



Do your Christmas buying now. Brandeis Stores are in readiness with the greatest stocks of useful and appropriate holiday gifts any western store has ever shown.

BRANDEIS STORES

TOYLAND OPENS MONDAY
The great, beautiful brilliant City of Toys and Dolls is now in Brandeis' great airy basement. Santa Claus Wants to Meet Every Boy and Girl in Omaha in His Palace in Toyland. Never was there a display of toys, dolls and games to compare with Brandeis' variety this year.



Just 18 More Days Left to Buy USEFUL HOLIDAY GIFTS

Shop during the earlier hours of the day while the store is less crowded.

Shop on a transfer. It saves time and trouble.

Miles of Aisles Devoted to Gifts that Delight Women, Gifts that Satisfy the Men, Gifts that Bring Joy to Boys and Girls. See the Great Reproduction of the British Coronation at Westminster Abbey and the Coronation Parade. Wonderful Free Attraction enacted by hundreds of wax dolls in Our Pompeian Room Monday and every day this week. Only one of its kind in America. See it Monday.

Extraordinary Announcement

Monday and All This Week We Place on Exhibition and Sale About 200 Beautiful Fur Coats and Sets From the Celebrated New York and Paris Furriers **REVILLON FRERES**

This house is noted for exclusive and high grade character of its extreme novelties, made in the choicest skins. We especially direct your attention to this wonderful line, as it is an exceptional occasion when such a renowned house as this allows its models to go out on exhibition and sale.

We are desirous of acquainting Omaha women with the high quality of Brandeis Furs and the dependable methods with which we wish to serve you, and we have gone to a great expense to secure this beautiful showing.

As an extra inducement for Monday, we will offer from our own thoroughly serviceable and honest stock of furs the following notable values in our Fur Department, Second Floor.



New Plush Coats at \$10

These long coats are made of silky, brilliant plush—finely made and very stunning in appearance.

- MATCHED FUR SETS**
- Black Fox Matched Sets— at **\$35 to \$150**
 - Red Fox Matched Sets— at **\$17.50 to \$75**
 - Fine Black and Blue Matched Wolf Sets at **\$19 to \$59**
 - Popular Natural Raccoon Sets— at **\$25 to \$65**
 - Fine Natural Mink Sets— at **\$50 to \$250**
 - Blended Jap Mink Sets— at **\$35 to \$98**
 - Practical Brook Mink Sets— at **\$10 to \$25**
 - Matched Canadian Marten Sets, **\$7.50 to \$20**
 - Children's and Juniors' Fur Sets, in many different kinds of furs very smartly made in many novelty shapes, at set, **\$1.50 to \$15**

- LONG FUR COATS**
- 52-inch Genuine XXX Seal Skin Coat, at **\$498**
 - 52-inch Genuine Hudson Beaver Coat, at **\$1.98**
 - 52-inch Genuine Hudson Seal Coat, stunning style, at **\$159**
 - 52-inch Near Seal Coat, Beaver and Canadian Marten trimmings, at **\$98**
 - 52-inch French Dyed/Selected Skin Russian Pony Coat, at **\$89**
 - 52-inch Blended Brook Mink Coat, at **\$69**
 - 52-inch Near Seal Coats, beautifully made, at **\$69**
 - 52-inch Fine Lustrous Skin Pony Coats, at **\$59**
 - 52-inch Astrakhan Coats, very popular this season, at **\$39**

- WOMEN'S SWEATER COATS**
- Monday we invite you to our new section devoted to Sweater Coats on second floor and offer you extra values for the occasion.
- \$1.50 for Sweater Coats worth \$2.50
 - \$1.98 for Sweater Coats worth \$3.00
 - \$2.50 for Sweater Coats worth \$4.00
 - \$2.98 for Sweater Coats worth \$5.00
 - Also Misses' and Children's Sweater Coats in all colors, at **98c. \$1.50. \$1.98**
- The only department in Omaha that is showing the newest Sweater Novelty, "The Rough Neck," at **\$3.98** and **\$5**

- Women's Long Heavy Mixture Coats \$15**
- The long, swaggy, roomy kind that fashion has decreed this year. A great variety.
- Women's Black Broadcloth Coats \$25**
- The dressiest coat a woman can have for every occasion. The quality is excellent.
- Women's \$25 and \$30 Tailored Suits \$15**
- Scores of fine wool suits are in this group for Monday.
- Women's Mouseline Petticoats**—all sizes, they are practical gifts at **\$3.50**
- Women's Outing Flannel Night Gowns.** They are warm, well made and very serviceable **98c**

Christmas Handkerchiefs

Here are the most popular Christmas gifts, and in no western store is there a variety that can in any way compare with Brandeis. Many squares and counters on our main floor devoted exclusively to the daintiest kerchiefs ever seen at holiday time.



- Women's fancy embroidered, hemstitched and scalloped border handkerchiefs, fine embroidered corners, dainty lace borders; also fine embroidered initial handkerchiefs; also hundreds of samples. Values up to 30c, at each **15c**
- Women's Embroidered Corner Sheer Irish Linen Handkerchiefs, Armenian and Princess lace edges, daintily embroidered sample handkerchiefs on cards, etc; many worth 50c, at each **25c**
- Women's Embroidered Corner Sheer Linen Handkerchiefs—also dainty Swiss embroidered, scalloped and hemstitched borders—many are sample handkerchiefs; worth up to 60c, at each **35c**
- Women's and Men's Fine Embroidered Initial Handkerchiefs, narrow hemstitched borders. Six in fancy box, at box **59c**
- Women's daintily embroidered Sheer Shamrock Lawn Handkerchiefs—six in fancy box, at box **98c**

Gloves Are Ideal Christmas Gifts

The Christmas gloves have just been received. Our glove section is showing thousands of dollars worth of kid gloves of the highest character in every new and fashionable shade and style for street or evening wear.



- Our holiday shipment of fine kid gloves includes all lengths and shades for street and evening wear, Perrin's, Monarch, Northrup and other well known makes. Long Gloves ranging in prices from **\$2.75 to \$3.75**
- One and Two Clasp Gloves, at pair **\$1.25 to \$2.00**
- Fancy Boxes for your Christmas Gloves are here.
- Women's Two-clasp Kid Gloves—Black, white and tan, with single row embroidered backs, all sizes—worth \$1.00 a pair—bargain square, at pair **69c**
 - Women's Silk Gloves—Silk lined, two-clasp, black only—worth 75c a pair, at per pair **50c**
 - Boys' and Girls' Gloves and Mittens—Rough Rider gloves, fleeco lined; Astrakhan gloves, leather palm; Kid and Mocha Mittens, fleeco lined; Real Scotch Golf Gloves, at pair **50c**
- A charming gift is a glove bond, permitting woman her own selection.

Women's Christmas Neckwear

Fine Net, Lace and Embroidered Blouses, Fancy Lace and Embroidered Jabots, Side Frills and Pleats, Combination Stock and Jabots, New Dutch and Sailor Collars in dainty embroidery; actually worth up to \$1.25; at, each **50c and 25c**



Latest Novelties in High Grade Neckwear—Real Irish Crochet, Real Cluny and Fine Hand Needlework, Fichus, Capishon Collars, Large Coat Collars, Dutch and Sailor Collars, Jabots, Side Frills, Stock Collars, Irish Crochet Bags, etc.; very special values at **98c. \$1.50. \$1.98. \$2.98 to \$10**

Main Neckwear Department.

Suitable Gifts of Jewelry

Our Great Sale of Watches, Diamonds, Gold and Gold Filled Jewelry From the Stock of M. F. Fleishman & Co., Wholesale Jewelers, Chicago, Continues all Week

Diamond Set Jewelry

Small Diamond Rings in fancy mountings; worth up to \$10, at **\$3.98**

\$22.00 Genuine Diamond Rings— at **\$16.50**

Genuine Pure White Diamond Rings, beautifully cut; worth regularly \$50.00, sale price **\$35.00**

Solid Gold Jewelry

Solid Gold Stick Pins, set with real turquoise, real coral, real jade, real garnet and pearls; worth \$4.00 and \$6.00, at **\$1.98**

Solid Gold Heart Pendants, at **\$1.98**

Solid Gold Pen Knives, 2 and 4 blades; worth \$3.00 and \$6.00, at **\$2.50**

Solid Gold Rings, many set with real turquoise, real coral, real jade, real garnet and pearls; worth \$2.00 to \$6.00, at **\$1.69**

Solid Gold Pins, worth to \$3.00, at **\$2.98**

Solid Gold Links; worth \$3.00 to \$6.00, at **\$2.98**

Solid Gold Brooches; worth \$3.00 to \$6.00, at **\$2.98**

Solid Gold Baby Locket Chains— at **\$1.50**

Men's and Women's Watches

Men's Gold Plated Watch with gold dial and an American lever movement, worth \$4.00, at **\$1.79**

Men's Illinois Gold Filled Hunting Case, 7-jewel lever movement; a \$12.00 watch for **\$6.89**

Same Watch with Open Face at **\$6.25**

Women's O size Crown case, guaranteed 19 years—worth \$12.50, at **\$7.50**

Women's O size James Ross or Crescent 14k gold filled case, worth \$25.00, at **\$12.50**

Jewelry Novelties

Men's Watch Chains, S. O. Bigney, finest gold filled, guaranteed 12 years; worth \$2.00 and \$2.50, at **98c**

Men's Fine Gold Filled Watch Chains, worth \$2.00 and \$2.50, at **98c**

Sterling Silver and Novelty Pins; all kinds; worth to \$2.00, at **40c**

Locketts worth to \$2.50, at **\$1.00**

Novelty Brooches, these include real Cameos, worth to \$5.00, at **75c**

Bracelets worth \$2.50 to \$5.00, at **\$1.00**

Pinnae (twin filled) bracelets, sergee at \$2.00; worth \$5 and \$6, at **\$2.50**

Tomorrow the Opening of Brandeis Toyland

The largest and by far the best selected stock of toys and dolls in Omaha in Our Great Basement. Playthings, useful articles and scientific toys. Santa Claus is here and wants to meet every girl and boy this week.

Dolls From All Over the World

Every kind and every size of doll, together with every imaginable thing for dolly's wardrobe.

See Our Wonderful Reproduction of the British Coronation and Parade. It is enacted by hundreds of dolls in our Assembly Room in the Pompeian Room. See the Doll King and Queen being crowned in Westminster Abbey. Brandeis Great Free Christmas Attraction.

Special Demonstration and Sale Primo Vacuum Freezer

This Freezer marks a new era in the making of frozen dairies, as it is simply a case of "put in the ice cream" and the freezer does the rest—delicious Ice Cream and Ices being made in ten minutes. It requires no labor, cannot break or get out of order, uses snow or ice and just one-fourth the amount formerly required. It soon pays for itself in the saving of ice and labor. During the demonstration a remarkably low price will be made of **\$2**

Ice Cream and Ices served daily. Special Wednesday and Saturday free: Maple Mousse.

China Dept.—West Arcade.

Attractive Offers in Large or Small Rugs

A beautiful gift for the home is the sort of gift that a woman appreciates most highly of all. Here are special offers in rugs of quality that are suitable for holiday presents. On our Third Floor.

- High Quality of 9x12 Axminster Rugs, Monday at \$15.00—These rugs are readily worth up to \$30—beautiful oriental patterns and florals as well, at **\$15**
- Room Size Seamless Brussels Rugs, Special at \$9.98—These are all new patterns and the rugs are good wearing quality—worth up to \$16.50, at **\$9.98**
- A Great Showing of Small Rugs That Are Specially Priced.
- Scores of 27x60 Axminster Rugs— at **\$2.25**
- Scores of 36x72 Axminster Rugs— at **\$3.75**
- Scores of 27x54 Axminster Rugs— at **\$4.50**
- Scores of 36x76 Wilton Rugs— at **\$7.00**
- A complete line of Bissell's Carpet Sweepers priced from **\$2.50 to \$5**

Suitable Presents in Our Drapery Dept.

Our Drapery Department in the basement has the best assortment of handsome curtains, couch covers and drapery materials that you can select from in Omaha. Many appropriate Christmas Gifts are here. We specially mention Imported Lace Curtains at **\$3.00 up to \$10.00**

Portieres, an endless assortment of all kinds from \$2.50 a pair up to **\$38.50**

Couch Covers, hundreds of this season's newest patterns from \$1.25 up to **\$12.50**

French Velour Table Runners and Table Mats, at each \$1.50 and **\$2.98**

Shirt Waist and Skirt Boxes, the most complete line in the city, at \$3.95 up to **\$10.50**

Center Table Covers; worth \$1.50 each, special for this week at **98c**

Rope Portieres, many new novelties in this line, at \$1.95 up to **\$11.00**

CHRISTMAS DECORATIONS On Sale in Stationery Dept.

Paper Garlands in red, green and holly, at **10c and 15c**

Denison's best Crepe Paper in red, green, white, etc; roll **10c**

Denison's Decorated Crepe Paper with holly designs, at roll **15c**

Holly Paper Lunch Sets—Contains table cloth, napkins and doilies, at set **25c**

Holly Paper Dollies, at per doz. **15c, 10c, 5c**

Embossed Holly Boxes in various sizes and shapes to hold Christmas gifts, at 10c, 15c and **5c**

CHRISTMAS SHOPPERS

Will find our Green Rooms on Balcony of Pompeian Room is a most delightful and restful spot for a dainty, moderate priced lunch at noon, or for a bracing cup of delicious tea in the afternoon.

Have You Seen the Doran Pins?

They will not tear veil or fabric. They will not tarnish. Demonstration at entrance of Pompeian Room.

Women's Newest Style Shoes at \$2.98

In soft dull calf and bright patent leather with cloth or kid tops and tan calfskin—all made over the new high, wide toe, short vamp lasts, Cuban heels and 7-inch tops that makes the most popular style of the season. Made of the best materials and finished as well as the usual \$4.00 shoe. Ten styles in all sizes, at **\$2.98**

In Women's Shoe Section—Old Building.

All This Week—LaVida Corset Demonstration and Sale

The success of these demonstrations has been so marked this season that we have secured the services of Miss Virginia White, special representative from the designers, who will correctly fit LaVida corsets to your individual fit and, explain the many points of superiority in this make.

New Store—Main Floor—West End.

