



Santa Claus will be in the Assembly Room (which is in the Pompeian Room Balcony) all day Saturday. Gifts for all children with parents. See the Dolls' Country Club Dance and Reception in the Assembly Room. Shop early in the day—13 Days More.

# BRANDEIS STORES

Christmas Goods Bought Now Can Be Held Here Until Sent For. We will gladly deliver them whenever it is most convenient for you to receive them. To lighten the task of Christmas shopping we urge women to leave the children in our Free Play Room and Nursery. Two trained nurses in attendance.



## The Most Beautiful Christmas Display and the Most Attractive Gifts

Saturday will be the best day of all the season to buy Christmas gifts and apparel for this winter's wear. Every department offers great special inducements. Your Christmas money will do better service for you in Brandeis Stores. Shop at this great, well lighted, well ventilated store with its wide aisles. Shop on a transfer—it will save your time.

# GREATEST CLOAK SALE

EVER OFFERED THE WOMEN OF OMAHA

We Secured Just 2100 Cloaks From a New York Maker Who Needed Money So Badly That He Accepted a Big Loss on All His Highest Grade Lots.

We Place Them on Sale Saturday at About One-Half Their Actual Value

This is a wonderful purchase because it comprises only strictly high class cloaks in this winter's very newest and cleverest styles and materials.

Caraculs, Plushes, Polo Cloths, Plain Blacks—Broadcloths, Mixtures, etc. Made semi-fitted, with loose backs—the new classy polo styles, etc. All those stunning long 54 to 58-inch lengths.

Many wait until after New Year's for opportunities like this, but here is an offer with bigger varieties, better selection and greater values just when you want a new coat.



LOT 1 <b>All the Cloaks</b> From the Big Purchase— <b>MADE TO SELL UP TO \$20.00, at... \$10</b>	LOT 2 <b>All the Cloaks</b> From the Big Purchase— <b>MADE TO SELL UP TO \$30.00, at... \$15</b>	LOT 3 <b>All the Cloaks</b> From the Big Purchase— <b>MADE TO SELL UP TO \$40.00, at... \$19</b>
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**Pony Coats**  
 Guaranteed Pony Coats—Beautiful silky marked coats in a splendid variety to choose from, at—  
**\$59 \$65 \$75 \$89 \$95**  
 Near Seal Plain, Long-length Coat, at... **\$98.00**  
 Near Seal Coat, raccoon collar, extra quality, **\$150**

**Any Woman's Cloth Coat** In Our Entire Stock  
 This includes every coat in the house (with the exception of the fur lined coats and evening coats) regardless of their former prices—and many have been selling as high as \$75 and even \$85. Also the Very Finest Cloaks in the New York Purchase—Coats that are easily worth \$50.00, each... **\$25**

**Sealskin Coats**  
 Hudson Seal, 52-inch length Cloak at... **\$198**  
 Genuine 3-XXX quality of Sealskin Coat; worth \$850, at... **\$498**  
**Mink Fur Sets**  
 Scarfs and Muffs, perfectly selected, beautifully colored and perfect pelts, at a big saving in price.

**Women's \$25 Tailored Suits at \$10**  
 Your choice of 400 Women's Suits that are worth \$20.00 to \$25.00 each, all styles and colors—women's and misses' sizes; for a big Saturday special... **\$10**

**Special Sale of Women's Silk Waists**  
 A few odds and ends of broken lots of beautiful Silk, Messaline, Chiffon over Persian, Laces, Nets, etc.—all colors. Stunning evening and dress models that are worth up to \$15.00, at... **\$5**  
**Your Choice of Any "King" Tailored Waist at One-Third Off**  
 These are the highest-class Tailored Waists that are made. This is a big special for Saturday only.

**Children's \$8 and \$10 Cloaks at \$5**  
 Your choice of hundreds of Children's Coats; odd sizes and broken lots of our own stock and a big lot of manufacturers' samples. Small Children's Coats; ages 2 to 6 and 6 to 14, including all the good heavy cloths, bearskins, opossum cloth etc.—positively worth to \$10, at... **\$5**

**Choice of 500 Children's Hats 98c and \$1.50**  
 Immense assortment of newest and most desirable styles in winter hats for misses and children go on special sale Saturday. Beaver hats and bonnets, felts, caraculs and velvets, also bearskin hats and those cute fur bonnets for children. These Hats have been selling up to \$5.00—Saturday, on our second floor... **98c; \$1.50**

**Great Sale of Leather Bags**  
 Entire Surplus Stock of Manheimer, Hahn, Prince St., N. Y. We bought this stock at a most extraordinary bargain. Wonderful values for Saturday.  
 Genuine Seal Leather Bags—12-inch size—actually worth \$5.00, at... **\$5**  
 Genuine Goat Seal Bags—fancy fitted—12-inch size—worth \$5.00, at... **\$2.98**  
 Women's leather, velvet, suede, walrus, etc.; men's Morocco purses and bill books specially priced.  
 Women's Fine Goat Seal Leather Lined Bags, including John Mehl hand-sewed bags—all fancy colors—one in a box, at... **\$1**

**Stamped Pillow Tops 10c** Art Dept. Main Floor  
 Pillow Tops with backs, in rose, poppy, violet and conventional designs—special bargain Saturday, at, each... **10c**

**Special Sale in Pyrography Department—Main Floor WOOD TO BURN AT 5c**  
 Plaques, in oval and round, in all designs and shapes, values up to 15c; special at, each... **5c**  
 Picture Frames, Hat Racks, Individual Nut Bowls, Jewel Boxes, Post Cards, Hat Pin Holders, at, each... **5c**  
 Our Gas Pens; regular 35c values; per set, special... **15c**

**Last of the Season! Sale of Untrimmed Hats**  
 Your unrestricted choice of any Woman's Untrimmed Hat in our entire stock—beavers, silks, velvets and hatters' plush, in all the new shapes and all the desirable colors, including black—no matter what their former value, at, each... **\$1**  
 Have been selling up to \$5.

**Special Sale of Rogers Bros. 1847 Silverware**  
 This is known as the best Plated Silverware in the world. We offer it at very special low prices:  
 1847 Rogers Bros. Tea Spoons, worth \$1.50; set of six... **\$1.25**  
 1847 Rogers Bros. Dessert Spoons; set of six... **\$3**  
 1847 Rogers Bros. Bertha Table Spoons; worth \$4; set of six... **\$3.25**  
 1847 Rogers Bros. Tee Spoons; worth \$2; set of six... **\$1.50**  
 1847 Rogers Bros. Berry Spoons; worth \$1.75; at... **\$1.25**  
 1847 Rogers Bros. Orange Spoons; worth \$3; at... **\$2.50**  
 1847 Rogers Bros. Cream Ladle; worth \$1.25; at... **75c**  
 1847 Rogers Bros. Gravy Ladle; worth \$1.50; at... **\$1.00**  
 1847 Rogers Bros. Oyster Ladle; worth \$3.00; at... **\$2.25**  
 1847 Rogers Bros. Medium Ladle; worth \$3.50; at... **\$2.75**  
 1847 Rogers Bros. Cold Meat Forks; worth \$1; at... **75c**  
 1847 Rogers Bros. Pickle Forks; worth \$1.00; at... **75c**  
 1847 Rogers Bros. Soup Spoons (round bowls); at... **\$3.25**  
 1847 Rogers Bros. Butter Spreaders; worth \$3.50; at... **\$2.75**  
 1847 Rogers Bros. Child's Set; worth \$1.75; at... **\$1.25**  
 1847 Rogers Bros. Salad Fork; worth \$4.00; at... **\$2.75**  
 1847 Rogers Bros. Salad Sets; worth \$3.75; at... **\$3.25**  
 1847 Rogers Bros. Butter Knife and Sugar Shell, worth \$2, **\$1.25**

**Specials in Toilet Articles and Drugs**  
**CHRISTMAS SPECIALS**  
 Fancy Manicure Sets, in leather cases, up from... **\$1**  
 Hand and Triplicate Shaving Mirrors, at from... **85c to \$2**  
 \$1 Travelling Cases, special... **49c**  
 Fancy Holiday Perfumes, handsome packages, special at... **19c**  
 \$2.50 Hair Brushes, Saturday, at... **\$1.99**  
 Gillette and Durham Duplex Razors, at from... **\$5 up to \$8**  
 Sanitol Tooth Paste... **14c**  
 75c Pompeian Massage Cream... **49c**  
 25c Dr. Graves' Tooth Powder... **12c**  
 25c Lillac Talcum... **7c**  
 10c Palm Olive Soap... **7c**  
 10c Williams' Shaving Soap... **7c**  
 5 Cakes Ivory Soap... **14c**  
 Mmme. Yale's Preparations... **19c**  
 50c Almond Blossom Cream... **45c**  
 60c Face Powder... **49c**

**All the Women's Fur Hats in Our Entire Stock at \$3.50**  
 Our entire stock—many of them worth up to \$10 each. New, up-to-date Fur Hats of fox, lynx, ermine, mink, etc., in brown, black and white. Prettily trimmed with ostrich feathers, quills, gold braids, ornaments, etc.

**PUT YOUR PRESENTS IN HOLLY BOXES**  
 It adds quality to their appearance—Empty Holly Boxes—various sizes to hold handkerchiefs, jewelry, looke, etc.—in Stationery Department—**5c 10c and 15c** each.

See Our Splendid Line of **CALENDARS for 1911**  
 In our big Calendar Booth on main floor—all the best of the season's productions.  
**JOIN OUR NEW Phonograph "Club"**  
 and have a Really Merry Christmas, **\$1** WEEKLY  
 Brings a Superb **VICTOR or EDISON OUTFIT INTO YOUR HOME**  
 Omaha's largest and most complete line of Talking Machines and Records is shown in our new department in **POMPEIAN ROOM**

**Great Sale of Toys, Dolls and Games**  
 Thousands of sample iron toys, iron stoves, hook and ladders, fire engines, locomotive with cars, iron banks, also mechanical train sets and many novelties such as found only in a large sample lot. All perfect toys. All the extreme novelties and large iron toys, the high cost mechanical trains with track, etc., worth up to \$2.50 each, at, each... **98c**  
 All the sample Iron Toys, worth up to \$1.00, will be sold at **49c**  
 Beautiful Sample China Tea Sets, also enameled tea sets, at 10c to 15c, worth double.  
 Ask to see the new Gliderole Coaster wagon with steel or rubber-tired wheels; extra well built and will outlast 3 ordinary coaster wagons, each **\$2.99, \$3.50**  
 Kid Body Dolls, jointed, sewed wigs, etc., worth \$2.00, at... **98c**  
 All the sample Iron Toys, worth up to 50c, will be sold at **25c**  
 Kid Body Dolls, at 25c and 49c, that are worth double.  
 Famous double friction power toys will run over 300 feet on a level track or will climb a steep hill. Locomotives, fire engines, hook and ladders, automobiles, patrols, etc., go on sale at... **49c, 75c and 98c**  
 All the sample Iron Toys that sell up to 25c go at **5c 10c**  
 Building Blocks and Ten Pin Sets, richly finished, 10c to **\$4.99**  
 Baby Bump, a baby doll sensation, velvet bodies, or with rompers, at... **49c, 98c and \$1.99**  
 Boys' and Girls' Midget Camera outfits that will take pictures, at... **25c**  
 See the great assortment of doll go-carts—prices the lowest.

**Saturday—Demonstration and Sale AMERICAN FLYER TRAINS**  
 An Improved Mechanical Train on Track, as advertised in the Saturday Evening Post, of Dec. 10th. The buyer of a 98c, \$1.25, \$1.50, \$2.50 or \$3.98 set, by sending the Brandeis' sales check, together with the American Flyer trade-mark (torn off the end of the card-board box in which the train is packed) to the American Flyer Mfg. Co., 1920 West Kinzie St., Chicago, will be sent free of freight a nice toy freight car.

**HANDSOME EDITIONS OF POPULAR NOVELS (Formerly \$1.18) at 49c**  
 These books are handsomely bound in cloth, with attractive individual cover designs, many drawn by Harrison Fisher, H. C. Christy, Clarence F. Underwood, Will Greife and others. They will make splendid gifts.  
 The Goose Girl—McGrath.  
 The Squaw Man—Edwin M. Royce.  
 Mary Jane's Pa—Norman Way.  
 The Clinch—George C. Jenks.  
 A Fool There Was—Porter Emerson Brown.  
 Covardice Court—George B. McCutcheon.  
 Forsaken Inn—Anna Katherine Green.  
 Together—Robert Herrick.  
 Firing Line—Robert W. Chambers.  
 Rivalry—Stewart Edward White.  
 Jewell's Story Book—Clara Louise Burnham.  
 Man in Lower Ten—Mary J. Rhinehart.  
 Tono Bungay—Wells.  
 Heart of a Child—Frank Danby.  
 Old Wives for New—David G. Phillips.  
 Lure of the Mask—Harold McGrath.  
 Man from Brodway—George B. McCutcheon.  
 The Right Princess—Clara L. Burnham.  
 The Leaves of Love—Clara L. Burnham.  
 Old Chester Falls—Margaret DeLand.  
 The Fly on the Wheel—Katherine Cecil Thurston.  
 Purple Faisol—George H. McCutcheon.  
 Bronze Bell—Louis Joseph Vance.  
 Four Million—O. Henry.  
 Holy Orders—Correll.  
 Barrier—Rex Beach.  
 Uncle William—Jeanette Lee.  
 54-50 or Fight—Emerson Hough.  
 Beloved Vagabond—William J. Locke.  
 Weavers—Gilbert Parker.  
 Get Rich—Quick—Wallingford—George Randolph Chester.  
 Jordan Kells—Fogg.  
 Little Shepherd of Kingdom Come—Fogg.  
 Red Stock—Thomas Nelson Page.  
 The Round-Up—Miller.  
 Paid in Full—Harding.  
 The Blind Lady—Author of Arsenic Lupin.  
 A Maker of History—Oppenheim.  
 Great Secret—Oppenheim.

**Saturday Candy Specials POMPEIAN ROOM.**  
 Something new and delicious—Toasted Goodies, per pound... **15c**  
 Pompeian Bitter Sweets—all pure crushed fruit and ground nut centers—regular 40c lb. values, at **29c**  
 Extra Special—White House Chocolates, pound **19c**  
 Maple Day Saturday—all maple confections, lb. **20c**  
 Maple Penochia, Maple Coconut Balls, Maple Coconut Kisses, Maple Gems, Maple Glace Caramels.  
 Visiting Cards, various kinds, 50 for **49c**  
 Fifty Calling Cards of fine grade **49c**

Calling Cards, 50 for **49c**  
 Entrance to Pompeian Room.  
**BRANDEIS STORES OMAHA**  
 Calling Cards, in a Holly Box, 50 for **49c**

# BRANDEIS STORES