

# December Sales

## Beginning Monday, Dec. 18, This Store Will Be Open Evenings Until Christmas

# WOMEN'S

### Why Not Give a Merchandise Certificate?

You can buy them for any amount. Good for any merchandise the recipient may select. Ask about them.

DOUGLAS STREETS

### YOU'LL FIND THEY ALL LIKE GIFTS OF IVORY

## The Largest and Most Complete Ivory Stock

Most customers who have shopped all over the city tell us that we save them from 10 per cent to 25 per cent and that we also are the only ones who ENGRAVE FREE OF CHARGE all Ivory purchased here.

- 3-Piece French Ivory Toilet Set, large size, hand-sprung mirror, French bevel glass, real bristle brush and practical comb, each in cloth lined gift box, regularly \$8.50, at **\$6.00**
- 10-Piece Ivory Combination Set, comb, brush, French beveled mirror, buffer, nail file, cuticle knife, button hook, shoe horn, powder box and hair receiver, in purple cloth lined gift box, special **\$7.00**
- Fancy Handle Manicure Pieces, file, button hook, shoe horn and cuticle knives; heavy stock, 50c values. **29c**
- 15-Piece French Ivory Clocks, large shapes, with walled movements; \$2.00 and \$1.50 regular, at **\$1.19**

- \$1.75 Large Ivory Tray, suitable for comb, brush and mirror, solid, heavy stock, at **\$1.29**
- \$1.00 Ivory Buffers, with removable chamois, each in ivory tray, heavy stock, choice, at **69c**
- \$1.00 Ivory Cold Cream Jars, with inside glass lining; heavy stock. **69c**
- Ivory Candlesticks, complete with candle, shade holder and pretty Japanese paper shades; special values, each **75c**
- Men's Heavy French Ivory Military Brushes, solid backs and fine Russian bristles, regularly \$4.50 pair, choice **\$3.69**
- \$2.50 Heavy Stock Ivory Hair Brushes, 11 and 13-row real bristles, excellent stock, special, at **\$1.71**
- \$2.50 large Ivory Mirror, French bevel glass, extra heavy stock. **\$1.85**

## Pretty Hosiery Is Sure to Please

Wonderfully broad assortments for your selection.

- Women's Pure Thread Silk Hosiery, in black, white, all good colors, \$3.00 values for **\$1.75**
- Women's Silk Hosiery, in black and colors, with double garter top, high spliced heels and Way-New foot; worth to \$1.50. Special **\$1.25**
- Women's Silk and Wool Hosiery, in black and white **\$1.25**



- Women's Cashmere Hosiery, in regular and out sizes **75c and \$1.00**
- Women's Cashmere Hosiery, in black and gray, 35c; 3 pairs for **\$1.00**
- Infants and Misses' Pure Thread Silk Hosiery, all sizes, black and white; the pair **50c and 75c**
- Children's Cashmere and Fleece Hosiery, at **25c and 35c**
- Infants' Silk and Wool Hosiery, black and white, 50c quality. Special **39c**

## Many Practical Gift Suggestions Pleasingly Priced in Our Muslin and Knit Underwear Section

- Silk and Satin Camisoles, dainty lace trimmed, worth to \$2.50, at **98c and \$1.50**
- Envelope Chemise, Crepe de Chine, at **\$2.98**
- Silk and Satin Boudoir Caps, worth 79c, at **49c**
- Fancy Aprons, daintily trimmed, at **39c, 49c and 69c**
- Crepe de Chine and Chiffon Negligees and Gowns at exceptional prices.
- Dainty colored mull and nainsook Gowns, **98c and \$1.25**
- Italian Silk Vests and Bloomers, hand-embroidered, at **\$1.98 and \$2.98**
- Silk-topped Union Suits, all sizes, \$2.00 values, at **\$1.50**
- Outing Gowns, dainty patterns, at **98c and \$1.50**

- Silk and Wool Union Suits, in flesh and white, at **\$1.98, \$2.50 and \$3.50**
- Any style, high or low neck, Dutch neck, short sleeves, ankle lengths, worth to \$5.00, at **\$3.95**
- Ladies' heavy fleeced Union Suits, or part wool, any style, at **98c**
- Silk and wool or all wool Vests and Tights, worth to \$2.00, at **\$1.25**
- Children's heavy fleeced Union Suits, all sizes, boys' and girls' extra heavy quality, at **50c and 65c**
- Boys' Pajamas, dainty patterns, outing flannel, at **49c and 98c**
- Children's Wool Union Suits, all sizes, up from **75c**
- Children's Gingham Apron Sets, at **49c**

## Bargains in Xmas Ribbons

- \$1.00 8-inch floral designs for fancy bags, per yd. **65c**
- 59c 7-inch Roman stripe and moire, all colors, yd. **25c**
- 29c floral designs and check hair bow ribbon, yard **25c**
- 30c 5-inch Taffetas, all colors, per yard **20c**
- 25c moire hair bow ribbon, per yard **17c**
- 25c check and floral design, per yard **10c**
- 30c 1/2-inch red satin, per bolt **15c**
- 10c 1/2-inch red taffeta, per yard **5c**
- 30c Holly ribbon, 10 yds. per bolt **10c**
- Remnants of all kinds, Main Floor Annex, 5c and 15c

## Nice Furniture Will Give the Recipient Pleasure for Many Years

- Baby Bassinets, on wheels, white enameled, rubber tires with spring bed, on sale one day for **\$3.95**
- \$33.50 Rockers, all leather overstuffed, spring seat and back, three styles, on sale for **\$25.00**
- Ladies' Writing Desks, **\$10.00, \$12.50 and \$15.00**
- Extra Large Arm Rockers, real leather, spring seats, 4 patterns, golden and fumed oak, only, each **\$5.00**
- Solid Mahogany \$4.00 Sewing Cabinets, "Priscilla" **\$3.50**
- \$3.75 Foot Stools, oak, mahogany and fumed, leather tops **\$2.75**
- Large Pillows, new clean feathers, art ticking, pair **\$2.50**
- \$5.00 Hall Racks or Costumers, oak and mahogany **\$2.75**
- Card Tables, Smoking Stands, Children's Rockers, Sewing Tables, Nursery Chairs, Pedestals, Taborettes, Baby Walkers and Jumpers, High Chairs, Sulkies, Go-Carts, Children's Beds. All priced very low and good sensible articles for presents.
- Bedroom Lamps, in mahogany, **\$3.00**; Nut Bowls, **\$2.50**; Flower Bowls, **75c**; Bud Vases, **75c**; and Smokers, **75c**.

## Suggestions from Our CORSET SECTION

- Children's Toques, all colors and styles, Monday **30c**
- Two-piece Knit Set, Scarf and Cap, makes a good, warm Xmas gift, in Rose, Copenhagen, Kelly Green, at **\$1.75**
- Children's Three-Piece Knit Suits, Sweater, Leggings, Cap, in red, white and combination of white and pink, white and blue, Monday, at **\$1.28**
- Ladies' Sweaters, 34 to 46, in Kelly green, maroon, cardinal, and gray, with wide belt and sailor collar, Monday, at **\$5.00**
- Boys' Sweaters, in gray, brown, and navy, at **\$1.50, \$1.98, \$2.50 and \$4.95**
- Give the boy a Sweater for Xmas. How about a soft wool Vest for ladies to wear under a coat? We have them with or without sleeves, in black and gray, at **\$1.25 and \$1.98**
- Boys' Wash Waists, in all colors, ages 4 to 14 years, at **50c**
- Boys' Flannel Blouses, in tan, gray, and navy, all sizes, at **50c, \$1.00 and \$1.50**
- Corsets—Brassieres make a dainty and practical Xmas gift. We have the latest assortment in the city, in pink, and white, ranging in price, **50c to \$5**



- Men's Hose—In silk fiber and mercerized; black, white and other shades. See our special silk socks, at **50c**
- Men's Pajamas—In silk and mercerized cloth. **\$3.50**
- Also fine assortment of Flannellette Pajamas, at **\$2.00, \$1.50 and \$1.00**
- Men's Sweater Coats—Shawl collar or V-necks, full assortment to select from, priced, at **\$10.50, \$6.95, \$4.85 and \$2.00**

## A Vast Assortment of Practical Suggestions for Gifts for Father, Brother or Gentleman Friend

- Men's Holiday Neckwear—Fine quality silk, big shapes, in light, medium or dark colors, put up in specially nice Christmas boxes—**\$1.50, \$1.00 and 65c**
- Men's Neck Mufflers—For Christmas Gifts—The long, narrow muffler makes a splendid present. We have the knitted, quilted; also plain or fancy silk with plain or fringed ends, in single Christmas boxes. **\$2.95, \$1.85, \$1.50 and \$1.00**
- Men's Combination Sets—Consisting of suspenders and garters, and belts and garters, **\$1**
- Men's Combination Sets—Consisting of belts and garters **65c**
- Paris and Boston garters, put up in Christmas boxes at **50c**
- Men's Night Shirts—In muslin or flannellette, all full size, at **\$1.50, \$1.00 and 69c**
- Men's Shirts—In plain or pleated bosoms, in white or colors, also fine line of silks, priced at **\$4.95, \$2.95, \$1.50 and \$1.00**
- Men's Underwear—In two-piece and union suits. We feature Sterling, Globe, Bradford and Utica makes—none better. See our special Sterling Suit at **\$3.50**
- Men's Initial Handkerchiefs—In beautiful box, at 6 for **\$1.00**
- Men's Leather Belts—With initial or German silver buckle, put up in beautiful boxes—**50c and \$1.00**
- Men's Elastic Web Suspenders—Hand-stitched leather ends, plain or fancy colors, single boxes at **50c and \$1.00**
- Gloves and Mittens—Lined or unlined. Look at our special Cape Glove at **\$1.25**
- Men's Blanket Bath Robes—In fancy colors, plain or shawl collars, priced **\$13.45, \$9.95, \$6.45, \$4.95 and \$3.95**
- See our special at **\$2.95**



## A Big Special Sale of Electric Portables

- Monday—They'll Make Ideal Gifts
- Saturday we place on sale all our beautiful Electric Lamps at prices much below regular. This is an unusual opportunity to secure a very acceptable Christmas gift at a big price saving.
- \$22.50 Floor Lamp **\$18.00**
- \$20.00 Floor Lamp **\$15.00**
- \$18.00 Table Lamps **\$14.00**
- \$10.00 Table Lamps **\$7.50**
- \$8.00 Table Lamps **\$6.50**
- \$5.00 Table Lamps **\$3.98**

COASTER SETS—Metal bound tray with porcelain bottom and six coasters to match. \$1.00 per set. Two other styles at this price.

## An Immense Stock of Holiday Goods in Home Furnishing Department

- 3-Piece set, enamel, self-heating. Special sale and demonstration all this week.
- Uman Food Chopper, No. 14 **98c**
- Uman Food Chopper, No. 11 **88c**
- Peard handle Pocket Knives, regular **\$1.50**
- Peard handle Pocket Knives, regular **98c**
- Stag handle Pocket Knives, regular **98c**
- Stag handle Pocket Knives, regular **98c**
- Ken's and Boy's Lee Skates, nickel plated, up to 14 in. **98c**
- Ladies' Ice Skates, up from **98c**
- All copper and copper nickel plated Chafing Dish, up from **98c**
- All copper and copper nickel plated Washbasin, up from **98c**
- Copper nickel plated Baking Dish, up from **22.50**
- Copper nickel plated Casserole, up from **11.98**
- Electric Curling Iron Heaters **22.25**
- Electric Toaster, triangular in shape **22.50**
- Electric Irons, fully warranted, at **22.50**
- Electric Cross Grills **24.98**
- Electric Cooking Dishes **24.98**
- Copper nickel plated 4-Pan Perforators **22.19**
- Aluminum Coffee Pot, 1-qt. **11.98**
- Aluminum Coffee Percolator, 4-cup, at **11.19**
- Aluminum Preserving Kettle, 10-quart **11.19**
- Cast Aluminum Fry Pan, No. 4, at **22.65**
- Cast Aluminum Tea Kettle, No. 4, at **24.29**
- Aluminum Rose Bucket, 3/4 quart, at **11.79**
- Round Oil Heaters, up from **28.98**

## Hayden's Famous Meat Dept. Specials

- Get our prices first on the highest quality Turkeys, Ducks, Geese, Chickens, etc.
- SPECIAL—A beautiful 400-pound Elk from the famous Mile Burke Ranch, Tennesse, Wyo., for Christmas, will be on sale Wednesday, Thursday and Friday. Leave your orders early.
- MONDAY SPECIALS
- Home Made Pork Sausage, per pound **10c**
- Best quality Pork Chops, lb. **15c**
- Steer Round Steak, lb. **15c**
- To make your chickens lay feed Ground Bone, 8 lbs. for **25c**

## Nothing Nicer Than Furs for Gifts

- A Wonderful Showing of Fur Scarfs, Muffs Sets, at Price Reductions Not Usual Before January
- Coney Fur Sets, in grays and blacks, at— **\$10, \$15, \$19.50**
- Beautiful Cross Fox Sets, at— **\$85 to \$100**
- Elegant line of Scarfs in Red, Taupe, Cross and Black Foxes at **\$15, \$19.50, \$25**
- \$25 Up to \$100**
- Fine Taupe Fox Sets, at— **\$45, \$65 Up to \$100**

## Sale of Muffs Monday at \$5.00

Come in the Round or Pillow styles, in Colors and Materials; elegant values; special **\$5.00**

## Sale of Winter Coats Monday \$15.00

200 warm Winter Coats, in the season's many styles; all sizes; many novelties; Coats in this lot worth up to \$25.00; Monday **\$15.00**

## Sale of Silk Kimonos Monday

Lot of Silk Kimonos, including Japanese styles, all colors; special values; Monday **\$5.00**

## Fine Blouses for Xmas

Just received 100 high-class Blouses, including the Russians, and are all beautiful, in this season's many shades; at— **\$10, \$12.50, \$15, \$19.50 and \$25.**

## 1/2 Price Sale of Evening Gowns

Our Gowns, which are considered the smartest of the season, will go on sale Monday A. M. at 1/2 price.

- \$175 Evening Gowns **\$87.50**
- \$150 Evening Gowns **\$75.00**
- \$125 Evening Gowns **\$62.50**
- \$100 Evening Gowns **\$50.00**
- \$89 Evening Gowns **\$44.50**
- \$75 Evening Gowns **\$37.50**
- \$65 Evening Gowns **\$32.50**
- \$50 Evening Gowns **\$25.00**
- \$39 Evening Gowns **\$19.50**
- \$35 Evening Gowns **\$17.50**
- 75 Dancing Dresses, worth up to \$20.00, at **\$10.00**

## 'STORE MOTHER' TO WELD FORCES TOGETHER



Mrs. N.J. Wumbold

The Brandeis store employees are going to college right in their own store. Mrs. Nellie J. Wumbold, an experienced educator and known as the "store mother," has come to Omaha to help the clerks to make the most of their opportunities. Mrs. Wumbold was for a time instructor in the Indian schools in Montana. Her career has taken her into almost every state of the union. Her present function is to weld the employees of the Brandeis stores into a big business family, thus promoting individual welfare as well as the common good. She knows the psychology of salesmanship and has already taught some of the clerks the art of more efficient service.

## NEVILLE MAY HAVE SPECIAL NAVY MAN

Secretary Daniels Suggests Sea-Soldier Be on State Governors' Staffs.

## OMAHA WILL LOSE STATION

A naval officer on the governor's staff of honorary colonels.

That's what Josephus Daniels, secretary of the navy, wants to put on the governor's staff, providing, of course, the executive is perfectly willing to tolerate a sea-faring man. Saturday morning Lieutenant E. S. Root, inspector of recruiting in the Central division, stopped off on his way to Lincoln to get the governor's sanction of such a move. The recruiting chief said that Lieutenant W. S. Waddell would probably be the honored man if the governor gave assent to the plan.

## Purpose Is Educational.

The object of having a naval man on the governor's staff, according to the lieutenant, is for educational purposes. "A man on such an organization has a better chance of getting the ideas of the navy before the public than an ordinary naval officer," he said.

"We would have no trouble in securing all the men the navy needed if the truth could be put before the public. The navy is one of the most misunderstood organizations in the country." At the present time, Lieutenant Root said, the navy offered unlimited opportunities for young men because of the large number of new ships and because a large number of the old petty officers had been retired and placed in the naval reserve.

The lieutenant said that Omaha would soon lose the chief recruiting station because the Navy department recently ordered that headquarters of each state should be placed at the state's capital.

## Bladen Merchants Object to Action of Attorney General

Bladen, Neb., Dec. 15.—(Special.)—The merchants of Bladen are considerably exercised over what they allege to be the unwarranted action of the attorney general in singling them out as the goat and giving out in the press of December 14, without any hearing or investigation, advance notice of alleged violation of the law by reason of their engaging in the advertising scheme whereby an automobile was to be furnished their customers for a nominal sum at the end of a certain period. It is the same plan as has been very popular in Nebraska towns for the last year or more, among them being Superior, Nelson, Riverton, Red Cloud, Holdrege, Cowles, Blue Hill and Hartington. They say all these seem to have escaped the observation of the attorney general and county attorneys and are going to insist that all be treated alike. The business men take the position that none of their patrons stood any chance to lose so much as a penny in the transaction. Therefore, they say, they cannot understand how it can be classed as gambling or raffish.

## Elevator Burned At Wood River; Loss Is Ten Thousand

Wood River, Neb., Dec. 16.—(Special Telegram.)—Fire started here about 3 o'clock this afternoon in an elevator belonging to the Omaha Elevator company and had such a headway before being discovered that it was seriously damaged. The elevator, according to Manager Langley, contained about 8,000 bushels of wheat and the estimated loss at this time is \$10,000. It is believed that the loss is fully covered by insurance. The great distance to a water connection made it necessary to run one of the hose across the Union Pacific tracks, and train No. 25 was forced to wait here twenty minutes before the hose was uncoupled. It is believed that the fire was started by a spark from a passing engine. Starting in the top, as it did, made it only possible to check its headway, and it probably will be necessary, on account of the damage, to entirely rebuild the building.

## Young Man Killed In Automobile Upset at Geneva

Geneva, Neb., Dec. 16.—(Special Telegram.)—The first fatal auto accident in this vicinity occurred this morning at 11 o'clock, when a car driven by Ernest Leonard turned over, killing him instantly. Mr. Leonard, aged 21, had been living on a homestead in Colorado, and had come back to visit his parents, Mr. and Mrs. George Leonard of Chelsea township. He came to town this morning to get his baggage, and was driving home and in passing another car the accident took place.

## Right to Issue Bonds Granted Phone Company

Lincoln, Dec. 16.—The Kearney Telephone company will be permitted to issue mortgage bonds in the sum of \$90,000. The proceeds from the sale of the bonds will be used as follows: \$40,000 to refund outstanding bonds, \$26,000 to cover bills payable and \$14,000 cost of additions and betterments to the plant and system.

## Don't Be Blue Over Pimples

Stuart's Calcium Wafers Will Soon Put the Stamp of Beauty on Your Cheeks. Cheer Up. Be matter how bad your skin may be, Stuart's Calcium Wafers will quickly work wonders with it. It's good-bye to blackheads, pimples, acne, boils, rash, eczema and a multitude of "flesh-up" complexion.



"Believe Me, I Am Glad Those Pimples Are Gone."

They contain no poisonous drug of any kind, are perfectly harmless and can be taken with absolute freedom, and they work almost the magic Calcium Wafers. Their principal ingredients, the genuine blood-cleansing power, to answer.

It can't be true, can't it? Get a 10-cent box of Stuart's Calcium Wafers today at any drug store in the United States and you will have as beautiful a complexion as you ever wanted for. Fill out the coupon for a free trial package.

Free Trial Coupon form with fields for Name, Address, and City.

## New Hospital at Alliance Opened

Alliance, Neb., Dec. 15.—(Special.)—The dedication of the administration building, the beginning of the new St. Joseph's hospital, took place Friday afternoon. Rt. Rev. Bishop James A. Duffy of Kearney, assisted by Rev. P. J. Manning, and several visiting priests, conducting the service. Bishop Duffy gave a short talk explaining the meaning of the ritual which was according to the ritual of the Catholic church and had for its object the invoking of the blessing of God upon the hospital patients, doctors and sisters who were in charge of the work. Following the dedication service a lunch was served by the Sisters and following this toast were responded to by Bishop Duffy, Rev. Dean Shaw of the Episcopal church, the mayor of Alliance and several prominent citizens.

## Good Roads Expert Comes To Enlighten Nebraskans

Lincoln, Dec. 16.—(Special.)—An interesting feature of the next session of the Nebraska Engineering society's meeting, which will be held at Lincoln on January 5, will be addresses by an expert from Washington, who will enlighten the society on what the government expects from the state as well as to meet the appropriation made by the government to aid in permanent road building. State Engineer Johnson is confident that this meeting will be one of the most important of any of the many meetings held this winter.

## Soldiers' Home Notes.

Joseph Knechtly, a soldier who resides in the vicinity and has been confined to his bed from the last three weeks, is improved to such an extent that he is able to get up at short intervals. Mrs. Maggie Thornton, Guide Book, is visiting her parents, George W. Malmgren and wife, who reside in the vicinity. There is a rumor to the effect that there is a bill proposed to go before the legislature for the purchase of a strip of land adjoining the State cemetery on the west. Mr. Seaford, who maintained a business in Omaha, has just returned to his home in Lincoln, Neb., and is continuing to work in the same business as before. John Egan, a soldier and R. C. Tucker, have returned from St. Louis to spend Christmas in Lincoln. Mr. O. L. the contractor, who has been confined to his room for the last three weeks, is convalescing.