

Shop in the mornings if you can



Just the Right Gifts for Everybody

Easily Found in This Great Modern Christmas Headquarters
With Its Endless Varieties of New Things for the Holidays

Santa Claus **HIMSELF** is on our third floor. He has a gift for every child who comes.

Brandeis Stores

Merchandise Certificates

If you are in doubt as to the best gift for anyone, buy a merchandise certificate at exchange desk, redeemable in anything in this stock. Let the recipient select the gift most desired.

You save your own time, you save worry, save steps and certainly save money when you bring your Christmas shopping list to THE STORE THAT HAS EVERYTHING. No matter what gift you seek, you will find larger varieties here and a range of prices that suits your requirement.

We Will Send Your Gifts Free by Parcel Post Anywhere in the United States

You Will Secure the Richest Gift for Another or the Most Serviceable and Lasting Attire for Yourself if you Profit by

OUR SENSATIONAL FUR EVENT!



Only 10 more shopping days before Christmas

We Purchased 150 Dozen Imported **Women's Kid Gloves \$1.10**
Made to Sell at \$1.50—We Offer Them at **1 PAIR**

This wonderful lot comprises overseas and pique gloves. The overseas gloves are from Germany, light and medium weight, 2-row embroidered back, black, white and good color range.

Pique Gloves, full pique sewn, with English thumb. Pique Gloves are one-clasp, black, white, tan, brown.



\$1.10 Guaranteed first selection; splendid fit.

Put up in Fancy Holiday Boxes for Christmas Presents

We are official selling agents in Omaha for the Perrin Kid Gloves, the highest class glove made. Every style is here for Christmas buying.

Christmas Showing of Women's Neckwear—Dainty Swiss embroidered collars and cuffs sets, useful and pretty gifts; also lace collars, all new styles, at .25c and 50c

GIFT HANDKERCHIEFS

- Women's Fancy linen Handkerchiefs—Fine point Venise, madras and Armenian edges; hand embroidered corners, also princess lace. Men's pure Irish linen and colored silk handkerchiefs. Many worth 50c, Saturday, each, at **25c**
- Women's 50c Linen Handkerchiefs at 15c—Fancy embroidered corners; some embroidered all around; some figured with butterflies and flowers—also men's plain and initial Irish linen handkerchiefs. **15c**
- Women's and Men's Handkerchiefs, at 10c—Women's embroidered corners and edges—collared and lace trimmed—men's plain and initial pure linen handkerchiefs, worth 15c and 20c, at **10c**
- Women's Linen Initial Handkerchiefs—shamrock initial and embroidered men's plain white and pillow top handkerchiefs—100 value, at **5c**

- Women's dainty linen initial handkerchiefs, 6 in fancy box, 60c
- Men's initial and plain handkerchiefs, satin cord edge, 6 in box, 60c
- Women's linen handkerchiefs, fancy emb. initial, 6 in box, **\$1**
- Men's pure linen handkerchiefs, fine emb. initial, 6 in box, **\$1**
- Men's pure Irish linen handkerchiefs, emb. initials, 6 for **\$1.50**
- Women's fancy colored initial handkerchiefs, 6 in Xmas box, 50c
- Women's fancy emb. pure linen handkerchiefs, 4 in Xmas box, 75c
- Women's Handkerchiefs, embroidered, 6 in box, special, box, 50c
- Women's fancy Irish linen handkerchiefs, 35c qual., 6 in box, **\$1.50**

Entire Overstock of a New York Furrier.

MATCHED FUR SETS

Plain and fancy Scarfs—full size muffs; brown sable, black French and Belgian Coney, worth up to \$10 set, at **\$5**

\$12.50 SETS at \$6.98
Fancy and plain sets, some with silk ornaments, blended brook mink, northwest mink, etc., at **\$6.98**

\$15.00 SETS at \$10.00
Several styles French coney and Belgian lynx, brook mink, kit coney, gray fox, etc., at **\$10**

\$35.00 SETS at \$25.00
Newest shapes and styles, in Jap mink, red fox, near seal, American marten, blue wolf, raccoon, etc.



Mild Weather Has Forced These Prices Down to Its Limit.

\$22.00 SETS at \$15.00
Kit fox, coney, natural raccoon, gray fox, Belgian lynx, brook mink, large muffs, plain or fancy scarfs.

\$15

\$27.00 SETS at \$19.00
20 styles of sets; plain or fancy muffs with large or medium size scarfs, in newest shapes; popular furs.

\$19

\$35.00 SETS at \$25.00
Newest shapes and styles, in Jap mink, red fox, near seal, American marten, blue wolf, raccoon, etc.

\$25

\$100 and \$125 Long Caracul Coats, at \$69 and \$89
\$125 Near Seal Coats with beaver collar and cuffs, \$89
\$59 Kit Coney Coat, trimmed with ermine, at \$37.00

The Variety of Stunning New Styles Almost Unlimited! Choose Now

Women's Winter Coats

These clever winter cloaks are all new arrivals from a recent purchase. The values are simply wonderful. By all means see them.

Scores of clever new ideas in warm winter coats of chinchilla, boucle, caracul, novelty cloth, Arabian and broadcloth. Actually worth up to \$19.50. Think of buying them for **\$9.75**

Several hundred coats, worth up to \$27.50, are included in this purchase. We sell them Saturday at less than the value of the materials. Rich, silky plushes, soft chinchillas, caracul, etc. **\$14.75**

Children's and Juniors' Clever Winter Coats; all smart, new, girlish styles, and beautifully tailored, all sizes, now at **\$4.95**

Misses' and Children's Coats—School and Dress Coats, positively made to sell for \$5 to \$7; chinchilla, caracul, plushes and fur cloths; all children's and juniors' sizes, at **\$2.95**

WINTER COATS FOR CHILDREN



200 Fine Framed Pictures, 50c

ON SALE SATURDAY EVENING

Genuine "Palette" prints, all classic subjects: heads, scenes, etc.; gold frames 1 1/4 x 1 1/4 (one of the subjects pictured here); only 1 of a kind to a customer. No telephone orders; no deliveries. Wonderful offer.

Saturday Evening 7 till 9 **50c**
3d Floor.

Men Appreciate USEFUL GIFTS

Men's Bath Robes, worth up to \$7.50, at **\$2.98 and \$4.98**
Finest Bath and Lounging Robes, **\$6.50 to \$20**
Christmas Neckwear, flowing ends, worth \$1, at **50c**
Men's Christmas Neckwear, 75c designs, **50c**
Men's 50c Neckwear in Xmas boxes, at **25c and 35c**
Pajamas, white, tan and blue; your initial on pocket, at **\$2**
Pleated and plain button dress shirts, worth up to \$3, at **\$1.10**
Men's Negligee Shirts of high class; make fine gifts, at **\$1.50, \$2 and \$2.50**
Men's Silk Shirts, with French cuffs; will make fine Christmas gifts; 15 values, **\$3.50, \$3.98**
Christmas Mufflers, specially priced, **\$1 to \$1.5**
Sample Gloves, lined and unlined; kid, mocha and cape; worth up to \$1.75, at **.98c**
Men's Silk Hose; 4 pair in Xmas box, at **\$1**
Men's Silk Hose, gray, black, navy, tan, pair **50c to \$1.50**
Perria's Gloves for Men, **\$1.50, \$1.75, \$2**
Men's Fur Gloves, **\$4.95 to \$20**
Boys' Leather Gloves, large quantities, special at **50c, 75c and 98c**
Imported Silk 4-in-hands, **\$1 to \$4.98**
4 pair fine Lisle Hose, in tan black and gray, box **50c**
Men's Negligee and Golf Shirts, worth up to \$1, at **50c**
Christmas Socks—garters, tie and hose, also tie, handkerchief and hostery, at **50c, 75c, 98c**

Santa Claus is King of Toyland

Saturday will certainly be the very best day in all the month to buy your Christmas toys. Every section in Toyland is complete as can be. Every toy is new and every clever novelty is found here. We specialize in the toys from the hands of those skillful European toy makers. They seem even better finished and more fascinating than ever before. All the strongly made American toys are represented. There is no other display of toys in all the west that is to be compared with this Toy wonderland. Nearly our entire basement is devoted to new toys, new dolls and new games.



30 Dressed dolls, special, 50c
31 Dressed dolls, special, 40c
Cuddling Baby Dolls—The 1.00 kind, Saturday, at **\$1.50**
Cute little Baby Dolls, the regular 4 kind, Saturday, at **50c**
Zesty Holly Hoop—For packing gifts, all sizes, 2 for **5c**

Christmas Specials in Candy Department—Pompeian Room

Fine Homemade Coconut Balls, assorted flavors, vanilla, chocolate, strawberry, 15c
Our delicious Maple Confections—maple caramels, maple cocoa balls, maple cream and maple pecan, 15c
Pompeian Chocolate Bitter Sweet and Swiss Milk Chocolate, fruit and nut creamy centers, 15c

A splendid line of Christmas Novelties, miniature Santa Claus, Christmas trees and many other novelties, at each 50c, 10c, 15c, 25c
All kinds of beautifully made Christmas Boxes and Fancy Boxes, filled with our best candies; all packed for parcel post.

Special Christmas Miniature for schools and Sunday schools, at 10c, 15c, 20c, 25c and 30c
Special Roman Punch Jellies and Assorted Banquet Jelly Gum Drops, at 15c
Special Assorted Jordan Almonds, best quality, per lb, 40c

We Specially Feature the Genuine **THERMOS** Saturday, **\$2.39** Drug Dept., at **2**

We offer this full quart size Thermos bottle Saturday at this remarkable special price. We carry complete lines of Thermos bottles in our drug dept.

We sell the highest grade Perfumes in fancy holiday boxes ready for gift purposes. Prices lower than elsewhere.

Cameras are splendid gifts. We show a complete line.

Chinchilla Overcoats

The One Reigning Favorite of the Season

\$30 OVERCOATS at \$17.50

Here are the two classic overcoat models that you can buy at any price: Shawl collar, belted back, 50-inch double breasted and shawl collar, single breasted 44-inch coats with belted backs, blue, gray and brown chinchilla, also imported tweeds **\$17.50**

\$20 Overcoats, \$12.50. All wool kersey, in black, brown, gray and stripes; all wool vicuna, in gray, brown, tan, etc., 50 inches long, belted back, convertible collar or shawl collar; also many clever chinchilla coats with shawl collars, worth up to \$20, at **\$12.50**

A Great Offer

500 all wool men's overcoats, gray, brown, tan and black, 50 inches long, worth \$18, **\$10**

MEN'S MACKINAW COATS

The classic and most practical out-of-doors utility coat you ever wore: Country club style, shawl collar, yoke backs, belt all around; a saving of \$3 to \$4 on every coat. **\$5 - \$6.98 - \$8.50 - \$10**

\$12.50

\$17.50

\$10

School Pennants

Felt pennants, 7 1/2 inches long, in correct school colors and designs, on 2d floor, old store, Saturday.

Some of the schools represented are: Farnam, St. Agnes, Mount St. Mary, Lowell, Windsor, Walnut Hill, Columbian, Highland, West Side, Comenius, Madison, St. Philomena, Lincoln, O. H. S. of Commerce, Garfield, South Omaha H. S., St. Wenceslaus, St. John, Castellar, Lake, Saratoga, Edward Rosewater and many others, at each **1c**

Men's \$30 Hand Tailored Suits

Imported Irish and Scotch tweeds and worsteds, fine blue serges; all the regular sizes, as well as stouts, long stouts and slims; many young men's models in English cuts. **\$17.50**

300 Men's New Blue Serge Suits

These men's and young men's serges are in sizes from 34 to 48. They would sell regularly up to \$20. They have all the newest style features and all the splendid tailoring you could wish—the price **\$12.50**

\$15 SUITS AT \$10

Suits for men and young men that were made to sell for \$15 and are worth every cent of that figure, special **\$10**

WE CARRY THE COMPLETE LINES OF SOCIETY BRAND AND HIRSHWICKWIRE SUITS AND OVERCOATS AT—

\$17.50 to \$35

\$10

\$12.50

\$17.50

\$10

\$12.50

\$17.50

\$10