

An Extraordinary Sale of Furs



FUR SETS
FUR COATS

at Brandeis Stores

FUR SCARFS
FUR MUFFS



An Immense Purchase from a New York Manufacturer
Brings to Omaha About \$20,000 Worth of High Grade Furs
in Practical Styles at About One-Third Less
Than Regular Prices

The firm that sold us these furs was one of the most reliable concerns in New York. Every piece of fur is a dependable fur of excellent quality, made in the newest style and at the prices we offer them, there was never such a sale of furs of high character in the West. It is filled with amazing opportunities.

You have our own assurance of the reliable quality and value of these furs.

We will include our own reserved stock of furs in this sale at bargain equally great.

Matched Sets \$1.98 Scarf and Muff worth up to \$3.50
Black Conie, with large pillow muffs and fancy zaza scarfs.

Matched Sets \$2.98 Scarf and Muff Worth up to \$5.
Black and Sable Conie Sets, with fancy neck scarf and full pillow muff, head trimmed.

Matched Fur Sets worth up to \$7.50, at... **\$3.98**
Brown Canadian Marten Sets with pillow muff and satin lined throw. Brown French Conie Sets with large muff and scarf—head trimmed.

Matched Sets \$5 Scarf and Muff Worth up to \$8.
Pillow and Rug Muffs, Shawls, Throws and Fancy Scarfs of Canadian Marten, French Conie, lynx in brown and black.

Matched Sets \$6.98 Scarf and Muff Worth up to \$10.
Black and Sable French Lynx Sets, with large open rug muff and Skinner satin lined, large fancy shawl, with head and tail trimmed.

Sets of Matched Furs Worth \$15 **\$8.98**
Extra fine and large French Lynx Set with pillow or rug muffs, very large shoulder scarf.
Natural Opposum Sets, large pillow muffs, fancy zaza shaped scarf.

Coming just at this time, this sale is very fortunately placed. These furs will make the most sensible and acceptable of all gifts for Christmas.



The woman who attends this sale can buy an elegant fur set or a fine coat for a great deal less money than she could possibly secure it later in the season. This is a sale of strictly reliable furs at prices so greatly reduced that each purchase means a remarkable saving of money.

Furs Sets at \$10
Natural Squirrel, Brook Mink, Northwestern Mink, Canadian Marten, Belgian and French Lynx, scarfs and muffs, worth up to \$19.

Fur Sets at \$15
Natural Opposum, Blue Opposum, Brown Canadian Marten, Brook Mink, Northwestern Mink, in fancy and plain scarfs and muffs, worth up to \$22.50.

Beautiful Fur Sets at \$25 to \$98
In every Fur that one can wish—Black Fox, Black Wolf, Blue Wolf, Red Fox, Sable Fox, Raccoon, Opposum, Mink, Siberian Squirrel, Jap Mink, Lynx, etc.

Women's Fine Fur Coats
Hundreds of the finest long fur coats were in this great purchase. The styles are all the latest effects for 1910-1911. You can absolutely rely upon the high quality and the dependable character of every fur coat that is offered in this sale. We will vouch for the reliability of each one.

\$65.00 50-inch Russian Pony Coats at... \$39.00
\$85.00 52-inch Fine Russian Pony Coats... \$59.00
\$135.00 52-inch Krimmer Coat at... \$87.50
\$40.00 52-inch Sable Conie Coat at... \$22.50
\$85.00 52-inch White Conie Evening Coat \$42.50
\$135.00 52-inch Near Seal Coat at... \$98.00
\$125.00 52-inch Near Seal Coat at... \$69.00
\$198.00 52-in. Striped Brook Mink Coat, \$150.00
\$275.00 52-inch Hudson Seal Coat at... \$198.00
\$750.00 52-in. 3X quality Seal Skin Coat \$498.00

Separate Fur Scarfs
Baum Marten, Jap Mink, Black Fox, Cross Fox, Australian Opposum, Brown Bear, Black Wolf, Blue Wolf, Canadian Marten, French Lynx.

Prices \$5 up to \$198
Separate Muffs to Match \$5 to \$125

Children's Fur Sets
The assortment of children's sets is complete, and we have any of the pretty childish furs in many different styles.

Per Set
98c to \$12.50

Great Sale of a Stock of Imported Jewelry

Fancy Set Rings for Women and Men—Genuine stone in 10-karat solid gold settings, worth up to \$8.00—**\$2.98**
500 Large Size, Brilliant Hat Pins—worth \$3.00 each, at... **\$1.49**
Beautiful Genuine Shell Cameos and La Vallieres—Worth up to \$40.00, at... **\$8.50 to \$20.00**
2,000 Pieces Imported Jewelry—Worth up to \$1.00 each—**25c and 50c**
Genuine Coral Strands—Worth up to \$4.00, at... **\$1.49**

Men's 16 Size Open Face Watch—Thin model, 20-year standard case, 15-Jewel Elgin or Waltham movement, worth \$16.50—**\$10.50**

Genuine Goat Seal Bags—Tan leather lined, six fittings, extra leather corners, regular price \$5, at... **\$2.98**
1847 Internazional Comb, Brush and Mirror Sets—worth up to \$10, at... **\$4.99**

Women's and Misses' Bracelets—Warranted to wear 10 years, worth up to \$8.00—**\$1.98**
Sterling Silver Rings—20 styles, each, at... **50c**
Men's Solid Gold Cuff Buttons—Regular price \$2.50, at... **\$1.39**
Beautiful La Vallieres—Worth up to \$5.00, at... **\$1.69**
Women's and Misses' Diamond Rings—10-karat gold settings, worth up to \$10.50, at... **\$4.49**
Genuine All Leather Lined Bags—Fitted with card case and purse—at... **\$1.00**

Women's O Size Watch—20-year standard gold filled Hunting Case, 15 Jewel Elgin or Waltham movement, worth \$18.50—**\$12.00**

SATURDAY—ONE DAY ONLY

ANY WOMAN'S HAT

In Our Entire Stock.
No matter what the former price; your choice for... **\$5**

This includes every hat in our entire Millinery department. All the newest mid-winter styles included—all colors—all the favorite trimmings—small or large shapes; dress hats, evening hats, trimmed hats; your choice, \$5.00

Brandeis' Great Toyland is Now Open

Every Toy a Child Could Wish For

Sample Doll Dresses
White and colored Doll Dresses, made from swisses, lawns, dimities, ginghams, etc.—all complete with undergarments. Every one a perfect make.

They are worth up to **29c** to \$1.00 each, at... **29c**

Here Are Toys We Would Advise You to Buy Early

Automobiles, Pianos, Doll Go-Carts, Galloping Horses, Express Wagons, Tool Chests, Trains on Track, Post Card Projectors, Chairs, Doll Houses, Furniture, Shooflys, Steam Engines, Black Boards, Doll Beds, Boy's Hand Cars, Writing Desks, Humpty Dumpty Sets, Game Boards, Play Grocery and Meat Stores.

..BRANDEIS STORES..

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Omaha's Foremost Beauty Shop—Pompian Room and Brandeis Second Floor

Genuine Human Hair for the Latest Coiffures

NOTE THESE REDUCED PRICES AND SPECIAL VALUES ARE ALL ON HAIR GOODS OF FINE QUALITY

It is of first importance that human hair, and not cheap substitutes, be used in coiffures. It is important in buying hair always to deal with a house that will tolerate no deception and guarantees all hair goods, as well as all other merchandise, exactly as represented. In Brandeis Beauty Parlors you may always feel certain of being satisfied.

Very Special Inducements in NATURAL WAVY SWITCHES
Made of Fine German Hair

18 and 20-inch Switches, all long hair, \$3 values—**\$1.48**
22-inch Natural Wavy Switches, \$5 value—**\$2.98**
30-inch Natural Wavy Switches, 3-on, \$10 value—**\$5.00**

Cluster Puffs
\$3 values at \$1.98—**\$4.98**
\$8 values at... **\$4.98**

Transformation
A regular \$5 value for... **\$2.98**

Visit Our Beauty Shop—In Pompian Room, Manicuring... **35c** Hairdressing... **35c**

Washable Hair Goods
A 75c value—special for... **50c**

Two Extra Large Size Silk Nets, at... 5c

TOWNS CALL FOR MORE SEALS

Creighton Has Sold Its Supply and Wants More.

PASTERS SELLING VERY FAST

One Omaha Store Runs Out on the First Day and Many Calls Are Being Received from All Sides.

The town of Creighton, Neb., with only about 700 inhabitants, has already sold out its supply of Christmas-anti-tuberculosis seals and has written for 5,000 more. The mayor, D. C. Johnson, sent a letter to the office of the executive secretary in Omaha saying that 2,000 more would be quickly disposed of. If Omaha's citizens were to work on the same ratio, about 20,000 seals would be sold here in a short time.

The first day's sale in this city was encouraging. A seed store opposite the post-office sold out its total supply by 5 o'clock Thursday afternoon, and many others did nearly as well. The Omaha Woman's club is taking part and reporting good results. The United Mine Workers, meeting in St. Louis, have added their official sanction to the work and several other large organizations have joined the general effort to help the cause.

What's a Seal?
"Mamma, what's a seal?" asked 5-year-old Mary, looking up from the paper, whose black headlites she was laboriously deciphering.

"A seal is a little animal that lives in the ocean. We use its fur for coats and wraps," was the enlightening answer of the parent.

Mary puckered her brow for some minutes, and again interrogated: "Mamma, will seals stop plagues?" referring perhaps to some of the biblical narratives she had heard told in Sunday school.

"Stop plagues! Why, child, what are you talking about?" cried the mother in amazement.

"Why, here it says, 'Red Cross Seals Stop White Plague,'" triumphantly holding up the paper.

Then mamma explained to her little girl that the Red Cross Seal is a tiny stamp-like sticker which is placed on the back of letters and packages coming from Santa Claus and others. Every seal costs a penny, and every penny goes to fight and cure consumption, which is the real name of the white plague, and which is an awful

Brandeis Red Cross Drug Sale

This is the last Red Cross Drug Sale of the year. We have prepared the greatest bargains for this event that were ever offered in Omaha. Drugs and toilet articles at prices that you can scarcely believe. Buy these specials Saturday at a great saving.

25c Santal Tooth Paste... **15c**
25c Dr. Graves' Tooth Powder... **14c**
50c Palm Olive Cream... **29c**

TOILET ARTICLES
25c Colgate's Tooth Powder... **15c**
25c Rubofoam... **19c**
25c Sozodont... **18c**
Colgate's, Williams' or Men's Toilet-cum Powder... **15c**
25c Brogier's Talcum Powder... **15c**
25c Satin Skin Cream... **18c**
50c Pompian Massage... **34c**
\$1.50 Oriental Cream... **\$1.09**
50c Hay's Hair Health... **45c**
\$1.00 Kinney's Hair Tonic... **75c**
\$1.00 Patten Walnut Juice... **89c**

PERFUMES AND POWDERS
50c Locust Blossom, per oz... **25c**
50c Crab Apple, per oz... **19c**
50c Java Rice Powder... **25c**
50c Possoni's Powder... **25c**
50c Violet Toilet Water... **39c**
Pinaud's Liliac Toilet Water... **59c**
3 Orange Wood Sticks... **5c**

MME. YALE'S ARTICLES
50c Almond Blossom Cream... **45c**
50c Face Powder... **40c**
\$1.50 Skin Cream... **\$1.25**

25c Liliac Talcum Powder, spec... **6c**
50c Java Rice Powder... **25c**
25c Santal Face Cream... **13c**
10c Williams' Shaving Soap... **4c**
15c Chamolis... **8c**
\$1.00 Traveling Case... **49c**

RAZORS
\$2.50 Westeron Special... **97c**
\$2.50 Brand's Blue Steel... **97c**
\$2.50 Wade & Butcher... **97c**
\$1.00 Safety Razor... **79c**
75c Razor Hono... **39c**
50c Razor Straps... **29c**

BRUSHES
50c Hair Brushes... **35c**
15c Tooth Brushes... **10c**
15c Hair Brushes... **59c**
Double Bristle Air Cushion Brush, at... **\$1.49**

SUNDRIES
10c Shinola... **6c**
25c Shinola Outfit... **19c**
25c Whisk Brooms... **15c**
50c Feather Dusters... **39c**
We guarantee Rexall Hair Tonic to stop your hair from falling out... **50c and \$1.00**

Ivory Soap, per cake... **3 1/2c**
10c Palm Olive Soap... **7c**
20 Mule Team Borax, special... **9c**
15c Liquezoon Soap... **5c**

Now is your chance to buy a camera and a complete developing outfit, at a very low cash price, our special offer for Saturday is as follows—

This \$27.50 Camera, 1 Ruby Lens, 1 Printing Frame, 2 Developing Powders, 1 Lens Cap Mount, 1 package Hypo, 1 4-oz. Measuring Glass, 1 Squeegee Roller, 1 Instruction Book.

SUPPLIES
8 Tubes M. Q. Developer... **25c**
1-lb. Hypo... **5c**
1/2-lb. Package Acid Hypo... **12c**
1-lb. Tripod, Special... **69c**

RUBBER GOODS
\$1.00 Hot Water Bottle... **80c**
\$1.00 Fountain Syringe... **80c**
\$1.75 Hot Water Bottle... **\$1.19**
\$1.50 Fountain Syringe... **98c**
\$3.50 Douche... **\$2.50**

All For \$3.49

BEE WANT ADS PRODUCE RESULTS

Park Wild Home is Adapted to Good Use

Public Library Branch and Saturday Evening Concerts Make Neighborhood Center.

Cold weather is having an immediate effect upon the work of the Associated Charities. Applications for help, for work, and for transportation are becoming more numerous every day and the need for financial support from the public at large is becoming greater. The industrial home on Park Wild avenue is being put to more important uses than ever before and the officials in charge of it are trying to make it a neighborhood center for the winter. The public library branch and the regular Saturday evening concerts are movements in this direction. All of the destitute people in the city who can be accommodated will be given a home and a chance to work at this time as well as a few who are willing to pay a small rate for lodging.

Persistent Advertising is the Road to Big Returns.