of Omaha and vicinity cannot afford to miss. Watch papers for particulars and prices. Watch our windows for the greatest display of real bargains known in Omaha. Prices will insure quick clearance of all stocks.

## Men's Shoes

Keep 'em comin' at the Little Store

We Are It  
\$3.50, \$4.00 and \$4.50

Netleton Shoes  
YOU!

Edward S. Thompson "Shoe Seller"

## Daylight Window Displays at Night

"Yes, it's wonderful the way window displays can be made under the pure white rays of this new General Electric Mazda Lamp. Just notice how perfectly it accentuates every detail in fabrics. Matching goods under its white rays is easy, for it radiates a daylight effect. You will notice that progressive stores everywhere are using these G-E Mazda Lamps, for aside from their vastly superior quality of light they give nearly three times as much candle-power as the ordinary carbon incandescent lamps. And they cost no more to operate. This G-E Mazda is a most ingenious invention; it is simply revolutionizing lighting methods. Notice how greatly it improves the appearance of all the live stores along this street."

Traffic is always determined by the way a street is lighted, and that's why the night window gazers (and next morning buyers) are irresistibly drawn to stores using these beaming G-E Mazda Lamps.

We want you to come in for a moment today and let us prove to your entire satisfaction that if you are not using electric light—and the wonderful G-E Mazda Lamp—you are losing money and denying yourself comfort and convenience. We can prove this to you.

**THE OMAHA ELECTRIC LIGHT AND POWER COMPANY**

## Candy Special Wednesday

25c Vanilla, Maple and Chocolate Fudge, per pound... **15c**

Everybody likes fresh home made, pure candy. If you have not tried ours you are missing something.

**MYERS-DILLON DRUG CO.**  
16th & Farnam Sts.

**FOOD FOR NERVES**  
We have just received several very large shipments of Plush and Caracul Coats. Our buyers secured them from manufacturer at 40% less than regular prices on account of clearing up old lots. Don't think of buying a coat until you see ours. We have them at \$10.00, \$12.75, \$15.00, \$17.50 and \$21.50. We also have them in Juniors' and children's sizes. We can show you a very big line of these coats and our prices will create a sensation. Just come and look. It is only two minutes walk from 14th and Farnam streets.

**RAPHAEL-PRED CO.**  
Wholesale and Retail  
Cor. 13th and Farnam