



TOYLAND



Every little tot in Omaha has been waiting for this great day. Santa Claus is here to open Brandeis' Toyland, and he invites everyone to come and see the gifts. No western store ever attempted a showing on such a grand, beautiful scale. Thousands of Christmas novelties never seen before. A Fairyland for the children.

GRAND CHRISTMAS OPENING

See the Doll's Military Ball

See the Wedding of the Dolls.
See Santa Claus and the Messenger Boy.
See the Jolly old Santa Claus himself.
See the miniature "Holy City."
See the beautiful decorations.



WATCH FOR THE BRILLIANT STREET PEGEANT

Santa Claus in His Castle of Ice.
See a whole city of Pretty Dolls.
See a whole circus of Teddy Bears.
Every new toy that is made—every new game—every Christmas novelty.
See the new Diavolo Game—See the Humpty Dumpty Circus.

**ONLY 14
MORE DAYS
to Shop
Before Christmas**

Brandeis Store is a Perfect Wonderland

Jolly Old Santa Claus will be here all day to see the children.—Our entire basement has been transformed into a glittering palace of beauty. No such toyland was ever seen west of Chicago. Our main floor and great light court reveal a massive triumph of store decoration, entitled, "The Feast of the Seasons," that is the wonder and admiration of all Omaha. Brandeis' stores from top to bottom filled with useful and beautiful Xmas gifts at moderate prices. Christmas would not seem like Christmas without Brandeis' wonderful display.

**DON'T DELAY!
Buy Your Gifts
for Christmas
NOW**
And Avoid All the Inconvenience of the Last Week's Crush

Huge Cash Purchase of Women's Cloaks

Our cloak buyer has just returned from the east, where he was called by a telegram from a manufacturer who was willing to make almost any sacrifice for cash. Our buyer secured the entire stock on hand of high class winter cloaks at a sacrifice that was positively amazing. A month ago such a transaction would have been utterly impossible. These cloaks are here new and will be divided into two immense lots Monday.

**LOT 1
All the Up-to-Date Cloaks
From the Big Purchase
WORTH UP TO \$20
WILL GO MONDAY at \$10**

Hundreds of long tight-fitting or loose-back Winter Coats—full satin lined—braid trimmed or plain. The lot includes 27 to 36 inch broadcloths with heavy satin linings—some are the new military styles—also the fashionable short caracul or silk fur coats that are plain or braid trimmed. These are choice lots. The eastern manufacturer made them to sell for \$20. We offer you the choice Monday at

\$10.00



**LOT 2
All the Fashionable Cloaks
From the Big Purchase
WORTH UP TO \$30.
WILL GO MONDAY AT \$15**

This lot is such a beautiful assortment that no other store in America would consent to sell them for less than \$25. But we bought at a bargain and we will sell at a bargain. 200 fine tailored long tight-fitted or semi-fitted back coats—loose coats with satin linings and heavy braid trimmings—full length caraculs, large fur collared coats and swell short broadcloth military coats—would be splendid bargains at \$25 and \$30—Choice Monday

\$15.00

GIFTS of JEWELRY

The east side of our great store is devoted to the most complete showing of jewelry novelties suitable for Christmas gifts ever shown in the West.

We buy jewelry direct through our own Paris office and save fully one half the price on the prettiest imported goods.
Men's 10k solid gold Cuff Buttons, \$25 down to \$2 pair.
Women's 10k solid gold Rings, 500 styles, at \$3 each.
Birthday stones in Tiffany settings at \$3 each.

Heavy Sterling Silver Bracelets in chased and plain at... **\$2.50**
Real Amber Beads, Gold Filled Variety Purses and Imported Hat Pins, all at very special prices.

French Ebony Comb, Brush and Mirror, silver handles, fancy box, at \$3.

Sterling Silver Clothes Brushes, large size, pond lily design. **\$2**
1847 Roger Bros., quadruple plate hat pin holders, jewel boxes, vases, baskets, children's cups, candelabras, soap boxes, gold frames for photographs, embossed frames, Mosaic frames.

Hand Carved Cameos, 50 styles to choose from at, each... **\$3.00**

Ebony Military Sets, Sterling Silver Mountings, with comb... **\$2.50**

Very Special Sale of real laces—1,000 doz. bolts French and English Val laces and insertions, effective and pretty designs suitable for fancy work, etc., in 12-yard bolts, very special, bolt... **25c**

Irish hand crochet, real French Valenciennes, Brussels, and Princess appliques, real Duchess, real Cluny, etc., all at extremely low prices.

New Veilings and Waist Nets—New shipment, the latest novelties in ring and coin dots, dainty figures, fillet, meshes, etc., black, white, cream, ecru, brown, navy and green... **69c-85c-125-149** at yard.

Also a complete line in two and three clasp effects.

Women's One-Clasp Gloves—real Mocha, Paris point stitching, black, brown and tan, Monday, for... **1.49**

2-Clasp Gloves—French and German Lambskin, black, brown, tan, white, grey, red, green and navy—all sizes—Monday, **1.25**

Ask for our "Glove Bonds" for Christmas gifts.

Kayser's 2-Clasp, Double Silk Gloves—black, white, brown and navy, price... **98c**

Our Holiday shipment of the Celebrated "Perrins" Kid Gloves is here. We are sole agents in Omaha. These gloves are in all the newest shades for evening and street wear, in 8-12 and 16 button lengths, and range **25c to \$4** in price from

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The Gifts a Woman Likes the Best Stylish, Useful and Pretty Things to Wear

New Style Petticoats—A new line of Christmas petticoats in excellent styles—ruffled, embroidered and tucked—heavy taffetas—all colors... **4⁹⁸-6⁹⁸**

Feather Boas—Originally were \$7.50, \$12.50 and \$15, made in the single, double, three and four strands, of Marabout and Ostrich, in plain colors and white, also combination... **4⁹⁸-7⁵⁰-9⁹⁸** at

White Lingerie Waists—A new lot of bright, crisp, new, white, dainty waists, with lace, embroidery and tucked trimmings, also, plain tailored effects, at... **1⁹⁸-2⁵⁰-2⁹⁸-3⁹⁸**

Christmas Aprons—Monday we will show the most complete assortment of Christmas aprons ever offered in Omaha. There will be any style you can wish for, any shape, and any price. Price range will be **25c, 39c, 50c, 75c, 98c up to \$4.98**

All imported and fine Domestic waists at 1/2 price. The \$49 imported waists, at \$24.50 The \$45 imported waists, at \$22.50 The \$39 imported waists, at \$19.50 The \$35 imported waists, at \$17.50 The \$29 imported waists, at \$14.50 The \$25 imported waists, at \$12.50 The \$20 imported waists, at \$10.00

Fur Scarfs, Muffs and Sets make Fine Gifts—No gift could be more thoroughly appreciated. Our showing is most complete and every piece of fur is carefully selected before it can be shown in "Omaha's Greatest Fur Store."

Scarfs from \$1.98 to \$98. Muffs, from \$1.98 to \$75. Fur Sets, from \$4.98 to \$150.

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