

# Santa Claus Himself is Here--All Day Long, Saturday, He Will Be in His Big Toy House on Our Third Floor!

## He will Give Away 5,000 Boxes of Candy Saturday to Children Accompanied by Parent



### TOYLAND IN THE BASEMENT

This immense, perfectly equipped department occupies nearly our entire basement. Every new toy, every up-to-date doll, every fascinating game and every novelty for Christmas is here. All the children in Omaha flock here and it is the toys they see here that they will hope to get on Christmas morning. This is the store that has everything.

- White enameled roll top desk and chair worth \$3 at \$1.50
- Regular \$1.50 Combination Blackboards, special.....75c
- Regular \$2 Jointed and Kid Body Dolls, special.....90c
- The regular \$6 Kestner Kid Body Dolls, special.....\$3.98
- Mechanical Taxi Cabs, a great novelty, at.....1.90
- Complete Passenger Train Set, figure 8 track, at.....75c
- 5c Bisque Baby Dolls, with hair, moving eyes, special, 15c
- Child's Water Set, 8 tumblers and pitcher, decorated, 49c
- 500 new Games to select from at, each.....5c, 10c, 15c, 19c
- Meccano Sets, the best of all gifts for boys.....\$1 to \$3.98
- Cut Out Block Figures, excellent training for children, 90c
- \$2 quality Rugby Foot Balls, fine for boys.....90c
- Combination Game Boards with 20 games.....90c

Military Brushes, each set in nice box, \$1 value at...49c  
Scores of other special bargains in Comb and Brush Sets, Manicure Sets, Shaving Sets, Traveling Cases and Leather Goods in this section of Toyland.  
Selecting your gifts at this department from these large sample lines makes it possible to save fully one-half the price you would ordinarily pay.

### HANDKERCHIEFS FOR CHRISTMAS



- Women's Pure Irish Linen Handkerchiefs—fancy embroidered, Armenian or Venetian lace—also men's pure linen—some fancy colored and initial silk handkerchiefs—many worth 50c, at, each.....25c
- Women's pure linen, fancy embroidered corners and all around embroidered, butterflies, flowers, etc.—many hand embroidered—many samples, worth 15c; also men's pure linen initial, worth 25c to 35c, at, each.....15c
- Women's Fancy Linen Handkerchiefs, with embroidered corners, all around embroidered, fancy val, lace edges and scalloped embroidered edges; also men's linen, plain or initial, worth 15c and 19c, at, each.....10c
- 25c Women's pure Irish Linen Handkerchiefs, fancy embroidered corner and initial, 6 in fancy Christmas box, at, box.....\$1
- Women's 15c Linen Handkerchiefs, with fancy embroidered initials, 6 packed in fancy Christmas box, at, box.....60c
- Women's 12 1/2c Linen Handkerchiefs, with fancy embroidered initial or long style colored initial, 6 in fancy box, 50c
- Men's all pure Irish Linen 25c Handkerchiefs, fancy embroidery initials, narrow hem, 6 in fancy box, at.....\$1
- Men's 25c Irish Linen Handkerchiefs, 6 in box, at.....\$1
- Men's Christmas Handkerchiefs, some initial, 6 in box 60c
- Children's Colored Picture Box or Toy Trunks, Telephones or Jewel Boxes that contain 3 handkerchiefs.....90c
- Children's Fancy Handkerchiefs, 3 in holly box.....11c

### SATURDAY—A Great Sale CHRISTMAS PICTURES

At About 1/2 to 3/4 Their Real Value

Bought from Strauss, Owen & Co. of Chicago, the entire order of fine Christmas pictures canceled by a very exclusive eastern art shop.  
Choice variety of classic subjects in one-inch heavy antique and struction gold frames, size 11x14, both with crest and bow knot top; also about 150 of Harrison Phillips' masterpieces.  
"The Six Greatest Moments of a Girl's Life," extra large size, 10x13, with antique and struction extra quality frame, hand tinted in blue or pink, packed in holly box with white tissue paper and gold cord; would be splendid value at \$2 to \$4.  
Picture and Framing Dept., 3d floor, each.....\$1



### IN CUT FLOWER DEPT. HOME GROWN ROSES An Immense Quantity SATURDAY Main Floor, West End. 39c Doz.

### New Lots Now Ready for Distribution SCHOOL PENNANTS

Thousands of high-class school pennants on felt in the exact school design and colors—7 1/2 inches long—offered in our Boys' Clothing Department, second floor, old store. Following School Pennants go on sale Saturday:  
Beale, Trask, Lake, Hancock and Glifton Hill public schools; Immaculate Conception, St. Patrick's, Holy Family, St. John's High and St. Peter's schools of Omaha; also the St. Francis school of South Omaha—only one to a customer—Saturday at, each.....1c

Every child in Omaha and vicinity wants to meet him, and every child will certainly want to see the wonderful holiday sights in this great Christmas shopping center.

# Brandeis Stores

Only 16 more days remain to buy Christmas gifts. Make your selections now while stocks are more complete, varieties are greater, aisles are free of crowds, and malls are less congested. We will keep your purchases here and deliver them at any time you wish on request.



For your own convenience & greater satisfaction we urge you to

### Do Your Xmas Shopping Early

### A Great Special Purchase Toilet and Manicure Sets

3 Sample Lines from S. Langsdorf & Co., at 50c on the Dollar.



Big purchase includes French Ivory, real Ebony and quadruple plated silver Toilet Sets, Manicure Sets, Military Sets, Combination Toilet and Manicure Sets, all in silk lined leatherette and silk cases; also some pipe sets, sewing sets, glove and handkerchief boxes—A great chance to buy toilet sets.

### All at Half Price

### Sterling Silver Toilet Ware Specials

Sterling Silver Military Sets, in lined boxes for gifts \$2.98  
Heavy Sterling Silver Military Sets, in silk box, at \$5.00  
8-piece Sterling Toilet Sets, comb, brush and mirror, \$10.00  
Sterling Silver Manicure Sets, in holly boxes, special, \$1.00  
Sterling Silver Manicure Sets, various styles, special prices

### Brass Novelties—Smoking Sets, Etc.

Cigar Jars, Ash Trays and various other sets, worth \$3, \$1  
50c Brass Ash Trays, with cigar rest, match box holder and glass inside tray; an excellent gift for a man, at 25c  
Quadruple plated and solid brass Smoking Sets, at \$1.98  
Quadruple plated silver Shaving Sets, upright stand, with mirror, brush and cup; gift any self-shaver welcomes, \$3.98

### GOLD FILLED JEWELRY



\$3 gold filled La Vallieres, pendant design, special at \$1.00  
\$1 Bar and Beauty Pin Sets, in fancy holly box, special, 50c  
\$1 Men's Link and Tie Sets, a most attractive gift...50c  
50c Men's Link Buttons, put up attractively in holly box 25c  
Sterling Silver Pendant La Vallieres, worth to \$4, at \$1.98

### SOLID GOLD JEWELRY

\$5 Solid gold pendant La Vallieres, in beautiful designs; set with pearls, sapphires, amethyst, rubies, garnets, \$2.98  
\$7.50 solid gold La Vallieres, a beautiful gift, at \$3.98  
\$6 and \$7 solid gold, diamond set Tie Clips, special, \$2.98  
Solid gold Brooches that are worth to \$5, Saturday, at \$1.49  
Solid gold Pocket Knives, a splendid gift for a man, \$2.98

### Omaha's Most Complete Stock of Leather Goods

Leather gift novelties of every description at moderate prices.

### Leather Bags

1,000 Leather Bags of real leather, real leather lined; they come in all colors, all shapes and all sizes; worth up to \$2, on special sale, \$1  
\$5 Real Seal, Pin Seal, real walrus and real morocco Bags, at \$2.98

### Mesh Bags

\$5 German Silver Mesh Bags, kid lined, 7-inch frame, at.....\$2.98  
\$1.00 Revere Ring Mesh Bag, 4 1/2-in. frame; special at.....\$1.98

### SPECIAL SALE Xmas Neckwear

1,260 fine silk Four-in-hand Ties—the large, new shape, all new patterns and exceptional values, every tie positively worth \$1, at.....59c

### \$2 SHIRTS at \$1.10

New patterns, plain and pleated bosoms; actually worth up to \$2.00, at.....\$1.10

- 4 pairs Men's Silk Hose in fancy box, assorted colors, \$1.00
- Men's Fine Silk Gift Suspenders at.....75c, \$1.00 to \$2.50
- Sets, Suspenders, Arm Bands and Garters, 80c, 75c to \$1.25
- Tie and Hose Sets, special at, set.....50c
- Men's Silk Ties in holiday boxes, at.....25c to 35c
- Men's Sweater Coats, worth up to \$7.50, at \$2.98 to \$4.98
- Men's, Boys' Gloves, mostly samples, worth to \$1.75, 30c
- Men's 35c Silk Hose—tan, slate, navy, black—pair.....\$1.00
- Men's Bath and Lounging Robes at.....\$2.98 and \$4.98
- Men's Pajamas, with initial on pocket, at, suit.....\$2.00

### Specials Saturday

- Parasols of Hydrangea, 1-1/2 bottle.....90c
- 6-oz. Asperin Tablets, 7 dozen for.....26c
- Listeria, \$1 size bottle.....53c
- Ford's Vanishing Cream, 25c size.....12c
- Kind's Money Almost Cream, 50c size.....26c
- Emulphor or Sosa Lint, 25c size.....12c
- Fabeco Tooth Paste, 26c size.....26c
- Woodbury's Facial Soap, 25c size.....12c
- 6-oz. Asperin Tablets, 7 dozen for.....15c
- Asura Perfume, genuine, the oz.....53c
- Lesall's Mastic Perfume, the oz.....53c
- La Blanche Face Powder, all shades, Manicure Sets, worth 50c, at.....29c
- Phoscolax Wafers, 100 in bottle.....29c

### In Our Women's Ready-to-Wear Section on our Second Floor We Offer Women's Chic Silk and Wool Dresses \$5

THAT WERE MADE TO SELL AT \$10 and \$12.50 SPECIAL

A remarkable purchase from J. D. Booth & Co., 134 W. 25th St., New York, manufacturer of wool and silk dresses, including practically his entire stock of made-up dresses, all his samples and excess stock at a big price reduction. We offer the entire purchase Saturday in one big lot, regardless of the cost price or regular value, at \$5. The materials include pretty wool plaids, French serges, Bedford cords, white serges, novelty weaves, silk messalines, charmeuse, chiffons; fashioned in the latest, most charming styles—all go in one lot, at.....\$5.00

### A GREAT PURCHASE OF CHILDREN'S WEAR

A big purchase from a New York maker of children's coats and dresses enables us to offer for Saturday two of the biggest specials we have ever given in our children's section

### Children's Dresses \$1.00

Worth up to \$3.00, at.....

Made of wool cashmere, serges, plaids, checks and striped novelties; plain and trimmed effects, in thirty different styles. All colors; sizes 6 to 14 years. The most attractive little girlish styles for dress and everyday wear.

### Children's Cloaks \$2.98

Worth up to \$7.00 each, at.....

These are samples, odd garments and surplus stock. Made of heavy winter cloakings, such as chinchillas, bouclies, Persianas, Zibelines, etc.; all colors, all sizes, in forty different styles that are practical and highly desirable for children's wear.

### 500 PAIRS WOMEN'S SHOES

All Sizes—All Good, Desirable Styles  
WORTH \$3.50, \$4 & \$5 Pr.



Patent, dull and suede leathers—black, gray and brown—all sizes. On main floor Saturday.

We include the new Baby Doll Shoe in patent and dull leathers, extreme low heels and plain toes.

### NEARLY OUR ENTIRE STOCK FOR MEN DEVOTED TO THIS SALE

### A TREMENDOUS PURCHASE OVERCOATS

From One of Chicago's Leading Manufacturers

Backward Weather Conditions Forced the Purchase Price so Low That We Offer Values that Will Surely Bring a Thousand Men from Omaha and Vicinity to Share in the Money-Saving This Sale Makes Possible

Coats of the latest models, made up in the best winter materials comprise this stock. Every coat is hand tailored and finished like the most expensive coats made.

### Men's \$15 OVERCOATS at \$10

Choose from hundreds of good chinchillas with shawl collars and belted backs, chevots, cassimers, tweeds and kerseys; coats with convertible collars, also heavy ulsters. The sizes are 34 to 48; the lengths are 44 to 50; the values are the biggest of the season.

### Fine Chinchilla and Kersey Coats \$12.50

Shawl collar and belted back Wilson and Germania chinchilla, all wool Tivoli kersey, chevot and cassimere, with shawl collars and belted backs; sizes 34 to 50; lengths 44 to 50 inches; all in the class, new models; none worth less than \$16.50; most of them worth \$18.

### Chinchilla, Irish Frieze and Melton Coats \$17.50

Never was such a group of overcoats offered anywhere, at such a price! Many of them are worth \$30 and \$35. Many all wool kerseys, plush lined and with Persian lamb collar. Many shawl collar chinchillas; many convertible collar ulsters, 44 to 50 inches long, all sizes. The supreme offer of the entire year.....

At each of these special sale prices we offer great lots of men's hand tailored fall and winter suits. The suit values are fully as remarkable as the values in overcoats. Wonderful specials in blue serge suits.

### Men's WINTER MACKINAW COATS \$10

The hit of the season—practical, up-to-date and comfortable short mackinaw coats, Norfolk styles, shawl collar and belt, plain gray and fancy mixed shades; class all the way through; 3 lots at \$5, \$6.98 and \$7.50.

Men's heavy weight wool mackinaws, ulster style, shawl collar, belt all around, 50 inches long; \$17.50 values.....\$10

