



SHE WAS PUZZLED

over a long list that had many a masculine name on it. And then, right across the street projected the friendly porte cochere of The Store for Men, as if to remind her that in this great building devoted to men's apparel and accessories, aisles and counters flash their happy and practical suggestions. Certainly any woman can trust to selection of Christmas merchandise here!

Brandeis Stores
SETS THE PACE FOR GROWING OMAHA

IF IN DOUBT

as to what the Christmas remembrance should be, why not give a Glove or Merchandise Certificate? There would be the assurance that no mistake of choice would accompany your Christmas wishes. Merchandise Certificates are for sale at the Exchange Desk, Second Floor, or Glove Certificates may be obtained in the Glove Section, First Floor.



Three Months

For the Christmas NOW that there are only three Saturdays to Christmas the necessity of shopping now becomes more important. Resolve to select a part, at least, of your gifts Saturday.

The Remarkable Selling of **Furs**

which commenced Thursday and is still in progress, offers striking values in the very newest of high grade Fur Coats, Scarfs, Muffs, Coatees, etc.

Second Floor



The offerings comprise samples from a prominent New York furrier and were purchased at 60c on the dollar and priced accordingly. Choice of

Large Groups at These Prices—
79.00, 55.00, 37.50, 8.50, 12.50, 22.00

and a great many individual high-grade single pieces as Coats, Shawls, etc. The opportunities of this sale are twofold—to effect a substantial saving on furs for personal use and those desired for Christmas Gift-giving.

If Jewelry is on Your Xmas Gift List---Then

Our Big Jewelry Section, Where Reliability and Quality Are Standards, Will Prove Interesting—Main Floor.

Solid Gold Jewelry

Solid Gold Scarf Pins, beautiful designs set with genuine diamonds and put up in nice velvet case. Special, at **2.98**

Beautiful Pendant Lavalieres, solid gold set with all color stones and pearls, heavy solid gold chain, soldered. Special, at **2.98**

Solid Gold Tie Clasp in velvet lined case. Special **1.50**

Watches

MEN'S WATCHES, 12 size, open face Sterling Silver case, 7-jewel standard or normal movement; guaranteed. Price, **7.50**

MEN'S 12 SIZE, OPEN FACE, Elgin movement, 15-jewel; guaranteed 20-year gold-filled case; plain or engraved. Priced at **15.00**

MEN'S MILITARY WATCHES, gunmetal case, solid brass movement. Radiolite dial; guaranteed; on Kitchener leather strap. Price **4.50**

MEN'S MILITARY WRIST WATCH, 7-jewel nickel lever movement. Radiolite dial. Nickel case; a small, good looking watch on a Kitchener leather strap. Sale price, at **10.00**

LADIES' BRACELET WATCHES, very small 10 1/2 ligne Ladies' Bracelet Watch, 10-year gold-filled case, either ribbon bracelet or gold-filled flexible bracelet. Price **8.98**

VERY SMALL 10 1/2 LIGNE 15-jewel lever nickel movement, in 20-year gold-filled case, engraved or plain. Price **12.50**



Useful Gifts of Sterling Silver

MEN'S PENKNIVES, sterling silver hand engraved handles and fine steel blades. Special **1.00**

STERLING SILVER HAND ENGRAVED LINGERIE CLASPS in satin lined case. Special, at **50c**

STERLING SILVER TATTING SHUTTLES, hand engraved designs. Special, at **50c**

STERLING SILVER TEASPOONS and Souvenir Spoons, large, full size teaspoons. Special, each **69c**

STERLING SILVER PENCILS, in fancy case **50c**

THE LARGEST STOCK of fine French Ivory in Omaha and at wonderfully low prices.

Sale of 1881 Rogers Silverware

THESE goods are universally known as high grade silverware. The base metal is finest quality 18% nickel silver, the plating full A-1 extra plate 2 1/2-oz. (50 dwt.) pure silver per gross teas, other pieces in proportion. This is 25% heavier than Standard plate and all goods are guaranteed to give perfect satisfaction every way.

Teaspoons	1.00	Iced Teas	1.98	Cream Ladle	69c
Dessert Spoons	1.79	Orange Spoons	1.79	Gravy Ladle	79c
Tablespoons	1.98	Oyster Forks	1.69	Butter Knife	39c
Sugar Spoons	39c	Salad Forks	2.50	Butter Spreaders	1.98
Berry Spoons	1.15	Pie Forks	2.50	Knives and Forks	3.98
Soup Spoons	1.98	Pickle Forks	59c	Butter and Sugar	79c
Bouillon Spoons	1.98	Cold Meat Forks	69c	Coffee Spoons	1.00
		Salad Set	1.79		

Christmas

For All the Family

and large assortments, at prices for personal use as well as Gift

Women's Fiber and Lisle Hose, in colors and black and white. All seamless spliced heels, toes and soles. Extra special, pair, **59c**

Boys' and Girls' Hosiery, in all sizes, fine and medium ribbed, fast color, double heels and toes, excellent wearing, and special value at **33c** pair

Infants' Cashmere Hose in white, red, tan, black, sky, pink. Worth **65c**, priced, per pair **39c**

Women's Hand Embroidered Lace Silk Hosiery, in all staple shades in the McCallum, Aristo and other well known makes. **2.50, 3.00 and 3.75**

A complete show

Black Conv

Approved and adopted by the country. A new Dress f

Ages 6 to 16 years--E

A girlish, straight line, regular serge, with embroidered emblems of school or college wear, including r

Handkerchiefs

On Everyone's List for They Are **Ideal Christmas Gifts**

"When in Doubt Send Handkerchiefs," is very good advice to follow when one is busy selecting appropriate gifts at this happy season.

Everybody, men and women alike, appreciate handkerchiefs, especially when they are chosen with care from among such exquisite fancies as we are showing here.

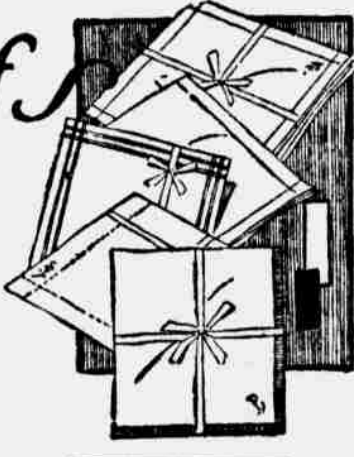
Choice of Immense Assortments—and Our Prices Are Surprisingly Low

Ladies' Fancy Silk Crepe de Chine Handkerchiefs. All pure linen. Eyelet embroidery corners, fine scalloped edges, all hand work, each, **69c, 1.00, 1.50**

Men's and Women's Pure Irish Linen Handkerchiefs, excellent quality, regular size, hemstitched borders, each, **25c**

Women's Pure Linen Handkerchiefs. Variety of styles, embroidery corner designs, Armenian lace edges, single and double hemstitching. Three in box, **1.00**

Women's Initial Handkerchiefs. All hand embroidery, neatly hemstitched, dainty corner designs. all letters, each, **50c**



High Boots

Of Black Suede Are New Very Popular Now, and featured at

\$12.00

A full line of sizes and widths of these much wanted black suede Boots, turn sole, long vamps, nine inches high, two and one-half-inch Louis heels. Extra value at the price.

Women's Brown Kid Boots

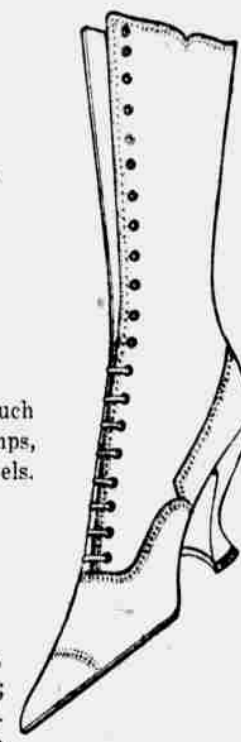
with cloth tops, nine inches high, welt soles, Louis heels, medium and narrow toe shape lasts; all sizes, 2 1/2 to 8, widths AA to D; regular value 10.00; pair, **8.50**

Children's Good Wearing Shoes

at Most Interesting Prices

Sizes 7 to 8, Pair, **2.98** | Sizes 8 1/2 to 11, Pair, **3.48** | Sizes 11 1/2 to 2, Pair, **3.98**

Gun metal calf uppers, welt soles, lace and button, broad toe shapes, all sizes, from 7 to 2. Extraordinary value.



Women can Buy a Good Suit Here for \$28 and \$38

A price representing less than original cost.

Due to the decisive price reductions which have been made on these Suits, you'll probably not fully appreciate the unusualness of these offerings until you have seen them for yourself.

Suits formerly marked up to \$59 are now selling at \$28

A wonderful selection in this group—Braid, Velvet or rich Fur trimmings, also the plain, fine tailored designs; finest materials; all the desirable shades of the season; sizes for women up to 48, and misses' sizes.

Suits formerly marked up to \$70 are now selling at \$38

You'll surely have room in your wardrobe for one more at this low price. Velvet, Velour, Broadcloths, M'cotines, and other fine fabrics; fine fur trimmings; all wanted shades and sizes.



Second Floor

A Victrola

For Christmas

Makes Everybody Happy

It solves the problem of what to give and will more than take the place of a host of lesser things.

You Can Buy a Victrola On Our Easy Payment Plan.

Come in and see us

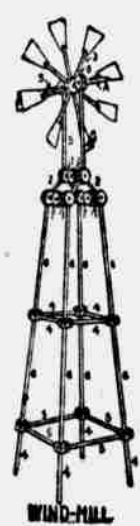
Victrolas **\$22.50 and up**

Pompeian Room



Toys That Bring Joy to the Little Ones

Here is the largest display in town. Every kind of toy imaginable is here and one may choose for children of every age. Here are a few popular playthings.



Tinker Toys make happy boys. You can build hundreds of models with Finker Toys.



Rocking Horses on swinging platform. All sizes, all prices, from **3.00 to 15.00**



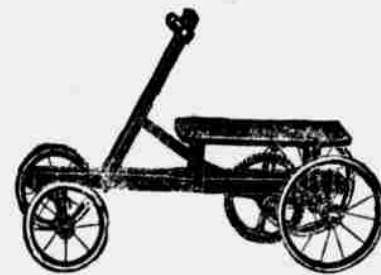
Sandy Andy, Dumping Andy, Sandy Crane and all the Sandy Andy numbers, from **50c-1.25**

Extra! Big Dolls

Hundreds of large Dolls, Soldier, Sailor, Nurse and Clown Dolls. These are large and stand 20 inches tall. If we had bought them in a regular way, we would have to get 2.00 for them, but Saturday we will sell them, your choice—

At \$1

What is home without a Drum and the joy of seeing the boy on Christmas morn marching the floor with a new Drum? Prices, **35c to 7.50**



Irish Mail will make the boy strong. Fine for leg and arm muscle, **3.50, 5.00 and 7.00**



Mexican Battle Game and dozens of the soldier games. Some with guns, some with cannon, some with as many as 100 soldiers. Prices, **25c to 2.50**

SANTA CLAUS IS HERE, TOO

AND has a nice present for every little visitor coming with their parent or older brother or sister. See Santa Claus in his little house—downstairs.



Hudson Coasters. Have malleable iron wheels, are guaranteed to hold up 800 pounds. If you want a wagon boy-proof, buy a Hudson. Come in three sizes, and priced according to size at from **6.00 to 7.00**

Wool Sweaters

Ideal for Women's Gifts



Second Floor

300 Fine Wool Slip-Over Sweaters, Regularly Sold for **4.50** Special **2.95**

The ideal garment for this time of the year, slipover with sleeves, purled at the waist, cuffs, breast pocket, in all the popular shades, rose, peach, turquoise, buff, sizes for women and misses.