

THE BEST GIFTS FOR CHRISTMAS

BRANDEIS THE CHRISTMAS STORE



The greatest store in the west, brilliant in Christmas splendor and with a wonderful stock of holiday gifts, is at your command. No western store was ever so completely stocked with desirable gifts. More than 1,000 capable clerks are ready to wait upon you. This immense, roomy shopping center offers every possible comfort to the thousands of gift buyers in Omaha.

Bring your list of Christmas gifts to Brandeis. You can buy more desirable presents for less money than at any place in Omaha. Make your Christmas money last longer

We want everyone to see Brandeis' delightful new Christmas attractions:

- See the grand street pageant: Santa Claus in his castle of ice.
- See the circus of Teddy Bears.
- See the great "Holy City."
- See the Dolls' military ball.
- See the Dolls' Wedding.
- See the jolly old Santa Claus himself.
- See the cage of live monkeys.
- See Santa Claus and the messenger boy.
- See the Humpty Dumpty circus.
- See the most Beautiful, Big, Brilliant Toyland ever beheld. Don't delay your buying. Start now.

STORE OPEN EVENINGS

Until Christmas. Come and Shop at Your Leisure. Come Early in the Week.

Everything That's New for the Little Folks in BRANDEIS' BIG, BEAUTIFUL TOYLAND

Santa Claus' own beautiful land of toys. Every kind of toy made by the toy makers of the world. Brilliant decorations. A world of bargains.

- Thousands of Dolls—Dressed Dolls, kid body dolls, jointed dolls, doll families, doll furnishings. Everything a little girl could desire.
- Special—Large jointed kid body Dolls—sewed wigs, moving eyes, shoes and stockings, special **49c**
- See all the new Kestner kid body Dolls Doll calling cards free with every Doll.
- Doll Beds with wire springs, brass trimmed at **49c**
- Doll Beds at \$1.25, 98c and **75c**
- Doll Houses—Drug stores, groceries, meat markets, coffee stores, etc., all complete, at 25c to **\$7.50**

- Toy Telephones. Improved Bliss telephones, with two receivers and plenty of wire—practical toy at **98c**
- Chairs and Rockers for Children—Over 50 styles, 25c to **\$2.50**
- Nicely varnished wood Room Sets for dolls—chairs, rockers, and tables, set in box **25c**
- Magic Lantern, at 59c up to **\$15.00**

- Teddy Bears—All kinds—some of them growl—just the toy for tots—we have a whole circus of them.
- Plush Teddy Bear, a cute one for **39c**
- Larger Bears, at 49c, 98c, and **\$1.50** Up
- Teddy Bear Collars and Chains, all new things.
- Calling Cards for Teddy Bears, free with each bear.
- Mechanical Toys—Do everything but talk.
- U. P. Railways, 39c to \$5.00.
- Steam Engines at 98c to \$5.00.

- Gun that shoots rubber balls, exciting, at **49c**
- Humpty Dumpty Circus—The big toy success of the year—Lots of fun, at **49c, 75c, 98c**, up to **\$10**
- Diavalo, the new game, play it indoors or out, at **50c** to **\$4.50**
- Velvet and plain rubber Parlor Balls **10c, 25c** to **98c**
- A. B. C. Embossed Wood Cubes, **10c** to **49c** box.
- English and Irish Mail Hand Cars and Flying Dutchman **\$2.98** to **\$15**
- English Cabs for \$10.00 down to **25c**
- Christmas Tree Rugs—keeps grease off carpet—all colors, at **59c**



EXTRA SPECIAL SALE IN CHINA SECTION

West Arcade
20% Discount on the following up-to-date goods for Christmas.
Old Russian Brass Goods, Coalport China of all kinds, Old India Pottery, Art Nouveau Vases, Jardinieres, etc., Rock Crystal Cut Glassware, Scotch Mottoware, Old Bristol Delft and all Gas and Electric Portables.

BRANDEIS



JEWELRY FOR CHRISTMAS

No woman admires any gift so much as jewelry. Brandeis' perfectly equipped jewelry department shows thousands of the daintiest and prettiest novelties at extremely moderate prices. The European effects we show this season are new and exclusive with Brandeis.

- Men's 10K solid gold Cuff Buttons at pair, \$25.00 down to **\$2.00**
- Women's 10K solid gold rings, 500 styles, at, each **\$3.00**
- Birthday Stones in Tiffany settings at, each, **\$3.00**
- Heavy sterling silver Bracelets, in chased or plain, at, each, **\$2.50**
- Hand carved Cameos, 50 styles to choose from, each, **\$3.00**
- French Ebony Comb, brush and Mirror, silver handles—in fancy box, at **\$3.00**
- Sterling silver Clothes Brush, large size, Pond Lily design, at **\$2.00**
- Large sterling silver 925-1,000 fine Hair Brushes, \$2.00 and **\$1.49**
- Sterling silver Sewing Sets—scissors, thimble, emery and silver tape line at **\$1.69**
- Sterling silver Ladies and Sugar Shells, each **\$1.00**
- Child's sterling silver Knife, Fork and Spoon—at **\$1.50**
- Sterling silver Shaving Sets at **\$5.00**
- Imported French Clocks, worth \$3.50, at **\$3.98**
- Here are charming gifts at small pieces—Belts, Opera Bags, solid leather Bags, Music Ralls, Vanity Bags, Purse, Men's Card Cases, imported Bags—entire stock of an eastern manufacturer, worth up to **\$2.50**, Saturday at **\$1.00**
- Imported Purse, hand beaded, worth \$1.25 at **50c**
- Women's, Men's and Boys' Watches—all 15 jewel Elgin or Waltham, in gold filled cases—warranted 20 to 25 years—prices far below the ordinary.
- Traveling Cases, Manicure Sets, Bottles in cases, Military Sets, Quadruple Sets, Standing Mirrors in ebony and plate, etc., worth up to **\$12.00**, at a set, **75c** to **\$4.98**
- Comb, Brush and Mirror, stag with silver mountings, in fancy box, at **\$4.50**
- Large size sterling Mirrors, cupid design, French bevel glass, at **\$2.00** and **\$1.49**
- Ladies' and Men's Sterling Silver Hat Brushes, at **50c** and **\$1.00**
- Sterling silver Military Brushes, pair, **\$5.00**
- Five-piece Manicure Sets in fine silk box, at **\$1.75**
- Sterling silver Knife Files at **25c**
- Sterling Pickle Forks at **\$1.00**
- Six Nut Picks and Cracks, in fancy box, at **19c**

The Best, Prettiest and Most Acceptable of All Gifts.

ONLY 8 DAYS MORE TO BUY
Those Christmas Gifts. Come Early in the Week

HANDKERCHIEFS FOR CHRISTMAS GIFTS

- Men's Handkerchiefs of Irish Linen, hand embroidered and hand drawn corners, four in fancy box, worth \$2.00, at **98c**
- Ladies' sheer linen handkerchiefs, all widths of hems, also lace and embroidered Swiss, worth up to 25c, at, each **12c**
- Men's handkerchiefs, all pure Irish linen, fine and sheer quality, worth 25c, at each **15c**
- Ladies' and Men's sheer linen handkerchiefs, initials, plain and corded borders, also all over plaids, at, each **10c-15c-25c**
- Handkerchiefs in fancy boxes, six in box, at **39c-98c-1.25-1.50**
- Children's handkerchiefs, three in fancy box, plain or initialed, at, box **10c-25c**
- Ladies' all linen handkerchiefs, Mexican drawn work, embroidered and lace trimmed, neat styles, at, each **25c-49c**
- Men's silk initial handkerchiefs, large size, good quality, all letters, worth up to \$1.00, at, each **35c-49c-69c**

\$1 Embroideries at 25c

Greatest Embroidery Sale in the history of Omaha.
Grand cash purchase from U. S. Customs House—
18-Inch elegant Swiss and Nainsook Skirting, Flouncing and Corset Cover Embroideries—
Choice new designs, also wide insertion galloon beading, worth up to \$1 yd., big bargain square, at yd. **25c**

GLOVES FOR CHRISTMAS

We have received our holiday shipment of the celebrated Perrin's kid gloves, for which we are sole agents in Omaha. These gloves come in all the popular shades for evening and street wear, in 8, 12 and 16 button lengths and range in price from pair—
\$2.50 to \$4
Also a complete line of 2 and 3 clasp Perrin's gloves.
Women's Long Gloves—Elbow length, real Grenoble kid, brown, tan, red, navy, black and white, all sizes, worth \$3.50, at **2.48**
Suede fabric Gloves—Elbow length and gauntlets, black, grey, and cham-ols, Paris point embroidery and pique sewed, all sizes, worth \$1.50, at, pair **59c**



Christmas Kid Gloves put in fancy boxes. Buy one of our Glove Bonds for a gift. It can be exchanged for a pair of gloves correctly fitted.

Greatest Sale in the History of the West
ORIENTAL RUGS
At BRANDEIS—Next Saturday

BRANDEIS

RUGS Make Splendid Gifts

- Small Rugs—in a great variety of styles and qualities, 36x72 Axminster Rugs, regular \$5.00 values, for **\$3.75**
- 26x70 Axminster Rugs—regular \$3.50 quality for **\$2.25**
- Wilton Velvet Rugs—36x72—a \$6 rug for **\$3.25**
- A full line of Wilton Rugs, all sizes, full styles at special prices.
- Bissel Carpet Sweepers—all fully guaranteed, 3rd floor, New Store.

5,000 Genuine Imported HARTZ MOUNTAIN Singing Canaries

Tomorrow your choice at the low price of **139** And Up.
All are young birds. Add cheer to your home. On sale in Old Basement, Boston Store.