Bale Ad on Page

Men's

Gifts

Page

Saturday is the Best Day to Buy Your Gifts for Christmas

Great Holiday Bargain Specials throughout this entire store. Shop as early in the day as you can.

#### Christmas Handkerchiefs

The most complete and perfectly equipped Handkerchief Department in the West.



Women's French hand embroidered sheer linen handkerchiefs, crochet corners, fancy folding-four in a box; special, Women's French and Madeira hand embroidered corner sheer linen handkerchiefs, also Armenian isce edges and fine hand embroidered initials-worth up to \$1.00; at, each ...... Women's fine frish hand embroidered sheer linen handkerchiefs, Cattenberg lace corner, Duchess lace border effects.

an lace edges -worth up to 50c, at, each ...... Women's fine embroidered corner sheer linen handkerchiefs-hemstitched and scalloped edges, imitation Armenian lace edges, hand embroidered initials many worth 25c each, Children's Handkerchiefs hemstitched and embroidered initialswhite and colored initials—three in fancy box-

Men's hemstitched fancy colored Japanese silk handkerchiefs, white and solid colored centers, also colored borders-worth 50c

## Gloves for Christmas

Christmas Gloves-Women's fine French kid, in all the newest coiors for street and evening wear-2 and 3-clasp 

#### Women's Christmas Neckwear



Dutch and Sailor Collars, in crochet and Venise, silk and Persian effects-jabots, side frills, lace and fancy stocks, daintily trimmed in crochet, embroidery and fancy laces-many in fancy boxes-worth 15c-25c-50c up to \$1.25-

#### Ribbons 10c and 15c Yd

All silk taffeta and satin taffeta ribbons-Persian, Dresden, satin stripes, fancy plaids and checks, moire stripes-up to six inches wideblack, white and all colors-worth up to 35c

#### Women's Hosiery Sale Women's Pure Thread Silk Hosiery-plain and

soles, heels and toes; at, pair
Women's Pure Thread Heavy Silk Hoslery—all silk, liale soles, heels and toes; per pair, at
Women's, men's and children's black cotton and mercerized liste hostery, fleecy lined and fine cashmere, also children's school hose; at, pair
Women's Imported Hosiery—mercerized and dull finish liste—spliced soles, heels and toes; at, pair
Men's Hostery in Fancy Boxes—Mercerized silk lisle and cotton—black and assorted colors—double soles; per box.
women's fine imported liste and cotton hosiery—plain and fancy embroidered boot pattern—in fancy box— \$1-\$1.50-\$2.50 at, a box—
The Best Gift for Christmas Everwear hoslery for men, women and children. Box of six pairs, guaranteed \$1.50-\$2-\$3 for six months; at, a box

**Brandeis Stores** 

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## **Wabash Short Line**

to St. Louis **Double Daily Service** 

Low Round-Trip Homeseekers' Rates to the South and Southeast on First and Third Tuesdays of each month. Low Round-Trip Winter Tourist Rates, tickets on sale daily—to Florida, Cuba and all other Winter Tourist Points in the South and Southeast.

All information regarding berths, rates, etc., cheerfully furnished.

### Agent for All Steamship Lines

H. C. SHIELDS, G. A. P. D., Omaha, Neb. Wabash City Ticket Office, 16th and Farnam Streets.

Persistent Advertising is the Road to Big Returns -The Bee'c Advertising Columns Are That Road.



JUST RECEIVED

New fresh, snappy suits, just in time \$ for your CHRIST-MAS clothes buy-These suits are the newest models and are \$ made up in brown and gray cheviots and cassimeres and fancy worsteds.

Presto, Convertable. Auto and conservative styles in the World Famed Tivoli Kersey; also fancy cheviots -and all are typical Guarantee values.

BOYS' SUITS. Buy your Un-Muffler Special Trouser Values The greatest suit value for your boy is Unexcelled -Beautiful Suk Mufflers. just hers, extra pair of "knicks" with each suit 82.50, \$3.00, 88.50, Christmas gift, Very \$2.95 \$1.95 val- 69c \$5.00

Its economy if you do. Union Sults, special, 98c, \$1.50 and \$1.98.



SLIPPERS

\$3.50 - \$4-\$4.50

EXCLUSIVE STORE FOR MEN IN OUR TAN, BLACK, Oil Grain or Patcht, and we certainly have created comment among the wearers of good shoes on the

#### **OUALITY AND STYLE** in all our lines at so reasonable sprice.

HANDSEWED NETTLETONS For our higher grade line, the only agency in Omaha,

LADY VISITORS WELCOME to inspect our

\$1.50 to \$3.50 Xmas Slippers For Father, Brother, "Friend"



314 Se. 15th St. Edward S. "Sante Claus Suggestor." Bring Your Pocketbook

Keep the boys' feet dry these days and he will not be iil. The real American boy likes the snow. You can't keep him out of it so get

## Boys' Scout Storm Shoes

They will keep out the snow and water and keep his feet both dry and warm. They are just the thing for coasting and are high enough to keep the snow out of the

#### The Boys All Like Them

because they are manly shoesjust like the men wear-the high kind with buckles around the top, the ideal shoe for winter wear. We have them in all sizes from little gents' to boys'-

\$2.50 to \$4.50

Ideal as an Xmas present to real live "out-of-door" boys.

1419 Farnam St.

Reliable Dentistry ft's Dental Rooms

TWENTIETH CENTURY FARMER one Dollar Per Year.

# Our Elegant is Now Ready

Our holiday offerings in elegant footwear, which are now ready for your inspection, are far and away the largest, choicest and finest of all the many fine assortments we have had the pleasure of showing you.

Prettiest of Ladies' Shoes. Smartest of Gentlemen's Shoes. Nobbiest of Young People's Shoes. Correct Shoes for Children. Gift Slippers of every description.

16th and Douglas Streets.

HOLIDAY SALE ORIENTAL RUGS

COMMENCENCE MONDAY, DEC. 12TH ORCHARD & WILHELM



JOHN NITTLER 3224 So. 24th Street

Doug. 1889 MED 8832 IBB: A-1420

#### Prices of Meat Have Gone Up

but not here. Don't be afraid of receiving means cut from old animals when you come here. Tender meats of tender age are the only kind admitted to our store. The source of supply is carefully considered and we buy only from packers who have earned a reputation for the quality of the goods they send out. You will find our prices low enough for the kind of meat you get here.

Bath's Cash Market 1921 Farnam Street.

Whitman's Candy for Xmas

We have the exclusive agency and an immense line of this popular candy. You had best leave your order early that you may have it specially filled and secure all you heed.

C. A MELCHEE DEUG CO.,

S. E. Gor. 17th and Farnam Sts.

# Saturday Only

Be sure to read every word of this ad. The 21 Bargains that will be advertised for every Saturday until Xmas will be wonders, and articles that make good Xmas gifts and just what you need now for yourself and your family. We could not keep on increasing our business and the crowds on Saturday, as we are now doing, unless we give you genuine bargains, as we say we do. You owe it to yourself to investi-

We carry Kirkendall's, Selz'-Swab's, Endicott's, Johnston's and Sherwood shoes for men and women. You can save money to buy hers.

We have the ladies' kid gloves, He-cules brand. We guarantee every pair we sell, all shades all sizes, at \$1.00 a pair any time.

BARGAIN NO. 3. 15c Men's Black Hose, good

The Banigan and the Royal Blue overshoes and rubbers for men and women. The best made at the low-est possible prices.

81.50 and 81.75 Nottingham Lace Curtains, pair 85c. 3 yards long very wide. Lace curtains, all new patterns. Many pairs alike, worth up to \$1.75, \$50

All our ladies' tailor-made suits to be disposed of Saturday at just One-half price.

BARGAIN MO, 5. Samples of Auto Scarfe, all the new shades and materials. Every popular shade, the finest kind of Christmas presents for the ladies. On sale for the first time Saturday at \$1.25 590, 950 and ..... \$1.25

Sample Sets of Furs just received from New York. They are beauties. We guarantee every set, and you can buy them from us for less money than anywhere in the city. Come and

BARGAIN NO. 6. 92.00 Men's Shoes

Saturday only we give One-Third off on all ladies' and misses' coats, BARGAIN NO. 7. 

75c BARGAIN NO. 8. Turkish Towels, slightly soiled at edges, worth up to 180, Saturday, each

In our Clothing Department you will find many bargains for his Christmas present here.

BABGAIN NO. 9. \$15,00 to \$20.00 Men's Suits and Overcoats, \$9.95. We were fortunate in securing 200 suits and overcoats from Schaffner Clothing Co. of Rochester, N. Y., at a very low price and will place these beguifful garments, \$15 to \$30 grades, on sale \$9.95

BARGAIN NO. 10. 65c Ladies' Storm Bubbers for 35c These rubbers are the best quality.

Trade in the forenoon as much as possible, as we are very crowded in BARGAIN NO. 11.

Paticoats are different than any you ever bought on sale before. They are very full and well made and are our own samples, also odd lots from our big stock. Heather-bloom, Featherweight Satin. Also some very swell white muslin petticoats, embroidery and lace trimmed, worth up to \$2.50, at. BARGAIN NO. 18.

\$2.50 and \$3.00 Men's Shoes for \$1.89. Consisting of Gun Metal, Patent Leathers and Box Calf. 20 per cent discount off our figured prices on all Children's Fur Sets. Saturday only.

BARGAIN NO. 16. Ladies' Eibbed Underwear, very good weight, bleached, regular value &c. Shirts and pants. Sizes 4, 5, 8, 7, 8, 9 at. 350

BARGAIN NO. 15,

84.80 Bilk Umbrellas, \$2.38. Gloria silk rain proof covers, with case and tasse;
Detachable gold and sterling aliver handle with pearl posts. Also 12-inch director with gold and silver cap. Ladies' and Gents' sizes. Worth . \$2.38

Infants' Fine Cashmere Mose, with slik Heels and Toes, all colors, sizes 4 to 5. They are 25c anywhere cise, 140 Saturday, pair

BARGAIN NO. 16.

Every one of our large assortment of Silk Potticoats reduced for Satur-day only.

BARGAIN NO. 17.

\$3.00 Men's Fancy Vests for \$1.79 These handsome vests make useful Christ

BARGAIN NO. 18. \$5.00 and \$6.00 Dress Skirts, all 

worth up to \$1.55, OUT OF TOWN OUSTOMERS,
MOTION:
We fill orders on the advertised soods that is accompanied by a money order not later than the following Tuesday.

blise and SLOO Men's Dress 89c.

Beautiful large assortment of patterns that arrived for Holiday trade. MARGARN NO. 21.

to and 15c Articles, in all kinds dons, too numerous to mention ners, for Raphael-Pred Co.

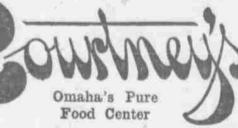
> Wholesale and Betati-Cor. 19th and Faragu.

## Hayden's Meat Dept.

The packers say prices are up. Martin Reum says prices are down.

And here are the prices to back up what we say: Mutton Legs, per pound.......6c Mutton Roast, pound......5c Spareribs, 3 pounds......25c Pot Roast, pound ...... Sc and 7c 

Countries Countries Countries Countries Countries Countries Countries



#### Specials for Saturday New Turnips

Special Cracker Demonstration for

Saturday.

4 pkgs. Uneeda Lunch, Zu Zu or Uneeda Biscuit

3 pkgs. Cheese Sandwiches, Social Teas, Nabiscos or Baronet Biscuit, for

Gernaldo Consulto Gernaldo Cernaldo Cernaldo Cernaldo Cernaldo Cernaldo

MISSOURI PACIFIC IRON MOUNTAIN

> WINTER TOURIST RATES

## Now on Sale

Special round rates to points in TEXAS LOUISIANA OLD MEXICO ALABAMA PLORIDA CUBA, ETC.

Full information on request. City Ticket Office, 1423 Farnam Street

Depot-Union Station. TROS. F. GODFREY, Passenger and Ticket Agent

### Queen Olives

Genuine Imported Olive Oil, per quart Tsc Maryland Rye Whiskey, full quart bottle Mall and telephone orders promptly filled.

Cackley Bros., Wine Merchants Ili N. 16th St. Both Phones. Opposite Postoffice. Branch at Public Market 1610 Harney St.

Let us remind you that you have only a few days sore to do your shopping-If there are any alteration or changes or engraving to be done on your purnhase, don't put it off. Our store is full of Christmas sug-

S. W. LINDSAY, Jeweler 1516 Douglas Street

20% off Good News for Santa Leather goods of all kinds, Pocket Books, Card Cases, Pillow Covers, Hand Bags, Grips, Traveling Sets and Suit Cases,

cent discount. **Omaha Trunk** Factory 1209 and 1517 Farnam

all appropriate Christmas articles, at twenty per

Steel Cut and Sifted

Street

In all lines of merchandising there is One Best. In the matter of Coffee our steel cut and sifted goods easily lead all others. They are cut with steel cutters not crushed-and all dust and chaff is removed by special machinery Mocha Mixture, . 35c; 3 lbs, \$1.00 Excelsior Blend, 30c; 31/2 lbs. \$1.

W. L. MASTERMAN & CO. "THE COFFEE MEN"



