



For Years Accepted as the Store of Christmas Gifts

This Institution Presents for the Holidays of 1923 An Exceptionally Fine Array of Appropriate Merchandise

The Brandeis Store

A Presentation of Gifts That Carry the Genuine Messages of the Christmas Season

When You "Buy It at Brandeis" Play Day and Work Day Alike

You Are Shopping in the Markets of the World and Obtaining the Advantage of Cash Purchasing Power



A Store Full of Wonderful Christmas Offerings From All Sections of the World

Jewelry and Leather Goods

French Beaded Bags—Our own importation; in a great variety of colorings, styles and patterns; strong shell frames; full fringe and beaded handles; priced at **4.95**

Beaded Bags—Extra large size; made in France; exquisite carved frames of shell; some ivory; beautiful colorings; heavy fringe; wide beaded handles; all silk lined; fitted with mirror; priced **12.50**

Beautiful Hand-Made Silk Bags—Beaded in cut steel beads in pretty designs; shell frames; silk lined; fitted with mirror; priced at **7.98**

Silk Novelty Bags—A variety of silk fabrics; fancy stone set frames; some marcesite trimmed; some fancy ball clasps; all taffeta lined and fitted with mirrors; priced **5.98**

Genuine Leather Hand Bags—In many shapes; swarger, pouch, Peggy, matinee, evening and shopping bags; in popular colors and finished in popular grains; leather or silk lined; priced **5.00**

Men's Bill Folds—In all genuine leather; plain and gold trimmed; a variety of leather finishes and neat colors; some with transparent slip for identification card; priced **1.25 to 10.00**

Boys' New Haven Watches—Guaranteed for 1 year, price **1.50**

Ladies' Rectangular Shape White Gold Wrist Watches—14-k. case; 15-jewel movement; sapphire crown; price—**17.50**

Manicure Sets—Large sized; beautifully colored handles; 11 in set; velvet lined case; complete—**6.98**

Sterling Silver Salts and Peppers Sets—Sets of six individual salts and peppers; per set **3.00**

Kiddies' Vanity Boxes—Made of leather, nicely lined; in a great variety of shapes and styles; priced **59c**

Traveling Cases—All leather; containing brushes, tooth brush holder, soap dish, cream jar, mirror, comb and file and scissors; priced **7.50**

Salts and Peppers—Hammered designs; guaranteed silver plate, pretty shape; specially priced at per pair **89c**

Novelty Beads—In crystal, beautifully cut with different drops and graduated beads; priced **59c**

Spanish Combs—Of shell, amber, ivory, jet and stone set in colors and color combinations; priced **3.98 to 25.00**

Ladies' Brooches and Bar Pins—In plain gold or stone set sterling; many pieces are imports; priced at **2.50 to 25.00**

Ladies' White Gold Wrist Watches—25-year white gold-filled case; 15-jewel movement; in three pretty shapes; a sapphire set crown; priced at **8.98**

One-Half of a City Block Filled With Beautiful Toys From America, France, Italy, China, Japan, Austria, Germany and Czecho-Slovakia

One of the Largest Toy Departments In Any City in America

In preparation for the Christmas season of 1923, our toy buyers visited all the toy markets of the world. The Brandeis Store Toy Department occupies the equivalent of half a block of ground. It is located on the Eighth Floor and is filled with toys from all parts of the world. A miniature circus is in operation and gives performances, for the delight of children and grown folks alike, every hour.

Madam Hendren, Lenci, F. & B. and All the Best Lints of Dolls—This little miss, dressed in furs and goes out walking; also goes to sleep; priced **10.00**
Mamma Dolls as low as **79c**

Genuine Flexible Flyer Steds—Brightly painted; priced at **3.75**
Other sizes up to **8.00**

This Beautiful Doll—Belongs to the Hendren family; has the most perfect "mamma" voice in the world; will stand lots of loving and roughing; priced **8.00**

This Wonderful Doll Furniture—comes from China; 4 pieces to set; priced **2.75**

Men's Solid Gold Scarf Pins—Green gold and white gold; set with beautifully cut stones; in great assortment; priced at **1.50 to 15.00**

Men's Watches—14k white gold and green gold filled; 12-jewel 7-jewel Elgin movement; pretty silver dial; case is prettily engraved or engine turned; priced **15.75**

This Beautiful 22-Inch Mamma Doll—Walks, talks and goes to sleep; has beautiful hair and eyes; priced **5.00**

This Little Doll Is Imported—Has pretty silk dress; hat, shoes and stockings; goes to sleep; priced **1.50**

This Mamma Doll is 16 inches tall; has pink or blue rompers; says "mamma" like your own baby brother; priced at **69c**

Large Mamma Doll—22 inches high; says "mamma" like a real baby; priced **1.39**

White Truck—27 inches long; solid rubber tires; exact duplicate of the famous White truck; priced at **7.50**

This Hand-some Limousine—Is built entirely of steel; beautiful streamline body; will run by pushing; priced **2.50**

This Wonderful Doll Furniture—comes from China; 4 pieces to set; priced **2.75**

Something New in Mechanical Trains—Winds up and runs on the floor; it needs no track; this train is 4 feet long and built entirely of steel; priced **5.00**

This Substantial Looking Garage and Car—Are built of steel; the garage is 22 inches long and is priced at **2.50**; Limousine and sport car, each **2.50**

A Beautiful Doll Carriage—Large enough for the biggest mamma doll; wove fiber; three feet, two inches in height, 4 feet long; ivory color; this one is priced at **20.00**
Others, smaller, down to **5.00**

Beautiful Princess Dresser—What little girls would not like this? Pink and blue enamel; 4 feet high; with chair to match; priced at **15.00**

Child's Solid Oak Desk—With roll top; a desk is a joy forever; this one is 32 inches high and the price is **8.00**
Other, larger ones, are priced up to **25.00**

This Wonderful Automobile—is just like dad's; has speedometer, spotlight, double windshield with cleaner, All-mite oiling system, tool kit and everything but its engine; this one priced **40.00**
Others down to **7.50**

This Sturdy Fire Engine—Winds with a spring and goes to fires like sixty; priced **1.25**

Janzville Coaster—Ball-bearing; one-inch rubber tires; swift and strong; priced **10.00**

This Water Tank—It should go with all trains, **1.00**. Electric Lighted Station, **5.00**.—Others priced **50c** to **2.50**. This Fine Train—Mechanical engine, track and cars, for **2.00**.

Hill Climbing Speedster—Painted bright red; priced **75c**

Tractor and Trailer—Durable spring; priced **3.50**

Ford Sedan—Just like a real Lizzie; priced **50c**

Imported Candles—With raised flowers—lily of the valley, roses, forget-me-nots, heather, daisies; two in gift box; priced **75c**

Narcissus Bulbs and Bowls—Bowl of dark green pottery; three bulbs and moss for holding in place; in pretty gift box with appropriate verse; priced at **50c**

Metal Smoke Stands—Brass, green and mahogany finishes; very substantial; priced **2.50**

Decorated Candlesticks—Of wood, with decorated candles to match; priced, pair, **3.50**

Wrought Iron Smoke Stand—With gold, red or yellow glass tray; priced at **1.00**

Bridge Lamps—Decorated with metal leaf gold and polychrome colorings; weighted bases; priced **9.98**

The Christmas Gift Out of the Ordinary

THE GIFT SHOP is filled with out-of-the-ordinary things from every part of the world. Those exotic and charming bits of pottery and bric-a-brac that carry into your home the mystery of the Orient; those lovely decorative pieces from Europe which your friends will prize for their very novelty and difference from the things with which we are familiar. We have built this gift shop up with merchandise of this type. Our buying offices in all corners of the world have been steadily collecting for this season's stock, and we invite you to visit this shop, enjoy its atmosphere of quaintness and beauty, and purchase gifts you know your friends will enjoy.

Leatherette Waste Baskets—Brown embossed design; three sizes, **75c, 1.00 and 2.00**

Cube Incense—Assorted odors; in prettily decorated box; priced **25c**

Shade for Floor Lamp—Of georgette, lined and interlined with silk; silk fringe and silk drop cord; priced **9.98**

Three-Piece Console Sets—Compote and two candlesticks; for buffet; priced **3.98**

Decorated Hand Mirrors—Long, graceful handle and excellent quality glass; back finished with velvet; priced **6.00**

Mail Orders for Any Article Advertised on This Page Promptly Filled. Order From Letter on Picture. Address Mail Order Dept. Brandeis Store Omaha.

Here's a Wonderful Little Speedster—Priced at **50c**

16-inch Tubular Frame Bicycle—With baked on enamel ball bearing; all around heavy rubber tires; priced at **12.00**

Table and Chairs—In ivory and blue or pink and white; for the little miss's tea party; priced at **15.00**, **10.00** and **7.50**

Yellow Cab—Built of iron, to pull on the floor; **1.00**